HARNESSING THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES: ENHANCING BRAND LOYALTY THROUGH BRAND AWARENESS AND BRAND IMAGE AMONG LE MINERALE CONSUMERS IN MEDAN

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ABSTRACT

Driven by rapid urbanization, growing health consciousness, and shifting consumer preferences, the Indonesian bottled drinking water (AMDK) industry has witnessed remarkable expansion. Amid this growth, Le Minerale has emerged as a formidable challenger, disrupting Aqua's long-standing dominance in the market. This study investigates how Social Media Marketing Activities (SMMA) impact Brand Loyalty, mediated by Brand Awareness and Brand Image. Key SMMA elements analyzed include Entertainment, Interactivity, Trendiness, Electronic Word-of-Mouth (e-WOM), and Informativeness. Data were collected from Le Minerale consumers in Medan and analyzed using SPSS. The findings reveal that Interactivity, Trendiness, and e-WOM significantly enhance Brand Awareness, while Interactivity, Trendiness, e-WOM, and Informativeness positively influence Brand Image. Both Brand Awareness and Brand Image, in turn, significantly drive Brand Loyalty. However, Entertainment does not have a direct impact on Brand Image, and Informativeness does not affect Brand Awareness. This research offers valuable insights for marketers aiming to increase customer loyalty in highly competitive markets through the effective use of social media platforms.

Keywords - **Brand Awareness, Brand Image, Brand Loyalty, Electronic Word-of-Mouth, Entertainment, Informativeness, Interactivity, Social Media Marketing Activities, Trendiness.**

INTRODUCTION

The global bottled water market is witnessing remarkable growth, fueled by a rising consumer awareness of health and convenience, alongside rapid urbanization. In Indonesia, approximately 40.64% of households now opt for bottled water (AMDK) as their primary source, signaling a significant shift in consumer behavior (Databoks, 2023). Amidst this evolving landscape, Aqua, the trailblazer in the industry, faces intensifying competition from Le Minerale. This emerging brand not only claims an increasing market share but has also been recognized as a favorite choice for breaking fast during Ramadan (Nikmah et al., 2023; Hendrayanti et al., 2021; GoodStats, 2024).

Brand loyalty plays a pivotal role in sustaining market position. When consumers exhibit loyalty, businesses can reduce customer acquisition costs and enhance long-term revenue streams (Zia et al., 2021). High levels of loyalty indicate not only customer satisfaction but also a willingness to stick with a brand, even in the face of rival offerings. On the other hand, brand awareness serves as a critical entry point in the purchasing journey. Aaker (1992) argues that strong brand awareness can enhance consumer recall and influence purchasing

decisions. Additionally, a positive brand image is vital for boosting brand loyalty (Astuti, 2023) by forging positive associations that foster trust and commitment among consumers.

Recent studies, such as those by Prameswari et al. (2022), have shown that effective social media marketing strategies can create a positive brand image and elevate consumer trust, further reinforcing brand loyalty (Heskiano et al., 2020). These activities not only enhance brand awareness but also ensure that the brand remains top of mind for consumers. Social Media Marketing Activities (SMMA) have emerged as powerful tools for building brand recognition and image (Kim and Lee, 2019; Nijssen and Ordanini, 2020). The concept of SMMA, developed by Kim and Ko (2012) and Ruangkanjanases (2022), encompasses two-way communication that fosters consumer empathy towards brands. It consists of five essential elements: entertainment, trendiness, customization, interaction, and word-of-mouth (WOM). Moreover, research by Shang et al. (2022) and Aji et al. (2020) introduces additional elements like informativeness, personalization, and advertisement, enriching the understanding of effective social media marketing strategies.

This study adopts five key elements of SMMA: entertainment, interactivity, trendiness, electronic word-of-mouth (e-WOM), and informativeness, building on the frameworks established by Malarvizhi et al. (2020) and Shang et al. (2022). While numerous studies highlight a significant link between SMMA and brand loyalty, some findings indicate inconsistencies in this relationship (Rustemi and Baca, 2021; Fetais et al., 2023). Such variability underscores the need for deeper exploration, particularly within Indonesia's bottled water industry (AMDK). Therefore, this research aims to fill this gap by analysing how social media marketing activities influence brand loyalty, especially in light of shifting consumer preferences toward Le Minerale, which signals a new potential in marketing strategies.

1. LITERATURE REVIEW

2.1. Entertainment (ENT)

Entertainment, as defined collectively by Cheung et al. (2020) and Yang et al. (2022), refers to engaging and enjoyable brand-related content that fosters positive consumer experiences on social media. This type of content not only enhances understanding of the brand but also stimulates emotional connections and engagement among users. The role of entertainment in increasing brand awareness is highlighted by Shuang et al. (2021) and Irdasyah et al. (2022), who assert that entertaining content effectively captures consumer attention and promotes greater interaction with the brand. Furthermore, it is shown to significantly impact brand image, with Wirga et al. (2022) indicating that high-quality entertainment content is positively correlated with consumer perceptions of the brand.

H_1: Entertainment has a positive and significant influence on Brand Awareness
H_2: Entertainment has a positive and significant influence on Brand Image

2.2. Interactivity (INT)

Interactivity in social media marketing refers to the extent to which platforms allow two-way communication between brands and consumers (Rimadias et al., 2021). It can take various forms, such as engaging in discussions, sharing opinions, and connecting with others who have similar views about a product or brand (Irdasyah et al., 2022). Studies have shown that interactivity plays a critical role in increasing Brand Awareness, as active consumer engagement effectively enhances recognition (Lilembalemba et al., 2024; Polimpug, 2022). Additionally, Interactivity positively impacts Brand Image by fostering deeper consumer involvement, further strengthening their perception of the brand (Faisal and Ekawanto, 2022; Irdasyah et al., 2022).

H₃: Interactivity has a positive and significant influence on Brand Awareness

H₄: Interactivity has a positive and significant influence on Brand Image

2.3. Trendiness (TREN)

Trendiness, as defined by Ebrahim (2020) and further elaborated by Cheung et al. (2021), refers to the freshness and contemporary nature of the information shared on social media platforms. It encompasses the latest updates and relevant discussions that resonate with the brand's audience. Research indicates that Trendiness plays a crucial role in enhancing Brand Awareness, with Suryani et al. (2024) highlighting its dominance among other Social Media Marketing Activities (SMMA). Malarvizhi et al. (2022) also confirm the positive and significant impact of Trendiness on Brand Awareness. Additionally, Irdasyah et al. (2022) reveal that Trendiness significantly influences Brand Image, advocating for businesses to actively share the latest news, offers, and products to bolster their Brand Image. Faisal and Ekawanto (2022) further support this notion by identifying Trendiness as a key element of social media marketing activities with substantial effects on Brand Image.

H₅: Trendiness has a positive and significant influence on Brand Awareness

H₆: Trendiness has a positive and significant influence on Brand Image

2.4. Electronic Word-of-Mouth (EWOM)

Electronic Word-of-Mouth (e-WOM) is defined as individuals sharing their thoughts and preferences within their social circles, influencing traditional marketing strategies (Ngarmwongnoi et al., 2020). The rise of social media has enabled consumers to interact with brands and one another, significantly increasing e-WOM activities that impact consumer behavior and decision-making. Companies leverage e-WOM to engage customers, build brand loyalty, and strengthen their online presence. Research by Irdasyah et al. (2022) emphasizes that e-WOM plays a crucial role in boosting Brand Awareness, as companies that encourage customer feedback and interaction can foster stronger relationships with their audience. Furthermore, studies by Hidayat (2021) and Jasin (2022) confirm that e-WOM positively affects Brand Image, indicating its significant role in shaping consumer perceptions.

H₇: e-WOM has a positive and significant influence on Brand Awareness

H₈: e-WOM has a positive and significant influence on Brand Image

2.5. Informativeness (INF)

Informativeness is defined as the extent to which consumers view a brand's social media as a reliable and comprehensive source of information that aids in effective decision-making (Alim et al., 2020; Sohaib et al., 2022). Research indicates that informative content in social media marketing significantly enhances brand awareness, particularly in sectors like property and among small and medium-sized enterprises (Lilembalemba & Phiri, 2024; Parastati, 2022; Supartiwi et al., 2022). Additionally, a high level of informativeness positively impacts consumers' perceptions of brand image by clearly communicating the brand's value and uniqueness (Ji et al., 2022).

H₉: Informativeness has a positive and significant influence on Brand Awareness

H₁₀: Informativeness has a positive and significant influence on Brand Image

2.6. Brand Awareness (BA)

Brand awareness is defined as the ability of consumers to recognize or recall a brand when considering a specific product, which plays a crucial role in the decision-making process by facilitating brand differentiation (Zia et al., 2021). A higher level of brand awareness increases the likelihood that consumers will choose that brand

during purchases (Cheung et al., 2019; Nguyen, 2020). Brand awareness can be categorized into four stages: 1) Unaware of Brand, where consumers do not know the brand; 2) Brand Recognition, where consumers begin to notice the brand during purchasing; 3) Brand Recall, where consumers can name the brand without external prompts; and 4) Top of Mind, where the brand is the first recalled by consumers when prompted (Andreani et al., 2021). Research indicates a significant positive relationship between brand awareness and brand loyalty, suggesting that higher brand awareness leads to increased consumer loyalty (Malik, 2020; Bernarto et al., 2020).

H11: Brand Awareness has a positive and significant influence on Brand Loyalty

2.7. Brand Image (BI)

Brand image refers to consumers' perceptions and beliefs about a specific brand, significantly influencing their purchasing decisions (Savitri et al., 2022). Aaker (1996, as cited in Dam & Dam, 2021) emphasizes that brand image is vital for developing effective marketing strategies and building long-term brand equity. A positive brand image fosters favorable consumer attitudes and behaviors (Febriyantoro, 2020) and effectively communicates the unique character and value proposition of a product (Ilham et al., 2020). Astuti (2023) further supports this by demonstrating a significant positive relationship between brand image and brand loyalty, indicating that improvements in brand image are directly associated with increased customer loyalty.

H12: Brand Image has a positive and significant influence on Brand Loyalty

2.8. Brand Loyalty (BL)

Brand loyalty is defined as the level of commitment a customer has towards a specific brand, reflecting a strong relationship that often manifests in repeat purchases (Wantini et al., 2021). It is characterized by consistent preference and support for a brand, driven by positive experiences and active engagement within the brand community (Lou & Xie, 2021). This loyalty can be measured by the likelihood of customers switching to alternative brands (Haudi et al., 2022) and is evident when customers consistently choose a particular brand as their primary option (Ibrahim, 2022). Research indicates that brand loyalty offers several advantages for companies, such as increasing market share, attracting new customers, supporting brand expansion, reducing advertising costs, and strengthening the brand's position amid competitive challenges (Zia et al., 2021).

Based on previous research, this framework develops hypotheses and clarifies the relationships among variables in the digital marketing context of the bottled water industry. The proposed model in Fig. 1 illustrates how Social Media Marketing
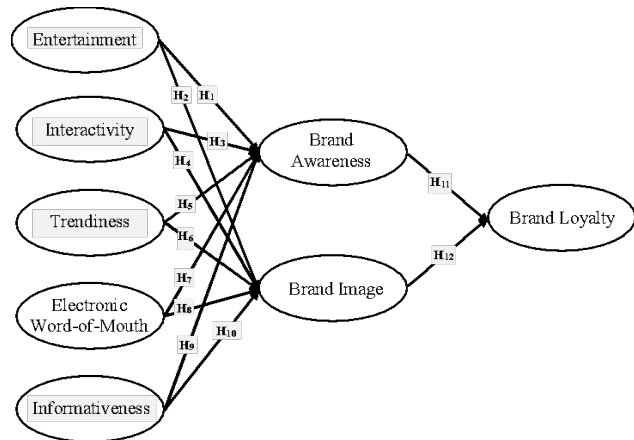
Activities may influence Brand Awareness and Brand Image, which in turn may affect Brand Loyalty.

2. METHODOLOGY

3.1. Sampling and Data Collection

Following Hatcher's (1994) recommendation that sample size should be proportional to the number of variables measured, the current quantitative study selected 200 respondents to ensure the reliability and validity of the data

Fig. SEQ Figure * ARABIC \s 0 1. Proposed Research
Source: Authors' own (2024)

analysis. Using a non-probability sampling method, specifically purposive sampling, this study targeted individuals aged 18-59 residing in Medan, who had purchased Le Minerale within the past six months and had seen content from the brand's official Instagram account. Data collection was conducted through an online questionnaire distributed via social media platforms.

3.2. Data Analysis

Data processing in this study was conducted using SPSS version 22, employing both simple and multiple regression analyses to assess the relationships between independent and dependent variables (Ghozali, 2018). Simple regression assesses the impact of one independent variable on a dependent variable, while multiple regression evaluates the effects of several independent variables simultaneously. This statistical method enables researchers to understand how independent variables influence the dependent variable. Hypothesis testing involves the use of the T-test within the context of multiple regression analysis to determine whether each independent variable has a significant partial effect on the dependent variable. Prior to data analysis, validity and reliability checks, along with conventional assumption tests, were performed. Validity was assessed using bivariate Pearson correlation, which compares the score of each item to the total score, while reliability was evaluated using Cronbach's Alpha.

3. RESULTS

4.1. Demographic Overview

Table 1. Respondents' Demographic Overview

Age Group	N	%
< 18 Years	0	0
18-27 Years	95	47.5
28-43 Years	81	40.5
44-59 Years	24	12
> 59 Years	0	0
Total	200	100
Gender		
Male	86	43
Female	114	57
Total	200	100
Location Medan	200	100

Table 1 illustrates the demographic characteristics of the respondents involved in this study. A total of 200 qualified respondents were collected for the sample. The majority (47.5%) were aged between 18 and 27, followed by 40.5% in the 28 to 43 age range. A smaller group (12.0%) was aged 44 to 59, with no respondents under 18 or over 59, as they did not meet the eligibility criteria. In terms of gender, females comprised the majority at 114 respondents (57%), while males accounted for 86 (43%). All respondents resided in Medan, reflecting the study's focus on consumers in that region. This demographic data lays the groundwork for further analysis of consumer behavior and preferences in this research context.

4.2. Validity and Reliability Test

The validity of the instruments was assessed using the Pearson correlation coefficient. At a significance level of 0.05, an r-table value of 0.138 was determined for the 200 respondents. Consequently, any item with a correlation coefficient exceeding 0.138 is considered valid, while those falling below this threshold are deemed invalid. All indicators in this study exhibited correlation coefficients greater than 0.138, thereby confirming their validity.

In addition to validity, the reliability of the instruments was evaluated using Cronbach's alpha, which assesses the interrelationships among the indicators. A threshold of 0.60 was set, indicating that any variable with a Cronbach's alpha

442

exceeding this value would be considered reliable. The results indicated that all variables in this study achieved Cronbach's alpha values above 0.60, affirming their reliability and consistency. This strong intercorrelation among the indicators further enhances the credibility of the study's findings.

Tables 2 and Table 3 present the detailed results of the validity and reliability analyses, respectively.

Table 2. Validity Test

Variable	Indicator	Correlation Coefficient
Entertainment	ENT1	0.472
	ENT2	0.521
	ENT3	0.558
	ENT4	0.493
	ENT5	0.236
Interactivity	INT1	0.426
	INT2	0.553
	INT3	0.616
	INT4	0.657
	INT5	0.548
Trendiness	TREN1	0.384
	TREN2	0.471
	TREN3	0.502
	TREN4	0.543
	TREN5	0.554
Electronic Word-of-Mouth	EWOM1	0.477
	EWOM2	0.584
	EWOM3	0.544
	EWOM4	0.593
	EWOM5	0.565
Informativeness	INF1	0.606
	INF2	0.670
	INF3	0.596
	INF4	0.656
	INF5	0.654
Brand Awareness	BA1	0.564
	BA2	0.500
	BA3	0.460
	BA4	0.394
	BA5	0.487
Brand Image	BI1	0.745
	BI2	0.243
	BI3	0.540
	BI4	0.745
	BI5	0.372
Brand Loyalty	BL1	0.386
	BL2	0.436
	BL3	0.460
	BL4	0.383
	BL5	0.456

Source: Data Analysed by Authors (2024)

Table 3. Reliability Test

Variable	Cronbach's Alpha
Entertainment	0.695
Interactivity	0.782
Trendiness	0.730
Electronic Word-of-Mouth	0.779
Informativeness	0.836
Brand Awareness	0.720
Brand Image	0.710
Brand Loyalty	0.671

Source: Data Analysed by Authors (2024)

4.3. Regression Coefficients and Significance Testing

The regression coefficients and significance testing summarize the relationships between independent variables and key outcomes such as Brand Awareness, Brand Image, and Brand Loyalty. The T-test evaluates the significance of each independent variable's contribution to the dependent variables. A hypothesis is accepted if the significance value is below 0.05, indicating a partial significant effect, while it is rejected if above this threshold. The standardized Beta coefficients indicate the relative strength of these effects. Below is Table 4, presenting the regression results for the four models.

Table 4. Regression Coefficients and Significance Levels

Model		Standardized Coefficients Beta	t	Sig.
1	(Constant)		1.741	0.083
	ENT	0.139	2.045	0.042
	INT	0.235	3.557	0.000
	TREN	0.136	2.011	0.046
	EWOM	0.223	3.369	0.001
	INF	0.068	1.018	0.310
	Dependent Variable: Brand Awareness			
2	(Constant)		1.664	0.098
	ENT	0.091	1.323	0.187
	INT	0.174	2.606	0.010
	TREN	0.154	2.256	0.025
	EWOM	0.203	3.042	0.003
	INF	0.168	2.474	0.014
	Dependent Variable: Brand Image			
3	(Constant)		9.316	0.000
	BA	0.786	17.864	0.000
	Dependent Variable: Brand Loyalty			
4	(Constant)		11.547	0.000
	BI	0.552	9.327	0.000
	Dependent Variable: Brand Image			

Source: Data Analysed by Authors (2024)

Following the table, the descriptions will focus on the results for each model, highlighting the key findings regarding the significance and impact of the variables.

Model 1 examines the influence of Entertainment (ENT), Interactivity (INT), Trendiness (TREN), e-WOM (Electronic Word of Mouth), and Informativeness (INF) on Brand Awareness using multiple regression analysis. Among these variables, E-WOM exhibits the most substantial positive impact ($\beta = 0.223$, $p = 0.001$), closely followed by Interactivity ($\beta = 0.235$, $p < 0.001$). Entertainment and Trendiness also demonstrate significant effects ($\beta = 0.139$, $p = 0.042$ and $\beta = 0.136$, $p = 0.046$, respectively). In contrast, Informativeness shows no significant influence on Brand Awareness ($\beta = 0.068$, $p = 0.310$).

In Model 2, the same independent variables are analyzed to assess their effects on Brand Image, also employing multiple regression. e-WOM again stands out as the most influential factor ($\beta = 0.203$, $p = 0.003$), with Interactivity ($\beta = 0.174$, $p = 0.010$) and Trendiness ($\beta = 0.154$, $p = 0.025$) also showing significant positive relationships. However, the effect of Entertainment is not statistically significant ($\beta = 0.091$, $p = 0.187$), indicating its limited role in shaping Brand Image.

Model 3 shifts to simple regression analysis, revealing a strong positive relationship between Brand Awareness and Brand Loyalty, with a high coefficient of 0.786 ($p < 0.001$). This underscores the critical connection between consumer awareness and brand loyalty.

Finally, Model 4, which also employs simple regression, evaluates the effect of Brand Image on Brand Loyalty. The findings reveal a significant positive relationship ($\beta = 0.552$, $p < 0.001$), though its impact is comparatively less than that of Brand Awareness.

Overall, the findings presented in Table 4 reveal that all hypotheses are accepted, except for hypotheses 2 and 9, which are rejected. This indicates that e-WOM does not significantly impact Brand Awareness, and Entertainment shows no significant effect on Brand Image.

However, while Informativeness does not have a significant partial impact on Brand Awareness, and Entertainment shows no significant partial

effect on Brand Image, the simultaneous analysis via the F-Test reveals a different perspective as illustrated in Table 5.

Table 5. F-Test Result

	Model	df	F	Sig.
	Regression	5	7.226	.000[b]
	Residual	194		
1	Total	199		
	Dependent Variable: BA			
	Independent Variables: ENT, INT, TREN, EWOM, INF			
	Regression	5	6.458	.000[b]
	Residual	194		
2	Total	199		
	Dependent Variable: BI			
	Independent Variables: ENT, INT, TREN, EWOM, INF			

Source: Data Analysed by Authors (2024)

The presented results above indicate that Entertainment, Interactivity, Trendiness, E-WOM, and Informativeness collectively exert a significant influence on both Brand Awareness and Brand Image, as illustrated in Table 5 and Table 6.

4. DISCUSSION

The findings of this study indicate that the elements of Social Media Marketing Activities (SMMAs) significantly influence both Brand Awareness (BA) and Brand Image (BI). Interactivity (INT), Trendiness (TREN), and Electronic Word-of-Mouth (EWOM) emerged as the main drivers enhancing Brand Awareness (BA) and Brand Image (BI), supporting previous research (Lilembalemba et al., 2024; Malarvizhi et al., 2022; Irdasyah et al., 2022). These elements highlight the importance of consumer engagement, trends, and peer influence in shaping perceptions of a brand like Le Minerale, thus enhancing its visibility and reputation.

The study also identified a positive correlation between Entertainment (ENT) and BA, aligning with prior findings (Shuang et al., 2021; Irdasyah et al., 2022). Entertaining content captures consumers' attention, making it more memorable and fostering engagement, ultimately boosting BA. However, ENT had no significant effect on BI, consistent with Malarvizhi et al. (2022). While entertainment can attract initial interest, its ability to shape long-term brand image may be limited without deeper, value-driven engagement (Cheung et al., 2020). This suggests that the short-lived nature of entertainment may not contribute substantially to building a lasting, meaningful brand image for Le Minerale.

Interestingly, the study found no significant relationship between Informativeness (INF) and BA, contradicting the majority of earlier studies (Lilembalemba and Phiri, 2024; Parastati, 2022; Supartiwi et al., 2022). Potential explanation for this could be that consumers prioritize habitual choices or personal preferences over detailed information when selecting familiar products like bottled water. In this case, the effectiveness of engaging and visually appealing content, which is often driven by elements of entertainment and trendiness, may play a more crucial role in fostering brand awareness than purely informative content.

Additionally, the significant positive effects of INT, TREN, and EWOM on both BA and BI reflect the importance of interactive and trend-based strategies, as well as consumer-driven communications in establishing a strong presence for Le Minerale. These findings, consistent with earlier research (Jasin, 2022; Irdasyah et al., 2022), emphasize that such elements are essential for maintaining consumer interest and fostering a positive brand image.

Finally, the results confirm that both BA and BI significantly influence Brand Loyalty (BL), as supported by prior studies (Bernarto et al., 2020; Buyukdag, 2021; Astuti, 2023). This reinforces the idea that increased brand awareness and a positive brand image lead to higher consumer loyalty, which is crucial for the long-term success of Le Minerale in a competitive market. By building a

strong BA and BI, brands can cultivate deeper consumer connections, ultimately enhancing brand loyalty and market positioning.

5. CONCLUSION

Using the findings of this research, Le Minerale can develop highly effective marketing strategies tailored to its consumers. Moreover, these insights can benefit other companies looking to transition from traditional marketing to Social Media Marketing Activities (SMMAs). This study concludes that:

1. Entertainment: Le Minerale should focus on creating engaging, interactive content on social media to enhance consumer emotional connections and brand loyalty.
2. Interactivity: By organizing interactive contests and utilizing social media features, Le Minerale can foster deeper consumer engagement and feedback.
3. Trendiness: Staying current with social media trends and launching limited-edition products can help Le Minerale capture the attention of trend-conscious consumers.
4. Electronic Word-of-Mouth (e-WOM): Encouraging positive reviews and building loyal online communities can amplify brand reach and consumer trust.
5. Informativeness: Providing educational content about the benefits of mineral water and its production can enhance consumer understanding and preference for Le Minerale.
6. Brand Awareness: Increasing digital advertising and sponsorship of major events can significantly boost brand visibility and recognition.
7. Brand Image: Adopting sustainable practices and collaborating with positive public figures can enhance Le Minerale's brand perception among environmentally conscious consumers.
8. Brand Loyalty: Developing a customer loyalty program and ensuring proactive customer

service can strengthen long-term relationships and encourage repeat purchases.

Appendix 1 Research Instruments

Entertainment
1. I find the appearance of Le Minerale's Instagram account attractive.
2. I feel that the content on Le Minerale's Instagram account is entertaining.
3. I believe that the posts shared by Le Minerale on Instagram are interesting to view.
4. I think the content on Le Minerale's Instagram account is easy to understand.
5. I perceive the content on Le Minerale's Instagram account as beneficial.

Interactivity
1. I can share information on Le Minerale's Instagram account.
2. Le Minerale's Instagram account provides opportunities for me to comment, as the comment section is open.
3. I see Le Minerale's Instagram account as a platform for building positive relationships with other users.
4. I find that the admin of Le Minerale's Instagram account is responsive to comments from followers.
5. I feel that Le Minerale's Instagram account encourages followers to interact with the posted content, such as through thumbnails that pose open-ended questions.

Trendiness
1. I believe that the information shared on Le Minerale's Instagram account is always up-to-date.
2. I feel that Le Minerale's Instagram account reflects contemporary trends in themes, content formats, and language styles.

3. I think Le Minerale consistently presents content that aligns with the latest trends on Instagram.
4. I perceive Le Minerale's Instagram account as embodying a modern lifestyle, promoting fitness and healthy living trends.
5. I notice that all the latest trends can be found on Le Minerale's Instagram account.

e-WOM

1. I am inclined to post positive opinions about Le Minerale on Instagram.
2. I find that online reviews of Le Minerale's products on Instagram influence my purchasing decisions.
3. I wish to share my purchasing experiences with friends on Le Minerale's Instagram account.
4. I want to share information about the brand, products, and services from Le Minerale's Instagram account with others.
5. I am willing to share posts from Le Minerale's Instagram account on my personal account.

Informativeness

1. I believe that Le Minerale's Instagram account provides accurate information about its products.
2. I find the health information presented on the Instagram account to be valuable.
3. I think the account shares useful information regarding the safety quality of Le Minerale's products.
4. I perceive that the account provides helpful details about the mineral content in its products.
5. I feel that the information about its products on Le Minerale's Instagram account is easy to understand.

Brand Awareness

1. I always remember the Le Minerale brand.

2. I recognize the distinctive features of the Le Minerale brand, such as the tagline "*ada manis-manisnya*"
3. I can easily identify the logo of Le Minerale.
4. I instantly recognize Le Minerale's brand when I see it.
5. I am able to distinguish Le Minerale brand from its competitors.

Brand Image

1. I perceive Le Minerale as the best brand in this industry.
2. I feel that the characteristics of the Le Minerale brand are distinguishable from those of its competitors.
3. I have a positive recollection of the Le Minerale brand.
4. I believe that Le Minerale consistently strives to meet the needs of its customers.
5. I perceive Le Minerale as having a positive image in the eyes of consumers.

Brand Loyalty

1. I consistently purchase Le Minerale products.
2. If Le Minerale products are unavailable, I will look for them at other stores.
3. I consider Le Minerale to be the only brand I need.
4. I would recommend Le Minerale to those around me.
5. I choose Le Minerale as my preferred brand for purchases.

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