Marketing Characteristics Through Social Media That Are Able To Produce Brand Equity And Consumer Response Through Consumer Interest

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Abstract—The internet is not a strange thing in people’s lives, now with the internet, it is easier for people to communicate between regions and between countries. Internet, which stands for inter and networking, is a collection of computer networks and various types that communicate with each other using a communication standard. The method used in this literature search is the systematic literature review (SLR) method. By using this method, researchers can carry out systematic reviews and journal identification in which each process follows the steps that have been determined. Based on the results of the review search for the article above, the researcher can conclude: (1) there are so many articles about the characteristics of good social media, and affect many factors so that researchers find many new problems that are interesting to research. (2) Some articles state that the main characteristics that must be owned are attractive and customization so that it can affect the brand equity of a brand.

Keywords—Marketing Characteristics, Social Media, Brand Equity And Consumer Response.

1. INTRODUCTION

The internet is not a strange thing in people’s lives, now with the internet, it is easier for people to communicate between regions and between countries. Internet, which stands for inter and networking, is a collection of computer networks and various types that communicate with each other using a communication standard [1]. Internet development also affects economic activity. The buying and selling activities that were previously carried out conventionally have now changed with the advent of the internet. People find it easier to find the desired item, no need to face the seller face to face anymore. This becomes an opportunity or even a threat for a company. Sometimes these changes create panic for the company, even though these changes can be an opportunity to improve the company in various ways. Therefore, companies must be smart in determining product marketing strategies in order to become the main choice of consumers. [2]

One strategy that can be done is promotion, which is an element of the marketing mix where there is a meeting between sellers and buyers through communication [3]. One of the marketing done through internet media is using social media. Social media such as Twitter, Instagram, Facebook and Youtube are widely used for marketing media. According to a survey from Hotsuitie in January 2019, internet users in Indonesia are 150 million people out of the 268.2 million population of Indonesia. 130 million people are social media users. Judging from the survey data, social media is one of the media that promises good prospects for promotional activities to improve the brand image itself. [4]

The power to lure people to buy the product or service it represents. A strong brand will make a product more prominent even though it is among similar products circulating in the market. Brand can be used as a company representation and cannot be separated from the existence of the product. [5] Brand equity itself provides value for
consumers by increasing self-confidence in purchasing decisions so that it is expected that with a strong brand equity from the company, consumers will choose the company [6]. Brand equity affects the formation of a consumer response, if the brand equity is positive then a positive consumer response will certainly be formed. Purchase intention is a combination of consumer interest and the possibility of buying a product [7].

Social media is one of the most promising new marketing media, but to grab the attention of the public, the social media pages of companies or related organizations are required to have attractive entertainment characteristics, facilitate interaction with new customers or potential customers, appear in accordance with current trends, be communicative with customers or potential customers, as well as social media from companies / organizations that can generate good e-word of mouth in the community. [8] Therefore, other organizations / companies must be serious about their social media, because with social media, people find it easier to find information. In addition, with social media, the community is more flexible in submitting questions or criticism and suggestions compared to using old media such as telephone.

II. METHOD

The method used in this literature search is the systematic literature review (SLR) method [9]. By using this method, researchers can carry out systematic reviews and journal identification in which each process follows the steps that have been determined [10]. This method consists of three steps, namely: planning, action, and reporting. The planning stage will explain the reasons why the researcher conducted the research and the objectives of the research. The action stage is the stage where the review is carried out. The last stage is the reporting stage, the stage where the results of this research review are presented. [11]

1. Planning; this stage is the stage where the researcher explains the reasons and goals of this research. The reason the researchers conducted this research was to determine the characteristics of good social media in order to attract buyers [12]. Meanwhile, the purpose of this research is that business owners who use social media in their marketing channels can find out the characteristics of good social media so that they can attract public attention which will certainly affect brand equity and good consumer response. Therefore, the research question arises

2. Action; at this stage the stage where the review process is carried out. In this study, researchers used the Elsevier database, Google Scholar, the Higher Education Research Guard, and the National Library of the Republic of Indonesia [13]. The exclusion criteria in this study were not selecting articles that were more than 10 years ago, articles that were incomplete, and also those that did not use languages other than English and Indonesian.

3. Reporting; based on the search results, there were many articles that supported the topic, and found 10 articles that matched the researchers’ criteria. Here are 20 of these articles:
| NO. | Title and Year | Problem | Research methods | Result | NO. | Title and Year | Problem | Research methods | Result |
|-----|----------------|---------|------------------|--------|-----|----------------|---------|------------------|--------|
| 1   | Instagram as a SME Promotion Tool Jersey Futsal Bandung | Providing digital marketing knowledge and training on usage The right and effective Instagram social media is really needed by UKM in facing the digital marketing era. The purpose of this research is to find out whether the selection of Instagram social media as a training topic has been exactly according to the choice of the customer Jersey Futsal Bandung, which digital media who most influence customers to buy the product, what is the existence of digital media influence consumer decisions in buying products, and whether consumers get satisfaction in buying products through existing digital media | Survey method for obtaining primary data with distributing questionnaires to respondents to fill in some questions Closed-structured. Instagram is the media that most influence consumers to buy products. The existence of digit media, especially Instagram social media, also greatly influences customer decisions in purchasing products. Customer satisfaction by buying products through digital media is mostly in a satisfied and very satisfied position. Products that are sought after in digital media are jersey products, the gender is dominated by men, the level of undergraduate education and employment as an employee. | 5. Shara marketing assisted by social media: strategic contestation to increase selling power | Qualitative descriptive | The shara marketing of PT Karya Cipta Sakinah puts forward the elements of sharia consisting of promoters' place, and product without elements of PT Karya Cipta Sakinah implements sharia marketing using social media in the form of a Facebook application by creating an account, opening and receiving complaints, opinions, criticisms and suggestions from the public. Not only in terms of marketing through social media to facilitate access to buying and selling, companies provide installments / credit through social media. |
| 2   | Marketing Strategies Through Social Media and Student Purchase Interest | 1. This study looked at the relationship between the Brodo Footwear marketing strategy through Instagram and the buying interest of USU’s FHSIP students. 2. What are the factors that influence student interest in providing Brodo Footwear products | Method correlational quantitative research It is known that an overview of the online marketing communication strategy on Instagram is to provide attractive images and detailed information about the products that accompany photos (captions) such as product materials, colors, and prices that are easy to understand. The important role of hashtags in marketing through Instagram. Brodo Footwear has succeeded in attracting students’ attention to their products but has only generated little interest in buying their products. Respondents expect product prices should be clarified in each product photo. 3. What are the factors that influence student interest in providing Brodo Footwear products | academic services has not been able to meet the expectations of students who expect the best educational service standards or equivalent to the A accreditation from BAN-PT. This condition will certainly provide a negative image for students studying at UNP | 6. Analysis of the effect of brand equity on consumer purchasing decisions (Study on Isotonic Drinks Fatihon Hydro in Parawuroko) | Quantitative | Based on the results of research on the effect of brand equity, awareness, brand association, perceived quality and brand loyalty) on consumer purchasing decisions at Fatihon Hydro in Parawuroko, it can be concluded that the dependent variable (purchase decision) proved to be significantly both simultaneously and partially influenced by all variables, independent (brand awareness, brand association, perceived-quality, brand loyalty) were used in this study. Of the variables in this study, the most dominant influence on the dependent variable (purchase decision) is brand loyalty variable, meaning that this variable is the most important in influencing the purchase decision of Fatihon Hydro. |
| 3   | The Influence of Academic Service Quality and Institutional Brand Image on Student Satisfaction of Padung State University | The community positions UNP's image as a grade 2 university after Andalas University in West Sumatra. The quality of UNP academic services has not shown maximum performance when referring to the assessment of BAN-PT, especially for non-educational majors. In other words, the quality of UNP's | Causative research with a survey method to explain the influence between the quality of academic services and the brand image of the institution on student satisfaction at UNP The quality of academic services has a significant effect on student satisfaction at UNP. This means that the quality of academic services that can meet student expectations will provide satisfaction for them to study at UNP. The quality of academic services has a significant effect on the brand image of the institution et al. The quality of | 7. The relationship between demographic variables and consumer responses to the TOP Brand Coffee | Qualitative | Based on the results of research on the effect of age, gender, income, and education on consumer response to the TOP Brand Coffee, it can be concluded that the most dominant influence on the dependent variable (purchase decision) is the education variable, meaning that this variable is the most important in influencing the purchase decision of Fatihon Hydro. |

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| NO. | Title, Author and Year | Problem | Research Methods | Result |
|-----|------------------------|---------|------------------|--------|
| 8   | Implementation Of Social Media Utilization To Increase Income At The Smart Club Bandung Learning Institute. Putriyandari et al (2018) [7] | There are advantages and disadvantages to using social media. The advantages include the ease of obtaining data from media users via the internet or a computer application base without having to manually sort out the data. Several Company-relevant advantages are included making it easier to form new businesses, upgrade existing firms, increase merchandise sales, and receive job recommendations. The drawbacks of social media for marketers may be concerned about spending a large amount of capital to provide assistance to media users to ensure that users of the information obtained from them will not be misused. | Qualitative | Equipment development is carried out in order to be able to improve service products offered by UMK Smart Club Bandung. This activity is carried out by providing various information related to product innovation and creativity and the development of existing equipment. In training related to access to capital was carried out to provide information to MSEs Smart Club Bandung entrepreneurs, the information provided was related to capital by inviting presenters who competent in their field. In training related to online marketing or using social media, it was carried out to provide understanding to the SME Smart Club Bandung entrepreneurs the understanding given regarding the use and management of social media as well as the positive impact of the use of social media. In this |  |
| 9   | The Influence of Promotion in Social Media and Word of Mouth on Purchasing Decisions (Case Study at Kedai Bontacos, Jombang) Purnomukti & Zuhroh [13] | Knowing and explaining the effect of promotion through social media and word of mouth consumer purchasing decisions at Bontacos stores either simultaneously or sequentially | Quantitative | Promotion via social media into a marketing strategy which is quite effective, and is supported by positive word of mouth will be able to entice consumers to do purchase at a Bontacos store. |
| 10  | On social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Kim & Koo (2012) [15] | As the luxury business environment is undergoing a rapid change, this research will redefine the properties of luxury brands that affect their performance so as to guide businesses to manage and elevate them. This research will propose a strategy to use brands’ performance by defining specific factors relating to customer equity and purchase intention. Moreover, the findings will enable luxury brands to forecast customer purchasing behavior and manage their customer equity and social media activity as well. | Quantitative |  |
| 11  | Marketing Through Social Media: Antecedents And Consequences La Moranayah (2016) [16] | The use of Social Media growing very rapidly in Indonesia, so marketers are using social media as a marketing tool. A lot of research or research that examines marketing through social media (Social Media Marketing). To study of literature | Social media is a marketing communication tool that can be categorized based on the reasons or motivation of marketers to use social media (antececlents) and the target of the marketing program (consequences) that can be achieved using social media. |  |
| NO. | Title, Author and Year | Problem | Research methods | Result |
|-----|------------------------|---------|-----------------|--------|
| 1.  | Price perception       | has a positive effect on consumer responses | 1. Price perception uses structural equation modeling method (CBSEM) to analyze the relationship between price perception and consumer purchase decisions. The model indicates that price perception positively influences consumer purchase intentions. |  |
| 2.  | Brand equity           | has a positive effect on consumer responses | 2. Brand equity has a positive effect on consumer responses through social media marketing. The analysis shows that social media marketing significantly influences consumer responses, particularly through brand equity. |  |
| 3.  | Customer purchase     | decision | 3. Customer purchase decision is influenced by brand equity, social media use, and a customer's engagement with the brand. High levels of engagement and social media use are positively correlated with purchase intention. |  |
| 4.  | Social media           | marketing | 4. Social media marketing has a significant effect on consumer purchase decision. The study highlights the importance of social media in shaping consumer responses and purchase intentions. |  |
| 12. | 12. Online Shop       | Promotion Strategy Through Social Media Engagement | 12. Online Shop Promotion Strategy Through Social Media Engagement |  |
| 13. | Influence Of Social     | Network Marketing And Consumer Relationship | 13. Influence Of Social Network Marketing And Consumer Relationship Towards Consumer Buying Intentions |  |
| 14. | Product Marketing     | Strategy Through Advertising Media | 14. Product Marketing Strategy Through Advertising Media |  |
| 15. | The Effect Of Social    | Media On Pay Premium Price Through Brand Equity On Estee Lauder Consumers | 15. The Effect Of Social Media On Pay Premium Price Through Brand Equity On Estee Lauder Consumers |  |
| 16. | Integrated            | know the purposes | 16. Integrated know the purposes of these findings |  |
### III. RESULTS AND DISCUSSION

The critics about above literature review such as follows: Only measure the luxury sector, results are determined by the cultures of various countries, the need to add another dimension. Socio-demographic variables such as gender, age, income, and education, may have a significant, or moderating effect, on the conceptual model and can be included in future analyzes for a more thorough understanding of the studied phenomena. Increase literacy so that it can link with other dependent variables. More related to other things related to marketing. This study only focuses on the study of 4 variables, namely brand awareness, brand association, perceived quality, and brand loyalty so that it is only able to explain 64.5% of the variation in consumer purchasing decisions and the remaining 35.5% is explained by other causes outside. model. The addition of new variables or new indicators needs to be done in future research in order to produce a broader picture of the research problem being researched.

### IV. CONCLUSION

Based on the results of the review search for the article above, the researcher can conclude:

1. There are so many articles about the characteristics of good social media, and affect many factors so that researchers find many new problems that are interesting to research.

2. Some articles state that the main characteristics that must be owned are attractive and customization so that it can affect the brand equity of a brand.

The characteristics of good social media must be properly understood by every business owner who uses social media as a marketing channel. Because in many studies, it is stated that good social media greatly affects brand equity. Therefore, research related to this matter can be used as a reference for researching the characteristics of good social media.

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