

Antecedent and Consequences of a Brand Equity Beauty Clinic in Indonesia

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Abstract

This article explores how brand equity clinic De Votre Peau can mediate the effects of surveillance, social interaction, information sharing, compensation, and entertainment on the intention to return. Research of this kind is quantitative. Purposive sampling was utilized in the sampling technique, with 200 respondents total. According to the study's findings, brand equity is positively and significantly impacted by surveillance, social contact, entertainment, and information exchange. Brand equity is not positively or significantly impacted by compensation. Brand equity, surveillance, entertainment, and information exchange all significantly and favorably influence the intention to return. Social interaction does not significantly and favorably influence the intention to return. Re-visit intention is not significantly and positively impacted by compensation. Through brand equity, surveillance has a good and considerable impact on the inclination to return. Brand equity has the power to block surveillance. Through brand equity, social engagement has a favorable but small impact on re-visit intention. Social contact can be mediated by brand equity. Through brand equity, information sharing has a favorable and considerable impact on the intention to return. Information sharing can be mediated by brand equity. Re-visit intention through brand equity is not positively and significantly influenced by compensation. Brand equity has failed to act as a mediator for compensation. Through brand equity, entertainment has a favorable and considerable impact on the intention to return. Brand equity can mediate entertainment.

Keywords: Surveillance, Social interactiong, Information Sharing, Remuneration, Entertainment, Re-visit Intention.

1. Introduction

With the advancement of time and technology, people no strangers longer to the internet. Currently, the internet is used not only to gather information, but also as a medium for product marketing. One of the uses of the internet as a marketing is social media. Social media marketing is defined as a process of marketing activities that uses social media to influence positively (Chen & Lin, 2019).

Investment information Online has become easier thanks to development of the internet. Social media activities are becoming a trend in various parts world and Indonesia is no exception (Anugerah & Kusumahadi, 2021). Internet technology and social media applications offer a different form of business communication than before. This communication is two- way, not one-way. Advertising through digital media is recognized as means of communication with the market (Setyani et al., 2019). The wider social network, the more businesses are encouraged to actively promote through social media.

The beauty industry is no exception, and media use is no exception. The use of social media to sell service products in the beauty industry is still widely used to support business development in field. The development of the world's beauty and care business is increasingly expanding from metropolitan to rural areas. For this reason, companies in the beauty service industry, including beauty service products and clinics in this case, need to needs and expectations of consumers demanding Beauty clinics are mushrooming both in urban and rural areas, proving that beauty clinics are an important need for people in Indonesia (Kussudyarsana & Rejeki, 2020).

If a clinic has a greater capacity in competing beauty clinics, it can attract consumer visits (Patalo, 2020). The company's main goal is to build and maintain a certain brand position that fits in the minds of consumers, increase

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interest and decision to visit. When a consumer wants to buy a product, the brand name immediately comes to mind. This reflects the high brand value. Brand equity plays a key in encouraging intentions consumer visit (Setyanta, 2018).

One company that also uses social media as a means of communication in promoting its products and treatments is Clinic De Votre Peau. This clinic utilizes a number of social media such as Instagram and a personal website which includes a variety of information about the advantages of the products and beauty treatments offered to consumers.

Instagram because it is considered as an advertising medium that is quite effective, especially to achieve the goal of increasing youth and productive age account Instagram @clinicdevotrepeau has 7,582 followers and 593 photo and video posts, and is still far from the top brand in clinic category index beauty further needed.

The weaker the brand equity of a product, the less attractive it is to attract consumers to use the product or perform treatment at Clinic De Votre Peau so that it will raise consumer doubts about visiting the clinic. Therefore, this research wants to find out what forms of social media marketing need to be improved to increase re-visit intention at Clinic De Votre Peau.

Social media marketing platforms and communities online that encourage social interaction where users can exchange their views, experiences and observations. Social media comes in various forms such as Facebook, Weblog, Wiki, LinkIn, Twitter, Podcast, Instagram and others (Majeed et al., 2021). Social media offers significant opportunities for companies to engage individual buyers (Harrigan et al., 2017). Social media marketing can be measured through the dimensions of surveillance, social interaction, information sharing, remuneration and entertainment.

Brand loyalty is a measure affinity/loyalty for a brand and indicates whether consumers will switch to another brand, especially if the brand's price or other attributes change. Loyal consumers generally stick with the brand despite facing many alternative brands of competing products that offer superior product features. If you are satisfied and have a pleasant experience during your treatment with us, you will most likely come back in the future.

Re-visit intention is the driving force behind interests and desires things the they like, and influencing market expansion. Revisiting intent is someone's perception of a certain situation related to an object, person, problem, or something that is considered as something that is realized (Charli, 2020)

2. Literature Review

Clinic De Votre Peau is one business that also communicates through social media to promote its goods and services. This clinic makes use of several social media platforms, including Instagram, as well as a personal website that offers consumers a wealth of knowledge on the benefits of the goods and cosmetic procedures on offer.

Social media are online groups and platforms that promote social interaction and allow users to share their opinions, stories, and observations. There are many different types of social media, including Facebook, blogs, wikis, podcasts, LinkedIn, Twitter, and Instagram (Majeed et al., 2021). The effects of surveillance, social interaction, information sharing, compensation, and entertainment on revisit intention as mediated by brand equity Clinic De Votre Peau were investigated in this study.

2.1. Surveillance and brand equity

Surveillance has an impact on consumers' demand for information about social environment developments (Sehar et al., 2019). According to Tuten & Solomon, social media marketing is the use of social media technologies, platforms, and software to create, convey, deliver, and trade offerings that are beneficial to organizational stakeholders (2017).

Previous studies about the fashion industry in India by (Majeed et al., 2021). (Putra & Jessy, 2022) also put their brand on social media in Batam, Indonesia. (Aji et al., 2020) have been using the brand on Instagram users in Indonesia. (Seo & Park, 2018) was made in Korea by attaching their brand name in the aviation industry. Based on the description above, then:

H₁: Surveillance has a positive effect on brand equity.

2.2. Social Interaction and brand equity

Social interaction has a role that has an impact on online activities and channels sellers' motives towards equity and loyalty (Ebrahim, 2020). Social interaction can build trust from consumers who use and use a brand, consumer trust itself can build good brand equity.

Looking back to previously studied in Egypt by Ebrahim (2020) who put branding their telecommunication company on social media. So did (Choedon & Lee, 2020) made research in Korea on what consumer wants from the cosmetic company. According to this description, then:

H₂: Social Interaction has a negative effect and is not significant toward brand equity.

2.3. Information Sharing and brand equity

Explain how to use social media information sources so that people can find the information they need or want on social media (Majeed et al., 2021).

The previous study in India about the fashion Industry by (Majeed et al., 2021; Rusfian & Alessandro, 2021) was made in Indonesia by branding their brand through social media such as Instagram, WhatsApp, Facebook, etc. The description above states:

H₃: Information Sharing has a positive effect on brand equity.

2.4. Remuneration and brand equity

Customers utilize social media because they anticipate getting something in return, such as financial incentives, benefits from their jobs, or fulfillment of personal aspirations. Money, prizes, prize drawings, or monetary recompense are examples of prizes or pay offered on social media (Muntinga et al., 2011).

Research by (Ebrahim, 2020) in Batam which studied fashion on social media, (Seo & Park, 2018) in Korea used the aviation industry to promote their brand mediated by social media. According to this studied, then:

H₄: Remuneration has a positive effect on brand equity.

2.5. Entertainment and brand equity

The term "entertainment" relates to the way social media operates as a way to pass the time and relieve tension as well as the sense of being friendly, cheery, and happy. The ability to satisfy people's desires for escape, enjoyment, emotional release and anxiety alleviation is correlated with entertainment on social media (Majeed et al., 2021).

In Korea, (Choedon & Lee, 2020) did research by using the customer wants in one cosmetic company. In Egypt, (Ebrahim, 2020) has promoted their telecommunication company on social media. Based on this description, then:

H₅: Entertainment has a negative effect and is not significant toward brand equity

2.6. Brand Equity and re-visit intention

Brand equity, according to (Aaker, 1997), is a collection of brand assets and liabilities associated with the brand, its name, and its symbol that raise or lower the value of the products or services offered to the business or business clients.

Previous studies in Indonesia, (Maulana & Hidayat, 2022) who did research in Desa Lembah Mbencirang Gondang. Jatim Park 3 in Malang was also studied by (Isman et al., 2020). (Ebrahim, 2020) in Mesir was also branding the telecommunication company in social media. Within this previous study, then:

H₆: Brand equity has a positive effect on re-visit intention.

2.7. Re-visit Intention

According to (Wilson et al., 2016) customer's desire to return, spread positive word of mouth, stay longer than expected, or shop more than is expected, is an example of behavior (behavioral intention).

The previous study by (Majeed et al., 2021) in India promotes the fashion Industry in Ghana. (Rusfian & Alessandro, 2021) in Indonesia and (Putra & Jessy, 2022) in Batam, Indonesia who has been using social media. Based on this,

H₇: Surveillance has a significant positive effect on re-visit intention

H₈: Social Interaction has a significant positive effect on re-visit intention

H₉: Information Sharing has a significant positive effect on re-visit intention

H₁₀: Remuneration has a significant positive effect on re-visit intention

H₁₁: Entertainment has a significant positive influence on re-visit intention.

H₁₂: Surveillance has a significant positive relationship on re-visit intention which is mediated by Brand Equity

H₁₃: Social Interaction has a significant positive relationship on re-visit intention which is mediated by Brand Equity

H₁₄: Information Sharing has a significant positive relationship on re-visit intention which is mediated by Brand Equity

H₁₅: Remuneration has a significant positive relationship with re-visit intention which is mediated by Brand Equity

H₁₆: Entertainment has a significant positive relationship on re-visit intention which is mediated by Brand Equity

Based on the 16 hypotheses above, the following research model is proposed to examine the Effects of Surveillance, Social Interaction, Information Sharing, Remuneration, and Entertainment on Re-visit Intention Mediated by Brand Equity Clinic De Votre Peau.

3. Research Method

This form of research uses a hypothesis test and is quantitative (hypothesis test). Consumers of Clinic De Votre Peau who had visited or signed up to receive aesthetic/beauty treatments there made up the population of this study, employing the SEM minimum sample size for sampling in research. Purposive sampling was used in this study to select the 200 respondents, with 25 items being multiplied by 5 for the minimum and 10 for the maximum (Hair Jr et al., 2017).

PLS-SEM (Partial Least Square - Structural Equation Modeling), which consists of an outer model and an inner model to conduct measurement, was used to investigate this investigation. The association between each latent component and its accompanying indicators is a one-way predictive relationship. Outer loadings greater than 0.7, internal consistency reliability should have composite reliability higher than 0.7, indicator reliability should have indicator loadings higher than 0.7, convergent validity should have an average variance extracted (AVE) value higher than 0.50, and discriminant validity should have an AVE of each latent variable higher than (Fornell-Larcker standard) Additionally, the basic rules for structural model evaluation included endogenous latent variables with R-square values of 0.75 (substantial), 0.50 (moderate), or 0.25 (weak).

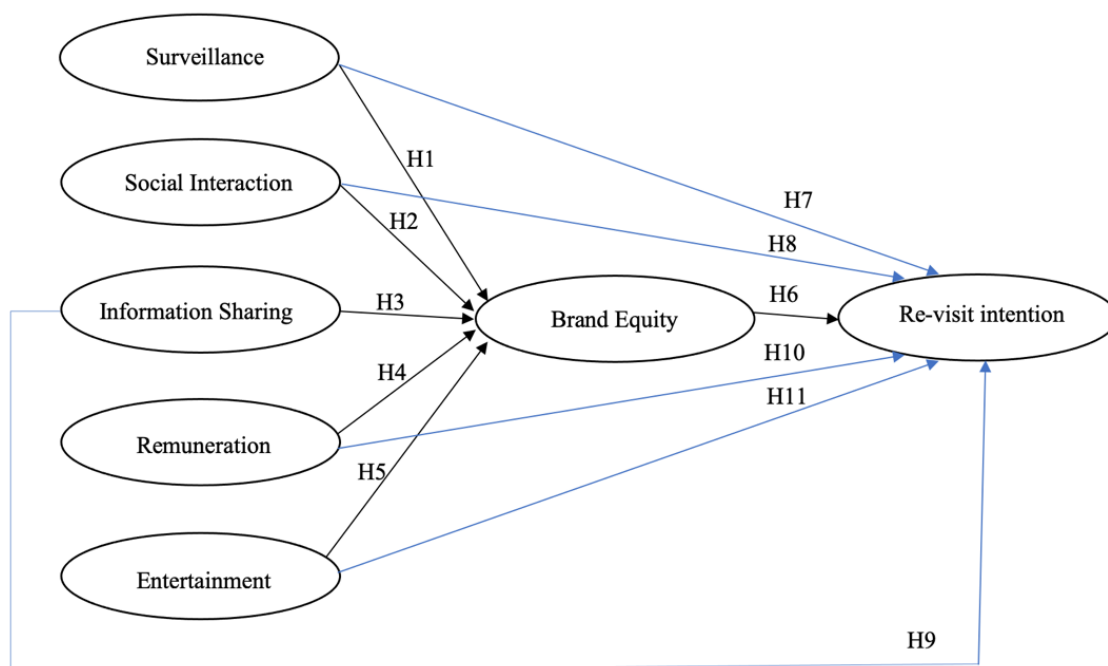


Figure 1. Research Model

4. Results and Discussions

4.1. Result

This section presents the results of the research as well as a comprehensive discussion. Results can be presented in the form of pictures, tables, and others that make it easier for readers to understand them. Researchers distributed 200 questionnaires. In this study, the number of respondents was 27 (14%) patients were male and 173 (87%) were

female. There were no respondents aged >55 years, 34 (17%) consumers in the <23 groups, 150 (75%) consumers aged 24- 39, and 16 (8%) consumers aged 40-50 years. Some consumers already have jobs, Respondents work as advocates totaling 1 (1%), Respondents as doctors amounting to 8 (4%), Respondents as Housewives amounting to 5 (3%), Respondents as marketing amounting to 1 (1%), Respondents as students amounted to 7 (4%), respondents as workers amounted to 168 (84%), and respondents as entrepreneurs amounted to 10 (5%). According to the database patients, 72 (36%) are new patients and 128 (64%) are an old patient of Clinic de Votre Peau.

Table 1. Demographic profile of Respondents

Demographic Characteristics	Frequency	Percentage (%)
<u>Gender</u>		
• Male	27	14
• Female	173	87
<u>Age</u>		
• <23	34	17
• 24 - 39	150	75
• 40 - 55	16	8
• >55	0	0
<u>Occupation</u>		
• Advokat	1	1
• Doctor	8	4
• Housewife	5	3
• Marketing	1	1
• Student	7	4
• Worker	168	84
• Businessman	10	5
<u>Based On Patient</u>		
• New Patient Clinic de Votre Peau	72	36
• Old Patient Clinic de Votre Peau	128	64
• Not Yet a Patient	0	0

Source: (SPSS output, 2022)

According to the results of outer loading measurements on reflecting indicators, all research indicators have been found to have satisfied the requirements to be used as variable measurement indicators since they have an outer loading value of more than 0.7 (outer loading > 0.7). Table 3 demonstrates that none of the variable indicators had outer loading values lower than 0.7, making all indicators suitable for use in research and usable for further investigation. Additionally, the factors of monitoring, social engagement, information sharing, compensation, entertainment, brand equity, and intention to return have exceeded the AVE requirements by >0.50.

Table 2. Results of the Measurement Model

Model Construct & Measurement Item	Loading
Surveillance (CR = 0.861; AVE = 0.553)	
SV1: I receive good information from Clinic de Votre Peau	0.757
SV2: Clinic de Votre Peau always provides the latest information through content on social media	0.747
SV3: I can find information that suits my needs on the social media of Clinic de Votre Peau	0.757
SV4: Information about the latest promotions of Clinic de Votre Peau is always available on social media	0.710
SV5: Clinic de Votre Peau help me to learn about valuable treatment	0.746
Social Interaction (CR = 0.869; AVE = 0.570)	
SI1: Clinic de Votre Peau's social media allows me to get to know other customers	0.744
SI2: Clinic de Votre Peau always listens to the advice of customers	0.743
SI3: I can interact with other customers on Clinic de Votre Peau's social media	0.779
SI4: I can share my opinion on social media about Clinic de Votre Peau	0.760
SI5: I use Clinic de Votre Peau's social media content to easily connect to friends/others	0.750

Model Construct & Measurement Item	Loading
Information Sharing (CR = 0.885; AVE = 0.794)	
IS1: I can easily share information about promos at Clinic de Votre Peau with my friends	0.881
IS2: I always get easy access to information from Clinic de Votre Peau	0.900
Remuneration (CR = 0.845; AVE = 0.577)	
RM1: Clinic de Votre Peau's Social Media content is very useful	0.785
RM2: Clinic de Votre Peau's social media provides incentives in the form of a giveaway	0.744
RM3: Clinic de Votre Peau's social media offers work-related benefits	0.715
RM4: Clinic de Votre Peau's social media offers exactly what I want	0.791
Entertainment (CR = 0.856 ; AVE = 0.665)	
EN1: Social media helps me pass the time when I'm bored	0.823
EN2: Social media entertain me	0.809
EN3 : Social media is just a habit to occupy my free time	0.815
Brand Equity (CR = 0.874; AVE = 0,636)	
BE1: I can easily recognize Clinic de Votre Peau compared to other brands	0.811
BE2 : I trust Clinic de Votre Peau	0.789
BE3: Clinic de Votre Peau will be my first choice	0.828
BE4: Compared to other clinics, the quality of Clinic de Votre Peau is very high	0.759
Re-visit intention (CR = 0.909; AVE = 0.668)	
RI1: I would buy this product over other brands and would be willing to recommend this product to others	0.771
RI2: I intend to do the treatment at this clinic	0.854
RI3: I will be loyal to this clinic	0.886
RI4: This clinic caught my attention	0.764
RI5: This quickly comes to mind when I have to visit the clinic	0.803
<i>Notes: CR = Composite Reliability ; AVE = Average Variance Extracted</i>	

It is also known from the data presented on Table 2 that the overall composite reliability value of the research variables is more than 0.7. These findings show that every variable satisfies the composite reliability criteria, leading to the conclusion that every variable has a high level of reliability and can be used in this study.

Table 3. Discriminant Validity of constructs

	Brand Equity	Entertainment	Information Sharing	Re-visit Intention	Remuneration	Social Interaction	Surveillance
Brand Equity	0.797						
Entertainment	0.417	0.816					
Information Sharing	0.462	0.296	0.891				
Re-visit Intention	0.584	0.411	0.448	0.817			
Remuneration	0.435	0.396	0.349	0.407	0.759		
Social Interaction	0.459	0.361	0.307	0.427	0.523	0.755	
Surveillance	0.458	0.268	0.366	0.448	0.498	0.390	0.744

Source: (Smart-PLS output, 2022)

The Fornell-Larcker criterion was examined, and it appears from Table 4 that all square roots of average variance extracted (AVE) are bigger than the correlation coefficient between the components. As a result, this study's discriminant validity scores are high.

If there are a lot of multicollinearities, indications might not be important (Hair Jr et al., 2017). Therefore, it is important to check the statistic for multicollinearity to see if the variance inflation factor (VIF) value is more than 5, which indicates that the indicator has multicollinearity issues (Hair Jr et al., 2017). The range of the VIF is between 1.000 and 4.085, or there is no value greater than 5, indicating that there is no multicollinearity issue.

Table 4. Collinearity Statistic

Variables	Brand Equity	Re-visit Intention
Brand Equity	-	1,689
Entertainment	1,266	1,327
Information Sharing	1,252	1,354
Re-visit Intention	-	-
Remuneration	1,706	1,714
Social Interaction	1,483	1,550
Surveillance	1,439	1,511

Source: (Smart-PLS output, 2022)

Table 5. Hypotheses test results

	Hypothesis	Coefficient	T-Statistic	P-Values	Conclusion
H ₁	Surveillance has a positive effect on Brand Equity	0.206	2.956	0.003	Accepted
H ₂	Social Interaction has a positive effect on Brand Equity	0.200	2.664	0.008	Accepted
H ₃	Information Sharing has a positive effect on Brand Equity	0.246	3.518	0.000	Accepted
H ₄	Remuneration has a positive effect on Re-visit Intention	0.025	0.335	0.738	Rejected
H ₅	Entertainment has a positive effect on Brand Equity	0.190	2.549	0.011	Accepted
H ₆	Brand Equity has a positive effect on Re-visit Intention	0.323	4.282	0.000	Accepted
H ₇	Surveillance has a positive effect on Re-visit Intention	0.149	2.090	0.037	Accepted
H ₈	Social Interaction has a positive effect on Re-visit Intention	0.107	1.301	0.194	Rejected
H ₉	Information Sharing has a positive effect on Re-visit Intention	0.161	2.465	0.014	Accepted
H ₁₀	Remuneration has a positive effect on Re-visit Intention	0.025	0.335	0.738	Rejected
H ₁₁	Entertainment has a positive effect on Re-visit Intention	0.141	2.214	0.027	Accepted
H ₁₂	Surveillance Brand Equity has a positive effect on Re-visit Intention	0.067	2.345	0.019	Accepted
H ₁₃	Social Interaction has a positive effect on Brand Equity Re-visit Intention	0.065	2.282	0.023	Accepted
H ₁₄	Information Sharing has a positive effect on Brand Equity Re-visit Intention	0.079	2.727	0.007	Accepted
H ₁₅	Remuneration has a positive effect on Brand Equity to Re-visit Intention	0.022	0.903	0.367	Rejected

	Hypothesis	Coefficient	T-Statistic	P-Values	Conclusion
H ₁₆	Entertainment has a positive effect on Brand Equity to Re-visit Intention	0.061	2.266	0.024	Accepted

Source: (Developed for this research, 2022)

Structural Model. SEM methodology was used to test the study's hypotheses. The output of the structural model is displayed in Table 4. All hypotheses with p-values of 0.05 and t-values > 1.65 were accepted, and the remaining ones were rejected, as shown in Table 4.

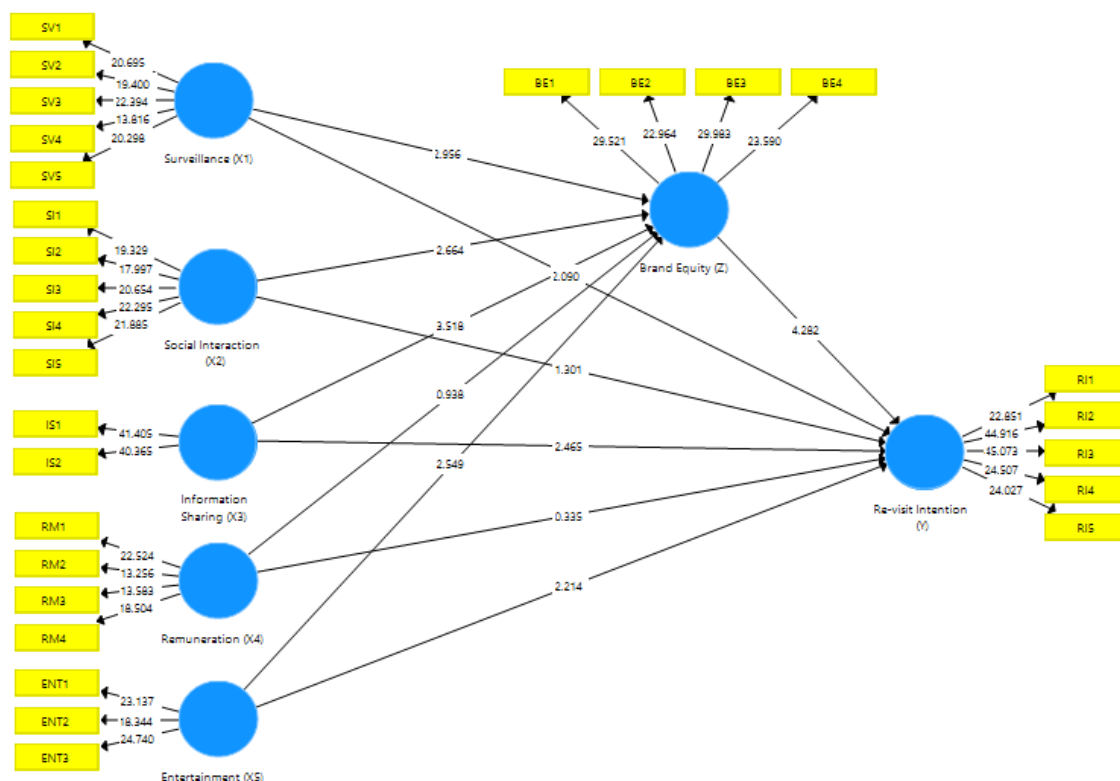


Figure 2. Inner Model

Based on the inner model scheme shown in Figure 2 above, it can be explained that this study contains five independent variables, one dependent variable, and one mediating variable. As you can see, the significance of the association between variables with a p-value less than 0.05 is shown by the p-values of the paths in the study's inner model

4.2. Discussion

Examining the Influences of Surveillance, Social Interaction, Information Sharing, Compensation, and Entertainment on Re-visit Intention Mediated by Brand Equity Clinic De Votre Peau was the goal of this study. Each variable can be examined to determine whether it has a favorable or negative impact.

Hypothesis 1 The effect of surveillance on brand equity the association between Surveillance (X1) and Brand Equity (Z) has a T statistic value of 2.956 and a P-Value of 0.003 for Brand Equity, per the results of the hypothesis test (Z). Because the P value is lower than the typical alpha of 5% and the T statistic has a larger value than the T table ($2.956 > 1.96$), there is a significant influence of surveillance on brand equity ($0.003 < 0.05$). The fact that the route coefficient value is positive shows that surveillance has a favorable impact on brand equity. In other words, either the initial hypothesis (H1) is accepted or greater surveillance can increase brand equity.

Hypothesis 2 The effect of social contact on brand equity the association between social interaction (X2) and brand equity (Z) has a T statistic value of 2.664 and a P-value of 0.008, in line with the results of the hypothesis test. The P

value is 0.003 or less than the standard alpha of 5% ($0.008 < 0.05$), showing that social interaction has a significant impact on brand equity. The T statistic's value ($2.664 > 1.96$) is greater than that of the T table. The positive route coefficient value indicates that social interaction benefits brand equity. As a result, it may be concluded that social interaction significantly and favorably affects brand equity. In other words, either the second hypothesis (H2) is accepted or better social interaction can raise brand equity.

Hypothesis 3 The Effect of Shared Information on Brand Equity The association between Brand Equity (Z) and Information Sharing (X3) has a T statistic value of 3.518 and a P-Value of 0.000, according to the findings of the hypothesis test. Information sharing strongly affects brand equity, as seen by the T statistic's value being greater than the T table's value ($3.518 > 1.96$) and the P value being less than the standard alpha of 5% ($0.000 < 0.05$). Given that the path coefficient value is positive, information sharing has a favorable impact on brand equity. As a result, it can be concluded that knowledge sharing significantly and favorably affects brand equity. In other words, either the third hypothesis (H3) is true, or brand equity can improve with better information exchange.

Hypothesis 4 Effect of compensation on brand equity the link between Remuneration (X4) and Brand Equity (Z) has a T statistic value of 0.938 and a P-value of 0.349, according to the results of the hypothesis test. There is no visible correlation between compensation and brand equity, as shown by the P value of 0.349 or above and the T statistic value being less than the T table ($0.938 < 1.96$). The path coefficient value is positive, which shows that Remuneration has a favorable impact on Brand Equity. Therefore, it may be stated that compensation has no positive or noteworthy impact on brand equity. In other words, the fourth hypothesis (H4) is not accepted because improved compensation has not been able to raise brand equity.

Hypothesis 5 The effect of entertainment on brand equity the test's results show that there is an association between entertainment (X5) and brand equity (Z) with a T statistic value of 2.549 and a P-Value of 0.011. The fact that the T statistic's value is higher than the value of the T table ($2.549 > 1.96$) and that the P value is either less than or equal to the average alpha of 5% ($0.011 < 0.05$) suggests that entertainment has a strong impact on brand equity. The fact that the route coefficient value is positive indicates that entertainment positively affects brand equity. The impact of entertainment on brand equity is therefore favorable and significant. In other words, the fifth hypothesis (H5) is accepted if entertainment that is improving can boost Brand Equity.

Hypothesis 6 Effect of Brand Equity on Return Intention. According to the results of the hypothesis test, there is a 0.000 P-value and a T statistic value of 4,282 for the link between Brand Equity (Z) and Re-visit Intention (Y). Brand equity substantially influences re-visit intention, as shown by the T statistic's higher value ($4,282 > 1.96$) and the P value of 0.000 or less than the typical alpha of 5% ($0.000 < 0.05$). The positive path coefficient indicates that Brand Equity has a beneficial impact on Re-visit Intention. Therefore, it can be said that Brand Equity has a favorable and considerable impact on revisit intention. In other words, the sixth Hypothesis (H6) is accepted if improved Brand Equity can raise Re-visit Intention.

Hypothesis 7 Effect of Surveillance on Intention Re-visit. The findings of the hypothesis test indicate that the statistical T-value and P-value for the effect of surveillance (X1) on revisit intention (Y) are 2.090 and 0.037, respectively. With a P value of 0.037 or less than the normal alpha of 5% ($0.037 < 0.05$) and a T statistic value greater than T table $2.090 > 1.96$, it is clear that surveillance has a considerable impact on re-visit intention. The path coefficient value is positive, showing that Surveillance has a favorable impact on the intention to revisit. Therefore, it can be said that surveillance has a good and noteworthy impact on revisit intention. To put it another way, either the seventh hypothesis (H7) is adopted or greater surveillance increases revisit intention.

Hypothesis 8 Influence of social contact on intent to return the link between social contact (X2) and revisit intention has a statistically significant T value of 1.301 and a P-value of 0.194, according to the results of the hypothesis test (Y). There is no discernible effect of social interaction on the intention to return, according to the T statistic value, which is less than the T table's value of 1.301.96 and the P value, which is 0.194 or greater than the alpha standard of 5% ($0.194 > 0.05$). Since social connection has a positive effect on the intention to return, the route coefficient value is positive. Therefore, it may be argued that social interaction has no positive or noteworthy influence on the intention to return. In other words, the eighth Hypothesis (H8) is denied if improved social interaction does not boost revisit intention.

Hypothesis 9 Shared Information's Impact on Intention to Return. According to the results of the hypothesis test, there is a statistically significant T value of 2.465 and a P-Value of 0.014 for the relationship between Information Sharing (X3) and Re-visit Intention (Y). The P value is 0.014 or less than the standard alpha of 5% ($0.014 < 0.05$), showing that there is a significant influence of Information Sharing on Re-visit Intention. The T statistic value is more than the T

table ($2.465 > 1.96$) and the P value is less than the standard alpha of 5%. The route coefficient value is positive, showing that Information Sharing has a favorable impact on the intention to revisit. Therefore, it can be said that information sharing has a favorable and considerable impact on revisit intention. In other words, the ninth hypothesis (H9) is accepted if improved Information Sharing increases Re-visit Intention.

Hypothesis 10 Compensation's impact on revisiting intentions the findings of the hypothesis test indicate that the statistical T value and P-value for the relationship between Remuneration (X4) and Re-visit Intention (Y) are 0.335 and 0.739, respectively. The P value is 0.739 or higher ($0.739 > 0.05$), indicating that there is no discernible effect of compensation on the intention to return. The T statistic value ($0.335 < 1.96$) is less than the T table. The positive route coefficient value indicates that compensation has a beneficial effect on the intention to return. Therefore, it may be stated that compensation has no positive or noteworthy impact on revisit intention. In other words, the tenth hypothesis (H10) is not accepted because improved compensation has not been able to boost revisit intention.

Hypothesis 11 Entertainment's Impact on Re-visiting Intention According to the findings of the hypothesis test, the effect of entertainment (X5) on revisit intention (Y) has a T statistic value of 2.214 and a P-Value of 0.027. The P value is 0.027 or less than the alpha standard of 5% ($0.027 < 0.05$), demonstrating that there is a substantial influence of Entertainment on Re-visit Intention. The T statistic value is bigger than the T table ($2.214 > 1.96$). The route coefficient value is positive, which shows that entertainment has a favorable impact on the intention to revisit. Therefore, it can be said that entertainment has a favorable and considerable influence on revisit intention. In other words, the eleventh Hypothesis (H11) is accepted if entertainment that is improving can enhance Re-visit Intention.

Hypothesis 12 The impact of surveillance on revisit intention is moderated by brand equity. The findings of the hypothesis testing indicate that the P-Value value for the relationship between Surveillance (X1) and Re-visit Intention (Y) through Brand Equity (Z) is 0.019. There is a strong impact of surveillance on re-visit intention through brand equity, as indicated by the P value of 0.019 or less than the usual alpha of 5% ($0.019 < 0.05$). The route coefficient value is positive, which shows a favorable influence from surveillance on revisit intention due to brand equity. Therefore, it can be said that surveillance has a favorable and considerable impact on revisit intention through brand equity. In other words, the eighth hypothesis (H12) must be supported for enhanced surveillance to increase revisit intention. Therefore, it may be claimed that Brand Equity has the potential to be a deciding factor in surveillance.

Hypothesis 13 Brand equity acts as a mediator between social contact and revisits intention. The results of the hypothesis test show that there is a P-Value of 0.023 for the association between social interaction (X2) and re-visit intention (Y) via brand equity (Z). The P value of 0.023 or below ($0.023 < 0.05$) demonstrates that social interaction significantly affects revisit intention via brand equity. The typical alpha of 5% is 5%, thus this result is also significant. The route coefficient's value is positive, showing that social interaction has a favorable effect on revisit intention through brand equity. Therefore, it can be stated that social interaction has a favorable and considerable impact on revisit intention through brand equity. In other words, the thirteenth hypothesis (H13) must be adopted for improved social interaction to boost re-visit intention. Therefore, it can be claimed that Brand Equity has the potential to operate as an influencing factor in Social Interaction.

Hypothesis 14 The impact of information sharing on revisit intention is moderated by brand equity. The findings of the test of hypotheses reveal that the P-Value for the relationship between Information Sharing (X3) and Re-visit Intention (Y) via Brand Equity (Z) is 0.007. Information sharing significantly affects re-visit intention through brand equity, as shown by the P value of 0.007 or smaller than the conventional alpha of 5% ($0.007 < 0.05$). The fact that the route coefficient value is positive shows that information sharing has a favorable impact on brand equity-based re-visit intention. Therefore, it can be stated that Information Sharing has a favorable and considerable impact on revisit intention through brand equity. In other words, the fourteenth Hypothesis (H14) is accepted if improved Information Sharing increases Re-visit Intention. We can therefore conclude that Brand Equity can affect the Information Sharing variable.

Hypothesis 15 Brand equity acts as a mediator between compensation and revisits intention. The findings of the hypothesis testing indicate that the P-Value value for the relationship between Remuneration (X4) and Re-visit Intention (Y) through Brand Equity (Z) is 0.367. There is no discernible impact of compensation on revisit intention through brand equity, according to the P value of 0.367, which is less than the standard alpha of 5% ($0.367 > 0.05$). The path coefficient's value is positive, demonstrating a favorable effect of remuneration on revisit intention through brand equity. Therefore, it may be stated that compensation has no positive or noteworthy impact on brand equity-driven revisit intention. In other words, the fifteenth hypothesis (H15) is not accepted because improved

compensation has not been able to boost revisit intention. Therefore, it may be claimed that Brand Equity cannot affect the Remuneration variable.

Hypothesis 16 The impact of entertainment on revisit intention is moderated by brand equity. The findings of the hypothesis testing indicate that the P-Value value for the relationship between Entertainment (X5) and Re-visit Intention (Y) through Brand Equity (Z) is 0.007. A strong impact of entertainment on revisit intention through brand equity can be seen when the P value is 0.007 or less than the typical alpha of 5% ($0.007 < 0.05$). The route coefficient value is positive, showing that entertainment has a favorable impact on brand equity and subsequent re-visit intention. Therefore, it can be said that entertainment has a favorable and considerable impact on revisit intention through brand equity. In other words, the sixteenth hypothesis (H16) is accepted if entertainment that is improving can raise revisit intention. Therefore, it may be claimed that Brand Equity can affect the Entertainment variable.

5. Conclusion

As with social interaction, shared information, and surveillance, brand equity is positively and significantly impacted by each of these factors. While remuneration has no positive or significant influence, entertainment has a positive and considerable impact on brand equity. Re-visit intention is positively and significantly impacted by brand equity, The likelihood of returning is significantly and favorably impacted by surveillance. Social interaction does not significantly and favorably influence the propensity to return, Shariang of information significantly and favorably influences the intention to return. Re-visit intention is not significantly and favorably impacted by compensation, Through brand equity, entertainment has a favorable and large impact on the intention to return, and surveillance also has a positive and significant impact. Brand equity has the power to block surveillance. Through brand equity, social engagement has a favorable but small impact on re-visit intention. Social contact can be mediated by brand equity. Through brand equity, information sharing has a favorable and considerable impact on re-visit intention. Sharing of information can be mediated through brand equity. Re-visit intention through brand equity is not positively and significantly influenced by compensation. Even though brand equity hasn't been able to effectively mediate compensation, entertainment has a positive and large impact on consumers' intentions to return. Entertainment can be mediated through brand equity.

These are the management ramifications of this study. The fact that social media has a considerable impact on visitors' intentions to return is a crucial element in enhancing social media use. To encourage more visitors to come and return, the balance between information exchange, social engagement, compensation, entertainment, and surveillance should be considered.

Future researchers should consider other variables that can develop and increase re-visit intention, such as surveillance, social interaction, information sharing, compensation, and entertainment. By examining more variables that can increase re-visit intention, the scope of the research is anticipated to be able to expand, maximizing the outcomes. The population should be increased, alternative data collection methods should be included, or variables from other aspects influencing re-visit intention should be included, according to researchers.

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