



The influence of social media marketing on brand awareness and brand image: moderating effect of religiosity

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ABSTRACT

The purpose of this study was to examine the effect of social media marketing, brand awareness and brand image. In addition, this study also examines the moderating effect of religiosity on the relationship between social media marketing, brand awareness and brand image. The population of this study were followers of HPAI-HNI official social media accounts who are Muslim and domiciled in West Sumatra. This study uses quantitative methods and obtained 253 respondents through an online questionnaire with purposive sampling technique. Data were analyzed using PLS-SEM technique with SmartPLS 3. It was found that social media marketing had a significant positive effect on brand awareness and brand image. In addition, this study found that religiosity was a positive-significant moderating variable on the relationship between social media marketing and brand image but not on brand awareness. This research contributes to the company's branding activities, especially using social media marketing.

ABSTRAK

Kata Kunci:

Social media marketing; brand awareness; brand image; religiosity; brand equity

Tujuan dari penelitian ini adalah untuk menguji pengaruh *social media marketing*, *brand awareness* dan *brand image*. Selain itu, penelitian ini juga menguji pengaruh moderasi *religiosity* terhadap hubungan *social media marketing*, *brand awareness* dan *brand image*. Populasi penelitian ini adalah pengikut akun media sosial resmi HPAI-HNI yang beragama Islam dan berdomisili di Sumatera Barat. Penelitian ini menggunakan metode kuantitatif dan diperoleh 253 responden melalui kuesioner online dengan teknik *purposive sampling*. Data dianalisis menggunakan teknik PLS-SEM dengan SmartPLS 3. Ditemukan bahwa *social media marketing* berpengaruh positif signifikan terhadap *brand awareness* dan *brand image*. Selain itu, penelitian ini menemukan bahwa *religiosity* merupakan variabel moderasi yang positif-signifikan pada hubungan antara *social media marketing* dan *brand image*, tetapi tidak pada *brand awareness*. Penelitian ini memberikan kontribusi terhadap aktivitas *branding* perusahaan, khususnya menggunakan *social media marketing*.



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INTRODUCTION

Indonesia is a country with the largest number of adherents of Islam in the world (Abror et al., 2019). Euromonitor Research (2015) projects that by 2030, Muslims will make up 26% of the world's total population. West Sumatra is known as a religious province because the majority of its population are ethnic Minangkabau who are Muslim and hold tightly to Islamic values. The philosophy of "Adaik Basandi Syarak, Syarak Basandi Kitabullah" requires that Minangkabau customs be based on Islamic law (Abror et al., 2019; Yohanis, 2020). Seeing the size of the Muslim population in Indonesia and realizing that Islam is experiencing a very fast growth in the number of adherents, many companies are trying to fulfill the wishes and expectations of Muslim consumers (Hassan et al., 2020). Furthermore, companies that position themselves as producers of Islamic products in accordance with the Qur'an-Sunnah and focus on Muslim market segmentation are growing, one of which is PT Herba Penawar Alwahida Indonesia or known as HPAI-HNI. One of the product categories produced by HPAI-HNI is toiletry products.

In the toiletry product category, HPAI-HNI has several competitors such as Unilever, Wings and P&G. The competitor does not target the Muslim segment specifically and the competitor's marketing activities are also not close to Islam. Presumably, HPAI-HNI that carries out marketing activities and tries to position an image that is close to Islam is better known and accepted by the people in West Sumatra. On the other hand, the phenomenon that the researchers found was that the HPAI-HNI toiletry products were not well known to the people of West Sumatra. It is suspected that the brand awareness and brand image of the HPAI-HNI toiletry products is still low compared to its competitors.

Branding is important for companies in today's competitive environment (BİLGİN, 2018). Through branding, the company is able to differentiate itself from its competitors. Therefore, companies must carry out branding activities in various communication media, one of which is social media. Social media is one of the communication media that is widely used by companies today which changes the company's approach to marketing activities (BİLGİN, 2018; Ebrahim, 2020). Research shows that marketing activities through social media have an important influence on the branding process. Furthermore, research by BİLGİN (2018) and Seo & Park (2018) found that social media marketing is an effective factor in increasing brand awareness and brand image. This implies that social media marketing is an important tool for companies in the branding process.

This study aims to examine the effect of social media marketing on brand awareness and brand image on HPAI-HNI toiletry products. The novelty of this study is to see the moderating role of the religiosity variable on the relationship between social media marketing and brand awareness and brand image, which was previously very limited. Previous researchers have discussed the relationship of social media marketing to brand awareness and brand image (BİLGİN, 2018; Godey et al., 2016; Khajeh Nobar et al., 2020; Seo & Park, 2018), but this study did not look at the role of religiosity. Furthermore. Even though marketing with the Islamic sharia approach on social media is important as in other business activities (Alamdardar & Shah, 2019). In addition, this research aims to implicate managerial strategies for HPAI-HNI in increasing brand awareness and brand image of their toiletry products.

LITERATURE REVIEW

Brand Awareness

Marketers agree that brand awareness is important because it acts as the starting point for the consumer path in decision making (Kotler et al., 2017). Brand awareness is the ability of potential buyers to recognize or remember that a brand is part of a particular product category (Aaker, 1991). The presence of a brand in the minds of customers in a product category is reflected by the level of awareness. Heding et al. (2009) and Keller (2013) divide brand awareness into two dimensions, namely brand recognition and brand recall. Brand Recognition, is the ability of consumers to recognize the characteristics of a brand after being exposed to a brand's marketing exposure. Brand recall is the ability of consumers to remember and provide brand recommendations when asked about certain product categories.

Brand Image

Brand Image has been placed as an intangible asset of the company that is difficult for competitors to imitate (Hakimi et al., 2018). Referring to Iversen & Hem (2008), brand image is all symbolic representations by the consumer personally against all definitions and consumer evaluations of a brand. In line with that, Keller (2013) further defines brand image as "consumers' perceptions and preferences of a brand, as reflected in various types of brand associations stored in consumers' memories". The things that become the image for a brand are subjective and personal emotional assessments by consumers (Hermiyenti & Wardi, 2019). These brand associations can take various forms and are able to show the product characteristics that consumers think about the product (Keller, 2013). According to Heding et al., (2009) and Keller (2013), there are three main indicators to measure brand image, namely strength, uniqueness and favorability.

Social Media Marketing

Richter & Koch (2007) in (Seo & Park, 2018) define social media as "online application programs, platforms, or media that facilitate interaction, collaboration, or content sharing". Correspondingly, social media refers to online applications or platforms that allow users to collaborate and share content (Kaplan & Haenlein, 2010). Then, Gunelius (2011) describes social media as an online publishing, communication media, website and a Web 2.0-based place that is rooted in conversation, engagement and participation. It can be concluded, social media is an application that connects users online where they can interact and communicate with each other. Marketers currently consider that social media is an effective channel to reach consumers at a lower cost than traditional channels such as print media, TV or radio (Iankova et al., 2019). For these reasons, more and more marketers are realizing that social media marketing is important. Researchers measure social media marketing using the dimensions proposed by Kim & Ko, (2010) namely entertainment, interaction, trendiness, customization, and word of mouth.

Entertainment, can be interpreted as the output of excitement, hedonic aspects and pleasure arising from the experience of using social media (Ebrahim, 2020). Social media users using social media tend to get a sense of pleasure, relaxation and seek entertainment (Muntinga et al., 2011). Interaction, describes the level of consumer contribution to the brand on social media (Muntinga et al., 2011). Openness to social media that facilitates user interaction, both to brands and to fellow users, directly allows the opening of space for interaction and discussion. Trendiness, related to the role of social media in presenting the latest content and topics that are new, current and hotly discussed (Ebrahim, 2020). The more up-to-date the information provided, the more it connects with consumers and motivates them to understand the brand more deeply (Luo et al., 2015). Customization, refers to the target of the message or content uploaded in relation to the preferences of the intended individual target (Godey et al., 2016). Word of Mouth (WOM), refers to communication by actual or potential consumers about a product, company or brand using social media platforms (Hennig-Thurau et al., 2004).

Religiosity

Referring to Johnson et al. (2001) Religiosity is an individual's attachment to religion and the teachings contained therein, including commitment to attitudes and behavior. Johana & Putit (2016) defines religiosity as an expression of religious beliefs and practices held by adherents. Religion and religiosity are two different things (Eid & El-Gohary, 2015). Religion is a term that refers to a person's beliefs (such as Islam, Christianity, Buddhism and others), while religiosity is an expression of the actions of those beliefs. Religion has been known to be one of the factors that regulate human life. Furthermore, the level of religiosity in religion is believed to be a social aspect that is able to influence human behavior.

The measurement of religiosity has been offered by many previous studies, although there is no general agreement among experts about the number of dimensions that should be used in measuring religiosity. The dimension that is generally measured is attendance at religious ceremonies (Eid & El-Gohary, 2015). However, what should be noted is that the dimensions used to measure the level of

religiosity of adherents of certain religions should be adjusted to the perceptions of each religion, instead of using generic dimensions that are applied to all religious subjects (Muhamad and Mizerski, 2010). Religiosity in Islam is determined based on the Qur'an and Hadith (Abutaleb et al., 2020). Therefore, the religiosity dimension that the researcher uses refers to Eid & El-Gohary (2015) because it is based on an Islamic religious perspective. These dimensions are (1) Islamic Belief, referring to belief or belief in Islam and its practice, and (2) Islamic Practice, referring to religious practices in Islam referring to ritual worship in daily life, such as *sholat*, *shaum*, *dzikir* and others.

Relationship Between Variable

The Relationship of Social Media Marketing, Brand Awareness and Brand Image

Previous research has shown that social media marketing has an important role in creating brand awareness and brand image. The study by Godey et al. (2016) showed a positive-significant influence of social media marketing on brand equity with two dimensions, namely brand image and brand awareness. Through this research, Godey et al. (2016) states that the presence of brands on social media must be through content that is entertaining, current and stimulates engagement and interaction with consumers. In addition, social media marketing is increasingly considered important to build a positive brand image in the current era. Research by BİLGİN (2018) found that Social Media Marketing Activities (SMMA) is an effective factor on brand image and brand loyalty, as well as a large influence on brand awareness. Research by Khajeh Nobar et al. (2020) on the Novin Charm Company leather industry (a leather processing industry in Iran) shows that brand awareness and brand image are significantly influenced by social media marketing activities.

The Relationship of Social Media Marketing, Brand Awareness, Brand Image and Religiosity

Rice & Al-Mossawi (2002) explained that one of the dominant factors influencing human life is religion. One of the cultural factors that influence human behavior is religiosity (Eid & El-Gohary, 2015). If drawn into a business context, this then has an impact on consumer behavior. Research on the effect of religiosity on consumer behavior has been widely carried out by academics (Adriani & Ma'ruf, 2020). The topic of religiosity that is often encountered today is its influence on purchasing decisions (Adriani & Ma'ruf, 2020; Amalia, 2020; Muslichah et al., 2019; Prastiwi, 2018), while research on religiosity on brands is still very limited. Likewise, research on religiosity in the context of social media can be said to be a little neglected (Alamdard & Shah, 2019). The understanding in this study is that the social media marketing presented by HPAI-HNI with an Islamic approach displayed on their social media will have a positive effect on brand awareness and brand image and the effect will be stronger when given to consumers who have a high level of religiosity. From the explanation above, the conceptual framework can be described as follows:

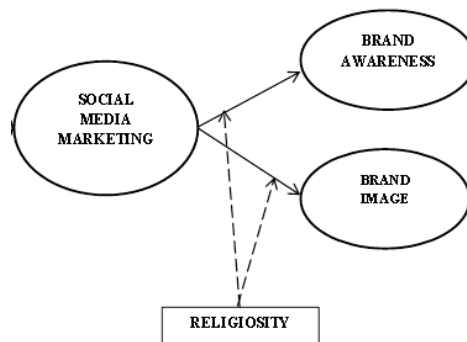


Figure 1. Conceptual Framework

Hypotesis:

- H1: Social Media Marketing has a positive and significant effect on brand awareness of HPAI-HNI toiletry products.
- H2: Social Media Marketing has a positive and significant effect on the brand image of the HPAI-HNI toiletry products.
- H3: Religiosity moderates positively and significantly the influence of social media marketing on brand awareness of HPAI-HNI toiletry products.
- H4: Religiosity moderates positively and significantly the influence of social media marketing on brand awareness of HPAI-HNI toiletry products.

METHOD**Population and Sample**

The population of this study are all followers of the HPAI-HNI official social media account who are Muslim and domiciled in West Sumatra Province. The population size of this study is unknown. Referring to Hair et al. (2010) the number of samples for SEM-based research (Structural Equation Model) is 5-20 times the number of existing indicators. The indicators in this study amounted to 33 pieces, therefore the number of samples ranged from 165-660 respondents. This research uses non-probability sampling technique, specifically purposive sampling. Purposive sampling is a sampling technique with certain considerations or criteria determined by the researcher in order to achieve the research objectives (Stockemer, 2019; Sugiyono, 2015). The criteria for respondents from this study are: 1) Muslim community living in the province of West Sumatra, 2) actively using social media, 3) following one of the HPAI-HNI social media accounts.

Data dan Teknik Analisis

The data collection technique used in this study was a questionnaire. The questionnaire in this study used the Google Form media, where the link to the questionnaire was sent to the intended sample. This study uses a Likert scale as a measurement scale. This study uses the PLS-SEM (Partial Least Square-Structural Equation Modeling) method as an analytical tool by utilizing SmartPLS software.

Operational Variable**Table 1. Operational Variable Definition**

Variable	Indicator	Scale	Source
Brand Image The perception that comes to mind when individuals think about HPAI-HNI toiletry products.	1. Respondents' views on HPAI-HNI as the best company in the sharia toiletry product industry in Indonesia. 2. Respondents' views on HPAI-HNI as a sharia product company in Indonesia. 3. Respondents' views on HPAI-HNI as a consumer-oriented company.	Liker t 1-5	Heding et al., (2009) Keller (2013)
Brand Awareness Individual capability in realizing the characteristics and presence of HPAI-HNI toiletry products and being able to include them in the general toiletry product category	1. Respondents' awareness of the existence of HPAI-HNI toiletry products. 2. The ability of respondents to recognize the characteristics (logos, symbols and slogans) that exist in the HPAI-HNI toiletry products. 3. The respondent's ability to remember the characteristics (logos, symbols and slogans) on the HPAI-HNI toiletry products. 4. Respondents' ability to remember HPAI-HNI when asked about the category of toiletry products.	Liker t 1-5	Heding et al., (2009) Keller (2013)

<p>Social Media Marketing The process of utilizing social media technology (Instagram, Facebook, Youtube and Twitter) by HPAI-HNI in an effort to create and communicate marketing and increase company value in this case brand image and brand awareness</p>	<ol style="list-style-type: none"> 1. Feeling happy or happy when accessing HPAI-HNI social media. 2. The attractiveness of the content presented by HPAI-HNI. 3. Feeling happy or happy when getting information through HPAI-HNI social media. 4. HPAI-HNI social media provides the possibility to disseminate information to others. 5. HPAI-HNI social media provides the possibility to interact (conversation) with other people. 6. HPAI-HNI social media makes it easy to express opinions. 7. Update content information presented by HPAI-HNI social media. 8. Access the latest information about HPAI-HNI through social media. 9. HPAI-HNI social media provides customized information according to the needs of respondents. 10. HPAI-HNI social media provides customized services according to the needs of respondents. 11. Respondents' desire to disseminate information from HPAI-HNI social media to others. 12. Respondent's desire to re-upload content from HPAI-HNI social media to personal social media. 	<p>Liker Kim & Ko, t 1-5 (2010)</p>
<p>Religiosity The level of self-expression and commitment to the guidance and teachings of the Islamic religion he adheres to.</p>	<ol style="list-style-type: none"> 1. Respondent's belief in the importance of religion. 2. Respondent's belief that Islam helps him to get a better life. 3. Respondent's belief that praying helps him in life. 4. Respondent's belief that Prophet Muhammad SAW is his role model. 5. Respondent's opinion that performing the pilgrimage is one of their priorities. 6. Respondent's belief that Allah SWT helps him in life. 7. Respondents perform fardu prayers every day and night. 8. Respondents perform fardu prayers on time. 9. Respondents routinely perform fardu prayers in houses of worship. 10. Respondents fulfill their zakat obligations. 11. Respondents read the Qur'an regularly. 12. Respondents perform fasting in the month of Ramadan. 	<p>Liker (Eid & El-t 1-5 Gohary, 2015)</p>

RESULT AND DISCUSSION

Characteristics of Respondents

Data were collected through questionnaires using the Google Form media and distributed to the target respondents. Based on the questionnaires that have been distributed, 253 respondents were collected who were in accordance with the characteristics of the population with a description that can be seen in the following table:

Table 2. Respondent Description

	Frequency	Percentage
Gender		
Women	168	66.4%
Man	85	33.6%
Age		
<20 years	26	10.3%
20 - 30 years	199	78.7%
31-40 years	14	5.5%
>40 years	14	5.5%
Occupation		
Student	167	66.0%
Entrepreneur	45	17.8%
PNS	32	12.6%
Others	9	3.6%
Education		
SMA/ sederajat	149	58.9%
Sarjana	70	27.7%
Diploma	17	6.7%
SMP/ Sederajat	13	5.1%
SD/ Sederajat	4	1.6%
Domicile		
Kota Padang	89	35.2%
Kabupaten Padang Pariaman	32	12.6%
Kabupaten Pesisir Selatan	25	9.9%
Kabupaten Tanah Datar	18	7.1%
Kabupaten Lima Puluh Kota	16	6.3%
Kabupaten Dharmasraya	9	3.6%
Kabupaten Solok	9	3.6%
Kabupaten Agam	8	3.2%
Kabupaten Pasaman Barat	6	2.4%
Kabupaten Solok Selatan	6	2.4%
Kota Bukittinggi	6	2.4%
Kabupaten Pasaman	5	2.0%
Kabupaten Sijunjung	5	2.0%
Kota Padang Panjang	5	2.0%
Kota Payakumbuh	4	1.6%
Kota Pariaman	3	1.2%
Kota Sawahlunto	3	1.2%
Kabupaten Kepulauan Mentawai	2	0.8%
Kota Solok	2	0.8%
HPAI-HNI Social Media Followed		
Instagram		
Facebook	203	80.2%
Youtube	83	32.8%
Twitter	54	21.3%
	21	8.3%

Source: Microsoft Excel (Processed by the Author)

Outer Model

Validity Test

The researcher carried out two steps in the validity test in this study, namely the convergent validity and discriminant validity techniques. The first step is to look at the convergent validity value with outer loadings criteria > 0.6 and AVE value > 0.5 (Mohd Thas Thaker et al., 2021; Zollo et al., 2020; Abror et al., 2019; Avkiran & Ringle, 2018; Hair et al., 2017;; Tafesse & Wien, 2018). The figure below shows information that all indicators have met the outer loadings criteria. Then, the AVE value of the

reliability variable also changed after the problematic indicator was removed, showing the number 0.535. Therefore, at this stage the convergent validity has been fulfilled.

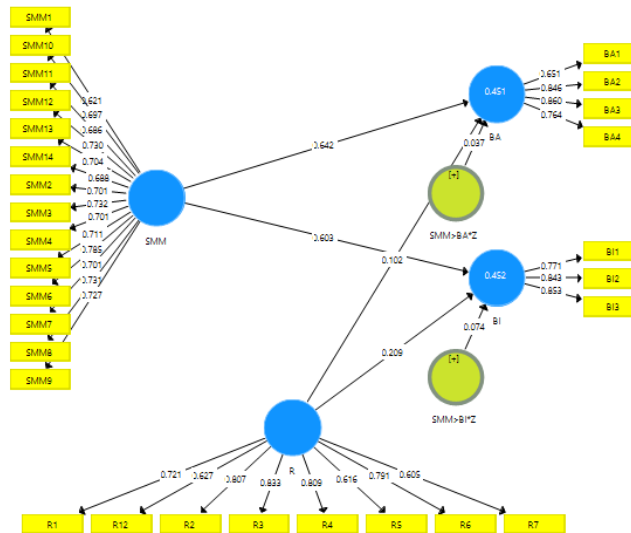


Figure 2. Outer Model

The next step is to perform a discriminant validity technique by looking at the Fornell Lacker Criterion value which is $(2\sqrt{AVE})$ (Abror et al., 2019; Hair et al., 2017; Jr. et al., 2010). Table 3 shows that the construct already has good discriminant validity where the value of $(2\sqrt{AVE})$ is greater than the value of cross-loading.

Table 3. Fornell Lacker Criterion

	BA	BI	R	SMM	SMM>BA*Z	SMM>BI*Z
BA	0.785					
BI	0.564	0.823				
R	0.317	0.367	0.732			
SMM	0.668	0.657	0.4	0.709		
SMM>BA*Z	-0.173	-0.181	-0.705	-0.249	1	
SMM>BI*Z	-0.173	-0.181	-0.705	-0.249	1	1

Source: SmartPLS 3 (Processed by the Author)

Reliability Test

The reliability test on the PLS-SEM method is carried out by looking at the composite reliability (CR) and Cronbach's alpha values in the PLS Algorithm calculation where the criteria limit for a construct is said to have good reliability if each value is >0.7 (Zollo et al., 2020). Table 4 shows that the CR and Cronbach's alpha values have met the criteria and can be said to be reliable.

Table 4. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
BA	0.786	0.864
BI	0.762	0.863
R	0.872	0.901
SMM	0.924	0.934
SMM>BA*Z	1	1
SMM>BI*Z	1	1

Source: SmartPLS 3 (Processed by the Author)

Inner Model

The first step in testing the structural model (inner model) is to see the values of R2 (predictive accuracy) and Q2 (predictive relevance). The value of R2 shows how much the exogenous variables explain the endogenous variables in the research construct. Through the calculation of the PLS Algorithm in the SmartPLS 3 software, the R2 value is shown in the xxxx table. The R2 value for the brand awareness variable (BA) is 0.451, explaining that 45.1% of the brand awareness variable (endogenous) can be influenced by social media marketing variables (exogenous). While the R2 value for the brand image (BI) variable is 0.452, explaining that 45.2% of the brand image variable (endogenous) can be influenced by social media marketing variables (exogenous).

The value of Q2 shows how good the predictive relevance value is from the observations made in the research model. If the Q2 value > 0 then the observations in the research model can be said to be strong (Avkiran & Ringle, 2018). The value of Q2 can be determined by doing a blindfolding calculation on the SmartPLS 3 software. Table 5 shows that the Q2 value of the brand awareness variable is 0.267 and the brand image variable is 0.296. This shows that the Q2 value is > 0 so that the level of observation in this research model is categorized as strong.

Table 5. R² and Q²

	R ²	R ² Adjusted	Q ²
BA	0.451	0.444	0.267
BI	0.452	0.445	0.296

Source: SmartPLS 3 (Processed by the Author)

The next step is hypothesis testing which is done by looking at the significance values through t-statistics and path coefficients (β) values through bootstrapping calculation analysis on SmartPLS 3 software. The test type used in this study is one tailed, referring to the decrease in existing hypotheses. One tailed is recommended when the relationship between the constructs described in the hypothesis has a positive or negative sign relationship (Kock, 2015). Table 6 shows the results of the calculations carried out on the SmartPLS 3 software. It can be seen that the hypotheses H1, H2, and H4 have t-statistic values of 14,576, 11,064 and 1,908 which means > 1.64 and each of these constructs has a positive value. Through the results of these calculations, it can be concluded that the construct relationship on H1, H2 and H4 has been significant and positively related so that the hypothesis can be accepted. Furthermore, the H3 hypothesis has a t-statistic value of 0.123 and a value of +0.037 which can be concluded that it is not significant because the t-statistic <1.64 so that the H3 hypothesis is rejected.

Table 6. Bootsrapping

	Hypothesis	B	t-statistik	q-value	Decision
H1	SMM → BA	+0.642	14.576	0.000	Accepted
H2	SMM → BI	+0.603	11.064	0.000	Accepted
H3	SMM → BA*R	+0.037	1.16	0.123	Rejected
H4	SMM → BI*R	+0.074	1.908	0.028	Accepted

Source: SmartPLS 3 (Processed by the Author)

Discussion

The Effect of Social Media Marketing on Brand Awareness

In this study it was found that social media marketing has a significant and positive effect on brand awareness (H1). This finding is in line with previous studies (BİLGİN, 2018; Godey et al., 2016; Khajeh Nobar et al., 2020; Seo & Park, 2018). This study shows that when HPAI-HNI actively conducts social media marketing activities, consumers are more likely to be able to realize the presence of their toiletry product brand, in other words, social media marketing activities positively increase brand awareness of HPAI-HNI toiletry products. The positive influence of social media marketing on increasing brand

awareness can be understood that social media has become the main source of information today. Social media has become a communication tool that reflects many things from consumers, such as expressions of liking for something, habits, experiences and interests (BİLGİN, 2018) including then consumer interactions with brands. The presence of a brand in this communication channel provides significant opportunities for various marketing activities, one of which is an effort to increase brand awareness. Through content distribution and other social media marketing strategies, brands are able to adjust their strategies to increase consumers' ability to recognize the presence of a brand more effectively and efficiently and be able to reach a wider audience.

The Influence of Social Media Marketing on Brand Image

In this study it was found that social media marketing has a significant and positive effect on brand image (H2). This finding is in line with previous studies (BİLGİN, 2018; Godey et al., 2016; Khajeh Nobar et al., 2020; Seo & Park, 2018). This study shows that social media marketing activities are able to have a positive effect on the brand image of the HPAI-HNI toiletry products. This is in line with Seo & Park (2018) which states that social media allows companies to build a positive image of their consumers, because social media has the ability to spread strong online consumer word of mouth. Interaction between consumers in real time can be an effective marketing tool for companies because positive experiences and product or brand images owned by one consumer can be disseminated and told to other consumers independently. In other words, social media is not only a marketing tool to increase brand awareness but has also proven to be an important tool for building a positive brand image (Godey et al., 2016).

The Effect of Religiosity Moderate Variables

This study found that religiosity could not moderate the relationship between social media marketing and brand awareness (H3). This indicates that the level of religiosity does not affect the relationship between social media marketing and brand awareness. Referring to the HPAI-HNI social media, the types of content intended to increase brand awareness are product education content (in the form of advantages, content, benefits and testimonials), promotions and advertisements for these products. This type of content does not connect aspects of Islam specifically because the purpose is more to introduce the characteristics of the HPAI-HNI product or brand. Therefore, it can be understood that social media marketing has a positive effect on the formation of brand awareness but, regardless of the level of religiosity possessed by HPAI-HNI social media followers, this does not have an impact on brand awareness due to social media marketing activities in an effort to build brand awareness. does not use an Islamic religious aspect approach (eg linking the Islamic religious context in product content design).

This study found that religiosity had a positive and significant influence in moderating the relationship between social media marketing and brand image (H4). In the sense that when HPAI-HNI social media followers have high religiosity, this will strengthen the relationship between social media marketing and brand image. It can be understood that HPAI-HNI's social media marketing activities use an Islamic aspect approach in an effort to convey the positive brand image they have built. The moderating effect of religiosity can be understood that content with an Islamic religious aspect approach that is on social media will be more influential when distributed to followers who have a high level of religiosity. This can happen because followers feel connected to the messages contained in the content, then feel close and connected to the brand. In line with the opinion of Keller (2013) that one of the factors that make associations (strength, liking and uniqueness) in brand image is whether the information received by consumers is relevant to themselves.

CONCLUSSION

This study aims to determine the effect of social media marketing on brand awareness and brand image of HPAI-HNI toiletris products and to determine the moderating effect of religiosity on the influence of both. The method used is quantitative with data from a sample of 253 people collected via Google Form by applying the purposive sampling method. The method used in this research is PLS-SEM which is analyzed using the SmartPLS 3 application. Based on the results of data analysis conducted, social media marketing has a significant positive effect on brand awareness and brand image of HNI-HPAI toiletris products. In addition, it was found that religiosity could not moderate the relationship between social media marketing and brand awareness. Meanwhile, in this study, it was found that religiosity had a significant positive effect in moderating the relationship between social media marketing and the brand image of HNI-HPAI toiletris products.

Manajerial Implications

This study provides managerial implications for developing strategies to increase brand awareness and brand image of a product or company, especially for HPAI-HNI. First, HPAI-HNI needs to carry out social media marketing activities to increase brand awareness of toiletry products in particular and for other products. Social media marketing is proven to be able to increase consumer awareness of products or brands by distributing content that helps consumers to be aware of the characteristics (logos, symbols, slogans and others) that exist in HPAI-HNI. Furthermore, HPAI-HNI needs to carry out social media marketing activities in order to increase a positive brand image for toiletry products in particular and for other products. Social media marketing has proven to be a tool to build a positive image of a product or brand by distributing content that can support the image you want to build. In addition, HPAI-HNI can include aspects of Islam in their social media marketing activity strategies. Social media marketing activities that include aspects of Islam will be more influential and strengthen the increase in brand image for followers or consumers who have a high level of religiosity. These aspects of Islam, for example, can be presented on social media content by providing education, facts, teachings, quotes from the Qur'an-hadith and others that can relate to the image you want to build.

Limitations and Future Research

This study has several contributions; however, it also has some limitations. This study only takes the population and samples from HPAI-HNI social media followers who are domiciled in West Sumatra. Researchers suggest conducting research with populations in other areas so that more general and broad results are obtained. This study collects data from all followers of official social media accounts owned by HPAI-HNI. Researchers suggest conducting research by focusing on one or several social media with adjacent characteristics, such as research on HPAI-HNI Instagram followers or followers on TikTok and Youtube which are both video-based social media. This is important to do considering that each social media has its own characteristics and characteristics so that the social media marketing activities carried out may vary according to the respective social media targeted. Limitations in this study can be considered in future research.

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