



Does social media marketing enhance brand loyalty? identifying mediators relevant to local fast food industries

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KEYWORDS

E-WOM
Fast food industries
Local brand awareness
Local brand loyalty
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ABSTRACT

The increasing growth of businesses has intensified competition within various industries, particularly in the local fast food sector. One effective marketing strategy that can be employed is social media marketing. Consequently, it is essential to conduct research to analyze the impact of perceived social media marketing activities on brand loyalty, with brand awareness serving as an intervening variable. The objective of this study was to examine the influence of perceived social media marketing activities on enhancing brand loyalty. This research was conducted among consumers of local fast food in the Malang Raya region, utilizing convenience sampling techniques. The analysis was performed using SEM-PLS 7.0. The findings indicate that social media marketing activities have a positive and significant effect on local brand awareness and local brand loyalty. However, local brand awareness does not significantly mediate local brand loyalty. Electronic word of mouth (E-WOM) effectively mediates the connection between social media marketing and brand loyalty. In contrast, nationality did not effectively moderate the influence of social media marketing, brand awareness, and electronic word of mouth on brand loyalty. Thus, in the current era, massive social media activity within the local fast food industries can positively impact brand loyalty.

Introduction

The advancement of technology has significantly enhanced the ease with which individuals can perform various tasks, particularly in the realm of communication technology. Searching for information through the internet is now effortless, as it is not constrained by space and time. The emergence of new information and communication technologies, especially the Internet and social networks, has transformed market dynamics and increased company competition. The existence of social media has also changed consumer behavior in searching, assessing, selecting, and purchasing goods or services (Alves et al., 2016).

Especially in the current digitalization era, social media marketing has become a very important marketing strategy for companies. This is especially true for the local fast food industry that competes with big national and international players. Through social media marketing, companies can build closer relationships with customers, increase brand awareness, and

encourage brand loyalty. Seeing the number of social media users in Indonesia and the various benefits that can be obtained through social media marketing, it can be an opportunity for companies to market their products effectively. There are many companies or businesses that have adopted social media in their marketing activities, one of which is in the fast food sector. Based on a survey, the social media used by marketers around the world in January 2021 were Facebook (93%), Instagram (78%), LinkedIn (61%), YouTube (55%), Twitter (48%), TikTok (9%), and Snapchat (4%).

In contrast, a significant number of local fast food businesses have not effectively harnessed the potential of social media marketing, which offers a unique opportunity to connect with customers in real-time and create a community around their brand. They often resort to conventional promotional strategies, including print and television advertisements, which are generally less efficient and more costly, leading to a poor return on investment. These traditional methods may not

resonate with younger consumers who are more inclined to engage with brands through social media channels. As a result, these businesses find it difficult to foster brand loyalty in an increasingly competitive landscape, where consumers have numerous options and are more likely to support brands that actively engage with them online. The lack of a robust social media strategy can leave these businesses at a disadvantage, missing the opportunity to build relationships with their customers and create a loyal following.

In response to the problems described in the previous paragraphs, it was found that in previous studies (Yadav et al., 2023; Labsomboonsiri et al., (2022; Bilgin, 2018). Marketing through social media activities was mostly studied in e-commerce and online restaurant, where it is clearly known how consumer response and brand loyalty are. Meanwhile, this research aimed to discuss more about the local fast food industry, which has a variety of consumers based on their loyalty to a brand. In addition, there are not many studies that discuss how consumer loyalty to local fast food industry brands. Based on this research gap, this research is designed to examine the factors that influence brand loyalty, such as interaction with customers, interesting content, effective promotion, and other strategies that can be implemented through social media marketing. Thus, this research is expected to provide valuable insights for local fast food companies in developing effective social media marketing strategies aimed at increasing brand loyalty.

Research Methods

The research was conducted in Malang Raya which includes Batu City, Malang City and Malang Regency, East Java, spanning from May to July 2024. Respondents were selected using nonprobability sampling, mainly convenience sampling techniques. According to Sugiyono (2021), convenience sampling is a sampling technique based on the convenience of researchers, such as easy accessibility, geographical proximity, availability at a certain time, or willingness to participate as a data source and in accordance with the criteria determined by the researcher. The purpose of convenience sampling is to collect information from participants who are easily accessible to researchers (Iliyasu and Etikan, 2021). Therefore, the respondents used were consumers of the Local Fast Food Industry, with an

age range of 17-60 years, active social media users, and familiar with social media accounts.

Data for this research were collected using both primary and secondary data. Primary data was obtained through a questionnaire distributed via Google Form on social media. The questionnaire gathered information on social media marketing activities, brand awareness, and brand loyalty from respondents who met the predetermined criteria. The questionnaire used a five-point Likert scale to assess all items, with the following conditions, 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. While secondary data were collected through literature studies or literature studies conducted through journals and websites to obtain data relevant to the research.

The primary analytical method employed in this study is Structural Equation Modeling Partial Least Squares (SEM PLS). SEM-PLS was chosen because it can easily handle formative, reflective, and single construct measurement models (Hair et al., 2021). In addition, SEM-PLS is capable of analyzing small sample sizes under the assumption that the sample adequately represents the population (Rigdon, 2016). The data analysis conducted utilizing the WarpPLS 7.0 software. The steps involved in the SEM-PLS method are as follows: (1) the development of a structural model (inner model); (2) the formulation of a measurement model (outer model); (3) the creation of a path diagram; (4) the transformation of the path diagram into a system of equations; (5) the assessment of Goodness of Fit; and (6) the analysis of hypotheses. This study has strictly adhered to ethical principles, which include obtaining informed consent and ensuring confidentiality of respondent information. This research model was based on research variables that have been used by previous researchers described by Sasmita and Suki (2015); Winadi (2017); Bilgin (2018); Labsomboonsiri et al. (2022); Yadav et al. (2023), with several modifications, as presented in Figure 1.

Results and Discussion

Respondent characteristics

Respondent characteristics are used to determine the background of the respondents used in this study. Since the respondents are consumers of local fast food, it is important to recognize that they possess diverse characteristics. Data on respondent characteristics were obtained through the tabulation of online questionnaire responses via Google Forms, which were distributed to participants. The characteristics gathered help

inform and support the development of loyalty strategies for the local fast food industry. The respondent characteristics are presented in Table 1.

Based on Table 1, the data shows that, in this study, there were 9 male respondents and 31 female respondents. This indicates that the majority of consumers in the local fast food industry are women. This aligns with previous research by (Harwani and Fauziyah, 2020) which found that women are the largest consumers of fast food compared to men. In this study, the largest age category was in the age range of 17-25 years, comprising 28 respondents (70%), while the smallest group was between 36-45 years old, with 4 respondents (10%). Thus, the majority of local fast food consumers are teenagers, aged 17-25. This is likely due to the affordability of local fast food, the flavors that are generally well-liked, and the appropriate product quality, all of which appeal to this age group (Harwani and Fauziyah, 2020).

The majority of respondents were students, accounting for 31 respondents (77.5%). Students tend to consume a lot of local fast food because of its affordability and the convenience of access (Harwani and Fauziyah, 2020). In addition, local fast food is known for its good taste and practicality, which are key factors that drive students to consume it. In terms of income, the majority of respondents earned less than IDR.3,500,000, with 27 respondents (67.5%) falling into this category. This is likely because the majority of consumers in the local fast food industry are students, who typically do not have permanent jobs and therefore earn relatively low incomes. However, there were also consumers with incomes exceeding IDR.3,500,000. This suggests that the local fast food industry offers products with prices that cater to various income levels across society.

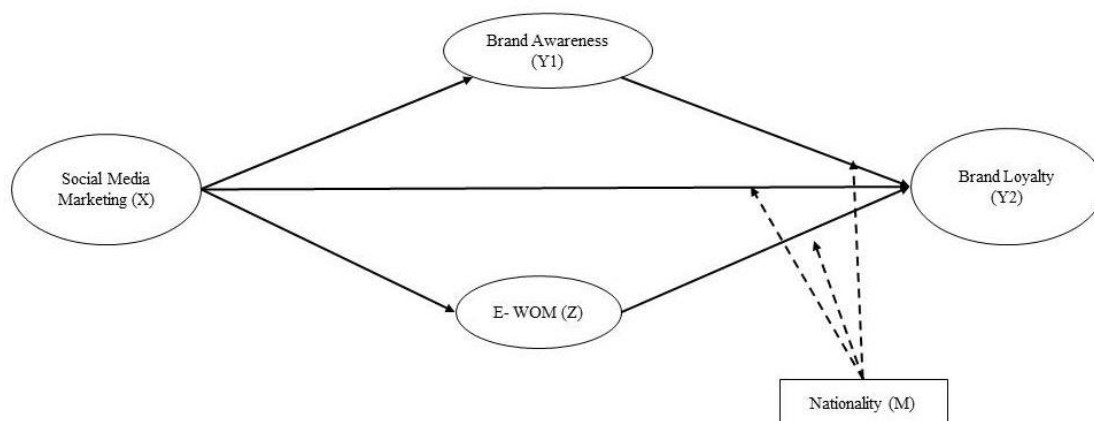


Figure 1. Research model

Table 1. Characteristics of local fast food respondents

No	Respondent Characteristics		Total Respondents (%)
1.	Gender	Male	22.5%
		Female	77.5%
2.	Age (year)	17 – 25	70.0%
		26 – 35	20.0%
		36 – 45	10.0%
3.	Job	Student	77.5%
		Civil Servants	10.0%
		Lecturer	7.5%
		Entrepreneur	5.0%
4.	Income (Indonesian Rupiah/IDR)	< 3,500,000	67.5%
		3,500,001 - 5,500,000	20.0%
		5,500,001 - 7,499,999	5.0%
		>7,500,001	7.5%

Table 2. Combined loading and cross loadings value

	X	Y1	Y2	Z	M	M*X	M*Z	M*Y1	Type	P value
X1	0.872	0.028	0.092	0.045	-0.302	-0.100	0.308	-0.225	Reflective	<0.001
X2	0.875	-0.022	0.068	0.073	-0.030	-0.093	0.110	-0.126	Reflective	<0.001
X3	0.861	0.038	-0.131	0.071	-0.285	0.286	-0.130	-0.285	Reflective	<0.001
X4	0.756	-0.027	-0.217	-0.184	0.481	-0.234	-0.162	0.387	Reflective	<0.001
X5	0.748	-0.024	0.184	-0.033	0.229	0.133	-0.176	0.345	Reflective	<0.001
Y1.1	0.134	0.874	-0.159	0.001	-0.010	0.014	-0.311	0.166	Reflective	<0.001
Y1.2	0.068	0.908	-0.013	0.076	0.168	-0.241	0.005	-0.087	Reflective	<0.001
Y1.3	-0.311	0.861	0.184	0.047	-0.189	0.034	0.129	0.062	Reflective	<0.001
Y1.4	0.108	0.824	-0.009	-0.134	0.023	0.215	0.190	-0.145	Reflective	<0.001
Y2.1	0.517	-0.314	0.736	-0.426	0.278	0.463	-0.472	-0.370	Reflective	<0.001
Y2.2	-0.256	-0.034	0.887	0.155	-0.305	0.277	-0.054	-0.129	Reflective	<0.001
Y2.3	-0.050	-0.016	0.796	0.326	-0.016	-0.451	0.288	0.202	Reflective	<0.001
Y2.4	-0.137	0.330	0.830	-0.100	0.094	-0.274	0.200	0.273	Reflective	<0.001
Z1	0.515	-0.276	-0.269	0.755	0.333	0.056	-0.365	-0.103	Reflective	<0.001
Z2	-0.204	-0.302	0.193	0.770	-0.058	-0.034	0.134	0.099	Reflective	<0.001
Z3	-0.115	0.171	-0.037	0.904	-0.204	-0.084	0.080	0.108	Reflective	<0.001
Z4	-0.175	0.395	0.122	0.726	-0.031	0.084	0.137	-0.133	Reflective	<0.001
M1	0.125	-0.045	0.089	0.006	0.866	0.166	-0.130	-0.134	Reflective	<0.001
M2	0.044	-0.012	-0.154	-0.072	0.906	-0.054	0.141	0.052	Reflective	<0.001
M3	-0.012	-0.032	-0.140	0.070	0.933	-0.018	0.097	-0.040	Reflective	<0.001
M4	-0.148	0.087	0.210	-0.005	0.919	-0.085	-0.115	0.116	Reflective	<0.001
M*X	0.000	-0.000	0.000	-0.000	0.000	1.000	-0.000	0.000	Reflective	<0.001
M*Z	0.000	-0.000	0.000	-0.000	0.000	-0.000	1.000	0.000	Reflective	<0.001
M*Y1	-0.000	0.000	0.000	0.000	-0.000	0.000	0.000	1.000	Reflective	<0.001

Outer model

The assessment of the measurement model (outer model) in WarpPLS 7.0 is based on three criteria: convergent validity, discriminant validity, and composite reliability. Convergent validity is essential for evaluating the validity of the relationships between indicators and latent variables or constructs. This validity is indicated by the factor loading value. Convergent validity is considered satisfactory when the factor loading exceeds 0.70 and the P-value is less than 0.001. Based on Table 2, it shows that all factor loads on

each indicator in each variable used in this study have a value of more than 0.70 and the P-value was <0.001. Thus, it can be concluded that each indicator in each variable has been tested and meets the requirements of convergent validity seen from the factor load value and P-value.

Discriminant validity testing can be conducted by comparing the loading values (indicated within parentheses) with the cross-loading values (presented outside the parentheses). If the loading value exceeds the cross-loading value, it indicates that discriminant validity has been achieved,

confirming that the indicators within the variable are valid in terms of discriminant validity. According to Table 2, it is evident that each loading value for the indicators, ranging from X1 to M*Y1, is greater than all corresponding cross-loading values, indicating that all indicators within the variables exhibit discriminant validity. Additionally, discriminant validity can also be assessed through the square root of the average variance extracted (AVE). A square root AVE value exceeding 0.5 for each construct signifies a favorable outcome (Hair et al., 2021). The square root AVE values for each variable are presented in Table 3, all of which exceed 0.5. Thus, by examining the square root AVE values, one can ascertain the fulfillment of the discriminant validity criteria.

In evaluating the outer model, the reliability criteria of a questionnaire can be assessed based on composite reliability and Cronbach’s alpha values. This testing is considered satisfactory when the composite reliability exceeds 0.7 and the Cronbach alpha is greater than 0.6. According to the Composite Reliability and Cronbach’s Alpha presented in Table 3, the composite reliability values for X1 through M*Y1 are all greater than 0.7. Additionally, the Cronbach’s alpha values for each variable also exceed 0.6. Therefore, it can be concluded that both the composite reliability and Cronbach’s alpha meet the reliability requirements.

Inner model

Structural model evaluation is used to analyze the relationships between variables, particularly focusing on exogenous and endogenous latent variables as guided by a specific theory. The inner

model is evaluated by looking at the values in the research model, which includes the significance levels of each the R-squared (R²) value and path coefficient among the constructs. R² indicates a measure of the predictive strength within a model. According to Mardiana and Faqih (2019), the R² value reflects the collective influence of exogenous variables on the endogenous latent variable. The R² value ranges from 0 to 1; as the R² value approaches 1, the predictive accuracy of the research increases (Sholihin and Ratmono, 2020). Table 4 represents the R² value obtained in this study.

Based on the data presented in Table 4, it can be observed that the R² value for Local Brand Awareness (Y1) was 0.184. This indicates that the results of this study fall within the range of 0 to 1, signifying a high level of accuracy in the relationship between the variables. The closer the value is to 1, the higher the accuracy, meaning that the R² value is more favorable. Thus, it can be concluded that social media activity influences local brand awareness by 0.184 or 18.4%. Furthermore, social media activity impacts local brand loyalty through the mediation of electronic word of mouth by 0.534 or 53.4%. Additionally, social media activity affects electronic word of mouth by 0.336 or 33.6%.

The path coefficients are utilized to determine the influence of exogenous latent variables on endogenous latent variables, in accordance with the statement by Solimun et al. (2017). Additionally, path coefficients can be employed for hypothesis testing. The following section presents the results of the path coefficients from this study.

Table 3. Discriminant validity and reliability value

Variable	AVE	Composite Reliability	Cronbach’s Alpha
X	0.680	0.914	0.881
Y1	0.752	0.924	0.890
Y2	0.663	0.887	0.828
Z	0.627	0.869	0.798
M	0.822	0.948	0.927
M*X	1.000	1.000	1.000
M*Z	1.000	1.000	1.000
M*Y1	1.000	1.000	1.000

Table 4. Coefficient of determination value

	Local Brand Awareness (Y1)	Local Brand Loyalty (Y2)	E-WOM (Z)
R-square (R ²)	0.184	0.534	0.336

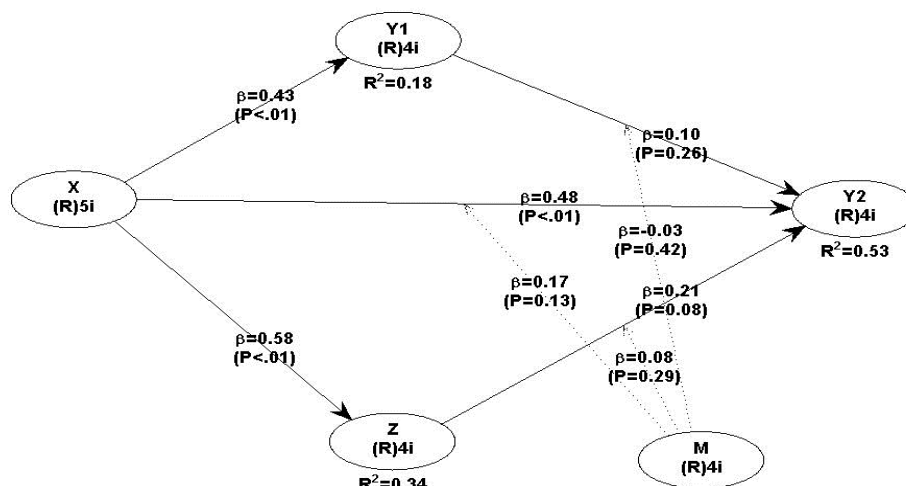


Figure 2. Path coefficients diagram and significance

Table 5. Effect size value

	Effect Size (f^2)	Category
X→Y1	0.184	> 0.15 (medium)
X→Y2	0.323	> 0.15 (medium)
X→Z	0.336	> 0.15 (medium)
Y1→Y2	0.044	> 0.02 (small)
Z→Y2	0.118	> 0.15 (medium)
M*X→Y2	0.052	> 0.02 (small)
M*Z→Y2	0.009	< 0.02
M*Y1→Y2	0.005	< 0.02

Based on the diagram illustrating the research findings in Figure 2, it is possible to ascertain the significance established by the relationships among the research variables that have been examined. Solimun et al. (2017) categorize significance according to the resulting p-values; a p-value of ≤ 0.1 indicates weak significance, a p-value of ≤ 0.05 indicates significance, and a p-value of ≤ 0.01 indicates strong significance. Therefore, referring to Figure 2, it can be concluded that there are relationships among the variables that exhibit strong significance as well as those that are not significant. As a result, the findings of the hypothesis in this study can be summarized as follows.

Subsequent to understanding the relationship between variables, it is essential to assess the magnitude of the influence that these relationships exert through the results of effect size. The effect size value serves to indicate the impact of exogenous variables on endogenous variables within a specific model. Effect size values are categorized into several groups: a value of $f^2 > 0.02$ is considered small, $f^2 > 0.15$ is regarded as medium, and $f^2 > 0.35$ is classified as large (Solimun et al., 2017). The f^2 values for this study are presented in the following table.

The results in Table 5 indicate that the effect of social media activity (X) has a moderate contribution to the public's awareness of local fast food brands. Additionally, the effect of social media activity (X) also shows a moderate contribution to the community's loyalty towards consuming local fast food brands. The findings in Table 5 further illustrate various tested variables. The variable of nationality (M) exhibits a minor influence in moderating the relationship between social media activity (X) and local brand loyalty (Y2). Conversely, nationality (M) does not significantly affect the moderation of electronic word of mouth and local brand awareness (Y1) on local brand loyalty (Y2). This conclusion is supported by the effect size results in Table 5, which indicate a value of less than 0.02. This condition aligns with the assertion by Mardiana and Faqih (2019) that a variable with an f^2 value of less than 0.02 is considered to have no impact.

Strategies for improving brand loyalty in the local fast food market

The results of the hypothesis testing regarding the impact of social media marketing activities (X) on local brand awareness (Y1) indicate a significant positive effect. This finding is consistent Fauziyah

and Putri (2023), who demonstrates that social media marketing activities influence local brand awareness. This assertion is further supported by Kotler et al. (2022), who state that online communication and social media efforts are aimed at establishing relationships with consumers, with the objectives of enhancing awareness, strengthening brand image, and driving sales of the offered products or services. Marketing activities through social media enable a local fast-food business to effectively convey information about its brand, aiming to build strong brand knowledge, which encompasses brand awareness and brand image in the minds of consumers (Cheung et al., 2020). Consequently, this underscores the influence that social media marketing activities have on local brand awareness.

The results of the hypothesis testing regarding the impact of social media marketing activities (X) on local brand loyalty (Y2) indicate a significant positive effect. This finding is corroborated by the studies conducted by Ibrahim and Aljarah (2018) and Awali and Astuti (2021), which demonstrate a relationship between social media marketing activities and local brand loyalty. Social media serves as an effective platform for engaging and establishing connections with potential consumers, as well as enhancing interactions between customers and brands, thereby fostering customer loyalty towards a particular brand (Tatar and Eren-erdoğmuş, 2016). This situation warrants attention from local fast food business owners to cultivate consumer loyalty towards their fast food brands.

Based on the results of the hypothesis testing regarding social media marketing activities (X) and their impact on Electronic Word of Mouth (E-WOM) (Z), a path coefficient of 0.580 was obtained, along with a p-value of ≤ 0.01 . The findings from this hypothesis test indicate a significant positive effect. This suggests that social media marketing activities (X) exert a positive influence of 58% on Electronic Word of Mouth (Y2). Marketing activities conducted through

social media serve as an effective means to enhance marketing reach via word of mouth. Consequently, the role of electronic word of mouth is crucial, as consumers share their experiences regarding local fast food products. In this context, interactions between businesses and consumers are fostered. (Sarma and Choudhury, 2015).

The results obtained from the hypothesis testing of the variable local brand awareness (Y1) in relation to the variable local brand loyalty (Y2) indicate a positive but insignificant effect. According to the findings presented in Table 6, although consumer awareness of a local fast food brand is high, there is no significant relationship with their loyalty to that brand. The abundance of similar products within the local fast food industry may influence consumer loyalty levels. Therefore, while brand awareness is a fundamental element in building brand loyalty, it must be complemented by strong product quality and positive consumer experiences to effectively foster long-term loyalty. This aligns with Sochenda (2021), who noted that consumer satisfaction with a brand significantly impacts their loyalty to local fast food brands.

The results of the hypothesis testing regarding the impact of social media marketing activities (X) on local brand loyalty (Y2), mediated by local brand awareness (Y1), indicate a positive but statistically insignificant effect. Social media marketing activities serve as a means for companies to foster strong relationships with customers, going beyond merely offering products or services. The implementation of social media marketing enhances customer interaction and contributes to the development of brand loyalty (Ade et al., 2024). While this approach is beneficial for business sustainability, it is noteworthy that certain local fast-food industries in Malang Raya have not fully optimized their social media marketing efforts. This shortcoming results in ineffective interaction between businesses and consumers, ultimately diminishing brand loyalty.

Table 6. Discriminant validity and reliability value

Hipotesis	Path Coefficient	p-value	Information
H1. X→Y1	0.429	0.001	strong significance
H2. X→Y2	0.483	<0.001	strong significance
H3. X→Z	0.580	<0.001	strong significance
H4. Y1→Y2	0.098	0.260	not significance
H5. X →Y1→Y2	0.200	0.163	not significance
H6. X→Z→Y2	0.208	0.080	weak significance
H7. M*X→Y2	0.166	0.133	not significance
H8. M*Z→Y2	0.084	0.293	not significance
H9. M*Y1→Y2	-0.031	0.423	not significance

Furthermore, another factor that may contribute to this situation is the lack of repeat purchases by consumers of local fast food products. This may be attributed to discrepancies in product pricing and quality, as well as experiences that do not meet consumer expectations. Consequently, to enhance consumer brand loyalty, companies must actively listen to consumer aspirations to provide the highest quality products and services.

The relationship between social media marketing activities (X) and local brand loyalty (Y2), mediated by electronic word of mouth (E-WOM) (Z), indicates a significant positive impact. This finding is corroborated by the research conducted by Ibrahim and Aljarah (2018) and Awali and Astuti (2021), which also highlights the influence of social media marketing activities on local brand loyalty. The effectiveness of electronic word of mouth further supports this relationship. E-WOM refers to online word of mouth, encompassing recommendations, reviews, and both positive and negative narratives shared by consumers on digital platforms (Labsomboonsiri et al., 2022). When consumers share their positive experiences with local fast food products, they indirectly encourage their audience to try those products. Therefore, the implementation of social media marketing activities in the local fast food industry, bolstered by E-WOM, is likely to enhance consumer brand loyalty towards local fast food establishments.

The variable of nationality (M) moderates the relationship between social media marketing activities (X) and local brand loyalty (Y2), indicating a positive yet insignificant effect. Social media marketing efforts are directed towards providing consumers with information about local fast food products, including the introduction of new cultural elements incorporated into these offerings. For instance, local fast food companies may feature menu items with foreign names that are associated with specific countries or cultures, or they may align their products with current societal trends. This strategy is perceived to effectively capture consumer interest. However, the application of these new cultural elements within the local fast food industry tends to be transient. This transience arises from the overwhelming amount of information consumers receive, leading to rapid shifts in preferences and behaviors. This observation aligns with the findings of Hussain et al. (2023), which suggest that the speed at which consumers receive information through social media trends

accelerates changes in consumer tastes and market characteristics. Consequently, the dynamic nature of consumer preferences also impacts brand loyalty.

The variable of nationality (M) moderates electronic word of mouth (Z) in relation to local brand loyalty (Y2), indicating a positive yet insignificant effect. This situation arises from the differences in consumer preferences, which can also influence consumer loyalty towards a particular local fast-food brand. It suggests that regardless of the strength of positive comments and experiences shared about a brand, if these are not directed towards the appropriate consumer segment, they will not have a significant impact and will fail to foster brand loyalty. The experiences shared by individuals cannot be viewed as representative of the general public's experiences (Ly and Loc, 2017; Chang and Chieng, 2006). Therefore, to cultivate brand loyalty within the local fast-food industry, it is essential to consider consumer segmentation, allowing the industry to focus on creating engaging individual experiences to reach a broader market.

The variable of nationality (M) moderating local brand awareness (Y1) in relation to local brand loyalty (Y2) indicates that there is no significant impact. Despite international issues leading to boycotts against certain brands, this does not apply to several brands that have established and robust markets. This finding aligns with Herdiansyah et al. (2024), who suggests that international issues or boycott actions do not deter consumers from purchasing products from those brands. This consumer behavior can be attributed to the strong affinity that consumers have developed for the products of these brands, rendering them unaffected by international controversies. Furthermore, although many brands offer new experiences to consumers, some individuals remain loyal to existing local fast-food brands, influenced by factors such as affordability, quality, and taste. Therefore, in the local fast-food industry, it is essential not only to focus on product creation but also to maintain consumer loyalty through considerations of price, quality, and flavor.

Conclusions

The findings indicate that social media marketing activities have a positive and significant effect on local brand awareness and local brand loyalty. However, local brand awareness does not significantly mediate local brand loyalty. Electronic word of mouth (E-WOM) effectively mediates the connection between social media

marketing and brand loyalty. In contrast, nationality does not effectively moderate the influence of social media marketing, brand awareness, and electronic word of mouth on brand loyalty. It is recommended that local fast food industries enhance their marketing strategies via social media. Future research can explore deeper into informativeness and personalization in social media to enhance brand loyalty.

Declarations

Conflict of interests The authors declare no competing interests.

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