

JURNAL ILMIAH

Bisnis dan Ekonomi Asia

Terakreditasi Sinta 3 SK No: 105/E/KPT/2022

<https://jurnal.stie.asia.ac.id/index.php/jibeka>

ANALYSIS OF THE SOCIAL MEDIA MARKETING EFFECTS ON BRAND LOYALTY MEDIATED BY BRAND AWARENESS AND PURCHASE INTENTION ON SPORTSWEAR BRANDS IN BATAM CITY

Selfia Cristie Yen¹, Renza Fahlevi²
^{1,2} Universitas Internasional Batam, Indonesia

Article's Information

DOI:

10.32812/jibeka.v17i3.1240

ISSN:

0126-1258

ISSN-E:

2620-875X

CORRESPONDENCE*:

renza.fahlevi@uib.edu

ABSTRACT

According to Market Study Report in 2020, global sportswear sales are expected to reach USD 308.3 billion at a CAGR of 4.6% in 2025. Indonesia is considered one of the potential markets for the sportswear industry due to its large population. This study examines the Purchase Intention of consumers for sportswear using Social Media Marketing, Brand Loyalty, and Brand Awareness. The findings of this study will assist sportswear retailers in developing sales-boosting Social Media Marketing strategies. Research data were collected by distributing questionnaires to 160 consumers who had purchased sportswear and had access to social media. The purposive sampling technique was used to identify the respondents. The smartPLS 3.0 was used to process the data application and the Structural Equation Model (SEM) Partial Least Square statistical method. The findings revealed that social media marketing positively and significantly influenced brand loyalty. Simultaneously, Brand Awareness and Purchase Intention mediated the relationship between Social Media Marketing and Brand Loyalty.

Keywords: *Brand Awareness, Brand Loyalty, Purchase Intention, Social Media Marketing, Sportswear.*

ABSTRAK

Menurut Market Study Report (2020), penjualan pakaian olahraga global diperkirakan akan mencapai USD 308,3 miliar dengan CAGR sebesar 4,6% pada tahun 2025. Indonesia dianggap sebagai salah satu pasar potensial untuk industri pakaian olahraga karena populasinya yang besar. Penelitian ini mengkaji tentang *Purchase Intention* konsumen terhadap pakaian olahraga dengan menggunakan *Social Media Marketing*, *Brand Loyalty*, dan *Brand Awareness*. Temuan penelitian ini akan membantu pengecer pakaian olahraga dalam mengembangkan strategi pemasaran media sosial yang meningkatkan penjualan. Data penelitian dikumpulkan dengan menyebarkan kuesioner kepada 160 konsumen yang telah membeli pakaian olahraga dan memiliki akses ke media sosial. Teknik purposive sampling digunakan untuk mengidentifikasi responden. Metode statistik Structural Equation Model (SEM) Partial Least Square digunakan dengan aplikasi SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *Social Media Marketing* mempengaruhi *Brand Loyalty* secara positif dan signifikan. Secara bersamaan, *Brand Awareness* dan *Purchase Intention* memediasi hubungan antara *Social Media Marketing* dan *Brand Loyalty*.

Kata Kunci: Kesadaran Merek, Loyalitas Merek, Niat Membeli, Pemasaran Media Sosial, Pakaian Olahraga.



Introduction

Since the beginning of human civilization, competition in various sporting events has been an essential aspect in the eye of the public. Lately, sportswear has become a fashion trend in a term of activewear. The awareness of the importance of maintaining a healthy lifestyle is growing among Indonesians, especially those who live in urban areas. Increasing awareness about the importance of leading a healthy lifestyle and the positive effects of workouts on one's body is a significant driver of the sportswear market.

According to Market Study Report (2020), the global sportswear market reached 257.7 billion USD in 2019 and is expected to reach 308.3 billion USD in 2025 at a CAGR of 4.6%. Besides that, according to Smith (2022) in the Statista report, the global clothing industry's total revenue in 2021 will be USD 1.5 trillion. Thereby, sportswear accounts for approximately 16.6 percent of the global clothing market. According to the data presented, sportswear is a significant market with the potential to become an attractive market in the apparel industry within the next three years.

This enormous market has been around for a long time and has a lot of big players. According to All Top Everything (2022), Nike is the most significant player in the sportswear industry with revenues of \$44.5 billion, followed by Adidas with revenues of \$23.5 billion and Puma with revenues of \$6.2 billion. Other remarkable competitors include New Balance, Asics, Columbia Sportswear, Under Armour, Reebok, Fila, and Lululemon Athletica. Some of these major companies are already well-known as sportswear sellers.

There has been an increase in exports and foreign investment in the Indonesian sportswear industry (Global Business Guide, 2017). Indonesia is a significant player in sports apparel manufacturing, competing with China and Vietnam. In addition, the local market for sportswear has expanded and become more appealing. The Global Business Guide (2017) reveals that soccer, badminton, basketball, futsal, hiking, cycling, and running are popular sports among Indonesians. Statista (2021) states that the Indonesian sportswear market is predicted to grow at a CAGR of 6.32% between 2022 and 2025. Low-priced sportswear continues to dominate the majority of the domestic market. Local manufacturers produce the majority of these goods. Some local distributors also import low-cost Chinese goods to compete with their goods (Lim & Aprianingsih, 2015).

As a result of Indonesia's large sportswear market, the world's clothing industry has noticed. More and more people are becoming interested in sportswear daily. Statista (2021) predicts that by 2025, Indonesians will account for 69.3 million of the country's total number of sportswear consumers. Approximately 25.38 percent of Indonesia's 273 million people (Dukcapil, 2022) are potential buyers in this industry. Various demands are

generated by a large number of customers in this market. A thorough understanding of consumer behavior is required to develop effective marketing systems and strategies and to discover the motivations behind consumers' purchasing decisions.

One of the marketing strategies that are currently used is social media marketing. Social Media Marketing is an effective and efficient marketing technique due to its low cost, ease of use, and ability to quickly identify the appropriate target market through filtering features and big data. Various reasons exist for businesses to engage in Social Media Marketing (Moriansyah, 2015), including the development of customer connections between businesses and consumers due to the ease of two-way communication, the convenience of engagement, and the sheer amount of social media users.

In light of the facts presented above, the present study aims to investigate the consumers' behavior toward sportswear in Batam, specifically in terms of their intentions to make a purchase, taking into account the influences of Social Media Marketing, Brand Awareness, and Brand Loyalty. It is expected that the findings of this study will help retailers of sportswear to recognize the consumer behavior of Indonesians, allowing them to develop effective Social Media Marketing strategies.

Method

This study used quantitative research methods, namely data collection, by distributing questionnaires to respondents to fill in. This research used primary data sourced from the Google Forms questionnaire. The researcher uses a non-probabilistic technique to collect primary data, which means that subjects did not have the same opportunity as the general population. Subsequently, the subjects were determined to be in the sample. Social media and chat platforms were used as tools to distribute research questionnaires, and Google Forms was selected to distribute research questionnaires. Research questionnaires have been distributed using social media platforms, including Instagram, WhatsApp, and Line. The method used in this research is a descriptive analysis carried out through quantitative methods to identify cause and effect relationships among variables. At the same time, this descriptive research aims to test non-causal hypotheses with clear statements about the research problem, hypothesis specifications, and information that fulfilled the needs. A survey method was used to collect data from sportswear customers in Batam City. This method used a cross-sectional method in which data and information on research subjects were collected only once at a specific time (Malhotra, 2015). In this study, the dependent variable is "Brand Loyalty," while the independent variables are "Brand Awareness," "Social Media Marketing," and "Purchase Intention." The population in this study were all residents of Batam city who purchased sportswear from brands such as Adidas, Nike, Converse, Columbia, Under Armour, Specs, League, Skechers, Zalora,

Pomelo, and Core Nation Active through social media. It is impossible to determine how many residents of Batam city have purchased sportswear through social media based on literature or other data sources. Therefore, this limitation will impact determining the number of samples in this study.

The method utilized in determining the sample was purposive sampling, which means that the sample was determined based on specific considerations (Sugiyono, 2018). According to (J. Hair et al., 2014), the ideal number of samples is 100-200 respondents. The more acceptable sample size would have a 10:1 ratio of observations as the number of indicators to be analyzed. There were 16 indicators in this research. Therefore the ideal sample was 160 respondents. The criteria for respondents used as research samples were the consumers who have purchased sportswear products and have seen sportswear advertisements on social media such as Facebook and Instagram. An online questionnaire was distributed to respondents who met the research criteria to obtain the data. The research data was collected from September 2021 to March 2022. Result and Discussion

The statistical method used to test the hypothesis was the Structural Equation Model (SEM) Partial Least Square (PLS). The Average Variance Extracted (AVE) technique was used to test data validity for all types of bias. Provisions on a construct were considered valid if the AVE value exceeded 0.5. (Hair Jr et al., 2014). Composite Reliability was used to measure Reliability; values between 0.60 and 0.70 are considered acceptable in exploratory research, while values between 0.70 and 0.90 range from "satisfactory to good" (J. F. Hair et al., 2019).

Path Coefficients reveal how much influence each potential variable has on other potential variables (Latan & Ghozali, 2012). The importance of a relationship can be stated as follows: "if the value of the T-statistics is greater than 1.96 or the value of the P value is less than 0.05". According to Haryono (2016), the indirect effect is aimed at analyzing how strong the influence of a variable is on other variables, both exogenous and endogenous. The Fornell Larcker Criterion, a traditional method used for more than 30 years, is used to assess discriminant validity (Henseler et al., 2015).

Results

Table 1. Descriptive Statistic Test

Variables	Item	Mean	Median	Min	Max	Standard Deviation
SMM	SMM1	4,319	4	2	5	0.753
	SMM2	4,287	4	2	5	0.786
	SMM3	4,269	4	2	5	0.796
	SMM4	4,069	4	1	5	0.830
BA	BA1	4.231	4	2	5	0.831
	BA2	4.35	4	2	5	0.735
	BA3	4.194	4	2	5	0.818
	BA4	4.331	4	2	5	0.748
PI	PI1	4.237	4	2	5	0.754
	PI2	4.2	4	2	5	0.797
	PI3	4.206	4	2	5	0.767
	PI4	4.394	5	2	5	0.690
BL	BL1	4.419	5	2	5	0.746
	BL2	4.388	5	2	5	0.724
	BL3	4.25	4	2	5	0.775
	BL4	4.344	4	2	5	0.750
Average Mean		4.28				

Table 3 shows that the overall average variable mean value is 4.28, which indicates that the statements of Social Media Marketing, Brand Awareness, Purchase Intention, and Brand Loyalty are very high. The table shows that the standard deviation is lower than the mean, indicating good data spread or low deviation.

Table 2. Validity and Reliability Test

	AVE	Composite Reliability	Description
Social Media Marketing	0.568	0.840	Valid
Brand Awareness	0.589	0.851	Valid
Purchase Intention	0.627	0.871	Valid
Brand Loyalty	0.618	0.866	Valid

The number of samples in this study was 160 Batam citizens who purchased sportswear from brands such as Adidas, Nike, Converse, Columbia, Under Armour, SPECS, League, Skechers, Zalora, Pomelo, and Core Nation Active through social media. Therefore, 160 data were analyzed. Before testing the hypothesis, the questionnaire data should be subjected to validity and reliability tests. The validity test was measured by AVE, while the reliability test was measured with Composite Reliability. Table 4 shows the AVE value of each variable at more than 0.50; all constructs are highly reliable. In addition, Composite Reliability at higher than 0.6 suggests similar findings, so it can be said that all variables are highly reliable. It is clear from the previous statement that the indicators used in this study satisfied the criteria for a hypothesis test.

Table 3. Fornell-Larcker Criterion

	Brand Awareness	Brand Loyalty	Purchase Intention	Social Media Marketing
Brand Awareness	0.768			
Brand Loyalty	0.707	0.786		
Purchase Intention	0.629	0.734	0.792	
Social Media Marketing	0.577	0.681	0.705	0.754

Based on the table, all variables fit the criteria. The correlation among variables is smaller than the correlations between the same variables. The results show good discriminant validity, as the square root of AVE is greater than the correlation between constructs in the model.

Table 4. Path Coefficient Test

Variables	P Values	T statistics	Description
SMM ->BA	0.000	2.390	Supported
BA->PI	0.000	10.257	Supported
PI->BL	0,000	4.599	Supported
BA->BL	0.000	4.249	Supported
SMM->BL	0.0017	2.390	Supported

Table 5. Indirect Effect

	P Values	T statistics	Description
SMM->BA->PI	0.000	5.878	Supported
SMM->BA->BL	0.000	3.805	Supported
BA->PI->BL	0,000	3.917	Supported
SMM->BA->PI->BL	0.001	3.354	Supported

Effect of Social Media Marketing on Brand Awareness

Table 6 presents that the results of the direct influence test indicate that Social Media Marketing affects Brand Awareness positively and significantly. The T statistic is 2.390, higher than the minimum requirement of 1.96. The value of P value is 0.000, which is below 0.05. This suggests that hypothesis 4 is correct. These findings are similar to the previous research (Hikmareta & Zuliestiana, 2020; Priatni et al., 2020), which found that Social Media Marketing can significantly influence Brand Awareness. Hence, the more sportswear retailers do marketing through social media, the higher consumers' awareness of the existence of a sportswear brand (Brand Awareness).

Social media facilitates Brand Awareness development because the ad will be delivered multiple times, and users will become very familiar with the advertised product. The use of social media will make it easier for users to learn about the product because they will have unlimited access to the information about it. In addition, the product has already been extensively described. As a result, Social Media Marketing is highly effective in shaping customer Brand Awareness of a specific product.

Effect of Brand Awareness on Purchase Intention

Table 6 shows that Brand Awareness positively and significantly affects Purchase Intention based on the direct influence test. The T statistics value is 10.257, higher than the minimum requirement of 1.96. The P value is 0.000, which is less than 0.05. Therefore, Hypothesis 2 should be considered valid. This hypothesis was supported by other studies, such as by (Eliasari and Sukaatmadja 2017; Fenetta and Keni, 2020; Hikmareta and Zuliestiana, 2020). Thus, the higher level of Brand Awareness of a sportswear product, the higher the Purchase Intention or consumer's desire to buy sportswear. This finding reveals that Brand Awareness can influence consumer Purchase Intention in sportswear products. Research respondents show that consumers would be quicker to purchase sportswear if the products offered were products with brands already known by consumers.

Effect of Purchase Intention on Brand Loyalty

As shown in Table 6, the direct influence test shows a positive and significant relationship between Brand Loyalty and Purchase Intention. The T statistics value is 4.599, higher than the minimum requirement of 1.96. The value of P value is 0.000, which is below 0.05. Hence, Hypothesis 3 is acceptable. A Utomo (2017) study found that Purchase Intention positively impacts Brand Loyalty. Therefore, the higher the consumer's Purchase Intention to buy a sportswear product, the higher the consumer's Brand Loyalty to sportswear products. According to the findings of this study, when consumers decide to purchase products related to sportswear, they are likely to be loyal to the product brand. These research findings are more prevalent among consumers who purchase sportswear from well-known brands such as Nike and Adidas. Most of these brands' consumers are pleased with the quality of their sportswear products, resulting in loyalty to previously purchased big brands. Howard & Sheth (1969) coined the "Purchase Intention" to define a consumer's interest or commitment to purchase a particular product with a predetermined quantity and time frame. Purwianti & Ricarto (2018) explain Purchase Intention as a customer's desire to acquire a product in which they are interested. Further, Purwianti & Ricarto (2018) highlight that Purchase Intention is the process by which customers analyze problems based on their needs, seek solutions, evaluate alternatives, and decide which product to purchase. According to the definition previously covered, purchase intention refers to the interest or desire consumers have toward a specific item, in a certain amount at a specific time, because they like or need it.

Purchase Intention is a variable influenced by several key factors, such as promotional offers that motivate consumers to purchase a particular product. Consequently, consumers with a firm Purchase Intention will have greater Brand Loyalty. Likewise,

Eliasari & Sukaatmadja (2017) explain how increased Purchase Intentions will encourage Brand Loyalty. Several additional studies also support these findings (Keni, 2019; Kusuma & Sugandi, 2019; Utami & Saputri, 2020).

Effect of Brand Awareness on Brand Loyalty

The results of the direct effect test, as shown in Table 6, demonstrate that Brand Awareness has a positive and significant impact on Brand Loyalty. The T statistics value is 4.249, higher than the minimum requirement of 1.96. The value of P value is 0.000, which is less than 0.05. Therefore, Hypothesis 4 was accepted. Hence, the higher the level of Brand Awareness of a consumer, the higher the consumer's Brand Loyalty to sportswear products. This study supports the research carried out by Utomo (2017), who found that Brand Awareness positively influences Brand Loyalty. The Brand Loyalty indicator shows whether a consumer uses a brand exclusively or whether they consistently purchase its products. Consumers may be more loyal to a product if its price, material, or design changes; they decide whether or not to switch to another product (Kusuma & Sugandi, 2019). Purwianti & Ricarto (2018) define Brand Loyalty as a perspective that reflects customers' behavior of repeatedly purchasing the same product over an extended period. Brand Loyalty is directly related to how familiar and close a consumer is to a brand

The results of this study indicate that when consumers are aware of one brand of sportswear, consumers will be more loyal to purchase that brand's product. These indicate that most consumers are more likely to choose a brand that has been used for a long time than to try a new brand offered by the seller.

Effect of Social Media Marketing on Brand Loyalty

As shown in Table 6, the research results indicate a positive and significant relationship between Social Media Marketing and Brand Loyalty. The T statistics value is 2.390, higher than the minimum requirement of 1.96. The value of P value is 0.045, which is less than 0.05. As a result, Hypothesis 5 is accepted. Therefore, Brand Loyalty may increase if the corporate leadership is willing to engage in and develop strategies, one of which is Social Media Marketing. The frequent exposure of social media content and advertisements leads to increased customer loyalty when a sportswear retailer markets its products on social media.

Effect of Social Media Marketing on Purchase Intention through Brand Awareness

As shown in Table 7, the indirect effect test results suggest that Social Media Marketing can influence Purchase Intention through Brand Awareness in a positive and significant manner. The T statistic is 5.878, higher than the minimum requirement of 1.96. The P value is 0.000, which is less than 0.05. The conclusion here is to accept Hypothesis 6.

The results of this study indicate that companies that use Social Media Marketing can increase consumer Purchase Intention for sportswear products. The company's Social Media Marketing activities will raise Brand Awareness of sportswear products, allowing consumers to purchase sportswear products more quickly.

Effect of Social Media Marketing on Brand Loyalty through Brand Awareness

According to Table 7, the indirect effect test results suggest that Social Media Marketing positively influences Brand Loyalty through Brand Awareness. The T statistics value is 3.805, higher than the minimum requirement of 1.96. The value of P value is 0.000, which is less than 0.05. Therefore, hypothesis 7 is valid.

The findings indicate that the company's social media marketing activities will be able to increase consumer Brand Loyalty. Consumers who have seen sportswear products on social media are more likely to remember the brand. Consumers already familiar with particular brands will develop stronger brand loyalty to the particular sports brand they have already purchased as a direct result of social media marketing activity.

Effect of Brand Awareness on Brand Loyalty through Purchase Intention (H8)

Based on Table 7, the indirect effect test shows that Brand Awareness positively influences Brand Loyalty through Purchase Intention in a meaningful manner. The T statistics value is 3.917, higher than the minimum requirement of 1.96. The P value is 0.000, which is less than 0.05. Hence, hypothesis 8 is accepted.

The results of this study indicate that the higher Brand Awareness, the more likely consumers are to purchase sportswear products. Consumers who have purchased sportswear products are likely loyal to their brand. Brand Awareness is a way of informing the public about an existing product so that they know its existence (Eliasari & Sukaatmadja, 2017). Nawawi & Riptiono (2020) mention several Brand Awareness indicators, such as the fact that Brand Awareness is defined by how well consumers can name and recall specific brands, product models, and product attributes. In addition, Nawawi & Riptiono (2020) define "the ability" of a candidate buyer as the capability to recognize, remember, and return a brand that is a part of a particular product category. Brand familiarity can be used to assess Brand Awareness by assessing how easily consumers recall a specific brand (Ramadayanti, 2019). Brand Awareness generally refers to a customer's perception of a brand as demonstrated by the ability to recognize and recall long-term and short-term memories associated with a specific brand.

According to Utomo (2017), Brand Awareness and Brand Loyalty are positively related. Several studies also support these findings (Budiarsi et al., 2021; Nawawi and Riptiono, 2020; Nugroho and Hidayati, 2021). These variables are either directly, indirectly, or mediated by a mediator variable, and the connections are either excellent or poor.

However, the positive connection explains the relationship between the first and second variables.

Purchase Intention and Brand Awareness are two variables that have a positive relationship. Kusuma & Sugandi (2019) revealed that Brand Awareness significantly and positively influences Consumers' Purchase Intention. Hikmareta & Zuliestiana (2020) and Nadhiroh & Astuti (2022) also revealed a similar result.

Utomo (2017) highlighted a positive relationship between Brand Awareness and Brand Loyalty. Neither a direct nor an indirect connection between the connectivity variable and the mediator variable or any direct or indirect relationship between them. In most cases, the connection variable to the mediator variable can positively contribute.

Effect of Social Media Marketing on Brand Loyalty through Brand Awareness and Purchase Intention (H9)

According to Table 7, the research results show a positive and significant relationship between Social Media Marketing and Brand Loyalty via Purchase Intention and Brand Consciousness. The T statistics value is 3.354, higher than the minimum requirement of 1.96. The value of P value is 0.000, which is less than 0.05. As a result, Hypothesis 9 is confirmed. A consumer can be loyal to a brand when they have Purchase Intention from buying sportswear products. The Purchase Intention is influenced by seeing Social Media Marketing content from sportswear brands which cause the consumers to be aware of the brands. According to Sumardi & Ganawati (2021), social media can be recognized as an online service that facilitates users' capacity to form personal connections with one another. Furthermore, Kaplan & Haenlein (2010) defined social media as "a group application that uses the Internet as a platform based on the web 2.0 values". In other words, the internet serves as the foundation for social media. In addition to serving as a support system for consumers or providing them with detailed information about brands and products, the platform is also capable of functioning as a promotional event. As a result, the term "Social Media Marketing (SMM)" emerged to encourage brand engagement so that product promotion could be done differently. Brand owners and products can use this strategy to expand their marketing efforts through social media marketing.

According to a previous study, there has been revealed a correlation between Social Media Marketing and Brand Loyalty (Budiarsi et al., 2021). Other studies also show how Social Media Marketing influences positive consumer responses to brands (Gaffar et al., 2018; Sumardi & Ganawati, 2021; Utami & Saputri, 2020). Social Media Marketing research shows that it can influence Brand Loyalty directly or indirectly through other variables.

In addition, several studies have already been performed to explore the correlation between Brand Awareness and Social Media marketing. Findings suggest that engaging in social media marketing will increase Brand Awareness (Priatni et al., 2020). Various types of research have shown that utilizing Social Media marketing either as a mediator variable or as a variable with independent influence positively impacts a company's Brand Awareness.

As the community's migratory population grows, the significance of exercise and clothing in sports will increase. Maintaining a healthy lifestyle is determined by the awareness of its significance and the prevalence of a healthy lifestyle in the surrounding environment. Hence, social media marketing should be utilized by sportswear retailers to establish their brand, attract customers, and increase Brand Loyalty. Sportswear brands can get benefit from Social Media Marketing by boosting Brand Loyalty. In other words, sportswear manufacturers must maintain and improve their Social Media Marketing so that consumers can receive information about their products, encouraging them to continue using them rather than trying to purchase other brands. Social Media Marketing influences Brand Loyalty positively and significantly, mediated by Brand Awareness and Purchase Intention. Sportswear manufacturers are expected to enhance their marketing through social media sources so that consumers can learn of the existence of certain products, which then encourages them to purchase more sportswear. Brand Loyalty can be influenced by Brand Awareness and the desire or intention to buy the product. Social Media Marketing provides positive results for sportswear products because of Brand Awareness and Purchase Intention, two factors that relate to Brand Loyalty. Thus, providing information about clothing products through the company's social media handle is essential for increasing Brand Loyalty among consumers. Moreover, consumers can be aware of the product's value and existence.

Conclusion

Social media marketing has a positive effect on brand loyalty mediated by brand awareness and purchase intention for sportswear brands in Batam city. This research has limitations; this study was conducted in Batam and did not represent other emerging markets, such as Vietnam, China, and United States. In addition, the majority of respondents in this study were between the ages of 22-30. It is recommended that other researchers expand the age range of respondents so that the study's results can represent more respondents from different age groups.

Reference

Budiarsi, S. Y., Erwita, M. A., & Siregar, J. N. (2021). Pengaruh Social Media Marketing, Brand Awareness, Dan Brand Image Terhadap Brand Loyalty Pada J&T Express Di

- Surabaya. *Majalah Ekonomi*, 26(2), 54–66.
- Dukcapil, D. J. (2022). *273 Juta Penduduk Indonesia Terupdate Versi Kemendagri*.
- Eliasari, P. R. A., & Sukaatmadja, I. P. G. (2017). Pengaruh brand awareness terhadap purchase intention dimediasi oleh perceived quality dan brand loyalty. *E-Jurnal Manajemen Unud*, 6(12), 6620–6650.
- Everything, A. T. (2022). *Top 10 Biggest Sportswear Brands in the World - All Top Everything*. www.alltopeverything.com.
- Fenetta, A., & Keni, K. (2020). Pengaruh Brand Awareness dan Perceived Quality Terhadap Purchase Intention: Brand Loyalty Sebagai Variabel Mediasi. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(6), 270–275.
- Gaffar, V., Abdullah, T., & Putri, D. N. (2018). How can social media marketing create positive image of nature-based tourist destination in Indonesia? *The Business & Management Review*, 9(4), 476–482.
- Guide, G. B. (2017). *Indonesia Sportswear Industry GBG*. www.gbgingonesia.com.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2014). *Multivariate Data Analysis Joseph F . Hair Jr . William C . Black J. Babin . Rolph E. Anderson . Seventh Edition*.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*.
- Haryono, S. (2016). *Metode Sem untuk Penelitian Manajemen dengan Amos Lisrel PLS (Vol. 1). Issue*. Intermedia Personalia Utama. <https://doi.org/10.1017/CBO9781107415324>.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Hikmareta, A., & Zuliestiana, D. A. (2020). Pengaruh Social Media Marketing Pada Instagram Terhadap Purchase Intention Melalui Brand Awareness Sebagai Variabel Mediasi (studi Kasus Pada Followers Aktif Instagram Alpucard Online Printing). *EProceedings of Management*, 7(2).
- Howard, J., & Sheth, J. (1969). *The Theory of Buyer Behavior*.

<https://doi.org/10.2307/2284311>

- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144. <https://doi.org/10.1108/apjml-10-2015-0154>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
- Keni, K. (2019). Pengaruh brand awareness, brand association, perceived quality, dan brand loyalty terhadap customer purchase decision. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 176–185.
- Kusuma, D. F., & Sugandi, M. S. (2019). Strategi Pemanfaatan Instagram Sebagai Media Komunikasi Pemasaran Digital Yang Dilakukan Oleh Dino Donuts. *Jurnal Manajemen Komunikasi*, 3(1), 18. <https://doi.org/10.24198/jmk.v3i1.12963>
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 2018, 8(1), 13–18.
- Latan, H., & Ghozali, I. (2012). Partial Least Square: Konsep, Teknik, dan Aplikasi SmartPLS 2.0 M3. *Semarang: Badan Penerbit Universitas Diponegoro*.
- Lim, R., & Aprianingsih, A. (2015). Factors influencing brand loyalty towards sportswear in Bandung. *Journal of Business and Management*, 4(8), 932–943.
- Malhotra, N. K. (2015). Essentials of marketing research: a hands-on orientation. In *Essentials of marketing research: a hands-on orientation* (Global edi). Pearson Education Limited.
- Moriansyah, L. (2015). Pemasaran melalui media sosial: Antecedents dan consequences social media marketing: Antecedents and consequenc-es. *Jurnal Penelitian Komunikasi Dan Opini Publik*, 19(3), 187–196.
- Nadhiroh, U., & Astuti, R. (2022). Pengaruh Brand Awareness Dan Brand Loyalty Terhadap Customer Purchase Decision Dengan Perceived Quality Sebagai Variabel Mediasi. *Aksara: Jurnal Ilmu Pendidikan Nonformal*, 8(1), 401–412.
- Nawawi, S., & Riptiono, S. (2020). Pengaruh Brand Awareness dan Brand Association Terhadap Brand Equity dengan Brand Loyalty sebagai Variabel Intervening. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 2(2), 166–183.
- Nugroho, M. A., & Hidayati, L. L. A. (2021). Pengaruh Brand Association, Brand

- Awareness, Brand Image, Brand Trust dan Consumer Satisfaction Terhadap Brand Loyalty Produk Smartphone Merek Xiaomi Di Magelang. *UMMagelang Conference Series*, 566–584.
- Priatni, S. B., Hutriana, T., & Hindarwati, E. N. (2020). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Awareness sebagai Variable Intervening pada Martha Tilaar Salon Day Spa. *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, 5(3), 145–155.
- Purwianti, L., & Ricarto, T. (2018). Analisa Faktor-Faktor Yang Mempengaruhi Purchase Intention Pada Pengguna Smartphone Di Batam. *Jurnal Manajemen Maranatha*, 18(1), 41–56.
- Ramayanti, F. (2019). Peran brand awereness terhadap keputusan pembelian produk. *Jurnal Studi Manajemen Dan Bisnis*, 6(2), 111–116.
- Research, G. V. (n.d.). *Global Sportswear Market Share & Trends Report, 2019-2025*. www.grandviewresearch.com.
- Smith, P. (2022). Global apparel market - statistics & facts. In *Statista*.
- Statista. (2021). *eCommerce - Netherlands | Statista Market Forecast*. Statista; Statista.
- Sugiyono. (2018). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. CV.Afabeta.
- Sumardi, A., & Ganawati, G. (2021). PERAN ELEMEN SOCIAL MEDIA MARKETING, CONSUMER BRAND ENGAGEMENT SEBAGAI STIMULUS TERHADAP BRAND LOYALTY. *Media Riset Bisnis & Manajemen*, 21(1), 25–42. <https://doi.org/10.25105/mrbm.v21i1.9749>
- Utami, G. R., & Saputri, M. E. (2020). Pengaruh Social Media Marketing Terhadap Customer Engagement Dan Loyalitas Merek Pada Akun Instagram Tokopedia. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 5(2), 185–198.
- Utomo, I. W. (2017). Pengaruh Brand Image, Brand Awareness, dan Brand Trust Terhadap Brand Loyalty Pelanggan Online Shopping (Studi Kasus Karyawan Di BSI Pemuda). *Jurnal Komunikasi*, 8(1).