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The Role of Social Media Marketing Activities in Building Local Product Brand Love of Aerostreet Shoes in Indonesia

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A R T I C L E   I N F O

A B S T R A C T

Social media marketing activities (SMMA) in Indonesia after the Covid-19 pandemic have become one of the main tools in supporting the growth of SME products sales. This research is aimed at analyzing the role of social media marketing activities in building brand love for local shoes in Indonesia named Aerostreet mediated by brand consciousness, brand trust, and brand loyalty. Using purposive sampling method succeeds to collect 235 data. The data was analyzed using structural equation modeling supported by partial least squares. The research results show that SMMA do not play a direct role in building brand love, but through the full mediation of brand consciousness, brand trust, and brand loyalty instead. The research result also shows positive influence of SMMA on brand consciousness and brand trust as well as the positive influence of brand consciousness and brand trust on brand loyalty. Looking at theses result especially the point that SMMA does not significantly influence the brand love, but brand loyalty does, so the company should encourage the SMMA quality to make customers have strong brand consciousness, and later on this can lead to achieve strong brand loyalty which is in turn can influence the brand love of customers to Aerostreet shoes.

Introduction

The digital era has been able to change the way we interact, work and live supported by technological innovations. Technology is a system created by humans utilizing knowledge to create things and methods aimed at achieving certain goals (Carroll, 2017). Current technological developments have great importance, especially in the context of digital marketing which has a strategic role in the world of business and marketing. The role of digital marketing is increasingly deepening in line with the increasing the use of the internet and digital devices. Through the adoption of digital marketing technology, business people can reach a wider market and target more precisely and efficiently.

Digital marketing is a process of adapting to technological developments in which companies collaborate with customers and partners to jointly create, communicate, send, and maintain value for stakeholders (Kannan

& Li, 2017). It is necessary to understand the importance of a measurable and integrated strategy, as well as a focus on relationships and communication. There are 64 million of SMEs throughout Indonesia in 2022, but only around 19 million of the (29%) have successfully adapted to digital platform and run online (Ahdiat, 2022). Based on these problems, Indonesia needs to utilize the potential of around 71% of other SMEs to participate in building businesses to get better opportunities in the digital business. After the Covid-19 pandemic, Indonesia is facing the challenge of bringing in the 71% of SMEs that have not yet been involved in digital marketing, where continuous efforts are needed to provide supports to these SMEs. SMEs who focus on marketing products or services can take advantage of various social media platforms, such as Instagram, Twitter, YouTube, Facebook and other digital content. By using several social media, it is hoped that it can change the way SMEs in Indonesia do marketing and interact with consumers, so that they can increase sales of these SMEs. This concept is supported by research that use social media can increase consumer interest in recognizing, understanding, and learning about a brand (Suryani et al., 2020).

Aerostreet brand is local shoes produced by PT ADCO Pakis Mas from Klaten, Central Java. These shoes have been produced since 2015, until now Aerostreet shoes have been included in the recommended list of the 10 best local shoes brands that offer quality and price comparable to shoes brands produced abroad, such as Nike, Adidas, and Converse. Out of many local and foreign shoes brands, Aerostreet shoes, has experienced a decline in sales due to the impact of the Covid-19 pandemic. In an effort to increase sales, Aerostreet shoes have implemented several strategies that are able to attract consumers, such as selling at competitive prices and collaborating with other brands that have different market segments. Over time, demand for local shoes products has increased with the support of the President of Indonesia, Joko Widodo who promotes the use and pride in local products (Warno, 2022).

Referring to the phenomenon and results of previous studies, this research is aimed at analyzing the role of social media marketing activities in building brand love for the local Aerostreet brand mediated by brand trust, brand consciousness, and brand loyalty.

Literature Review

Social Media Marketing Activities

Covid-19 pandemic has resulted in restrictions on people's mobility outside the home and the impact has been felt by many sectors, such as: tourism, public transportation, and shopping centers which previously got many consumers, but not now (Raid et al., 2021). Due to this situation, utilizing social media platforms in marketing strategies is becoming increasingly popular. Social media marketing activities are marketing efforts that use social media aiming at changing consumer purchasing behavior to be better and more targeted (Chen & Lin, 2019). In general, social media marketing activities are a marketing process that utilizes technology and social media platforms to communicate marketing offers to consumers (Yadav & Rahman, 2018). The main goal is to increase value for stakeholders by facilitating interactions, sharing information, providing personalized purchasing recommendations, promoting products, and services offered to stakeholders. By using social media, products can communicate with consumers and provide purchasing recommendations, thereby creating a sense of love that consumers have for a brand. Apart from that, social media also allows products to interact more closely with consumers without being bound by time and place constraints, as well as conveying more interesting creative messages (Suryani et al., 2022).

Brand Love

The success of a brand is often measured by the extent to which the brand is recommended among potential customers. This depends on how much love consumers have for the brand (Hendrasto, 2017). Brand love is a strong emotional bond which is felt by customers who are satisfied with a particular brand (Vernuccio et al., 2015). In general, brand love can be defined as a set of actions, thoughts, and feelings related to the desire to build or maintain a strong relationship with a brand, ownership, or product category (Albert & Merunka, 2013). This shows that brand love involves emotional, cognitive, and behavioral aspects that are interconnected. A high level of brand love provides benefits for the brand, because consumers who have a strong preference for a brand are more reluctant to buy products of other brands they do not know about. Apart from that, consumers also tend to trust the brand more (Nurhadi et al., 2023).

It is known that the level of love that consumers have for a brand reflects the extent to which they are open to information and updates related to that brand. Therefore, through the implementation of social media marketing activities, consumers can increase their love for brands, which can have an impact on the formation of brand love (Algharabat, 2017). This is in line with other research where social media marketing activities have a significant positive effect on brand love (X. Chen and Qasim, 2021). This logical relation is represented in the research hypotheses 1 (H$_1$) below.

H$_1$: Social Media Marketing Activities have a positive effect on Brand Love.

Brand Consciousness

Understanding consumer behavior in choosing products is very important for marketers, so one factor that needs to be considered is brand consciousness which influences how consumers choose products. Brand consciousness can be defined as a customer's ability to remember a particular brand or product spontaneously (Lee & Watkins, 2016). Apart from that, brand consciousness can also be interpreted as self-expression through ownership of a brand which is a symbol of status and prestige (Giovannini et al., 2015). In other words, this indicates that consumers tend to choose products that are known to many people and are often advertised (Zhang & Kim, 2013). The concept of brand consciousness shows that for some people, having a certain brand is important because it can be a way to express themselves, show social status, and build prestige in the surrounding environment. Therefore, consumers who have high brand awareness will most likely choose and remain loyal to using the same brand because they have had a positive experience with that brand.

Social media marketing activities can help marketers in building consumer awareness of a brand, because social media marketing activities are able to facilitate interaction between brands and consumers. So the perceived impact of social media marketing activities will influence brand consciousness (Ismail, 2017). This is similar to other research where social media marketing activities have a significant positive effect on brand consciousness (Salem & Salem, 2021). This logical relation is represented in the research hypotheses 2 (H$_2$) below.

H$_2$: Social Media Marketing Activities have a positive effect on Brand Consciousness.

Brand Trust

A successful marketing strategy must include steps to establish consumer confidence in a brand's capabilities and credibility, as reflected in the concept of brand trust. Consumers who have trust in a brand tend to be more motivated to make purchases because they feel confident that products from that brand will meet consumer expectations. Brand trust refers to the tendency of consumers to have confidence in the brand's ability to fulfill

the tasks and functions in accordance with its promotion (Deheshti et al., 2016). Brand trust is a positive view of consumers who feel trust and believe regarding the safety and benefits of using a product (Soebiagdo & Ruliana, 2017). By building a sense of trust in a brand's ability to meet consumer needs and desires, so that a strong relationship will be formed between the brand and consumers.

Social media marketing activities function as a means of communication and convey valuable information about a brand. Additionally, interaction via social media can help in building trust and remove uncertainty that might prevent consumers from engaging with a brand (Khadim et al., 2018). Consumers also see social media as a source of information that can influence consumer trust in brands (Ebrahim, 2020). Further research from Ibrahim is also in line with the fact that social media marketing activities have a significant positive effect on brand trust (Ibrahim et al., 2021).

Brand trust and brand loyalty are classified as central aspects of brand management. Brand trust is considered important because it can build consumer loyalty to a brand. So, to build brand loyalty, consumers need to evaluate information about the products used to build brand trust. Because brand trust can influence brand loyalty (Kwan et al., 2019). Other research also shows that brand trust has a significant positive effect on brand loyalty (Ebrahim, 2020). These logical relations are represented in the research hypotheses 3 and 4 (H_3 and H_4) below.

H_3: Social Media Marketing Activities have a positive effect on Brand Trust.

H_4: Brand Trust has a positive effect on Brand Loyalty.

Brand Loyalty

Consumers often have specific preferences when choosing a brand, so this can encourage them to bond with a brand. Brands that succeed in building strong consumer loyalty will tend to have loyal consumers who choose them over other brands. Brand loyalty is an indicator that can be measured by the extent to which consumers feel close to a particular brand (Kotler & Keller, 2021). The definition of brand loyalty is a strong commitment held by consumers to continue buy or use products and services originating from that brand consistently in the future, so resulting in repeat purchases from the same brand (Fernandes & Moreira, 2019). This concept illustrates that the emotional connection between consumers and brands can form brand loyalty. On the other hand, positive feelings that consumers have towards a brand are also an important factor that forms brand loyalty (Sop & Kozak, 2019).

Brand consciousness is one of the main factors in influencing brand purchasing decisions. Besides that, brand loyalty becomes important in influencing consumer purchasing decision behavior, especially when consumers have high brand consciousness. In this way, brand consciousness can influence brand loyalty (Ahmed & Hussain, 2019). Previous research also found that brand consciousness has a significant positive effect on brand loyalty (Ismail, 2017).

The novelty of this research is a hypothesis where the brand loyalty variable is able to have a positive influence on brand love. This research is aimed at how consumers are able to love a brand due to the sense of loyalty that consumers have towards a brand. This is based on the results of research conducted on the object under study, namely Aerostreet shoes in Indonesia, where when consumers feel loyal to a brand, they tend to have a positive experience and establish a strong emotional connection with the brand, so that consumers are able to increase their sense of love and affiliation towards that brand. Brand loyalty creates a strong foundation for the growth of brand love because consumers feel positively

connected to the Aerostreet shoe brand and feel that the brand is an important part of their lifestyle and identity. These logical relations are represented in the research hypotheses 5 and 6 (H_5 and H_6) below.

H_5: Brand Consciousness has a positive effect on Brand Loyalty.

H_6: Brand Loyalty has a positive effect on Brand Love.

Research Methods

The study carried out in this research is the quantitative type where the research variables are attributes or characteristics that vary from individuals, objects or activities that are the focus of the research, so that this research can draw conclusions based on empirical data (Sugiyono, 2019). The research sample was taken based on respondent perceptions about the knowledge and experience of Aerostreet shoes consumers in Indonesia regarding social media marketing activities, brand trust, brand consciousness, and brand loyalty towards brand love. Respondents perceptions were measured using a Likert scale with weights from 1 (strongly disagree) to 5 (strongly agree).

The sampling method applied was nonprobability sampling with a purposive sampling approach. This approach is used because the sample is selected based on certain criteria that are in accordance with the research objectives (Sugiyono, 2019). The total sample in this study was 235 respondents who met the predetermined requirements, namely consumers who had used Aerostreet brand shoe products, followers of Aerostreet shoe social media, and the respondent's age was at least 17 years. The analytical method used is Partial Least Square with a Structural Equation Modeling (PLS SEM) approach which involves stages in testing the measurement model and structural model (Ghozali, 2016).

Model measurement is carried out by testing the validity and reliability of the latent variables used in the model. Convergent validity is used to determine the validity of the relationship between indicators and their constructs or latent variables. The criteria used are to look at the loading factor value with a value above 0.70, then at the Average Variance Extracted (AVE) criterion with a minimum value of 0.50. Validity testing also uses discriminant measurements which aim to understand that each concept in the latent model is clearly different from other variables. The criterion used is Fornell-Larcker where the root value of AVE must be greater than the correlation of other latent constructs. Next, testing reliability is used to evaluate the extent to which a measurement instrument can identify changes that occur. In addition, the reliability test functions to check whether the measurement of the indicator is consistent and reliable. The criteria used are Cronbach's alpha and composite reliability with each threshold value above 0.70 (Ghozali, 2016).

Structural models are used to predict causal relationships (cause-effect relationships) between latent variables that cannot be measured directly and test the relationships between latent constructs. Structural model measurement with the R-square (R^2) criterion is used to describe how large a portion of the variation in the dependent variable can be explained by the independent variable using the rule of thumb where a value of 0.25 indicates a weak model, 0.50 indicates a moderate model, and 0.75 indicates a strong model. Measuring the structural model with predictive relevance criteria (Q^2) is used to measure the extent to which the structural model can predict behavior or changes in the dependent variable where by using the rule of thumb a value above 0 indicates the model has predictive relevance. Next, structural model measurements with significant criteria were used to test the hypothesis proposed in the research by identifying variables that have a significant influence between the independent variables on the dependent variable by using

the rule of thumb which shows $T_{statistic} > 1.96$ (Hypothesis is accepted) and $P_{value} < 0.05$ (Hypothesis accepted) (Hair et al., 2021).

Results and Discussion

The distribution of questionnaires was carried out in 5 major cities in Indonesia, namely Bandung, Jakarta, Semarang, Surabaya and Yogyakarta. Data collected via Google Form was obtained from 250 respondents who filled out the questionnaire. A total of 235 respondent data met the research criteria and were suitable for use in analysis. Detailed respondent profiles are described in Table 1.

Where the respondents are from is dominated by Surabaya taking 57.02%, followed by Yogyakarta taking 12.34%, Semarang taking 5.11%, Jakarta taking 4.68% and Bandung taking 3.40%. Based on gender, female respondents take 54.89% with the age range of 17 to 25 years (adolescent category) at 74.47%. The highest educational background is high school taking 45.53%. Many respondents who use Aerostreet shoes and who use social media, especially Instagram are teenagers who are currently at school or students.

Table 1. Respondent Profile

Characteristics	Amount	Percent
City:		
Bandung	8	3.40%
Jakarta	11	4.68%
Semarang	12	5.11%
Surabaya	134	57.02%
Yogyakarta	29	12.34%
Other cities	41	17.45%
Gender:		
Male	106	45.11%
Female	129	54.89%
Age:		
17 - 25 years	175	74.47%
26 - 35 years	26	11.06%
36 - 45 years	20	8.51%
> 45 years	14	5.96%
Last education:		
Senior high school	108	45.96%
Diploma	25	10.64%
Bachelor degree	79	33.62%
Postgraduate	23	9.79%

Source: Data Processed, 2023

Based on the values in Table 2, it can be concluded that the research model has met the requirements for convergent validity where all latent variables used have Average Variance Extracted (AVE) values exceeding the threshold of 0.5. Likewise, the reliability requirements have been met, this can be seen from the composite reliability and Cronbach alpha values that have exceeded the threshold of 0.7. These results indicate that the research model has met the criteria for convergent validity and reliability.

Table 2. Convergent Validity and Reliability Values

Latent Variables	Indicator	Loading Factor	AVE	Composite Reliability	Crombanch's Alpha	rho_A
Social Media Marketing Activities	SMMA01	0.613	0.552	0.830	0.730	0.763
	SMMA02	0.756				
	SMMA03	0.767				
	SMMA04	0.822				
Brand Consciousness	BC01	0.861	0.678	0.863	0.762	0.774
	BC02	0.769				
	BC03	0.837				
Brand Trust	BT01	0.691	0.528	0.817	0.702	0.702
	BT02	0.756				
	BT03	0.733				
	BT04	0.724				
Brand Loyalty	BLOY01	0.676	0.532	0.872	0.823	0.826
	BLOY02	0.756				
	BLOY03	0.706				
	BLOY04	0.664				
	BLOY05	0.777				
	BLOY06	0.787				
Brand Love	BL01	0.764	0.558	0.835	0.737	0.737
	BL02	0.736				
	BL03	0.759				
	BL04	0.729				

Source: SmartPLS Algorithm Process Results, 2023

Discriminant validity testing was carried out by looking at the root value of AVE (Table 3 Fornell-Larcker). Next, the Fornell-Larcker value of each variable in the diagonal position is compared with the values of other constructs. In Table 3, the root values of AVE brand consciousness (0.823), brand love (0.747), brand loyalty (0.729), brand trust (0.727), and SMMA (0.743) are obtained, where the values are greater than the values of other constructs. These results show that the research model has met the criteria for discriminant validity and the latent variables tested are in steady state.

Table 3. Fornell-Larcker Discriminant Validity

	BC	BL	BLOY	BT	SMMA
BC	**0.823**				
BL	0.676	**0.747**			
BLOY	0.721	0.713	**0.729**		
BT	0.556	0.633	0.637	**0.727**	
SMMA	0.556	0.490	0.589	0.491	**0.743**

Source: SmartPLS Algorithm Process Results, 2023

The results of the PLS Algorithm process which shows the full collinearity VIF values are shown in Table 4. Analysis of the full collinearity VIF is used to detect the feasibility of a structural model that is free from multi-collinearity symptoms or not (Hair et al., 2021). The results in Table 4 show that all VIF values for the latent variables studied are smaller than 5. Based on these results it can be concluded that the structural model used in the research is free from symptoms of multi-collinearity.

Table 4. Full collinearity values VIFs

	BC	BL	BLOY	BT	SMMA
BC			1.448		
BL					
BLOY		1.531			
BT			1.448		
SMMA	1	1.531			1

Source: SmartPLS Algorithm Process Results, 2023

Analysis of the predictive relevance of the analyzed construct model can be seen based on the results of the cross-validated redundancy construct (Q^2) (Hair et al., 2021). The results of the SmartPLS Blindfolding process in Table 5 show that all Q^2 values for the latent variables studied are greater than 0, so it can be concluded that the structural model has good observation values.

Table 5. Construct Crossvalidated Redundancy

	SSO	SSE	Q² (=1-SSE/SSO)
BC	705	561	0.204
BL	940	682	0.274
BLOY	1410	955	0.323
BT	940	825	0.123
SMMA	940	940	

Source: Smart PLS Blindfolding Process Results, 2023

Evaluation of the coefficient of determination (R^2) is used to measure the extent to which exogenous variables influence endogenous variables (Hair et al., 2021). The results in Table 6 show that the coefficient of determination in this study shows (1) brand consciousness has an R^2 value of 0.309, explaining that 30.9% of the variance in the brand consciousness latent variable can be explained by the model and has substantial power or effect; (2) brand love has an R^2 value of 0.516 which indicates that 51.6% of the variance in the brand love latent variable can be explained by the model and has moderate strength or effect; (3) brand loyalty has an R^2 value of 0.623 which explains 62.3% of the variance in the brand loyalty latent variable which can be explained by the model and has substantial power or effect; (4) brand trust has an R^2 value of 0.241, which indicates that 24.1% of the variance in the brand trust latent variable can be explained by the model and has substantial strength or effect.

Table 6. R-Square Value

Latent Variables	R-Square
Brand Consciousness	0.309
Brand Love	0.516
Brand Loyalty	0.623
Brand Trust	0.241

Source: SmartPLS Algorithm Process Results, 2023

Hypothesis Test

The results of the bootstrapping process are as shown in Table 7 and Figure 1 which shows the direct influence between latent variables in the structural model.
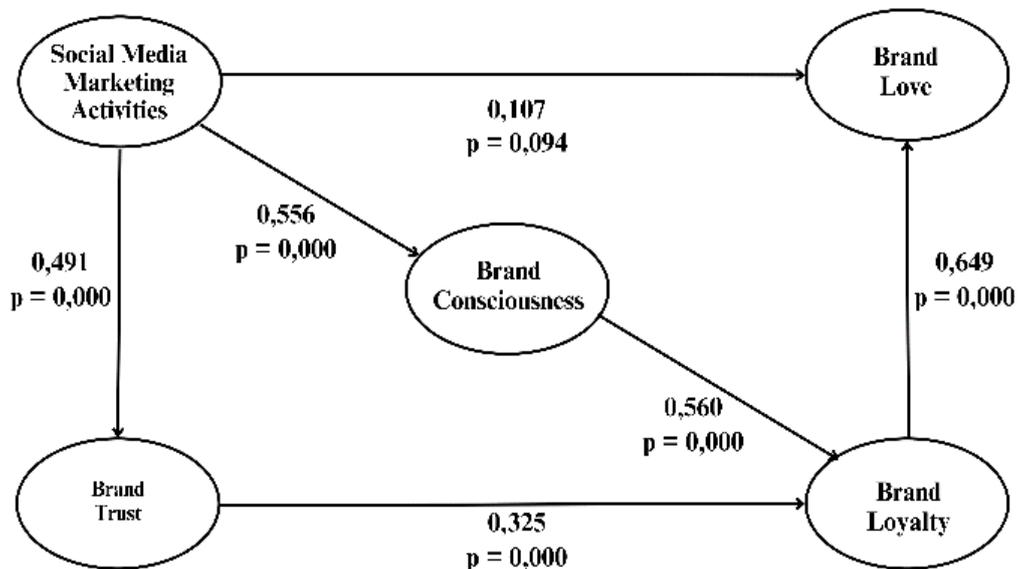

Figure 1. Results of Hypothesis Analysis

Based on these results, the relationship between latent variables can be statistically concluded from the $T_{statistics}$ and P_{values}. The results of Table 7 show the acceptance or rejection of the research hypothesis, namely SMMA→BL with $T_{statistic}$ value = 1.676 (< 1.96) and P_{value} = 0.094 (> 0.05) so that hypothesis 1 (H_1) is rejected. Different results in SMMA→BC with $T_{statistic}$ value = 10.407 (> 1.96) and P_{value} = 0.000 (< 0.05) so that H_2 is accepted. SMMA→BT with $T_{statistics}$ = 8.415 (> 1.96) and P_{value} = 0.000 (< 0.05) so H_3 is accepted. BT→BLOY with $T_{statistics}$ = 7.033 (> 1.96) and P_{value} = 0.000 (< 0.05) so H_4 is accepted. BC→BLOY with $T_{statistics}$ = 12.097 (> 1.96) and P_{value} = 0.000 (< 0.05) so H_5 is accepted. BLOY→BL with $T_{statistics}$ = 10.815 (> 1.96) and P_{value} = 0.000 (< 0.05) so H_6 is accepted.

Table 7. Direct Path Results

Relationships	Path Coef.	$T_{statistics}$	P_{values}	Result
SMMA → BL	0.107	1.676	0.094	Not Support
SMMA → BC	0.556	10.407	0.000	Support
SMMA → BT	0.491	8.415	0.000	Support
BT → BLOY	0.325	7.033	0.000	Support
BC → BLOY	0.560	12.097	0.000	Support
BLOY → BL	0.649	10.815	0.000	Support

Source: SmartPLS Bootstrapping Process Results, 2023

The results of Table 8 are indirect effects which show the ability of the latent variables brand consciousness, brand trust, and brand loyalty in mediating the direct relationship between social media marketing activities and brand love. Indirect path results for (1) relation of SMMA→BC→BLOY→BL with $T_{statistic}$ value = 6.999 (> 1.96) and P_{value} = 0.000 (< 0.05) shows that brand consciousness and brand loyalty are able to mediate the relationship between social media marketing activities on brand love; (2)

SMMA→BT→BLOY→BL with $T_{statistic}$ value = 4.032 (> 1.96) and P_{value} = 0.000 (< 0.05) shows that brand trust and brand loyalty are able to mediate the relationship between social media marketing activities on brand love.

Table 8. Indirect Path Results

Relationships	$T_{statistics}$	P_{values}	Information
SMMA → BC → BLOY → BL	6.999	0.000	Support
SMMA → BT → BLOY → BL	4.032	0.000	Support

Source : SmartPLS Bootstrapping Process Results, 2023

Discussion

Based on Table 7, the findings from the first hypothesis (H_1) in this research indicate that social media marketing activities do not have a direct influence on brand love. This happens because of the lack of emotional relationships built with consumers and the value of the Aerostreet shoe brand conveyed via social media does not match the value expected by potential target consumers. The results of this research are not in line with previous research conducted by Algharabat (2017) and X. Chen & Qasim (2021) which concluded that social media marketing activities has a positive relationship on brand love. The main factor that makes this hypothesis not significant is that consumers have not found interesting content and availability of the latest information on Aerostreet shoes social media. This causes a decrease in the love that consumers have for the product. Aerostreet shoes social media managers need to update content by following current trends. By fulfilling consumers' desires, it is expected that consumers' love for the Aerostreet Shoes brand will increase.

In the second hypothesis (H_2) it is stated that social media marketing activities have a positive influence on brand consciousness. This is because social media marketing activities directly influence the level of consumer awareness of the Aerostreet shoe brand. The results of this research are in line with previous research conducted by Ismail

(2017) and Salem & Salem (2021) which shows that social media marketing activities are positively related on brand consciousness. Aerostreet shoe consumers currently have a high level of awareness, so consumers have the desire to upload and spread information related to Aerostreet shoe content on their social media. The impact of increasing social media marketing activities is increasing consumer awareness to participate in spreading good things about Aerostreet shoes on their social media.

The same thing applies to the third hypothesis (H_3) which shows that social media marketing activities have a positive effect on brand trust. This hypothesis is supported because social media marketing activities directly influences the level of consumer trust in the Aerostreet shoe brand. The results of this research are in accordance with previous research, according to Khadim et al. (2018), Ebrahim (2020) and Ibrahim (2022) reveal that social media marketing activities positively influences brand trust. The survey results show that consumers of Aerostreet shoes make an effort to spread information both directly through word of mouth and through social media. This factor is driven because they feel satisfied and believe in the quality of this product. Increased social media marketing activities can increase consumer confidence because Aerostreet shoes are reliable.

Based on Table 7, in the fourth hypothesis (H_4) the analysis results show that brand trust has a

positive influence on brand loyalty where consumers who already have a sense of trust in the Aerostreet shoe brand tend to feel more confident and comfortable buying the product repeatedly. The results of this research are in line with previous research conducted by Kwan et al. (2019) and Ebrahim (2020) which concluded that brand trust is positively related to brand loyalty. Increased consumer confidence in Aerostreet shoes, which never disappoint by maintaining their quality, has proven to be able to increase consumer loyalty. The results showed that the form of loyalty can be described by consumer confidence to always use Aeorstreet shoes and consumers will buy again in the future.

The finding in the fifth hypothesis (H_5) is that brand consciousness has a positive effect on brand loyalty. This explains that consumer awareness directly influences consumer loyalty to the Aerostreet shoe brand. The results of this research are in line with previous research, according to Ismail (2017) and Ahmed & Hussain (2019) concluding that there is a positive influence between brand consciousness and brand loyalty. This is supported by the current reality that consumers feel that Aerostreet shoe products reflect their personality, so consumers always choose this product as their first choice. Meanwhile, the sixth hypothesis (H_6) is a new finding in this research. Based on the results of the analysis, it is known that the $T_{statistic} = 10.815$ (> 1.96) and $P_{value} = 0.000$ (< 0.05) shows that brand loyalty is able to influence brand love where the main reason is because consumers who are already loyal will have a stronger and deeper emotional bond with the Aerostreet shoe brand, resulting in a continued feeling of love and loyalty. Based on this assumption, the researcher found a new phenomenon where the behavior of consumers who always tell positive things about Aerostreet shoe products is the first thing for other consumers to buy this product. The effect of increasing consumer loyalty is able to create love for the Aerostreet brand because of the happiness after using these shoes.

The power of social media marketing activities has the greatest influence on brand consciousness with a path coefficient value of 0.556 followed by brand trust, namely 0.491. However, the power of social media marketing activities in building brand love is very small, namely 0.107. This results in H_1 not being significant, namely that social media marketing activities are not directly able to influence brand love. However, the role of brand consciousness through brand loyalty becomes full mediation so that social media marketing activities are able to build brand love for the local Aerostreet brand. The same results show that the role of brand trust through brand loyalty becomes full mediation in social media marketing activities in building brand love for the local Aerostreet brand in Indonesia.

Conclusions and Suggestions

Based on the direct relationship between latent variables, it can be concluded that most of the research hypotheses can be accepted, except hypothesis 1 (H_1) is rejected. Rejection of H_1 shows that the power of social media marketing activities in building brand love directly is very low as evidenced by the low value of the path coefficient. This is due to the lack of emotional relationships built with consumers and the value of the Aerostreet shoe brand conveyed via social media does not match the value expected by potential target consumers. However, when mediation is carried out by the latent variables brand consciousness, brand trust, and brand loyalty there is an increase in the power of social media marketing activities in building brand love. This shows that full mediation has occurred on the latent variables brand consciousness, brand trust, and brand loyalty. The study results show that social media marketing activities have a positive influence on brand consciousness and brand trust. The same results are shown by brand trust on brand

loyalty, brand consciousness on brand loyalty, and brand loyalty on brand love.

This research model allows it to be developed with a focus on increasing emotional connections with consumers and ensuring that the value of brand conveyed through social media accordance with the expectations of target consumers. Apart from that, can consider utilizing social media marketing activities platforms because they have been proven to have a direct positive influence on brand consciousness, brand trust, and an indirect influence on brand love through mediation. On the other hand, it is important to understand that mediation by latent variables needs to be considered in marketing strategies.

Based on the research result especially the point that social media marketing activities (SMMA) does not significantly influence the brand love, but brand loyalty does, so the company should encourage the SMMA quality to make customers have strong brand consciousness, and later on this can lead to achieve strong brand loyalty which is in turn can influence the brand love of customers to Aerostreet shoes.

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