

BAB V

PENUTUP

Pada bab 5 ini, peneliti menyajikan kesimpulan yang dibuat berdasarkan hasil analisis data, implementasi manajerial, dan keterbatasan penelitian adapun dibuat berdasarkan apa yang terjadi selama penelitian ini berlangsung. Selain itu, pada bab ini peneliti juga menyajikan saran penelitian selanjutnya untuk memberikan pertimbangan peneliti selanjutnya dalam melakukan pengembangan penelitian ini.

5.1. Kesimpulan

Pada bagian ini merupakan kesimpulan yang dibuat berdasarkan hasil analisis data dan pembahasan pada bab sebelumnya. Oleh sebab itu, berikut merupakan rangkuman kesimpulan hasil analisis data bahwa:

1. Aktivitas pemasaran media sosial pada akun Bank Central Asia berpengaruh positif dan signifikan terhadap ekuitas merek.
2. Aktivitas pemasaran media sosial pada akun Bank Central Asia berpengaruh positif dan signifikan terhadap *brand love*.
3. *Brand love* yang dirasakan oleh nasabah Bank Central Asia berpengaruh positif dan signifikan terhadap ekuitas merek.
4. *Brand love* terbukti memediasi pengaruh aktivitas pemasaran media sosial terhadap ekuitas merek.
5. Aktivitas pemasaran media sosial pada akun Bank Central Asia berpengaruh positif dan signifikan terhadap kepercayaan merek.
6. Kepercayaan merek yang dirasakan oleh nasabah Bank Central Asia berpengaruh positif dan signifikan terhadap ekuitas merek.
7. Kepercayaan merek terbukti memediasi pengaruh aktivitas pemasaran media sosial terhadap ekuitas merek.

5.2. Implikasi Manajerial

Pada bagian ini berisikan implikasi manajerial yang diberikan kepada Bank Central Asia, berdasarkan hasil analisis data penelitian. Berikut implikasi manajerial dalam penelitian ini:

1. Berdasarkan hasil analisis data pada penelitian ini, bahwa aktivitas pemasaran media sosial yang dilakukan oleh Bank Central Asia memiliki pengaruh signifikan terhadap *brand love*, kepercayaan merek, dan ekuitas merek. Akan tetapi, berdasarkan hasil tersebut menunjukkan pengaruh kepercayaan merek memiliki pengaruh tertinggi dibandingkan dengan pengaruh lainnya. Berdasarkan hal tersebut, Bank Central Asia harus tetap konsisten dan mampu konsisten, meningkatkan, dan menjamin kenyamanan nasabah dalam menggunakan produk maupun layanan, keamanan data nasabah, dan kepercayaan nasabah terhadap merek perusahaan.
2. Berdasarkan hasil penelitian ini, menunjukkan bahwa pengaruh *brand love* memiliki pengaruh tertinggi di peringkat kedua. Dengan demikian, Bank Central Asia harus mampu mempertahankan dan meningkatkan *brand love* dari nasabah dengan melakukan pendekatan-pendekatan seperti memberikan pengalaman yang baik di media sosial, melakukan interaksi baik di media sosial, membentuk sebuah komitmen kepada pelanggan, serta membuat konten yang memiliki kesan yang positif. Dari hal inilah yang mampu meningkatkan rasa emosi positif oleh nasabah yang berkelanjutan terhadap Bank Central Asia.
3. Berdasarkan penelitian ini, Bank Central Asia harus terus meningkatkan aktivitas pemasaran media sosial di Instagram dengan cara membuat konten yang *up to date*, menghibur, dan menarik. Selain itu, juga dapat memanfaatkan fitur Instagram *Post*, Instagram *Video*, Instagram *Ads*, Instagram *Story*, dan fitur lainnya agar lebih menjangkau banyak pengguna akun Instagram serta menarik pengguna Instagram untuk menjadi nasabah Bank Central Asia.

5.3. Keterbatasan Penelitian

Pada bagian ini, merupakan beberapa keterbatasan penelitian yang dapat menjadi acuan dalam melakukan penelitian kedepannya. Dalam penelitian ini hanya menggunakan aktivitas pemasaran media sosial Bank Central Asia dari Instagram saja sedangkan Bank Central Asia memiliki akun media sosial lain seperti Twitter dan Tiktok yang lebih banyak interaksi dengan pelanggan (nasabah).

5.4. Saran Penelitian Selanjutnya

Pada bagian ini, peneliti memberikan saran kepada peneliti selanjutnya yang ingin mengembangkan penelitian dengan variabel yang sama. Untuk penelitian berikutnya, dapat melakukan penelitian dengan akun media sosial lainnya selain Instagram. Hal ini disebabkan banyak media sosial yang sudah berkembang dan lebih banyak peminatnya seperti akun media sosial Tik Tok dan Twitter. Media sosial seperti Tik Tok dan Twitter sedang banyak digunakan oleh perbankan untuk melakukan tindakan pemasaran di media sosial.

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LAMPIRAN

LAMPIRAN 1 Surat Pengantar Kuesioner

SURAT PENGANTAR KUESIONER

Hal : Permohonan Pengisian Penelitian

Kepada :

Yth. Bapak/Ibu/ Saudara/Saudari

Ditempat

Dengan Hormat,

Saya yang bertanda tangan di bawah ini:

Nama : Jessica Ghea Andrea

NPM : 190324949

Program Studi : Manajemen

Fakultas : Bisnis dan Ekonomika

Universitas : Atma Jaya Yogyakarta

Dengan ini memohon kesediaan Bapak/Ibu/Saudara/Saudari untuk berkenan membantu mengisi kuesioner terlampir yang merupakan bahan untuk penelitian skripsi saya, yang berjudul **“Pengaruh Aktivitas Pemasaran Media Sosial terhadap Ekuitas Merek Dengan Variabel Mediasi *Brand Love* dan Kepercayaan Merek (Studi pada: Bank Central Asia)”** sebagai salah satu persyaratan sarjana (S1). Seluruh informasi maupun data yang diberikan oleh responden pada kuesioner ini hanya digunakan untuk kepentingan peneliti saja dan tidak akan disalahkan ataupun disebarluaskan.

Demikian surat permohonan ini saya buat, atas perhatian dan partisipasi Bapak/Ibu/Saudara/Saudari dalam membantu kelancaran penelitian ini saya ucapkan terima kasih.

Yogyakarta, 02 Mei 2023

Hormat saya,



Jessica Ghea Andrea



LAMPIRAN 2 Kuesioner

Bagian 1: Pertanyaan Filter

Apakah anda merupakan nasabah aktif dari Bank Central Asia (BCA) dalam kurun waktu minimal 2 tahun?

- a) Ya
- b) Tidak

Apakah anda memiliki dan secara aktif menggunakan media sosial Instagram dalam kurun waktu 1 tahun terakhir?

- a) Ya
- b) Tidak

Apakah anda sudah mengikuti atau menjadi followers dari akun Instagram Bank Central Asia (BCA) yaitu @goodlifebca?

- a) Ya
- b) Tidak

Apakah anda pernah melihat konten di akun Instagram Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?

- a) Ya
- b) Tidak

Bagian 2: Profil Responden

Jenis Kelamin

- a) Laki-laki
- b) Perempuan

Usia

- a) 17 tahun - 23 tahun
- b) 24 tahun - 30 tahun
- c) 31 tahun - 36 tahun
- d) > 36 tahun

Pekerjaan

- a) Pelajar / Mahasiswa
- b) Pegawai Swasta
- c) Pegawai Negeri Sipil
- d) Ibu Rumah Tangga
- e) Lain-lain

Rata- Rata Pendapatan Per Bulan

- a) < Rp1.000.000
- b) Rp1.000.001,00 - Rp2.000.000,00
- c) Rp2.000.001,00 - Rp3.000.000,00
- d) Rp3.000.001,00 - Rp4.000.000,00
- e) >Rp4.000.000,00

Bagian 3: Pertanyaan Indikator Variabel

A. Aktivitas Pemasaran Media Sosial

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Konten Instagram dari BCA sangat menarik					
2.	Menggunakan Instagram BCA menyenangkan					
3.	Percakapan maupun pertukaran pendapat dengan orang lain dapat dilakukan melalui Instagram BCA					
4.	Instagram BCA memungkinkan pengikutnya untuk berbagi informasi					
5.	Mudah bagi saya untuk memberikan opini melalui Instagram BCA					
6.	BCA mensharingkan konten-konten terbaru melalui akun Instagram mereka					
7.	BCA mensharingkan konten-konten yang berisikan informasi terbaru melalui akun Instagram mereka					
8.	Instagram BCA menawarkan layanan yang dapat disesuaikan					
9.	Instagram BCA menyediakan pencarian informasi yang disesuaikan					
10.	Saya ingin berbagi informasi tentang merek, produk, atau layanan yang ada pada Instagram BCA kepada teman-teman saya					
11.	Saya ingin memposting konten dari Instagram BCA pada media sosial saya					

B. *Brand Love*

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Merek BCA membuat saya merasa lebih baik					
2.	Saya sangat tertarik dengan merek BCA					
3.	Saya terlibat secara emosional dengan merek BCA					

C. Kepercayaan Merek

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya mempercayai merek BCA					
2.	BCA adalah merek yang jujur					
3.	Merek BCA merupakan merek yang aman					
4.	Saya mengandalkan BCA					

D. Ekuitas Merek

No	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Masuk akal untuk memilih layanan BCA daripada bank lain, meskipun sama					
2.	Bahkan jika merek lain memiliki fitur yang sama dengan BCA, saya lebih memilih untuk membeli layanan BCA					
3.	Jika ada bank lain yang sebaik BCA, saya lebih memilih layanan BCA					
4.	Jika bank lain memiliki kesamaan layanan seperti BCA, adalah pilihan yang tepat untuk memilih layanan dari BCA					

LAMPIRAN 3 Kuesioner Asli

Social Media Marketing Activities

No	Pertanyaan	Sumber
1.	Social media contents of my bank seem interesting	Kim dan Ko (2012)
2.	Using my bank's social media is fun	
3.	Conversation or opinion exchange with others is possible through my bank's social media	
4.	My bank's social media enables information sharing with others	
5.	It is easy to give my opinion through my bank's social media	
6.	The trendy content of my bank is shared via social media	
7.	The content shared by my bank's social media is the newest information	
8.	My bank's social media offers customized services	
9.	My bank's social media provides customized information search	
10.	I Wanted to share brand information about products, or services from my bank's social media to my friends	
11.	I Wanted to post content from my bank's social media to my blog	

Brand Love

No	Pertanyaan	Sumber
1.	My bank's brand makes me feel good	Wallace., et al (2014)
2.	I Am passionate about my bank's brand	
3.	I Am emotionally involved with my bank's brand	

Brand Trust


No	Pertanyaan	Sumber
1.	I Trust my bank's brand	Chaudhuri dan Holbrook (2001)
2.	My bank is an honest brand	
3.	My bank's brand is safe	
4.	I Rely on my bank	

Brand Equity

No	Pertanyaan	Sumber
1.	It makes sense to buy my bank services instead of any other bank, even if they are the same	Yoo and Donthu (2001)
2.	Even if another brand has the same features as my bank's brand, I would prefer to buy my bank services	
3.	If there is another bank as good as my bank, I prefer to buy my bank services	
4.	If another brand is not different from my bank's brand in any way, it seems smarter to purchase my bank services	



LAMPIRAN 4 Kuesioner Google Form



BCA

Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Ekuitas Merek Dengan Variabel Mediasi Brand Love dan Kepercayaan Merek (Studi Pada: Bank Central Asia)

Kepada Responden yang terhormat,

Perkenalkan nama saya Jessica Ghea Andrea dengan NPM 190324949, Mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saat ini saya sedang melakukan penelitian yang digunakan untuk memenuhi tugas akhir skripsi saya dengan judul "Pengaruh Aktivitas Pemasaran Media Sosial terhadap Ekuitas Merek di Sektor Perbankan di Indonesia: Peran Mediasi *Brand Love* dan Kepercayaan Merek (Studi Kasus: Bank Central Asia)". Dengan hal tersebut, saya memohon kesediaan Bapak/Ibu/Saudara/Saudari untuk mengisi kuesioner saya.

Adapun kriteria responden yang dapat mengisi kuesioner ini, sebagai berikut:

1. Responden merupakan nasabah aktif Bank Central Asia (BCA) dalam kurun waktu 2 tahun.
2. Responden memiliki dan secara aktif menggunakan media sosial Instagram dalam kurun waktu 1 tahun terakhir.
3. Responden merupakan pengikut/ *followers* akun Instagram Bank Central Asia (BCA) yaitu @goodlifebca
4. Responden pernah melihat konten di akun media sosial Bank Central Asia dalam kurun waktu 6 bulan terakhir.

Dengan demikian saya Jessica Ghea, memohon bantuan Bapak/Ibu/Saudara/Saudari untuk mengisi kuesioner ini. Karena bantuan dari Bapak/Ibu/Saudara/Saudari sangat berarti bagi saya. Atas kesediaannya dan partisipasinya, saya ucapkan terima kasih. t

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BCA

Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Ekuitas Merek Dengan Variabel Mediasi Brand Love dan Kepercayaan Merek (Studi Pada: Bank Central Asia)

Login ke Google untuk menyimpan progres. Pelajari lebih lanjut

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah anda merupakan nasabah aktif dari Bank Central Asia (BCA) dalam kurun waktu * minimal 2 tahun?

- Ya
- Tidak

Kembali

Berikutnya

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BCA

Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Ekuitas Merek Dengan Variabel Mediasi Brand Love dan Kepercayaan Merek (Studi Pada: Bank Central Asia)

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* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah anda memiliki dan secara aktif menggunakan media sosial Instagram dalam kurun waktu 1 tahun terakhir? *

- Ya
- Tidak

Kembali

Berikutnya

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BCA

Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Ekuitas Merek Dengan Variabel Mediasi Brand Love dan Kepercayaan Merek (Studi Pada: Bank Central Asia)

Login ke Google untuk menyimpan progres. Pelajari lebih lanjut

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah anda sudah mengikuti atau menjadi followers dari akun Instagram Bank Central Asia (BCA) yaitu @goodlifebca? *

- Ya
- Tidak

Kembali

Berikutnya

Kosongkan formulir

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BCA

Pengaruh Aktivitas Pemasaran Media Sosial Terhadap Ekuitas Merek Dengan Variabel Mediasi Brand Love dan Kepercayaan Merek (Studi Pada: Bank Central Asia)

Login ke Google untuk menyimpan progres. Pelajari lebih lanjut

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah anda pernah melihat konten di akun Instagram Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir? *

- Ya
- Tidak

Kembali

Berikutnya

Kosongkan formulir

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* Menunjukkan pertanyaan yang wajib diisi

Profil Responden

Jenis Kelamin *

- Laki-laki
- Perempuan

Usia *

- 17 tahun - 23 tahun
- 24 tahun - 30 tahun
- 31 tahun - 36 tahun
- > 36 tahun

Pekerjaan *

- Pelajar/ Mahasiswa
- Pegawai Swasta



- 17 tahun - 23 tahun
- 24 tahun - 30 tahun
- 31 tahun - 36 tahun
- > 36 tahun

Pekerjaan *

- Pelajar/ Mahasiswa
- Pegawai Swasta
- Pegawai Negeri Sipil
- Ibu Rumah Tangga
- Lain - Lain

Rata - Rata Pendapatan Per Bulan *

- < Rp1.000.000,00
- Rp1.000.001,00 - Rp2.000.000,00
- Rp2.000.001,00 - Rp3.000.000,00
- Rp3.000.001,00 - Rp4.000.000,00
- >Rp4.000.000,00

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* Menunjukkan pertanyaan yang wajib diisi

Aktivitas Pemasaran Media Sosial

Responden diharapkan untuk menjawab pernyataan sesuai pendapat sendiri menggunakan skala yang telah ditentukan sebagai berikut :

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

Konten Instagram dari BCA sangat menarik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menggunakan Instagram BCA menyenangkan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Percakapan maupun pertukaran pendapat dengan orang lain dapat dilakukan melalui Instagram BCA *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Instagram BCA memampukan pengikutnya untuk berbagi informasi *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Mudah bagi saya untuk memberikan opini melalui Instagram BCA *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

BCA mensharingkan konten-konten terbaru melalui akun Instagram mereka *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

BCA mensharingkan konten-konten yang berisikan informasi terbaru melalui akun Instagram mereka *

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

BCA mensharingkan konten-konten yang berisikan informasi terbaru melalui akun Instagram mereka *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Instagram BCA menawarkan layanan yang dapat disesuaikan (kustomisasi pelayanan) *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Instagram BCA menyediakan pencarian informasi yang disesuaikan (kustomisasi pencarian informasi) *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya ingin berbagi informasi tentang merek, produk, atau layanan yang ada pada Instagram BCA kepada teman-teman saya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya ingin memposting konten dari Instagram BCA pada media sosial saya *

1 2 3 4 5

Instagram BCA menawarkan layanan yang dapat disesuaikan (kustomisasi pelayanan) *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Instagram BCA menyediakan pencarian informasi yang disesuaikan (kustomisasi pencarian informasi) *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya ingin berbagi informasi tentang merek, produk, atau layanan yang ada pada Instagram BCA kepada teman-teman saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya ingin memposting konten dari Instagram BCA pada media sosial saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Brand Love

Responden diharapkan untuk menjawab pernyataan sesuai pendapat sendiri menggunakan skala yang telah ditentukan sebagai berikut :

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

Merek BCA membuat saya merasa lebih baik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya sangat tertarik dengan merek BCA *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya terlibat secara emosional dengan merek BCA *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Kepercayaan Merek

Responden diharapkan untuk menjawab pernyataan sesuai pendapat sendiri menggunakan skala yang telah ditentukan sebagai berikut :

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

Saya memercayai merek BCA *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

BCA adalah merek yang jujur *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek BCA merupakan merek yang aman *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mengandalkan BCA *

	1	2	3	4	5	
--	---	---	---	---	---	--

Saya memercayai merek BCA *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

BCA adalah merek yang jujur *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Merek BCA merupakan merek yang aman *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mengandalkan BCA *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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Ekuitas Merek

Responden diharapkan untuk menjawab pernyataan sesuai pendapat sendiri menggunakan skala yang telah ditentukan sebagai berikut :

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Netral
- 4 : Setuju
- 5 : Sangat Setuju

Masuk akal untuk memilih layanan BCA daripada bank lain, meskipun sama *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Bahkan jika merek lain memiliki fitur yang sama dengan BCA, saya lebih memilih untuk membeli layanan BCA *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika ada bank lain yang sebaik BCA, saya lebih memilih layanan BCA *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika bank lain memiliki kesamaan layanan seperti BCA, adalah pilihan yang tepat untuk memilih layanan dari BCA *

Apakah anda sudah mengetahui layanan BCA yang sama yang mempunyai fitur

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Bahkan jika merek lain memiliki fitur yang sama dengan BCA, saya lebih memilih untuk *
membeli layanan BCA

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika ada bank lain yang sebaik BCA, saya lebih memilih layanan BCA *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika bank lain memiliki kesamaan layanan seperti BCA, adalah pilihan yang tepat untuk *
memilih layanan dari BCA

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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BCA

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Terima kasih atas kesediaan waktu untuk mengisi kuesioner ini.

Jawaban dari Bapak/Ibu/Saudara/Saudari akan saya jamin kerahasiaannya dan hanya diperlukan sebagai kebutuhan penelitian. Silahkan untuk mensubmit jawaban Anda.

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[Kirim](#)

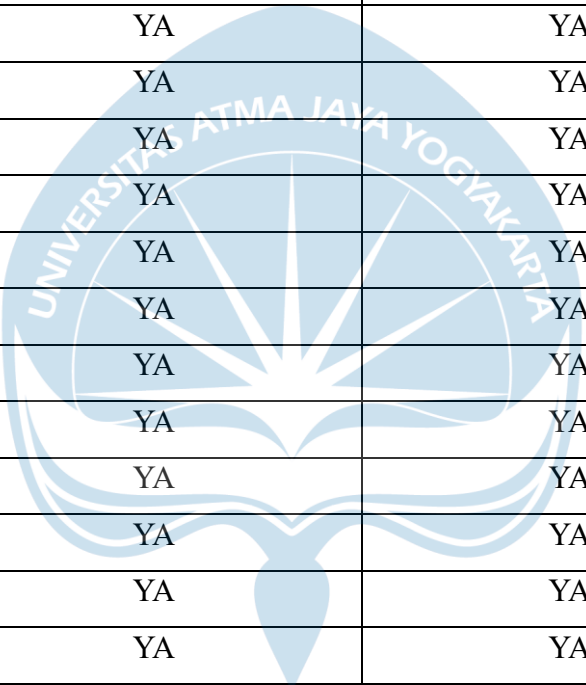
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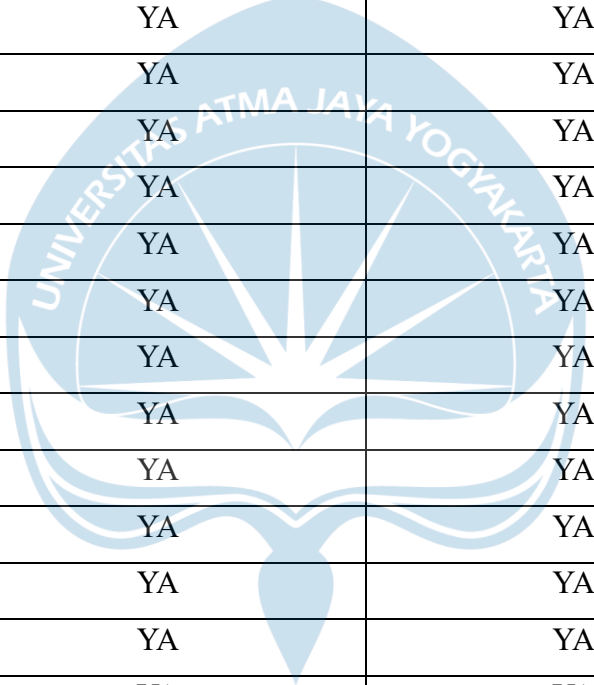
Google Formulir

LAMPIRAN 5 Jawaban Pertanyaan Filter

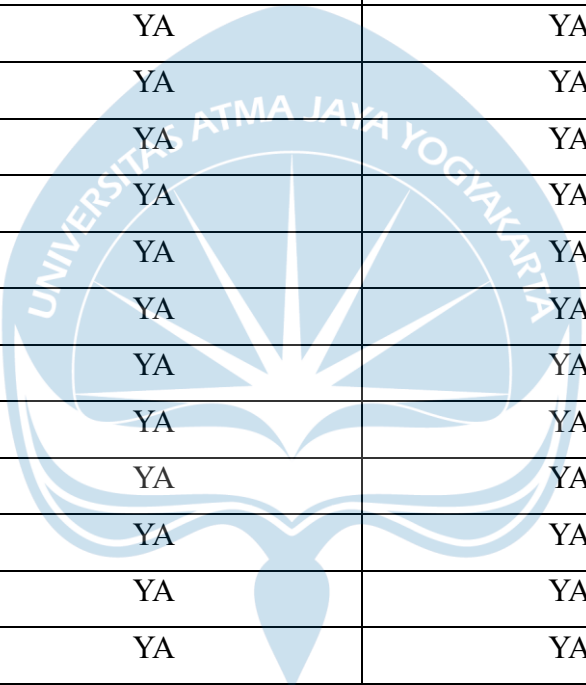
No	Apakah anda merupakan nasabah aktif dari Bank Central Asia (BCA) dalam kurun waktu minimal 2 tahun?	Apakah anda memiliki dan secara aktif menggunakan media sosial Instagram dalam kurun waktu 1 tahun terakhir?	Apakah anda sudah mengikuti atau menjadi followers dari akun Instagram Bank Central Asia (BCA) yaitu @goodlifebca?	Apakah anda pernah melihat konten di akun Instagram Bank Central Asia (BCA) dalam kurun waktu 6 bulan terakhir?
1	YA	YA	YA	YA
2	YA	YA	YA	YA
3	YA	YA	YA	YA
4	YA	YA	YA	YA
5	YA	YA	YA	YA
6	YA	YA	YA	YA
7	YA	YA	YA	YA
8	YA	YA	YA	YA
9	YA	YA	YA	YA
10	YA	YA	YA	YA
11	YA	YA	YA	YA
12	YA	YA	YA	YA
13	YA	YA	YA	YA



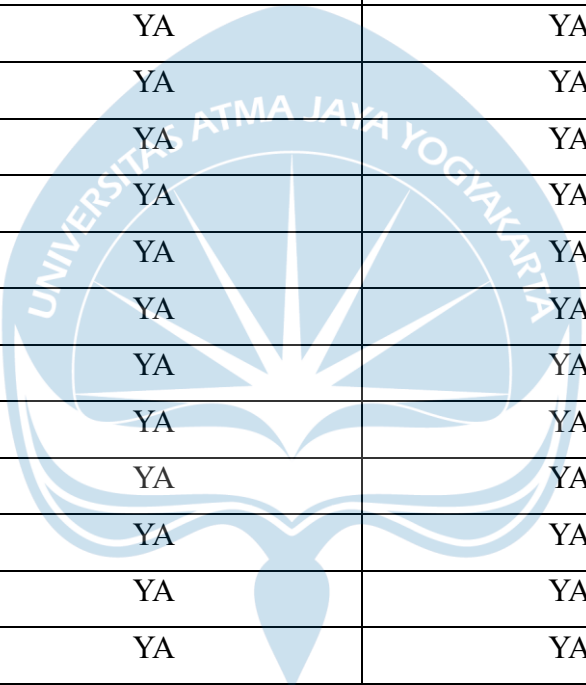
14	YA	YA	YA	YA
15	YA	YA	YA	YA
16	YA	YA	YA	YA
17	YA	YA	YA	YA
18	YA	YA	YA	YA
19	YA	YA	YA	YA
20	YA	YA	YA	YA
21	YA	YA	YA	YA
22	YA	YA	YA	YA
23	YA	YA	YA	YA
24	YA	YA	YA	YA
25	YA	YA	YA	YA
26	YA	YA	YA	YA
27	YA	YA	YA	YA
28	YA	YA	YA	YA
29	YA	YA	YA	YA
30	YA	YA	YA	YA
31	YA	YA	YA	YA



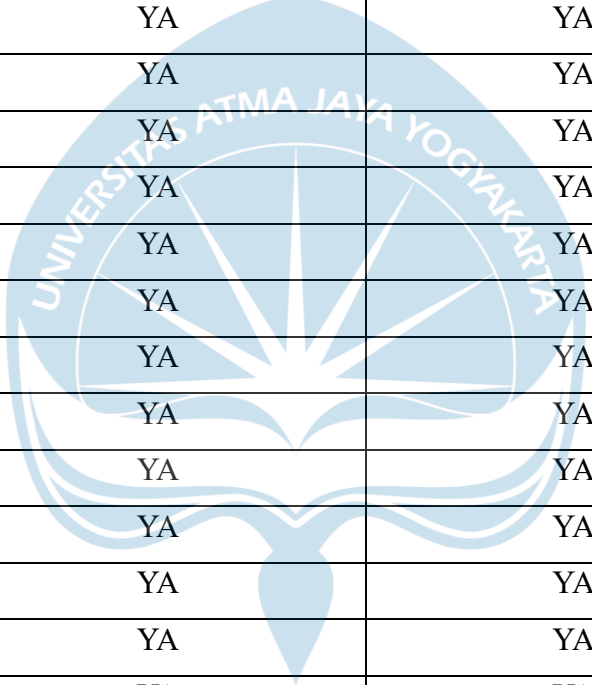
32	YA	YA	YA	YA
33	YA	YA	YA	YA
34	YA	YA	YA	YA
35	YA	YA	YA	YA
36	YA	YA	YA	YA
37	YA	YA	YA	YA
38	YA	YA	YA	YA
39	YA	YA	YA	YA
40	YA	YA	YA	YA
41	YA	YA	YA	YA
42	YA	YA	YA	YA
43	YA	YA	YA	YA
44	YA	YA	YA	YA
45	YA	YA	YA	YA
46	YA	YA	YA	YA
47	YA	YA	YA	YA
48	YA	YA	YA	YA
49	YA	YA	YA	YA



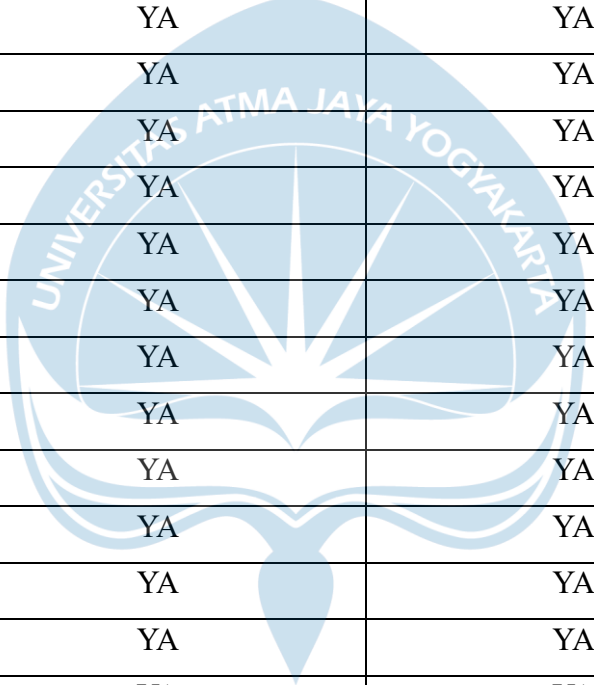
50	YA	YA	YA	YA
51	YA	YA	YA	YA
52	YA	YA	YA	YA
53	YA	YA	YA	YA
54	YA	YA	YA	YA
55	YA	YA	YA	YA
56	YA	YA	YA	YA
57	YA	YA	YA	YA
58	YA	YA	YA	YA
59	YA	YA	YA	YA
60	YA	YA	YA	YA
61	YA	YA	YA	YA
62	YA	YA	YA	YA
63	YA	YA	YA	YA
64	YA	YA	YA	YA
65	YA	YA	YA	YA
66	YA	YA	YA	YA
67	YA	YA	YA	YA



68	YA	YA	YA	YA
69	YA	YA	YA	YA
70	YA	YA	YA	YA
71	YA	YA	YA	YA
72	YA	YA	YA	YA
73	YA	YA	YA	YA
74	YA	YA	YA	YA
75	YA	YA	YA	YA
76	YA	YA	YA	YA
77	YA	YA	YA	YA
78	YA	YA	YA	YA
79	YA	YA	YA	YA
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83	YA	YA	YA	YA
84	YA	YA	YA	YA
85	YA	YA	YA	YA



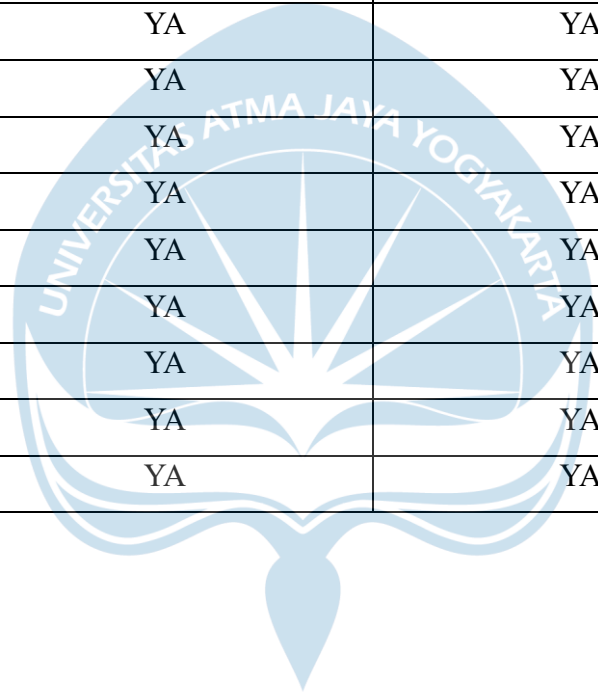
86	YA	YA	YA	YA
87	YA	YA	YA	YA
88	YA	YA	YA	YA
89	YA	YA	YA	YA
90	YA	YA	YA	YA
91	YA	YA	YA	YA
92	YA	YA	YA	YA
93	YA	YA	YA	YA
94	YA	YA	YA	YA
95	YA	YA	YA	YA
96	YA	YA	YA	YA
97	YA	YA	YA	YA
98	YA	YA	YA	YA
99	YA	YA	YA	YA
100	YA	YA	YA	YA
101	YA	YA	YA	YA
102	YA	YA	YA	YA
103	YA	YA	YA	YA



104	YA	YA	YA	YA
105	YA	YA	YA	YA
106	YA	YA	YA	YA
107	YA	YA	YA	YA
108	YA	YA	YA	YA
109	YA	YA	YA	YA
110	YA	YA	YA	YA
111	YA	YA	YA	YA
112	YA	YA	YA	YA
113	YA	YA	YA	YA
114	YA	YA	YA	YA
115	YA	YA	YA	YA
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117	YA	YA	YA	YA
118	YA	YA	YA	YA
119	YA	YA	YA	YA
120	YA	YA	YA	YA
121	YA	YA	YA	YA

122	YA	YA	YA	YA
123	YA	YA	YA	YA
124	YA	YA	YA	YA
125	YA	YA	YA	YA
126	YA	YA	YA	YA
127	YA	YA	YA	YA
128	YA	YA	YA	YA
129	YA	YA	YA	YA
130	YA	YA	YA	YA
131	YA	YA	YA	YA
132	YA	YA	YA	YA
133	YA	YA	YA	YA
134	YA	YA	YA	YA
135	YA	YA	YA	YA
136	YA	YA	YA	YA
137	YA	YA	YA	YA
138	YA	YA	YA	YA
139	YA	YA	YA	YA

140	YA	YA	YA	YA
141	YA	YA	YA	YA
142	YA	YA	YA	YA
143	YA	YA	YA	YA
144	YA	YA	YA	YA
145	YA	YA	YA	YA
146	YA	YA	YA	YA
147	YA	YA	YA	YA
148	YA	YA	YA	YA
149	YA	YA	YA	YA
150	YA	YA	YA	YA



LAMPIRAN 6 Profil Responden

Time stamp	Jenis Kelamin	Usia	Pekerjaan	Rata - Rata Pendapatan Per Bulan
5/4/2023 16:12:45	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/4/2023 16:40:36	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/4/2023 16:44:31	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/4/2023 16:45:18	Perempuan	17 tahun - 23 tahun	Lain - Lain	< Rp1.000.000,00
5/4/2023 17:19:23	Perempuan	24 tahun - 30 tahun	Pegawai Swasta	>Rp4.000.000,00
5/4/2023 17:27:39	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/4/2023 17:31:08	Perempuan	17 tahun - 23 tahun	Pegawai Swasta	Rp2.000.001,00 - Rp3.000.000,00
5/4/2023 18:01:31	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp3.000.001,00 - Rp4.000.000,00
5/4/2023 18:25:24	Perempuan	> 36 tahun	Ibu Rumah Tangga	Rp3.000.001,00 - Rp4.000.000,00
5/4/2023 18:31:15	Perempuan	> 36 tahun	Pegawai Swasta	>Rp4.000.000,00

5/4/2023 18:32:43	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/4/2023 18:39:49	Perempuan	> 36 tahun	Pegawai Swasta	>Rp4.000.000,00
5/4/2023 19:03:10	Perempuan	> 36 tahun	Pegawai Swasta	>Rp4.000.000,00
5/4/2023 19:40:59	Laki-laki	> 36 tahun	Pegawai Swasta	>Rp4.000.000,00
5/4/2023 20:20:37	Perempuan	> 36 tahun	Ibu Rumah Tangga	>Rp4.000.000,00
5/4/2023 20:24:10	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/4/2023 22:18:39	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/4/2023 22:20:18	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/5/2023 6:32:25	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/5/2023 15:23:53	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp3.000.001,00 - Rp4.000.000,00
5/5/2023 19:52:53	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00
5/6/2023 12:07:39	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00

5/6/2023 14:23:55	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/6/2023 19:37:30	Laki-laki	> 36 tahun	Pegawai Swasta	>Rp4.000.000,00
5/7/2023 11:04:24	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	>Rp4.000.000,00
5/7/2023 12:47:08	Laki-laki	> 36 tahun	Lain - Lain	Rp3.000.001,00 - Rp4.000.000,00
5/7/2023 13:16:17	Perempuan	24 tahun - 30 tahun	Ibu Rumah Tangga	>Rp4.000.000,00
5/8/2023 14:04:59	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/8/2023 14:07:48	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/8/2023 14:10:02	Perempuan	24 tahun - 30 tahun	Pegawai Swasta	Rp2.000.001,00 - Rp3.000.000,00
5/11/2023 8:50:27	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00
5/11/2023 14:04:56	Perempuan	> 36 tahun	Lain - Lain	>Rp4.000.000,00
5/11/2023 14:58:40	Laki-laki	31 tahun - 36 tahun	Pegawai Swasta	>Rp4.000.000,00
5/11/2023 22:17:44	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00

5/11/2023 22:19:53	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/11/2023 22:23:30	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/11/2023 22:25:08	Laki-laki	24 tahun - 30 tahun	Lain - Lain	Rp3.000.001,00 - Rp4.000.000,00
5/11/2023 22:26:43	Laki-laki	24 tahun - 30 tahun	Pegawai Swasta	>Rp4.000.000,00
5/11/2023 22:28:21	Laki-laki	31 tahun - 36 tahun	Pegawai Swasta	>Rp4.000.000,00
5/11/2023 22:30:51	Laki-laki	24 tahun - 30 tahun	Lain - Lain	>Rp4.000.000,00
5/12/2023 11:42:16	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/12/2023 15:51:21	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/12/2023 15:55:23	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/12/2023 15:57:59	Perempuan	24 tahun - 30 tahun	Lain - Lain	>Rp4.000.000,00
5/12/2023 16:03:58	Perempuan	> 36 tahun	Lain - Lain	>Rp4.000.000,00
5/12/2023 16:06:01	Perempuan	24 tahun - 30 tahun	Lain - Lain	Rp3.000.001,00 - Rp4.000.000,00

5/12/2023 16:10:02	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/12/2023 16:14:52	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/12/2023 16:26:27	Perempuan	24 tahun - 30 tahun	Pegawai Swasta	Rp2.000.001,00 - Rp3.000.000,00
5/12/2023 16:31:37	Perempuan.	17 tahun - 23 tahun	Lain - Lain	< Rp1.000.000,00
5/12/2023 16:46:30	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/12/2023 16:58:01	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/15/2023 0:32:29	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	>Rp4.000.000,00
5/15/2023 2:25:22	Laki-laki	24 tahun - 30 tahun	Lain - Lain	Rp2.000.001,00 - Rp3.000.000,00
5/15/2023 2:27:03	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/15/2023 8:04:52	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/15/2023 9:46:36	Perempuan	24 tahun - 30 tahun	Lain - Lain	Rp1.000.001,00 - Rp2.000.000,00
5/15/2023 13:38:20	Laki-laki	> 36 tahun	Lain - Lain	>Rp4.000.000,00

5/15/2023 13:40:03	Laki-laki	31 tahun - 36 tahun	Lain - Lain	>Rp4.000.000,00
5/15/2023 13:41:10	Perempuan	> 36 tahun	Lain - Lain	>Rp4.000.000,00
5/15/2023 13:53:22	Perempuan	17 tahun - 23 tahun	Pegawai Swasta	Rp3.000.001,00 - Rp4.000.000,00
5/15/2023 13:55:59	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/15/2023 15:40:53	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/15/2023 16:02:39	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00
5/15/2023 16:04:21	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/15/2023 16:15:04	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/15/2023 16:17:12	Perempuan	17 tahun - 23 tahun	Pegawai Swasta	>Rp4.000.000,00
5/15/2023 16:38:38	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/15/2023 17:01:14	Perempuan	17 tahun - 23 tahun	Pegawai Swasta	>Rp4.000.000,00
5/15/2023 17:10:18	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00

5/15/2023 17:46:01	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/15/2023 19:01:57	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/15/2023 19:30:25	Perempuan	24 tahun - 30 tahun	Pegawai Swasta	>Rp4.000.000,00
5/15/2023 22:38:31	Perempuan	24 tahun - 30 tahun	Lain - Lain	>Rp4.000.000,00
5/16/2023 8:49:16	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00
5/16/2023 11:13:12	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00
5/16/2023 11:33:18	Laki-laki	17 tahun - 23 tahun	Lain - Lain	< Rp1.000.000,00
5/16/2023 12:09:08	Perempuan	24 tahun - 30 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/16/2023 14:56:42	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/16/2023 19:54:31	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/17/2023 0:10:36	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/17/2023 0:15:37	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00

5/17/2023 7:37:00	Perempuan	24 tahun - 30 tahun	Pegawai Swasta	>Rp4.000.000,00
5/17/2023 13:37:48	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp3.000.001,00 - Rp4.000.000,00
5/17/2023 14:02:18	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/17/2023 15:32:19	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/17/2023 16:37:51	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/17/2023 18:57:25	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/17/2023 19:20:02	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/17/2023 20:02:47	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/17/2023 21:10:47	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/17/2023 21:18:05	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/17/2023 23:03:45	Perempuan	24 tahun - 30 tahun	Pegawai Swasta	Rp3.000.001,00 - Rp4.000.000,00
5/17/2023 23:54:04	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00

5/17/2023 23:54:54	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/18/2023 8:41:20	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/18/2023 10:00:35	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/18/2023 11:33:23	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/18/2023 12:31:39	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/18/2023 12:33:11	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/18/2023 12:42:12	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/18/2023 19:36:54	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00
5/18/2023 20:55:33	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/18/2023 20:59:40	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/18/2023 21:58:38	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/18/2023 22:32:10	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00

5/18/2023 22:55:08	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/18/2023 22:55:28	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp3.000.001,00 - Rp4.000.000,00
5/18/2023 23:08:25	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/19/2023 2:19:30	Perempuan	24 tahun - 30 tahun	Pegawai Swasta	>Rp4.000.000,00
5/19/2023 11:05:11	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/19/2023 11:19:12	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/19/2023 11:20:49	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/19/2023 18:33:05	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/19/2023 18:54:09	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/19/2023 19:52:11	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp3.000.001,00 - Rp4.000.000,00
5/19/2023 23:45:44	Perempuan	24 tahun - 30 tahun	Lain - Lain	>Rp4.000.000,00
5/19/2023 23:58:55	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00

5/20/2023 11:30:57	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/20/2023 12:26:28	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/20/2023 13:03:16	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/20/2023 13:31:44	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/20/2023 13:52:28	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/20/2023 13:57:15	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/20/2023 14:12:38	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/20/2023 19:22:19	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/20/2023 19:47:28	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/20/2023 19:48:34	Perempuan	24 tahun - 30 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/20/2023 21:41:32	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/20/2023 23:04:04	Perempuan.	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00

5/21/2023 0:00:10	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/21/2023 0:05:23	Perempuan	24 tahun - 30 tahun	Pelajar/ Mahasiswa	Rp3.000.001,00 - Rp4.000.000,00
5/21/2023 0:14:04	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/21/2023 0:15:18	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/21/2023 0:20:18	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/21/2023 20:22:34	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/22/2023 1:25:23	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/22/2023 1:26:40	Laki-laki	24 tahun - 30 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00
5/22/2023 1:27:57	Laki-laki	24 tahun - 30 tahun	Lain - Lain	Rp2.000.001,00 - Rp3.000.000,00
5/22/2023 1:29:21	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp3.000.001,00 - Rp4.000.000,00
5/22/2023 1:30:32	Laki-laki	17 tahun - 23 tahun	Lain - Lain	Rp2.000.001,00 - Rp3.000.000,00
5/22/2023 7:29:30	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00

5/22/2023 12:31:17	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00
5/22/2023 13:23:01	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/22/2023 16:56:41	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/22/2023 18:36:45	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/22/2023 21:38:55	Perempuan	17 tahun - 23 tahun	Pelajar/ Mahasiswa	< Rp1.000.000,00
5/22/2023 22:47:39	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp2.000.001,00 - Rp3.000.000,00
5/22/2023 22:49:07	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp3.000.001,00 - Rp4.000.000,00
5/22/2023 22:50:30	Laki-laki	17 tahun - 23 tahun	Pelajar/ Mahasiswa	Rp1.000.001,00 - Rp2.000.000,00

LAMPIRAN 7 Hasil Jawaban Pertanyaan Kuesioner

N O	APMS											BL			KM				EM				
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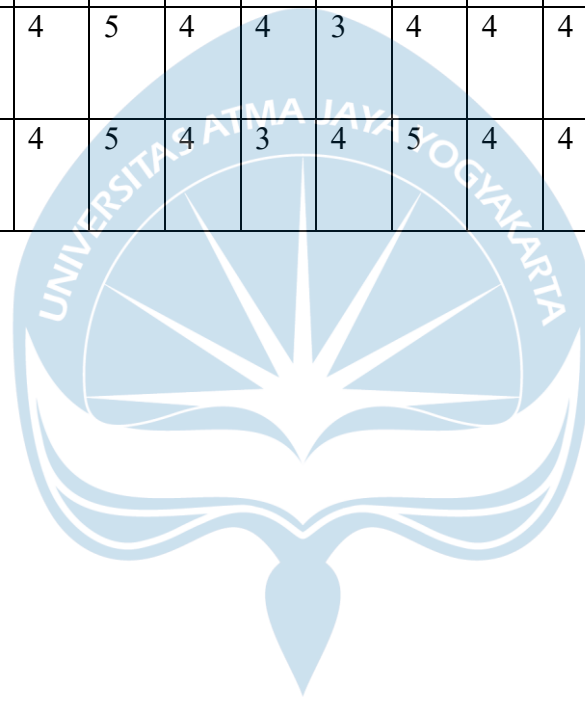
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LAMPIRAN 8 Hasil Pengujian Instrumen

Bagian 1 Uji Validitas

Variabel: Aktivitas Pemasaran Media Sosial			
Indikator	r-hitung	r-table	Keterangan
APMS 1	0.712	0.160	VALID
APMS 2	0.724	0.160	VALID
APMS 3	0.646	0.160	VALID
APMS 4	0.599	0.160	VALID
APMS 5	0.610	0.160	VALID
APMS 6	0.592	0.160	VALID
APMS 7	0.618	0.160	VALID
APMS 8	0.674	0.160	VALID
APMS 9	0.693	0.160	VALID
APMS 10	0.653	0.160	VALID
APMS 11	0.564	0.160	VALID

Variabel: <i>Brand Love</i>			
Indikator	r-hitung	r-table	Keterangan
BL 1	0.628	0.160	VALID
BL 2	0.589	0.160	VALID
BL 3	0.458	0.160	VALID

Variabel: Kepercayaan Merek			
Indikator	r-hitung	r-table	Keterangan
KM 1	0.561	0.160	VALID
KM 2	0.586	0.160	VALID
KM 3	0.572	0.160	VALID
KM 4	0.563	0.160	VALID

Variabel: Ekuitas Merek			
Indikator	r-hitung	r-table	Keterangan
EM 1	0.640	0.160	VALID
EM 2	0.755	0.160	VALID
EM 3	0.616	0.160	VALID
EM 4	0.739	0.160	VALID

Bagian 2 Uji Reliabilitas

Variabel	r-hitung	r₁₁	Keterangan
Aktivitas Pemasaran Media Sosial	0.900	0.70	RELIABEL
<i>Brand Love</i>	0.718	0.70	RELIABEL
Kepercayaan Merek	0.870	0.70	RELIABEL
Ekuitas Merek	0.848	0.70	RELIABEL

LAMPIRAN 9 Pengujian Regresi

Bagian 1 Hasil Analisis Regresi Linier Sederhana

A. Aktivitas Pemasaran Media Sosial Terhadap *Brand Love*

Variables Entered/Removed ^a						
Model	Variables Entered	Variables Removed	Method			
1	AktivitasPemasaranMediaS osial ^b		Enter			
a. Dependent Variable: BrandLove						
b. All requested variables entered.						
Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.548 ^a	0,300	0,295	0,47570		
a. Predictors: (Constant), AktivitasPemasaranMediaSosial						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,349	1	14,349	63,408	.000 ^b
	Residual	33,491	148	0,226		
	Total	47,840	149			
a. Dependent Variable: BrandLove						
b. Predictors: (Constant), AktivitasPemasaranMediaSosial						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,515	0,341		4,442	0,000
	AktivitasPemasaranMediaS osial	0,649	0,082	0,548	7,963	0,000
a. Dependent Variable: BrandLove						

B. Aktivitas Pemasaran Media Sosial Terhadap Kepercayaan Merek

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	AktivitasPemasaranMediaS osial ^b		Enter
a. Dependent Variable: KepercayaanMerek			
b. All requested variables entered.			

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.624 ^a	0,389	0,385	0,37986		
a. Predictors: (Constant), AktivitasPemasaranMediaSosial						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,588	1	13,588	94,170	.000 ^b
	Residual	21,355	148	0,144		
	Total	34,943	149			
a. Dependent Variable: KepercayaanMerek						
b. Predictors: (Constant), AktivitasPemasaranMediaSosial						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,801	0,272		6,612	0,000
	AktivitasPemasaranMediaSosial	0,632	0,065	0,624	9,704	0,000
a. Dependent Variable: KepercayaanMerek						

Bagian 2 Hasil Analisis Regresi Linier Berganda

Aktivitas Pemasaran Media Sosial, *Brand Love*, dan Kepercayaan Merek Terhadap Ekuitas Merek

Variables Entered/Removed ^a				
Model	Variables Entered	Variables Removed	Method	
1	KepercayaanMerek, BrandLove, AktivitasPemasaranMediaSosial ^b		Enter	
a. Dependent Variable: EkuitasMerek				
b. All requested variables entered.				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	0,588	0,580	0,33149
a. Predictors: (Constant), KepercayaanMerek, BrandLove, AktivitasPemasaranMediaSosial				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,897	3	7,632	69,459	,000 ^b
	Residual	16,043	146	0,110		
	Total	38,940	149			

a. Dependent Variable: EkuitasMerek

b. Predictors: (Constant), KepercayaanMerek, BrandLove, AktivitasPemasaranMediaSosial

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,385	0,274		1,403	0,163
	AktivitasPemasaranMediaSosial	0,165	0,076	0,154	2,158	0,033
	BrandLove	0,164	0,061	0,182	2,704	0,008
	KepercayaanMerek	0,567	0,076	0,537	7,450	0,000

a. Dependent Variable: EkuitasMerek



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The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust

Mediating role
of brand love
and brand trust

1353

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Abstract

Purpose – This research aims to explore the impact of social media marketing (SMM) activities on brand equity (BE) in the banking sector in Bangladesh. Moreover, brand love and brand trust are examined as a mediator of SMM activities and BE.

Design/methodology/approach – Data were collected from a total of 289 banking customers in Bangladesh through a structured questionnaire and the hypotheses were examined using structural equation modeling (SEM).

Findings – The results validated that SMM activities have no significant influence on BE directly. Furthermore, brand love fully mediates the linkage between SMM activities and BE. Likewise, brand trust was found to have a partial mediation effect on SMM activities and BE.

Research limitations/implications – This study was based on a specific sector in a particular geographic area. Hence, cross-cultural studies on different sectors need to be conducted to generalize the findings of the current research.

Practical implications – The study offers useful insights for bank marketers to successfully manage SMM activities that can generate consumer interest toward a bank's brand and prevent switching behavior. Furthermore, the proliferation of authentic brand-related information over a firm's social media pages can build strong brand trust, which in turn contributes to BE for the banks.

Originality/value – The study further extended the current knowledge by showing that how SMM activities influence BE in the banking sector in Bangladesh. Also, this study empirically corroborates the mediation influence of brand love and brand trust on SMM activities and BE in the banking sector in Bangladesh, which was rarely tested in prior studies. Hence, the findings will add value to the nascent literature of BE from an SMM perspective.

Keywords Social media marketing activities, Brand love, Brand trust, Brand equity

Paper type Research paper

Introduction

Social media marketing (SMM) is the indispensable approach of digital marketing that has added a new dimension to the modern marketing arena (Koay *et al.*, 2020; Felix *et al.*, 2017). Successful social media communication can increase the effectiveness of brand marketing efforts (Dwivedi *et al.*, 2020). SMM refers to the application of diverse social media networks such as Facebook, LinkedIn, Twitter, Instagram and Pinterest to promote a company's products and services (Ibrahim *et al.*, 2020; Akar and Topcu, 2011). SMM acts as a catalyst for influencing customers' feelings toward brands (Langaro *et al.*, 2018; Keller, 2009). Global statistics indicate that almost 3.6bn people are enthusiastically attaching to social media networks, and this figure is projected to rise to nearly 4.41bn by 2025 (Statista, 2021a). The worldwide social network penetration rate is almost 53.6% (Statista, 2021b), and consumers spend an average of 145 min per day on social media (Statista, 2021c). Recent statistics in 2021 have also shown that 45m people in Bangladesh are active social media users, which



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represent 27.2% of the total population and the usage of social media is growing exponentially over time (datareportal, 2021). This growth rate has created an opportunity for bank marketers in Bangladesh to utilize social media platforms as an instrument for communicating brand-related information to make relationships with the customer (Cheung *et al.*, 2020; Yadav and Rahman, 2018; Solem and Pedersen, 2016). In the era of Marketing 5.0, companies can survive and create differential values for the customers in the competitive digital economy by successfully using digital platforms (Kotler *et al.*, 2021). Generally, firms open different social media brand pages to share brand-related information timely and cost-effective way to create strong brand equity (BE), which results in more sales and profit for the firms (Ebrahim, 2020; Burnasheva *et al.*, 2019; Choi *et al.*, 2016; Chou, 2014; Kim and Ko, 2012). Differential values generated from BE make the customer buying process easier (Alam and Khan, 2019). Many studies have suggested that effective management of social media activities creates a passion for brands that cement the robust customer and brand affection, which in turn impacts BE (Albert *et al.*, 2008; Alvarez-Milán *et al.*, 2018; Wallace *et al.*, 2017; Batra *et al.*, 2012). On social media platforms, different options are available for the customers to show their love for a particular brand, that is, "like" or "heart-shaped" sign, which provides a clear message to the brand marketers about the brand preferences. On the other hand, SMM is treated as a tool for developing trusted value for the consumers. Prior studies have asserted that authentic brand-related message over social media is the prerequisite for developing long-lasting customer and brand relationship. The greater the trust in a brand, the greater the BE (Ebrahim, 2020; Dwivedi *et al.*, 2020; Warner-Soderholm *et al.*, 2018; Tatar and Eren-Erdogmus, 2016; Ambler, 1997).

The promising banking sector in Bangladesh under the supervision of the Bangladesh Bank (BB) has been growing hurriedly over time. At present, there are 60 scheduled banks, a list of banks continued under BB Order, 1972 that comprises six state-owned commercial banks, three specialized banks, 42 private commercial banks (PCBs) and nine foreign commercial banks. Moreover, five nonscheduled banks are successfully doing their financial activities in Bangladesh (Bangladesh Bank, 2021). The severe rivalry is being encountered by the Bangladeshi banking sector due to homogeneous service features such as mobile banking, Islami shariah-based banking, corporate banking, retail banking and so on (Hafez, 2018). In this competitive sector, bank marketers can survive by building a lasting emotional and trusting brand relationship through successful social media marketing efforts (Ebrahim, 2020; Wallace *et al.*, 2017). Therefore, the timely inquiry for the bank marketers to find how and to what extent SMM activities can build strong BE in the banking sector in Bangladesh.

Although many studies revealed the link between SMM and BE from the perspective of developed countries (Verma, 2021; Rambocas *et al.*, 2018; Krautz, 2017), only a few studies carried out from the perspective of developing countries such as Bangladesh. In Bangladesh, the majority of the research emphasized the linkage of social media with customer satisfaction, brand awareness, brand loyalty, purchase decision or organizational performance (Uzir *et al.*, 2021; Salam and Hoque, 2019; Hasan and Rahman, 2019; Al Amin, 2018; Karim, 2018; Hossain and Sakib, 2016) but no study is conducted to measure the role of SMM on BE mediated via brand trust (BT) and brand love (BL). Therefore, this is the first attempt to empirically explore the impact of SMM activities on BE along with the moderator role of BL and BT from the perspective of the Bangladeshi banking sector, which will plug the current loophole in the nascent brand equity literature from an SMM perspective (Godey *et al.*, 2016).

This research is founded on one specific research carried by Ebrahim (2020), who empirically showed how SMMs influence brand loyalty through BT and BE. The findings affirmed that SMMs indirectly influence BE mediated by BT. On the other hand, BL is another substantial construct to measure BE, but there is a limited number of empirical studies exploring these associations (Verma, 2021; Algharabat, 2017). Hence, BL and BT are

treated as a mediator between SMMA and BE. The findings will give significant insights to the bank marketers in developing countries about how to develop strong BE in the competitive market through the robust composition of SMM activities, BL and BT, which in turn will create a competitive advantage for the firms.

This study is designed as follows: the first part presents an overview of important literature followed by the hypotheses. The second part conceptualized the framework for this research and the research method applied in this research. The third part analyzes and describes the results of the research. Lastly, this research completes with the explanation of findings, implications and limitations with future research directions.

Literature review and hypotheses development

Social media marketing activities (SMMA)

Social media are the novel landscape for the brand marketer to provide social connectivity and user-created content (Chi, 2011). Social media refers to "the Web 2.0 applications that allow the design and interchange of user-generated content" (Kaplan and Haenlein, 2010). Social media comprises social network services (SNSs) such as Facebook, Instagram, Twitter, YouTube, Pinterest, Google+ and LinkedIn that convey information via registered individual profiles (Boyd and Ellison, 2007). It has a superior capability for reaching the target audience than conventional platforms, such as television, radio and print media (Bowen, 2015).

SMM and conventional methods of marketing are two distinct notions. SMM is a subgroup of digital marketing (Yadav and Rahman, 2018). SMM is defined by different scholars from different perspectives. Thus, there is no agreed-upon definition of SMM. From a marketing viewpoint, SMM denotes the usage of social media networks for marketing tasks (Sharma and Verma, 2018). In the promotional aspect, SMM is the application of social media platforms to endorse a firm and its goods (Akar and Topcu, 2011). On the other hand, the relational view focuses on building and maintaining mutually satisfying customer relationships through social media communication (Yadav and Rahman, 2017; Chang *et al.*, 2015; Erdogmus and Cicek, 2012; Chan and Guillet, 2011; Chi, 2011). Brand marketers in Asia widely accept SMM as a crucial tool for developing and maintaining the customer-brand relationship (Cheung *et al.*, 2020). Modern marketers are keen to communicate brand information through SMM efforts such as social networking sites, that is, Facebook, YouTube, user-generated content and blogging to create a resilient, favorable and distinctive brand image and knowledge in consumer minds (Yu and Yuan, 2019; Keller, 2013; Phan *et al.*, 2011). Kim and Ko (2010, 2012) proposed an exclusive SMM model that comprises five elements including interaction, entertainment, trendiness, customization and word of mouth (WOM) for measuring the effectiveness of SMM activities.

Several researchers extensively applied this well-known five dimensions SMM model for evaluating SMM efforts for brand building (Cheung *et al.*, 2020; Ibrahim *et al.*, 2020; Ebrahim, 2020; Koay *et al.*, 2020). In this study, SMM will be treated as a promotional and relational brand promoting tool for brand marketing strategy as well as well-recognized SMM dimensions will be considered to measure the influence of SMM efforts on BE.

Social media marketing activities and brand equity

BE is the fundamental concept of brand marketing, which is used as a device for getting a competitive advantage in the marketplace (Lassar *et al.*, 1995; Ambler and Styles, 1996; Schivinski and Dabrowski, 2016). The notion of BE is also recognized as consumer-based brand equity (CBBE) (Keller, 2013; Aaker, 1996). Erdem and Swait (1998) stated that BE is an indication of the value proposition to customers. Keller and Brexendorf (2019) defined CBBE

as “the differential impact of customer knowledge on their response to various marketing stimuli.” BE is financially added value compared with nonbranded goods and services (Yu *et al.*, 2018; Veloutsou and Guzmán, 2017; Schultz, 2016). Yoo and Donthu (2001) stated that overall BE refers to the added value of the principal brand compared to other brands. Social media marketers can easily utilize social media platforms to connect, cooperate and share promotional content to form a differential position in the customer’s hearts (Richter and Koch, 2007). Organizations are incessantly involving different SMMA to improve customers’ brand recall and recognition capability to a greater extent. Koay *et al.* (2020) stated that SMM activities have a substantial impact on CBE. Ibrahim *et al.* (2020) conducted a meta-analytic examination to know about how social media marketing activities improve customer attitudes regarding brands. They emphasized that SMM activities enhanced BE. Likewise, Lim *et al.* (2020) revealed that BE derives from extensive SMM activities. Moreover, Godey *et al.* (2016) affirmed that SMM efforts are significantly correlated to BE. Consequently, the following hypothesis is offered accordingly:

H1. SMM activities positively influence BE.

Social media marketing activities and brand love

At present, BL has become one of the major constructs in developing a strong brand in the marketplace (Albert and Merunka, 2013; Yasin and Shamim, 2013). BL indicates the emotional involvement of gratified clients with brands (Carroll and Ahuvia, 2006). It is a passion-driven attitude toward a brand that is reinforced by the close connectivity with the preferred brand (Kwon and Mattila, 2015). Huber *et al.* (2015) stated that customers who love a brand will have a passionate involvement with it. BL is a more enduring relationship than a mere liking of the consumers toward the brand (Reimann *et al.*, 2012). Karjaluoto *et al.* (2016) said that BL is a symbol of reliable and strongest customer and brand rapport than satisfaction. BL is founded on the triangular theory that encompasses three elements of love, namely passion, intimacy and decision or action (Sternberg, 1986). Fournier (1998) recommends that BL includes obsession, passion, dependency and a feeling toward the brand.

Social media is a crucial tool to building strong customer and brand relationships (Fournier and Lee, 2009) because of its interactive communication and search benefits (Evans, 2012; Laroche *et al.*, 2013; Merisavo and Raulas, 2004). These benefits generate more satisfied customers who continuously spread positive WOM, hence enhancing BL through SMM efforts (Salem *et al.*, 2019). Customers prefer to get continuously updated information regarding their loving and preferred brand that makes possible through effective utilization of SMM activities (Richard and Guppy, 2014; Hollenbeck and Kaikati, 2012). However, the connection between SMMA and BL is not clear in the existing literature. For example, Okazaki *et al.* (2017) suggested that brand marketers can engage customers with the brand via social media. Garg *et al.* (2015) investigated the link between BL and repurchase intention. Wallace *et al.* (2014, 2017) showed the association between social media, customer engagement self-expressive brands with BL. Further, Laroche *et al.* (2013) posited that the relations recognized in social media boost consumer loyalty. Thus, the following unexplored association, to the best of the author’s knowledge, is hypothesized:

H2. SMM activities positively influence BL.

Brand love and brand equity

BL suggests how a customer will consider, sense and behave with a specific brand (Rubin, 1973). It can create positive emotions toward a brand that motivates to build and maintain a long-lasting relationship with that brand (Reimann *et al.*, 2012; Albert *et al.*, 2008; Fehr and

Russel, 1991). Strong BL creates desirable results (Nilkhashemi *et al.*, 2019; Rambocas *et al.*, 2018), which finally increases the long-term yields on tangible and intangible assets (i.e. BE) (Cho and Hwang, 2020; Zhang *et al.*, 2020). Machado *et al.* (2019) recommended that BL is one of the elements of BE. Verma (2021) posited that overall BE is the consequence of BL. Meirani and Abror (2019) showed that BL is one of the significant predictors in measuring consumer-based BE. Likewise, Otero and Wilson (2018) stated that BE and BL are positively correlated. Gonçalves Filho *et al.* (2010) recommended that BL has a robust link with BE. Nawaz *et al.* (2020) acknowledged that BE is created from customer satisfaction via BL. Furthermore, Algharabat (2017) affirmed that SMMA indirectly influences BL via self-expressive brands (social and inner). But the relational construct, that is, BL is a mediator between SMMA and BE is not tested yet to the best of the author's knowledge. Thus, the following hypotheses are recommended:

- H3. BL positively influences BE.
- H4. BL is a mediator of SMM activities and BE.

Social media marketing activities and brand trust

BT states to the buyer's level of reliance on a brand that can gratify their stated needs and wants (Chaudhuri and Holbrook, 2001). Buyer's perception of security and dependability of the brand generates resilient BT (Veloutsou, 2015). Social media plays a noteworthy role to build trust in the customer's mind, which directly influenced consumer behavioral responses regarding the decision of continuity of brand usage (Pentina *et al.*, 2013). SMM activities are value-added functions that are mainly designed to inform, promote and create BT in the competitive market space (Dwivedi and McDonald, 2020). Tatar and Eren-Erdogmus (2016) indicated that SMM activities have a direct linkage with BT. Likewise, Dwivedi and McDonald (2020) suggested that social media communication and BT are positively correlated. Puspamingrum (2020) affirmed that authentic brand-related information via social media channels builds strong trust in the customer's mind. Moreover, Sanny *et al.* (2020) recommended that SMM functions have a substantial influence on customer BT. So, the following hypotheses are suggested:

- H5. SMM activities positively impact BT.

Brand trust and brand equity

BT is the key to build a favorable customer-brand relationship (Fournier, 1998). A successful long-lasting relationship derives from the BT, which is considered an essential component of BE (Garbarino and Johnson, 1999; Morgan and Hunt, 1994). Sheth and Parvatiyar (1995) affirmed that a brand will survive based on customer trust when no direct contact is possible between consumers and companies. Delgado-Ballester and Luis Munuera-Alemán (2005) stated that BT is the outcome of prior experience with the brand, which is positively associated with BE. Liao (2015) suggested that BT is a significant predictor of BE. Blackston (1992), Chaudhuri and Holbrook (2001), Rios and Riquelme (2008), Burmann *et al.* (2009) hypothesized that BT has a substantial impact on overall BE. Customers with high levels of trust are enthusiastic to participate in social media, which eventually adds value to the brand (Chahal and Rani, 2017). Kim and Park (2013) asserted that trust acts as a mediator of SMMA and behavioral intentions. Ebrahim (2020) empirically proved that BT is the mediator of SMM and BE. Therefore, the following hypotheses are recommended:

- H6. BT positively impacts BE.
- H7. BT is a mediator of SMM activities and BE.

Conceptual framework

Figure 1 demonstrates the direct and indirect (mediating) relationships among research constructs, namely SMM activities, BE, BL and BT based on the above literature review that will be confirmed through hypotheses testing.

Research methodology

Sample and data collection

The research purposes to assess the influence of SMM on building BE and also investigate the mediating relation of BL and BT with SMM activities and BE. SMM activities are classified as a latent exogenous construct. Endogenous latent variable includes BE. Further, BL and BT are mediating variables. In this study, structural equation modeling (SEM) with maximum likelihood estimation was used because it can map latent variables using several measured indicators and assess numerous direct and mediating linkage between constructs concurrently (Hair *et al.*, 2010).

Primary data in this research was gathered by online survey mode. Bank customers were the target population who were taking banking services for at least 1 year from a particular bank and active users of social media, that is, Facebook, YouTube, Instagram, Twitter and LinkedIn. Convenience sampling method was selected to gather data from bank customers who are followers of different social media pages of both public and private banks in Bangladesh. This sampling method is utilized because it is a less costly and easy method of gathering data (Eze *et al.*, 2011). To control bias and increase the representativeness of online data collection, participants have requested a screening of the given questionnaire before contributing. The questions confirmed that every participant has a bank account and their age was 18 years living in the capital city, Dhaka, Bangladesh, and had an established liking toward one particular bank. Malhotra and Dash (2011) suggested that two hundred (200) sample size is suitable for SEM when a proposed model has five or fewer constructs having three measured variables for each construct and communalities at least 0.5. Based on this literature, a total of 350 online structured questionnaires were circulated over social media pages and email to the potential respondents. All of them were assured about their anonymity and privacy and were also announced that there were no correct or wrong answers but just showed how SMM activities influence to prefer a particular bank. Also, it was informed that

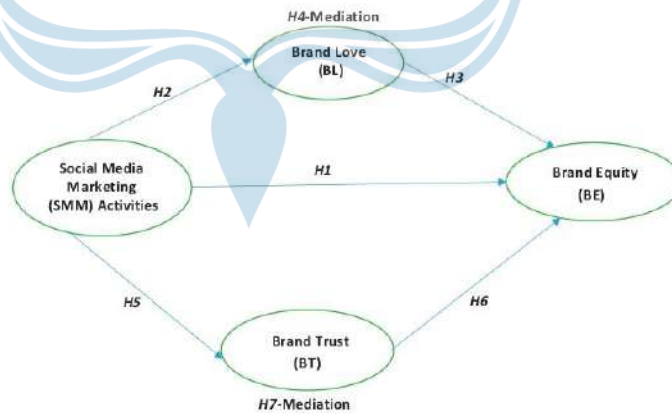


Figure 1.
Conceptual framework

some lucky draw gifts to be distributed to 25 randomly nominated participants who complete the survey. Finally, a total of 300 responses were received back from October to December 2020. Out of 300 responses, 289 valid and completed responses were obtained for further analysis, and 11 responses were rejected because respondents put the same values in every question of the questionnaire.

The results of the respondent's demographic profile have been shown in Table 1. The majority of participants in this study were male (59.17%) who were aged between 26 and 35 (40.48%). Most of the participants had a postgraduate degree (66.78%) followed by undergraduate respondents (31.49%). It reveals substantial demographic characteristics in the perspective of the Bangladeshi banking sector because respondents with higher education are more familiar with the notion of SMM and BE, and they prefer those banks that take extensive SMM efforts. Thus, the sample is representative of the Bangladeshi banking sector. The majority of the participants have been taking financial services from a particular private bank (70.93%) for 1-2 years (40.14%). Further, most of the respondents used Facebook (70.59%) followed by YouTube users (17.65%) and Twitter users (5.88%). Thus, the carefully chosen samples deem representative and suitable for this research.

Measures

Primary and secondary data were obtained to attain the purposes of this research. Secondary data were obtained from journals, books and online. Primary data were acquired from the

Demographic variables	Frequency (N = 289)	Percentage (%)
<i>Gender</i>		
Male	171	59.17
Female	118	40.83
<i>Age (Years)</i>		
18-25	81	28.03
26-35	117	40.48
36-45	66	22.84
Above 45	25	8.65
<i>Education</i>		
Undergraduate	91	31.49
Postgraduate	193	66.78
PhD	5	1.73
<i>Type of bank</i>		
Public	84	29.07
Private	205	70.93
<i>Year of using of banking services</i>		
1-2 Year	116	40.14
3-4 Year	87	30.10
5-6 Year	51	17.65
Above 6 Year	35	12.11
<i>Active user of social media</i>		
Facebook	204	70.59
YouTube	51	17.65
Twitter	17	5.88
LinkedIn	12	4.15
Instagram	5	1.73

Table 1.
Participant's
demographic profile

bank customer in Bangladesh through a structured questionnaire. The questionnaire encompassed two parts. Part-I included the demographic information of the respondents including gender, age, education, type of bank, year of using banking services and active user of social media. Part-II included 22 influential measured variables for four (04) constructs (Table 2). All the constructs were assessed by a nine-point Likert scale ranging from 1 (strongly disagree) to 9 (strongly agree).

To measure constructs, well-established measures were adopted in this present study. To measure SMMA, Kim and Ko's (2012) scale was adopted, which comprises 11 items distributed among five dimensions (entertainment, interaction, trendiness, customization and WOM). This scale was considered because it was one of the earliest scales and most of the researchers have adopted it (Algharabat, 2017; Godey *et al.*, 2016). For measuring BL and BT, three items were adopted from Wallace *et al.*, 2014 and four items from Chaudhuri and Holbrook (2001), respectively because both scales are widely used in marketing literature.

Constructs	Measurement items	Sources	
<i>Social media marketing activities (SMMA)</i>	<i>Entertainment (SMMA_1)</i>	<i>E1</i> : Social media contents of my bank seem interesting <i>E2</i> : Using my bank's social media is fun	Kim and Ko (2012)
	<i>Interaction (SMMA_2)</i>	<i>IN1</i> : Conversation or opinion exchange with others is possible through my bank's social media <i>IN2</i> : My bank's social media enables information sharing with others <i>IN3</i> : It is easy to give my opinion through my bank's social media	
	<i>Trendiness (SMMA_3)</i>	<i>T1</i> : The trendy content of my bank is shared via social media <i>T2</i> : The content shared by my bank's social media is the newest information	
	<i>Customization (SMMA_4)</i>	<i>C1</i> : My bank's social media offers customized services <i>C2</i> : My bank's social media provides customized information search	
	<i>WOM (SMMA_5)</i>	<i>W1</i> : I Wanted to share brand information about products, or services from my bank's social media to my friends <i>W2</i> : I Wanted to post content from my bank's social media to my blog	
<i>Brand love</i>	My bank's brand makes me feel good I Am passionate about my bank's brand I Am emotionally involved with my bank's brand	Wallace <i>et al.</i> (2014)	
<i>Brand trust</i>	I Trust my bank's brand My bank is an honest brand My bank's brand is safe I Rely on my bank	Chaudhuri and Holbrook (2001)	
<i>Brand equity</i>	It makes sense to buy my bank services instead of any other bank, even if they are the same Even if another brand has the same features as my bank's brand, I would prefer to buy my bank services If there is another bank as good as my bank, I prefer to buy my bank services If another brand is not different from my bank's brand in any way, it seems smarter to purchase my bank services	Yoo and Donthu (2001)	

Table 2.
Lists of
measurement items

Finally, to measure BE, four items were adopted from Yoo and Donthu, 2001. Table 2 demonstrates measurement items along with sources.

Data analysis and results

In this study, a two-step approach was adopted (Anderson and Gerbing, 1988) including confirmatory factor analysis (CFA) and SEM to test the hypothesized relationships. The AMOS 23.0 SEM software was used to test CFA to confirm the scales' convergent and discriminant validities (Hair *et al.*, 2010).

Data normality was measured by skewness and kurtosis of each measurement item. The skewness values ranged between -1.130 and -0.873 and kurtosis values ranged between 1.281 and 1.759, which is within the range of (± 2) and (± 5), respectively (Bentler, 1995).

To check common method variance (CMV), Harman's one-factor test was used to estimate common method bias (Gupta and Arora, 2020; Johnson *et al.*, 2018; Podsakoff *et al.*, 2003). All the variables in this study were loaded into a single factor and examined through principal axis factoring without any rotation to test the cumulative variance of the single-loaded factor (Leonard, 2012). The results showed that the first factor accounted for only 31.522%, which is less than 50%, as suggested by Podsakoff *et al.* (2003). Thus, it can be concluded that common method bias was not an issue in this study. I also tested the correlation matrix to check for any highly correlated variables using the Pearson correlation coefficient technique. Table 3 demonstrates that all the correlation coefficients were less than the suggested value of 0.90 (Bagozzi *et al.*, 1991), which also recommended the absence of common method bias.

Measurement model

Firstly, the measurement model was tested by CFA. Table 4 illustrates fit indices of the CFA model. In this analysis, the fit indices of CFA model are Chi-square estimate (χ^2) = 192.710, $df = 98$, $\chi^2/df = 1.966$, Goodness of Fit Index (GFI) = 0.923, Adjusted Goodness of Fit Index (AGFI) = 0.893, Comparative Fit Index (CFI) = 0.956, Normed Fit Index (NFI) = 0.915, Incremental Fit Index (IFI) = 0.956, Tucker-Lewis Index (TLI) = 0.946, Root Mean Square Error of Approximation (RMSEA) = 0.058. All the fit indices of the CFA model show a good model fit because all the indices of CFA reach acceptable cutoff thresholds. Therefore, it can be concluded that the recommended model is dependable to run for the subsequent analysis. Figure 2 displays the measurement model by CFA with standardized factor loadings.

Secondly, reliability, internal consistency and convergent validity were assessed for evaluating the quality and validity of the measurement model before testing different suggested hypotheses by the structural model. To attain the objective of this study, the maximum likelihood estimation method was used in this study. Construct reliability was estimated by Cronbach's alpha coefficients (refer to Table 5). The reliability coefficients for the constructs' value range from 0.825 to 0.874, which is higher than the value of 0.70

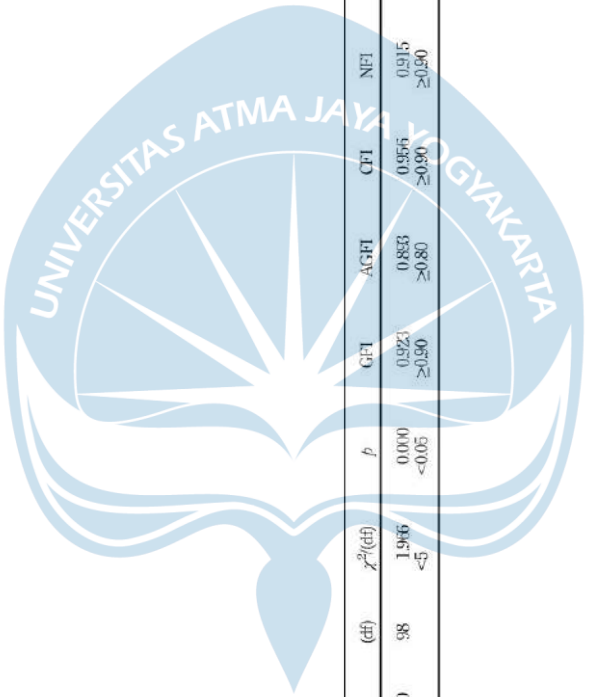
	Social media marketing activities	Brand love	Brand trust	Brand equity
Social media marketing activities				
Brand love	0.361**			
Brand trust	0.189**	0.247**		
Brand equity	0.213**	0.331**	0.274**	

Note(s): N = 289, ** = Correlation is significant at the 0.01 level (two-tailed)

Table 3. Correlations among variables

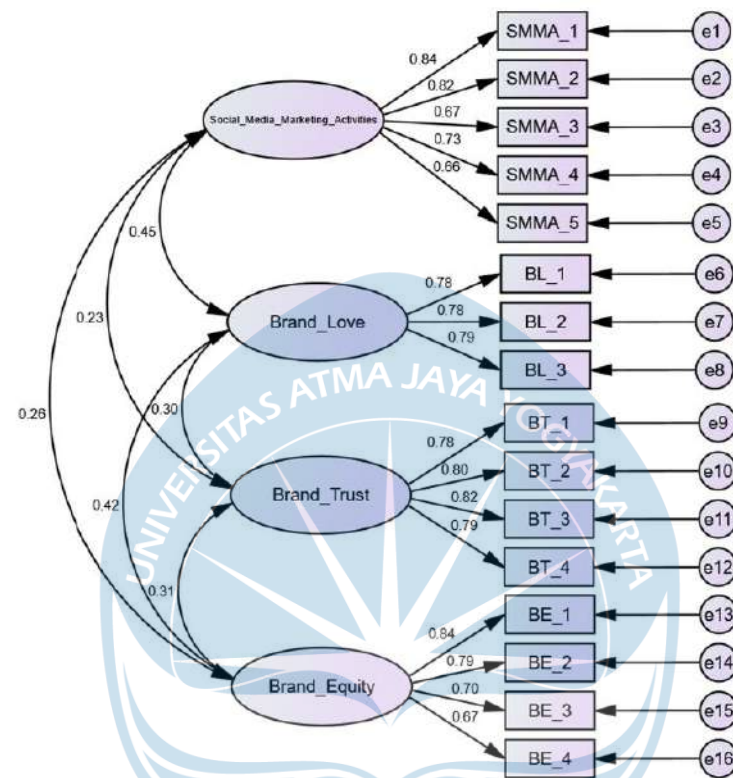
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Index of fit	χ^2	(df)	χ^2 (df)	p	GFI	AGFI	CFI	NFI	IFI	TLI	RMSEA
Value	192,710	98	1,966	0,000	0,923	0,883	0,956	0,915	0,946	0,945	0,058
Cutoff limits			<5	<0,05	≥0,90	≥0,80	≥0,90	≥0,90	≥0,90	≥0,90	≤0,08

Table 4.
Fit indices for
CFA model



Mediating role of brand love and brand trust

Figure 2. Measurement model

suggested by Nunnally and Bernstein (1994). This result represents that an adequate level of internal consistency exists among constructs.

Composite reliability (CR) is a good indicator for assessing internal consistency than Cronbach's alpha (Hair *et al.*, 2016). The values of CR of four constructs range from 0.825 to 0.875, which are higher than 0.60 advised by Bagozzi and Yi (1988) and Fornell and Larcker (1981) (refer to Table 5). This result confirms that constructs have an acceptable level of internal consistency. Then the convergent validity is measured by factor loadings (Standardized) and average variance extracted (AVE). A measurement model will have an acceptable level of convergent validity if each factor loading (Standardized) of the CFA and AVE values are greater than 0.5 and 0.5, respectively (Hair *et al.*, 2010; Fornell and Larcker, 1981). Table 5 demonstrates that the values of standardized factor loadings range from 0.656 to 0.840 and AVE values range from 0.557 to 0.638. Hence, the results of CFA measures support convergent validity. Lastly, discriminant validity was measured by Fornell and Larcker (1981) proposed benchmarks. The constructs will have acceptable discriminant

Table 5.
Reliability and validity
estimates of
confirmatory factor
analysis model

Constructs	Items	Factor loadings (standardized)	Average variance extracted (AVE)	Composite reliability (CR)	Cronbach <i>a</i>
Social media marketing activities	SMMA1	0.840	0.557	0.861	0.856
	SMMA2	0.819			
	SMMA3	0.671			
	SMMA4	0.725			
	SMMA5	0.656			
Brand love	BL1	0.779	0.611	0.825	0.825
	BL2	0.777			
	BL3	0.789			
Brand trust	BT1	0.777	0.638	0.875	0.874
	BT2	0.799			
	BT3	0.825			
	BT4	0.792			
Brand equity	BE1	0.836	0.566	0.538	0.837
	BE2	0.788			
	BE3	0.700			
	BE4	0.675			

validity if the square root of AVE for each construct is greater than the correlations with the other construct (Fornell and Larcker, 1981). Table 6 illustrates that each construct has a greater square root of AVE than other constructs, suggesting the distinctiveness of four (04) constructs. In conclusion, the quality of the measurement model is reliable for further analysis.

Structural model analysis

After estimating the reliability and validity of the measurement model, the subsequent stage is to develop the structural model. The results from the structural model (See Table 7) showed that all fit indices satisfactorily attained cutoff thresholds. Fit indices are Chi-square estimate ($\chi^2 = 202.239$, $df = 99$, $\chi^2/df = 2.043$, GFI = 0.920, AGFI = 0.890, CFI = 0.952, NFI = 0.910, = 0.952, TLI = 0.942, RMSEA = 0.060, which is an indication of appropriateness of structural model.

Hypotheses testing

The proposed hypothesized relationships between the constructs were tested in this structural model by path coefficients (Estimate) and level of significance (*p*-value). Figure 3 illustrates the structural model with standardized path coefficients. In this study, a total of

Latent variables	Social media marketing activities	Brand love	Brand trust	Brand equity
Social media marketing activities	<i>0.746</i>			
Brand love	0.449	<i>0.782</i>		
Brand trust	0.228	0.295	<i>0.798</i>	
Brand equity	0.256	0.424	0.314	<i>0.753</i>

Table 6.
Discriminant validity
Note(s): The diagonal values demonstrate the square root of AVE (italic) while off-diagonal values are the correlations between the respective constructs

Index of fit	χ^2	(df)	$\chi^2/(df)$	p	GFI	AGFI	CFI	NEI	IFI	TLI	RMSEA
Value	202.239	99	2.043	0.000	0.920	0.830	0.952	0.910	0.952	0.942	0.060
Cutoff limits			<5	<0.05	≥0.90	≥0.80	≥0.90	≥0.90	≥0.90	≥0.90	≤0.08

Table 7.
Fit indices for the
structural model

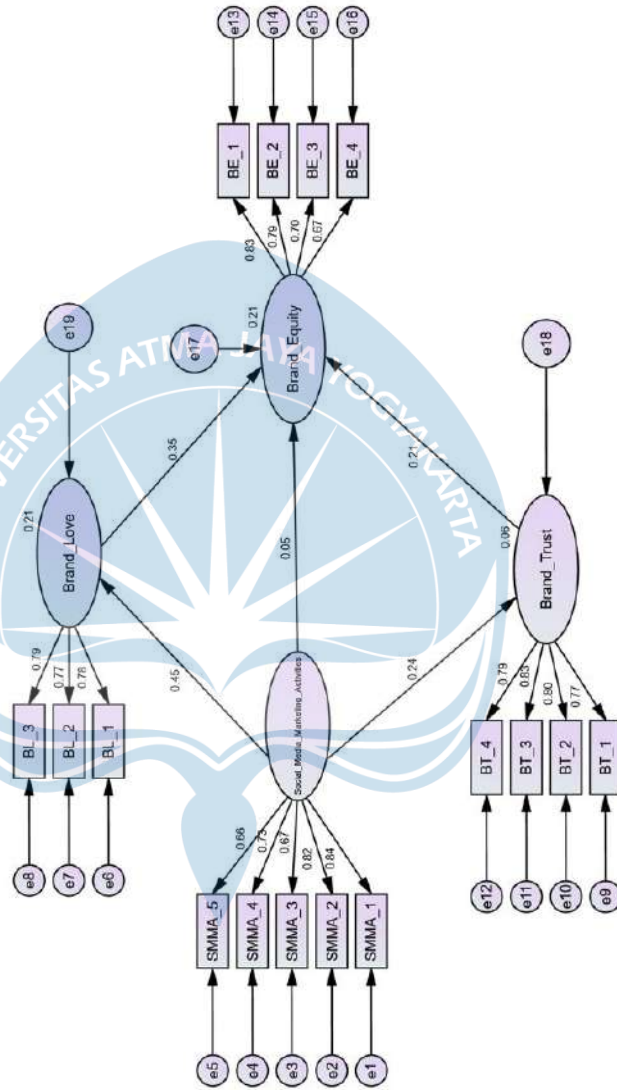


Figure 3.
Structural model

seven (7) hypotheses were proposed based on an extensive literature review. Table 8 demonstrates that SMM activities substantially influence BL ($\beta = 0.464, p = 0.000 < 0.001$), supporting H2. Similarly, SMM activities positively influence BT ($\beta = 0.242, p = 0.000 < 0.001$), supporting H5. Moreover, the direct influence of SMM activities on BE is not statistically significant ($\beta = 0.048, p = 0.475 > 0.05$), rejecting H1. Further, BL directly influences BE ($\beta = 0.299, p = 0.000 < 0.001$), supporting H3. Lastly, BT exerts a substantial effect on BE ($\beta = 0.188, p = 0.001 < 0.01$), supporting H6.

Mediation effect analysis

The mediation effects in this study were analyzed by a 5,000-sample bootstrapping approach with 95 percent (%) bias-corrected confidence intervals (CI). Results from Table 9 confirm that BL fully mediates between SMM activities and BE ($\beta = 0.139, p = 0.000$, bias-corrected 95% CI: 0.055, 0.285), accepting H4. Further, the result shows that BT partially mediates between SMM activities and BE ($\beta = 0.046, p = 0.001$, bias-corrected 95% CI: 0.015, 0.100), supporting H7.

Discussion

SMM is now a very attention-grabbing and challenging field for brand marketers. But researchers are not yet to get a concrete empirical proof in what way successful SMM activities influence BE because of multiple measurements and conceptual issues involved with it (Godey *et al.*, 2016; Schultz and Peltier, 2013; Schultz, 2011). Moreover, a very limited number of empirical research studies were conducted on SMM activities for enhancing BE in the context of developing countries compared to developed nations. Thus, this research is an endeavor to explore the influence of SMM activities on BE along with the mediating influence of BL and BT in the perspective of the Bangladeshi banking sector. In this study, a proposed integrated model of the impact of SMMA on BE has been empirically tested based on primary data collected from a structured questionnaire. Although previous studies acknowledged the worth of SMM elements individually (Cheung *et al.*, 2020; Algharabat, 2017; Kim and Ko, 2012), the elements of SMM in this study have been considered holistically and the results are not significantly different from prior studies. Based on the proposed hypothesized results presented in the prior section, the direct impact of SMM activities on BE is not statistically significant, which is consistent with the finding of (Ebrahim, 2020). This finding infers that

Hypothesized relationships	Estimate	SE	CR	<i>p</i>	Label
H2 Brand love ← Social media marketing activities	0.464	0.071	6.529	***	
H5 Brand trust ← Social media marketing activities	0.242	0.068	3.568	***	
H1 Brand equity ← Social media marketing activities	0.048	0.067	0.715	0.475	
H3 Brand equity ← Brand love	0.299	0.068	4.389	***	
H6 Brand equity ← Brand trust	0.188	0.058	3.228	0.001	

Note(s): * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 8. Structural model results

Indirect (mediation) effect	Estimate	Lower	Upper	<i>p</i>
H4 social media marketing activities → brand love → brand equity	0.139	0.055	0.285	0.000
H7 social media marketing activities → brand trust → brand equity	0.046	0.015	0.100	0.001

Note(s): * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 9. Mediating test

only SMM activities are not enough to create BE in the banking sector in Bangladesh because the financial sector is involved with risk where emotional involvement and faith in service delivery act as a catalyst to make a buying decision. On the other hand, SMMA substantially influence BL, which is coherent with the prior studies (Sikandar and Ahmed, 2019; Algharabat, 2017). Likewise, BL positively influences BE, which is in line with prior studies (Verma, 2021; Otero and Wilson, 2018). These findings suggest that aggressive social media activities can create an emotional attachment with a particular brand, which in turn enhances BE in the future. Further, SMMA exert a weighty direct influence on BT, which is consistent with the results of (Dwivedi and McDonald, 2020; Ebrahim, 2020; Tatar and Eren-Erdogmus, 2016). Similarly, BT positively influences BE, which is backed by the findings of (Delgado-Ballester and Munuera-Alemán, 2005). These findings indicate that SMMA is a platform to share valuable brand-related information, which will actively engage the customer with the brand. Nowadays, trust has become the prime consideration to participate in social media because of breaches of user privacy (Pentina *et al.*, 2013). Building a trusting relationship with customers is crucial to surviving in this competitive banking sector. Trust in digital content can be developed through customer experiences in social media. Subsequently, trust is a crucial predictor to build and maintain a long-lasting relationship with a brand and the proxy to BE that leads to creating the distinctive brand value in the customer's mind. Thus, the bank marketers should conduct extensive social media marketing activities to yield BT that will be beneficial to build strong BE.

Theoretical implications

This present study has made numerous notable contributions to the nascent SMM and BE literature. Firstly, this study is the first endeavor to investigate the impact of SMM activities on BE along with the mediating influence of BE and BT in the perspective of the Bangladeshi banking sector. Hence, this study has revealed an unexplored relationship between SMMA and BE. Secondly, this research has enriched the nascent understanding of the predictors of BE in the context of SMM, which will add value to the existing BE literature. Thirdly, several prior studies showed the direct impact of SMM and BL (Sikandar and Ahmed, 2019; Algharabat, 2017) or BL and BE (Verma, 2021; Otero and Wilson, 2018), this study is the first attempt to empirically corroborate that BL has full mediation effect on SMMA and BE, which will overcome the drawbacks of prior studies. Finally, BT has been empirically tested and confirmed as the significant mediator of SMM activities and BE, which is another theoretical contribution in the brand marketing literature because this relationship is overlooked by the virtual brand communities (Dwivedi and McDonald, 2020; Ebrahim, 2020; Tatar and Eren-Erdogmus, 2016).

Managerial implications

The empirical findings offer some valuable insights regarding SMMA and BE, which have several managerial implications for the bank marketers. Firstly, for bank marketers who are looking for building the customer-brand relationship, SMMA can be considered as a tool to generate love toward a brand, which will ultimately increase BE. Thus, bank marketers should promote diverse SMMA on social media platforms to create emotional feelings of love with the bank to encourage repeat buying from a particular bank. Banks should manage online discussions on their web page and introduce social groups to create a high level of involvement with the bank. Highly engaged customers are very passionate about the bank, which enhances BE. This emotional engagement can be done by posting and uploading incessantly trendy, entertaining and interactive content, images, videos and success stories to their web pages. Banks can also host online community involvement events. For instance, the bank marketers can create an avenue in the social media platforms for their clients to express

their achievements or nostalgic moments over the bank's social media page such as posting the nostalgic moment of getting the first loan to start a new venture from the bank. Secondly, people fall in love with a brand when marketing communication successfully transfers human characteristics with the brand. Thus, bank marketers should use different branding components, that is, bank logo, slogan to humanize the brand. Greater love for the bank will form strong BE, which will provide a substantial advantage over competitors. Finally, social media is a channel of interactive communication between banks and customers through both company-generated content and user-generated content (Malthouse *et al.*, 2013). Successful supervision of SMMA will nurture the bank evangelists who will proactively spread positive WOM regarding the bank's services. Therefore, bank marketers should continuously share updated, reliable and precise financial information through different bank's social media channels, which will create trust for banking services. Also, bank marketers should keep full control over the contents shared over different social media platforms so that it does not breach any customer privacy. Effective administration of social media content will generate strong BT, which is a significant antecedent of BE.

Conclusion

SMM is a promising facet of the banking sector in Bangladesh. Bank marketers in this sector are actively seeking out effective SMM strategies to heighten strong BE. Hence, this research aimed to explore the influence of SMMA on BE along with the mediating impact of BL and BT in the banking sector in Bangladesh. Results show that SMMA exert a substantial effect on BL and BT, which in turn influence BE. Results also reveal the mediation influence of BL and BT on SMMA and BE, which was not tested in prior studies. The findings will aid bank marketers to develop value-driven marketing strategies. Moreover, successful SMM activities will create trusting and lasting passionate attachment, which will act as a catalyst of brand positioning.

Limitations and future research directions

This research is not free from drawbacks. This study was based on a specific sector in a particular geographic area, that is, banking sector in Bangladesh. Cross-cultural studies on different sectors need to be run to generalize the outcomes of the current study. Also, the research considered only mediating the link of BL and BT on SMM activities and BE. Future studies should incorporate other important constructs as the mediator of SMM activities and BE, that is, brand engagement, brand experience, eWOM, brand personality, brand commitment.

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