

Analysis of The Use Of Social Media Marketing on Customer Loyalty Through Brand Trust on Taxpayers In Samsat Binjai

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Abstract

This study aims to test and analyze the influence of entertainment and electronic word of mouth entertainment and electronic word of mouth have a positive and significant effect on brand trust. Entertainment and electronic word of mouth positively and significantly affect customer loyalty at the Samsat Binjai office. Likewise, entertainment and electronic word of mouth have a positive and significant effect on customer loyalty mediated by brand trust. Entertainment has a significant influence on customer loyalty, especially when mediated by brand trust. The research method is quantitative. The population in this study amounted to 170 and by using the slovin formula, a sample of 63 respondents was obtained. The data processing method uses SMART PLS. The results of this study show that entertainment and electronic word of mouth entertainment and electronic word of mouth have a positive and significant effect on brand trust. Entertainment and electronic word of mouth positively and significantly affect customer loyalty at the Samsat Binjai office. Likewise, entertainment and electronic word of mouth have a positive and significant effect on customer loyalty mediated by brand trust.

Keywords:

Entertainment

Electronic Word of Mouth (eWOM), Brand Trust, Customer Loyalty, Samsat Binjai Office, Quantitative Research, SMART PLS

Introduction

Along with the development of technology, the use of social media, which was originally intended for long-distance communication, has now developed as a marketing medium for a company. According to the Hootsuite (We are Social) survey (Indonesian

Digital Report, 2019) revealed that out of a total of 268.2 million people in Indonesia, 150 million of them have used social media. Thus, the penetration rate is around 56%. This is a reinforcement for the company, especially the Samsat Binjai office to promote its products and services on social media. The Samsat Office is a Government administrative unit that is in charge of services to issue STNK and Motor Vehicle Number Plates which are associated with the entry of money into the state treasury either through Motor Vehicle Tax (PKB), Motor Vehicle Name Return Fee (BBNKB). In providing services to the public/community, of course, the Samsat Office must consider the satisfaction of the public/community with the performance of the Samsat service itself.

The usefulness of social media is not limited to a few fields, but also applies in the business world. Advances in technology, computerization, and telecommunications can supporting the growth of internet network technology. The use of social media in an organization is not only a tool for sharing information but can also be used as a marketing, sales, and customer service strategy (Farizky et al., 2022).

Based on the observation at the beginning of the study that Samsat Binjai in using social media as a form of service provided is still not optimal where referring to the customer dissatisfaction data above, there are still customer complaints both from service performance, as well as the use of social media and even customer loyalty which does not show very loyal customers to Samsat Binjai customers.

According to Alvira (2021) in (Praditha & Wulanyani, 2024), the problems of social media use mentioned above are influenced by several things, including salience (an activity becomes the dominance of thoughts, feelings, and behaviors), mood modification (the experience felt for involvement in doing an activity), tolerance (an increase in the amount of time), withdrawal symptom (a feeling of discomfort that arises when unable to do an activity), conflict (the existence of conflicts within oneself or with the surrounding environment), and relapse (the tendency to return to the patterns of activities that were previously carried out).

According to As'ad and Alhadid in (Jaya & Tampubolon, 2022) there are 5 (five) indicators of social media marketing, namely online communities, interaction, sharing of content, accessibility, and credibility. As online communities means a community group formed for people who have a great interest in becoming customers to be marketed. Interaction is social media interaction in monitoring enthusiasm for excellent service enthusiasts. Sharing of content makes it easier to use social media to exchange pictures, videos or statuses. Accessibility is the ease of accessing the use of social media. Credibility is describing the right message to customers regarding what will be communicated to customers/consumers (Azzahra & MH Nainggolan, 2022).

Literature Review



Social Media Marketing

Social Media Marketing according to (Mesra et al., 2021) defines social media marketing as a marketing strategy used by business or service people in the form of online networks. Furthermore, (Ye et al., 2024) explained that brand marketing efforts that use social media as a connecting medium, consist of five dimensions: entertainment, interaction, trendiness, customization, and Word of Mouth (WOM). 1) Forms of Entertainment, 2) Entertainment Goals, 3) Entertainment Industry. Social Media Marketing (SMM) is a marketing strategy that uses social media platforms to promote products, services, or brands (Said et al., 2024). The main goal is to increase visibility, build relationships with audiences, and drive engagement and conversions. Social Media Marketing is a very effective tool for building relationships with customers, increasing brand visibility, and driving sales. By strategically leveraging social media platforms, brands can reach a wider audience and create more meaningful interactions with consumers.

Brand Trust

Brand Trust according to defines brand trust as the willingness of the average consumer to depend on the ability of a brand to carry out all its uses or functions (Hanaysha, 2022). According to brand trust, it can be measured through the dimension of viability and the dimension of intentionality. The dimension of viability has a perception that a brand can meet and satisfy consumer needs and values. This dimension can be measured through indicators of satisfaction and value (Tahir et al., 2024). The dimension of intentionality reflects an individual's sense of security towards a brand. This dimension can be measured through security and trust indicators. Brand trust indicators include: 1) Product Quality, 2) Brand Reputation, and 3) Customer Experience (Nhat et al., 2024).

Customer Loyalty

According to (Elfitra et al., 2020) Customer Loyalty, which generally refers to a strong commitment to repurchase a preferred product or service (Surya, Ginting, et al., 2018) states "loyalty is defined as non random purchase expressed over time by some decision making unit." Based on this definition, it can be explained that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services from a chosen company (Surya, Rini, et al., 2018). Furthermore, according to Griin, customer loyalty indicators can be explained as follows: 1) Making repurchase

purchases, 2) Buying between product lines and services.3) Recommending products to others. Brand trust is a supporting factor in the formation of customer loyalty. Trust in the brand. Trust in a brand is an important factor in the relationship between consumers and products or services (Shi et al., 2022) Building trust in a brand takes time and consistency, and it's crucial to maintain long-term relationships with customers.

Based on the aspects described above, a conceptual framework of the research is made as shown in Figure 1.

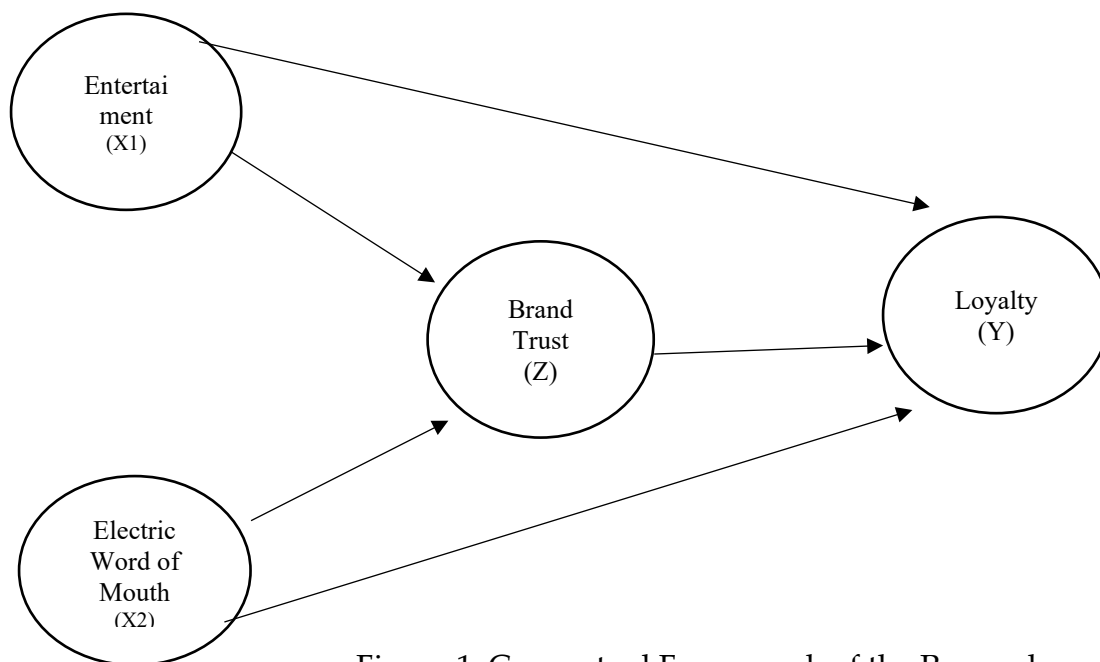


Figure 1. Conceptual Framework of the Research

Research Hypothesis

- H1 : Entertainment has a positive and significant effect on brand trust at the Samsat Binjai office
- H2 : Electric word of Mouth has a positive and significant effect on brand trust at the Samsat Binjai office
- H3 : Brand Trust has a positive and significant effect on customer loyalty at the Samsat Binjai office
- H4 : Entertainment has a positive and significant effect on customer loyalty at the Samsat Binjai office
- H5 : Electric word of Mouth has a positive and significant effect on customer

loyalty at the Samsat Binjai office

- H6 : Entertainment has a positive and significant effect on customer loyalty at the Samsat Binjai office mediated by brand trust
- H7 : Electric word of mouth has a positive and significant effect on customer loyalty at the Samsat Binjai office mediated by brand trust

RESEARCH METHODS

A. Type of Research

The type of research used by the researcher is quantitative research According to (Sugiono, 2019) quantitative research can be interpreted as a method based on the philosophy of positivism, used to research on a specific population or sample, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative/statistical with the aim of testing hypotheses that have been Set. This type of quantitative research is carried out to create a research that aims to adapt a research.

B. Research Location and Research Time

The location of the research was carried out at the Samsat Binjai Office. The research time was carried out for 3 months.

C. Population and Sample

(Sugiono, 2019) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher

to be studied and then draw conclusions. The population and sample in this study are all permanent employees at the Binjai Samsat Office which totals 170 employees.

(Sugiono, 2019) defines a sample as part of the population that is the source of data in the study. The sample is part of the number and characteristics possessed by the population. The sample in this study uses the Slovin formula according to (Sugiono, 2019), namely: 63 Respondents

$$n = \frac{N}{1 + N(e)^2}$$

Information:

n : Sample size/number of respondents

N: Population Size



e : Percentage of tolerance for sampling error that can still be tolerated; e=0,1

Jadi :

$$n = \frac{170}{1 + 170 (0,1)^2}$$

$$n = 63$$

1. Operational Definition of Research Variables

Table 1. Operational Definition of Variables

Types of Variables	Definition	Indicator
Customer Loyalty (Y)	Loyalty is defined as non random purchase expressed over time by some decision making unit. (Shi et al., 2022)	1) Make a repurchase purchase, 2) Buying between product lines and services. 3) Passing on products to others (Shi et al., 2022)
Brand Trust (Z)	Defines brand trust as the willingness of the average consumer to depend on the ability of a brand to carry out all its uses or functions (Nhat et al., 2024)	1. Product Quality 2. Brand Reputation 3) Customer experience (Nhat et al., 2024)
Entertainment (X1)	Refers to various forms of activities, content, or experiences designed to entertain, engage, or delight an audience (Ye et al., 2024)	1) Forms of Entertainment 2) Entertainment purposes 3) Entertainment industry (Ye et al., 2024)

Types of Variables	Definition	Indicator
Electronic Word of Mouth (X2)	A process in which information, opinions, or recommendations about a product, service, or brand are disseminated through digital platforms, such as social media, forums, blogs, and review sites. eWOM covers all forms of communication that occurs online, where consumers share their experiences with products or services to a wider audience. (Said et al., 2024)	1) Review Volume 2) Comments 3) Content quality 4) Engagement (Said et al., 2024)

Source: Researcher, 2024

RESULTS AND DISCUSSION

Result

In this research, the first test carried out was the analysis of *the outer model (measurement model)*. There are two components in the validity test, namely the convergence test and the discrimination test. The validity of convergence was assessed through *an average variance extracted (AVE)* score of > 0.5 and *a loading factor* value of > 0.7 . The validity of the crime was tested by *cross-loading*. The reliability test was determined using *Cronbach's alpha* > 0.7 and *composite reliability* > 0.7 .

Table 2. *Cronbach's alpha, composite reliability, and average variance extracted*

Variable	Item Indicator	Factor loading	Cronbach's alpha	Composite reliability	AVE	Simpulan
Entertainment (X1)	ETT 1 ETT2 ETT3	0,909 0,916 0,884	0,887	0,930	0,816	Reliable
Electronic Word of Mouth (X2)	EWM1 EWM2 EWM3 EWM4	0,930 0,906 0,921 0,912	0,937	0,955	0,841	Reliable



Brand Trust (Z)	BRT1 BRT2 BRT3	0,945 0,952 0,966	0,953	0,968	0,911	Reliable
Customer Loyalty (Y)	CTL1 CTL2 CTL3	0,959 0,963 0,945	0,951	0,970	0,914	Reliable

Source: Primary Data Processed by SmartPLS (2024)

The factor *loading score* obtained based on Table 2 is more than 0.70, which means that it shows the reliability of the indicator measuring the online purchase decision process. Cronbach's alpha and composite values. reliability greater than 0.70, proving that the five variables are said to be reliable. Meanwhile, the AVE value > 0.5 , proving that each variable was declared valid (Sugiono, 2019). The cross-loading value with its construct is used to test the validity of discrimination. In order to evaluate the validity of discrimination, an additional method that can be applied is to compare the average score variance extracted (AVE) accompanied by a correlation between constructs and other constructs.

Table 3. Results of the validity test of Diskrimin-Fornell Larcker Criterium

	Brand Trust	Customer Loyalty	Electronic Word of Mouth	Entertainment
Brand Trust (Z)	0,954			
Customer Loyalty (Y)	0,959	0,956		
Electronic Word of Mouth (X2)	0,947	0,931	0,917	
Entertainment (X1)	0,939	0,907	0,966	0,903

Based on Table 3, Brand Trust, Customer Loyalty, Electronic Word of Mouth, and Entertainment obtained an AVE score of > 0.5 , so it was declared to have passed the discrimination validity test. It can be said that variable measurement indicators have been proven to be valid in terms of *discriminant validity*. It can be concluded that the data model of this study meets the good criteria. After passing the validity and reliability test, the next stage is to evaluate *the inner model* through *coefficient determination* (R2) and *the coefficient path test*. The magnitude of the influence given by independent variables on other variables can be analyzed with R-square.

Table 4. R-square results

	<i>R-square(R2)</i>	<i>R-square adjusted</i>
Brand trust (Z)	0,905	0,902
Customer Loyalty (Y)	0,927	0,924

Based on Table 4, an R2 value of 0.902 (90.2%) was obtained due to the entertainment aspect, Electronic Word of Mouth on brand trust. Meanwhile, customer loyalty is influenced by the entertainment aspect, Electronic Word of Mouth entertainment, Electronic Word of Mouth to customer loyalty by 0.924 (92.4%).

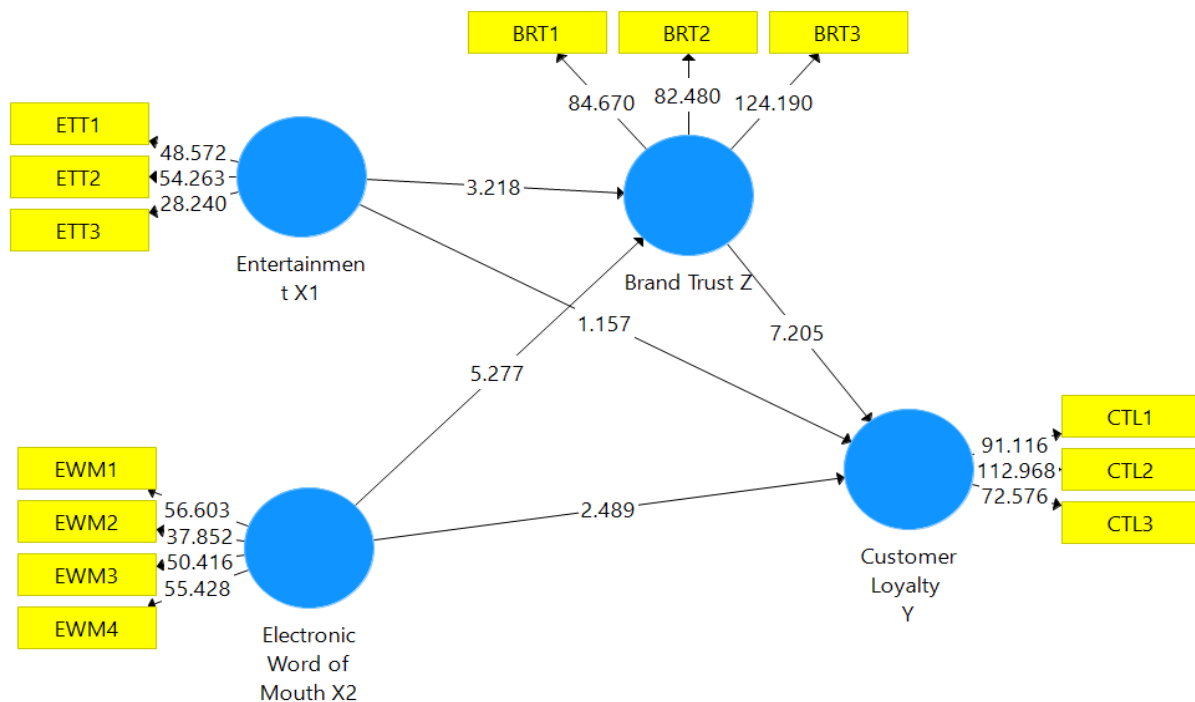


Figure 1. Full Model Research

Table 5. Results of the direct influence coefficient path test

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T-statistics (O/STDEV)</i>	<i>P- Value</i>
Entertainment(X1)→ Customer Loyalty (Y)	0,276	0,265	0,152	2,157	0,000
Entertainment (X1) →	0,363	0,363	0,113	3,218	0,001

Brand trust (Z)					
Electronic Word of Mouth (X2) → Customer Loyalty (Y)	0,346	0,334	0,139	2,489	0,003
Electronic Word of Mouth (X2) → Brand Trust (Z)	0,596	0,596	0,113	5,277	0,000
Brand Trust (Z) → Customer Loyalty (Y)	0,797	0,799	0,111	7,025	0,000

Based on Table 5, Entertainment gets t-statistics 3.218 higher than t-table (1.65) and gets a p-value of 0.000 less than 0.05. So, entertainment significantly affects brand trust, so H1 is accepted. Electronic Word of mouth obtained a t-statistics value of 5.277 higher than t-table (1.65) and a p-value of 0.000 greater than 0.05 then significantly Electronic Word of Mouth affected brand trust, hence H2 was not accepted. Brand Trust gets a t-statistics value of 3.935 higher than t-table (1.65) and a p-value of 0.000 is smaller than 0.05. It was concluded that brand trust significantly affects customer loyalty, so H3 is accepted. Entertainment mendapatkan nilai t-statistics 2,157 lebih tinggi dari t-tabel (1,65) dan p-value 0,005 lebih small from 0.05. It was concluded that Entertainment significantly affected customer loyalty, so H4 was accepted. Electronic word of mouth obtained a t-statistics value of 2.489 higher than t-table (1.65) and a p-value of 0.000 greater than 0.05. This proves that electronic has a significant effect on employee performance, so H5 is accepted.

Table 6. Results of the path coefficient test of Indirect Influence

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P- Value
Entertainment (X1) → Customer Loyalty (Y) → Brand Trust (Z)	0,289	0,290	0,099	2,912	0,004
Electronic Word of Mouth (X2) → Customer Loyalty (Y) → Brand Trust (Z)	0,475	0,477	0,114	4,153	0,000

Based on table 6, Entertainment obtained a t-statistics value of 2.912 higher than t-table (1.65) and a p-value of 0.000 greater than 0.05. This proves that entertainment has a

positive and significant effect on customer loyalty mediated by brand trust, so H6 is accepted. Based on electronic word of mouth, the t-statistics value of 4.153 was higher than the t-table (1.65) and the p-value of 0.000 was greater than 0.05. This proves that entertainment has a positive and significant effect on customer loyalty mediated by brand trust, so H7 is accepted.

Discussion

Based on the results of the first hypothesis test, entertainment has a positive and significant effect on brand trust, as evidenced by the acquisition of p-values of $0.000 < 0.05$. The influence of entertainment on brand trust is an important aspect in modern marketing (Juhaidi et al., 2024). Engaging entertainment content can create a positive experience for consumers, building a strong emotional association with the brand. Brands that use compelling narratives in advertisements or entertainment campaigns can make consumers feel connected, increasing their trust in the brand (Tahir et al., 2024). Entertainment can help brands develop attractive personalities, which makes brands more relatable and trustworthy in the eyes of consumers. Entertainment content associated with brands can create positive associations, which contribute to increased brand trust. Entertainment content associated with brands can create positive associations, which contribute to increased brand trust (Sun et al., 2024).

Based on the results of the second hypothesis test, electronic word of mouth, has a positive and significant effect on brand trust, as evidenced by the acquisition of p-values of $0.000 < 0.05$. The influence of Electronic Word of Mouth (eWOM) on brand trust is very significant in the context of modern marketing. Reviews and recommendations from other consumers are often considered more trustworthy compared to official advertisements from brands. Positive reviews can increase consumer trust in a product or brand. eWOM provides social proof in the form of real experiences from other users, who can convince potential buyers to trust the brand. eWOM provides easy access for consumers (Abdul Aziz et al., 2023) to find information about products and services, both positive and negative. This transparency can increase trust. Brands that respond well to negative reviews indicate that they care about consumer feedback, which can increase trust (Juhaidi et al., 2024).

Based on the results of the third hypothesis test, brand trust, has a positive and significant effect on customer loyalty, as evidenced by the acquisition of p-values of $0.000 < 0.05$. The influence of brand trust on customer loyalty is crucial in the context of marketing and long-term relationships between brands and consumers. When customers believe in a brand, they are more likely to feel satisfied with the product or service they receive. High satisfaction contributes to loyalty. Customers who believe in a brand have

realistic expectations, and if these expectations are met, they are more likely to remain loyal. Brand trust reduces the perception of risk associated with purchases. Customers feel safer buying products from brands they trust, which encourages loyalty. Trust built through previous positive experiences makes customers more likely to make repeat purchases.

Based on the results of the fourth hypothesis test, entertainment has a positive and significant effect on customer loyalty, as evidenced by the acquisition of p-values of $0.000 < 0.05$. Engaging entertainment content can create a positive experience that builds an emotional bond between customers and brands (Hanaysha, 2022) A memorable entertainment experience can increase customers' recall of the brand, encouraging them to return (Kini et al., 2024) Entertainment activities, such as contests or live events, encourage customers' active engagement with the brand, which increases a sense of belonging and loyalty. Entertainment content that can be shared on social media encourages interaction and discussion, strengthening the relationship between customers and brands (Tahir et al., 2024)

Based on the results of the fifth hypothesis test, electronic word of mouth has a positive and significant effect on customer loyalty, as evidenced by the acquisition of p-values of $0.000 < 0.05$. The influence of Electronic Word of Mouth (eWOM) on customer loyalty is very significant in today's digital marketing context. Reviews and recommendations from other consumers are often considered more credible than official advertisements. The trust formed through eWOM can increase loyalty. When many consumers leave positive reviews, it provides social validation that encourages new customers to trust the same brand (Kini et al., 2024)

Based on the results of the sixth hypothesis test, entertainment has a positive and significant effect on customer loyalty mediated by brand trust, as evidenced by the acquisition of p-values of $0.000 < 0.05$. The influence of entertainment on customer loyalty mediated by brand trust is an important concept in modern marketing. Engaging entertainment content can create a positive experience that builds emotional attachment to the brand. When customers feel pleasure or excitement, they tend to trust the brand more (Hedwika, 2021) A memorable entertainment experience helps customers remember the brand in a positive way, which contributes to increased trust. High-quality entertainment can build a positive image for brands. This image, when combined with entertainment, generates greater trust from customers. Brands that consistently present relevant entertainment content demonstrate a commitment to quality, which can increase brand trust (Lovelock & Hayes, 2020)

Based on the results of the seventh hypothesis test, electronic word of mouth has a positive and significant effect on customer loyalty mediated by brand trust, as evidenced by the acquisition of p-values of $0.000 < 0.05$. The influence of Electronic Word of Mouth

(eWOM) on customer loyalty through brand trust is an important concept in marketing (Yudha et al., 2022). Positive reviews and recommendations from other consumers shared online help build trust in the brand. When potential customers see a lot of good reviews, they are more likely to trust the brand. eWOM creates social validation that reduces consumer doubts. When many people recommend a product, trust in the brand increases (Mesra, B, Sri Wahyuni et al., 2020).

Conclusion and Suggestion

Based on the results of research and discussion, entertainment and electronic word of mouth have a positive and significant effect on brand trust. Entertainment and electronic word of mouth positively and significantly affect customer loyalty at the Samsat Binjai office. Likewise, entertainment and electronic word of mouth have a positive and significant effect on customer loyalty mediated by brand trust. Entertainment has a significant influence on customer loyalty, especially when mediated by brand trust. By creating positive experiences, building a strong brand image, and increasing engagement, entertainment can strengthen customer trust. This process in turn drives higher loyalty, making entertainment a strategic tool in building long-term relationships with customers. eWOM has a huge impact on customer loyalty. By building trust, influencing purchasing decisions, and creating emotional engagement, eWOM can encourage customers to stay loyal to the brand. Brands that understand and utilize eWOM well can significantly increase customer loyalty, which in turn supports business growth and success. eWOM has a significant impact on customer loyalty through brand trust. By building trust, mitigating risk, and facilitating positive recommendations, eWOM can support customer loyalty. Brands that understand and utilize eWOM well can significantly increase customer trust and loyalty, which in turn contributes to business growth and success.

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