

# **Marketing Characteristics Through Social Media That Are Able To Produce Brand Equity And Consumer Response Through Consumer Interest**

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**Abstract**— The internet is not a strange thing in people's lives, now with the internet, it is easier for people to communicate between regions and between countries. Internet, which stands for inter and networking, is a collection of computer networks and various types that communicate with each other using a communication standard. The method used in this literature search is the systematic literature review (SLR) method. By using this method, researchers can carry out systematic reviews and journal identification in which each process follows the steps that have been determined. Based on the results of the review search for the article above, the researcher can conclude: (1) there are so many articles about the characteristics of good social media, and affect many factors so that researchers find many new problems that are interesting to research. (2) Some articles state that the main characteristics that must be owned are attractive and customization so that it can affect the brand equity of a brand.

**Keywords**— Marketing Characteristics, Social Media, Brand Equity And Consumer Response.

## **I. INTRODUCTION**

The internet is not a strange thing in people's lives, now with the internet, it is easier for people to communicate between regions and between countries. Internet, which stands for inter and networking, is a collection of computer networks and various types that communicate with each other using a communication standard [1]. Internet development also affects economic activity.

The buying and selling activities that were previously carried out conventionally have now changed with the advent of the internet. People find it easier to find the desired item, no need to face the seller face to face anymore. This becomes an opportunity or even a threat for a company. Sometimes these changes create panic for the company, even though these changes can be an opportunity to improve the company in various ways. Therefore, companies must be smart in determining product marketing strategies in order to become the main choice of consumers. [2]

One strategy that can be done is promotion, which is an element of the marketing mix where there is a meeting between sellers and buyers through communication [3]. One of the marketing done through internet media is using social media. Social media such as Twitter, Instagram, Facebook and Youtube are widely used for marketing media. According to a survey from Hotsuite in January 2019, internet users in Indonesia are 150 million people out of the 268.2 million population of Indonesia. 130 million people are social media users. Judging from the survey data, social media is one of the media that promises good prospects for promotional activities to improve the brand image itself. [4]

The power to lure people to buy the product or service it represents. A strong brand will make a product more prominent even though it is among similar products circulating in the market. Brand can be used as a company representation and cannot be separated from the existence of the product. [5] Brand equity itself provides value for

consumers by increasing self-confidence in purchasing decisions so that it is expected that with a strong brand equity from the company, consumers will choose the company [6]. Brand equity affects the formation of a consumer response, if the brand equity is positive then a positive consumer response will certainly be formed. Purchase intention is a combination of consumer interest and the possibility of buying a product [7].

Social media is one of the most promising new marketing media, but to grab the attention of the public, the social media pages of companies or related organizations are required to have attractive entertainment characteristics, facilitate interaction with new customers or potential customers, appear in accordance with current trends, be communicative with customers or potential customers, as well as social media from companies / organizations that can generate good e-word of mouth in the community. [8] Therefore, other organizations / companies must be serious about their social media, because with social media, people find it easier to find information. In addition, with social media, the community is more flexible in submitting questions or criticism and suggestions compared to using old media such as telephone.

## II. METHOD

The method used in this literature search is the systematic literature review (SLR) method [9]. By using this method, researchers can carry out systematic reviews and journal identification in which each process follows the steps that have been determined [10]. This method consists of three steps, namely: planning, action, and reporting. The planning stage will explain the reasons why the researcher conducted the research and the objectives of the research. The action stage is the stage where the review is carried out. The last stage is the reporting stage, the stage where the results of this research review are presented. [11]

1. *Planning*; this stage is the stage where the researcher explains the reasons and goals of this research. The reason the researchers conducted this research was to determine the characteristics of good social media in order to attract buyers [12]. Meanwhile, the purpose of this research is that business owners who use social media in their marketing channels can find out the characteristics of good social media so that they can attract public attention which will certainly affect brand equity and good consumer response. Therefore, the research question arises
2. *Action*; at this stage is the stage where the review process is carried out. In this study, researchers used the Elsevier database, Google Scholar, the Higher Education Research Guard, and the National Library of the Republic of Indonesia [13]. The exclusion criteria in this study were not selecting articles that were more than 10 years ago, articles that were incomplete, and also those that did not use languages other than English and Indonesian.
3. *Reporting*; based on the search results, there were many articles that supported the topic, and found 10 articles that matched the researchers' criteria. Here are 20 of these articles:

NO.	Title, Author and Year	Problem	Research methods	Result
1.	<i>Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior</i> Godey et al. (2016) [5]	<ol style="list-style-type: none"> <li>1. The role of social media, Brand Equity and Consumer response to brands.</li> <li>2. What are the components that influence the formation of a good social media</li> <li>3. Analyze the main components of good social media creation.</li> <li>4. Measure the influence of SMME and brand equity on the creation of brand loyalty, brand preference, and the likelihood of brands asking for a premium price for their products</li> <li>5. Compare the</li> </ol>	<i>Quantitative Survey Targeting.</i>	<ol style="list-style-type: none"> <li>1. Found a new SMME Framework.</li> <li>2. The 5 new elements of social media that have not been found in previous research are proven to influence the formation of brand equity and consumer response.</li> <li>3. SMME has a positive effect on brand equity of a brand.</li> </ol>

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		results obtained in four countries.					academic services has not been able to meet the expectations of students as customers who expect the best educational service standards or equivalent to the A accreditation from BAN-PT. This condition will certainly provide a negative image for students studying at UNP.		academic services and the image of the institution have a significant effect on UNP student satisfaction.
2	Marketing Strategies Through Social Media and Student Purchase Interest  Kurniawati & Arifin (2016) [1]	1. This study looked at the relationship between the Brodo Footwear marketing strategy through Instagram and the buying interest of USU's FISIP students.  2. What are the factors that influence student interest in providing Brodo Footwear products	Method correlational quantitative research	It is known that an overview of the online marketing communication strategy on Instagram is to provide attractive images and detailed information about the products that accompany photos (captions) such as product materials, colors and prices that are easy to understand. The important role of hashtags in marketing through Instagram. Brodo Footwear has succeeded in attracting students' attention to their products but has only generated little interest in buying their products. Respondents expect product prices that should be clarified in each product photo.					
3	Instagram as an SME Promotion Tool Jersey Futsal Bandung  Amran et al. (2018) [4]	Providing digital marketing knowledge and training on usage The right and effective Instagram social media is really needed by UKM in facing the digital marketing era. The purpose of this research is to find out whether the selection of Instagram social media as a training topic has been exactly according to the choice of the customer Jersey Futsal Bandung; which digital media who most influence customers to buy the product; what is existence digital media influence consumer decisions in buying products; and whether consumers get satisfaction in buying products through existing digital media.	Survey method for obtaining primary data with distributing questionnaires to respondents to fill in some questions Closed structured.	Instagram is the media that most influences customers to buy products. The existence of digital media, especially Instagram social media, also greatly influences customer decisions in purchasing products. Customer satisfaction by buying products through digital media is mostly in a satisfied and very satisfied position. Products that are sought after in digital media are futsal jersey products, the gender is dominated by men, the level of undergraduate education and employment as an employee.					
4.	The Influence of Academic Service Quality and Institutional Brand Image on Student Satisfaction of Padang State University  Susanto (2012) [12]	The community positions UNP's image as a grade 2 university after Andalas University in West Sumatra. The quality of UNP academic services has not shown maximum performance when referring to the assessment of BAN-PT, especially for non-educational majors. In other words, the quality of UNP's	Causative research with a survey method to explain the influence between the quality of academic services and the brand image of the institution on student satisfaction at UNP.	The quality of academic services has a significant effect on student satisfaction at UNP. This means that the quality of academic services that can meet student expectations will provide satisfaction for them to study at UNP. The quality of academic services has a significant effect on the brand image of the institution. The quality of					
5.	Sharia marketing assisted by social media: strategic contestation to increase selling power  Muali & Nisa, (2019) [14]						At the beginning of its appearance, the marketing concept applied by Cipta Sakinah's work (research site) through direct marketing, in the form of spreading information by word of mouth and print media. However, the marketing carried out is considered ineffective	Qualitative descriptive	The sharia marketing strategy carried out by PT Karya Cipta Sakinah puts forward the elements of sharia consisting of promotion, price, place, and product without elements of PT Karya Cipta Sakinah implements sharia marketing using social media in the form of a Facebook application by creating an account, opening and receiving complaints, opinions, criticisms and suggestions from the public (consumers). Not only in terms of marketing through social media to facilitate access to buying and selling, companies provide installments / credit through social media.
6.	Analysis of the effect of brand equity on consumer purchasing decisions (Study on Isotonic Drinks Fatigon Hydro Consumers in Purwokerto)  Kurniawan, (2010) [8]						The problem which is the basis of this research is the decrease in the sales volume of Fatigon Hydro in the sales area of Banyumas Regency. Consumer purchasing decisions are influenced because consumers are faced with many alternative brands of isotonic drinks that exist. The research problem is: "How does brand equity influence the purchase decision of Fatigon Hydro brand isotonic beverage?". This can produce various kinds of answers, but this study specifically examines brand equity in influencing consumer purchasing decisions of Fatigon Hydro brand isotonic drinks.	Quantitative	Based on the results of research on the effect of brand equity (brand awareness, brand association, perceived quality and brand loyalty) on consumer purchasing decisions at Fatigon Hydro in Purwokerto, it can be concluded that the dependent variable (purchase decision) proved to be significantly both simultaneously and partially influenced by all variables. independent (brand awareness, brand association, perceived quality, brand loyalty) were used in this study. Of the variables in this study, the most dominant influence on the dependent variable (purchase decision) is the brand loyalty variable, meaning that this variable is the most important in influencing the purchase decision of Fatigon Hydro isotonic drinks.
7.	The relationship between demographic variables and consumer responses to the TOP Coffee brand coffee						A person's income can positively and significantly influence the intention to adopt a new product (Wang et al., 2008). So based	Quantitative	1. The age of respondents over 30 years has a better consumer response than the age of respondents under or equal to 30 years, meaning that the higher the age of the

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	advertisements in Denpasar City. Wadi & Rahanatha (2013) [10]	on the results of this study it is concluded that a demographic variable (namely: gender, age, education and income) is very influential on a decision to use or buy a product. This is because every different demographic of a person has a level of need and understanding of a product that is different for each individual. So that each person's demographics can directly influence the response shown by each consumer. Based on the explanation of previous studies, there is an opportunity to conduct further research by integrating demographic variables and consumer response variables.		consumer, the better the consumer response to the TOP Coffee brand coffee product advertisements. 2. Respondents' income below or equal to 2 million has a better consumer response than respondents with an income of more than 2 million, meaning that the lower the consumer's income will have a better consumer response to the TOP Coffee brand coffee product advertisements. 3. The gender side, the responses shown between male and female respondents have differences, where male respondents have a better consumer response than female respondents, meaning that male gender has a higher consumer response. 4. The education level of SMA / SMK respondents has a better consumer response than respondents with a tertiary level of education, meaning that the lower the education level of the respondents will have a better consumer response to the TOP Coffee brand coffee product advertisements.					activity, training was carried out using social media as a marketing tool, From a series of activities, it is hoped that it will be able to improve a more manageable management system, then. The existence of better financial administration management in accordance with standardized financial management rules in PSAK so that company revenues can be measured. There is an increase and expansion of marketing through online marketing for service users offered by Smart Club Bandung.
8.	Implementation Of Social Media Utilization To Increase Income At The Smart Club Bandung Learning Institute. Putriyandari et al. (2018) [7]	There are advantages and disadvantages to using social media. The advantages include the ease of obtaining data from media users via the internet or a computer application base without having to manually sort out the data. Several Company-relevant advantages are included making it easier to form new businesses, upgrade existing firms, increase merchandise sales, and receive job recommendations. The drawbacks of social media for marketers may be concerned about spending a large amount of capital to provide assurance to media users to ensure that users of the information obtained from them will not be misused.	Qualitative	Equipment development is carried out in order to be able to improve service products offered by UMK Smart Club Bandung, this activity is carried out by providing various information related to product innovation and creativity and the development of existing equipment. In training related to access to capital was carried out to provide information to MSEs Smart Club Bandung entrepreneurs, the information provided was related to capital by inviting presenters who competent in their field. In training related to online marketing or using social media, it was carried out to provide understanding to the SME Smart Club Bandung entrepreneurs the understanding given regarding the use and management of social media as well as the positive impact of the use of social media. In this					
9.	The Influence of Promotion in Social Media and Word of Mouth on Purchasing Decisions (Case Study at Kedai Bontacos, Jombang). Pamungkas & Zuhroh [13]	Knowing and explaining the effect of promotion through social media and word of mouth on consumer purchasing decisions at Bontacos stores either partially or simultaneously.	Quantitative						Promotion via social media into a marketing strategy which is quite effective, and is supported by positive word of mouth will be able to entice consumers to do purchase at a Bontacos store.
10.	Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Kim & Koo (2012) [15]	As the luxury business environment is undergoing a rapid change, this research will redefine the properties of luxury brands that affect their performance so as to guide businesses to manage and elevate them. This research will propose a strategy to enhance brands' performance by defining specific factors relating to customer equity and purchase intention. Moreover, the findings will enable luxury brands to forecast customer purchasing behavior and manage their customer equity and social media activity as well.	Quantitative						Concerning the relationship between purchase intention and customer equity, which can be redefined as a short-term attitudinal variable and a long-term behavioral variable, the two factors connect each other highly. Luxury fashion brands should continuously invest their efforts to improve value equity and brand equity because both equities affect purchase intention. As SMM activities influence these factors, taking social media marketing into account can be a possible solution.
11.	Marketing Through Social Media: Antecedents And Consequences La Moriandyah (2015) [16]	The use of Social Media is growing very rapidly in Indonesia, so marketers are using social media as a marketing tool. A lot of research or research that examines marketing through social media (Social Media Marketing). To	study of literature						Social media is a marketing communication tool that can be categorized based on the reasons or motivation of marketers to use social media (antecedents) and the target of the marketing program (consequences) that can be achieved using social media.

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		further optimize marketing through social media, marketers' motivations or reasons and the results that can be achieved through social media marketing must be explained. in order to develop other marketing strategies				Marketing Communication And Alfamart Brand Equity	relationship of direct marketing to Alfamart brand equity. know the relationship of interactive marketing to Alfamart brand equity. know the relationship between corporate design and Alfamart brand equity.	sampling	showed that dimension of integrated marketing communication consists of Advertising, Sales Promotion, Personal Selling, Public Relation, Direct Marketing, Interactive Marketing, and Corporate Design together influence Alfamart Brand Equity. While partially, only Sales Promotion, Personal Selling, and Corporate Design has significantly influence Alfamart Brand Equity
12.	Online Shop Promotion Strategy Through Social Media In Building Brand Engagement  Fani Puspitasari dan Henni Gusfa (2016) [17]	Knowing the description of the Instagram social media promotion strategy, currently widely used by companies, organizations and individuals to create online shops.	Case study	The online shop promotion strategy carried out by Hijab Sally Heart using image and video content carries the theme of Muslim women and the concept of friendship to create communication with consumers through social media Instagram as the medium used. With the implementation of the content created, it results in a spiritual emotional engagement between the online shop and consumers	17.	Media Marketing Exposure Study Through Instagram Posts Against Sumoboo Customer Brand Equity! (Explanatory Analysis of the #WTFoodies Food Blogger Community)  Rustono Farady Marta dan Denise Monica William (2016)	The purpose of this study was to determine the effect of SumoBoo! Dessert photo exposure through social media Instagram to the SumoBoo! Customer brand equity, and is expected to prove that social media can be one effective media campaign in accordance with the development of today's digital economy.	Linear regression	From the research it can be seen that the influence of exposure of Instagram as social media to brand equity is positive and significant
13.	Influence Of Social Media Network Marketing And Consumer Relationship Towards Consumer Buying Intentions  Rudyanto (2018) [18]	To find out the effect of social media network marketing and consumer relationship towards consumer buying intentions	Quantitative research by developing an online questionnaire to test the research model and hypothesis	First, this study expands the knowledge of how social media network marketing affects consumer purchase intentions. In the world of technology that is rapidly developing in Jakarta and all regions of Indonesia, it has led to the very rapid growth of social media use, and a lot of research on social media networks in the context of the country. The research findings empirically support the number of consumers who use social media facilities such as Facebook, Youtube, Twitter, LinkedIn, Instagram, Google+, Line, and others.	18.	Analysis of the Influence of Brand Equity Factors for Honda Motorcycles on Purchasing Decisions of Consumers in Bandung City  Albert Soebianto (2014)	The problem in this research is to analyze whether the factors of brand equity which consist of brand awareness, quality impression, brand association and brand preference have a partial and simultaneous effect on purchasing decisions for Honda motorbikes.	Quantitative descriptive	The test results show that brand awareness, quality impression, brand association, and brand preference partially influence purchasing decisions for Honda motorbikes in Bandung.
14.	Product Marketing Strategy Through Advertising Media  Pujianto (2003)	Knowing the relationship between market segments and advertised products will generate positive responses from consumers which will certainly benefit producers.	Literature review	Advertising is one of the promotional media in marketing products aimed at consumers to react to consuming the products offered. The strategy that is often used by manufacturers in marketing their products through advertising media is to target certain market segments.	19.	The Influence Of Prices, Social Media Marketing And Brand Equity On Customer Purchase Decision Through Consumer Response As Intervening Variables In The Umroh Conversion Of Pt Saraya Anugrah In Sidoarjo  Dwi Mariana Masruroh , Sigit Sardjono , Abdul Halik (2019)	The purpose of this research are to analyze the influence of social media marketing and brand equity towards customer purchase decision through consumer response as a variable intervening oh umroh pilgrims PT Saraya Anugrah in Sidoarjo	This research uses analytical method with two methods in the analysis process namely first covariance based structural equation modeling method (CBSEM)	1. Price perception has a positive effect and significant to consumer responses 2. Price perception has a positive effect and significant to customer purchase decision 3. Social media marketing has a positive effect and significant to customer responses 4. Social media marketing has not positive effect and significant to customer purchase decision 5. Brand equity has a positive effect and significant to customer responses 6. Brand equity has not positive effect and significant to customer purchase decision 7. Consumer respons has a positive effect and significant to customer purchase decision
15.	The Effect Of Social Media Marketing On Willingness To Pay Premium Price Through Brand Equity On Estee Lauder Consumers  Thelma Leviana (2019) [19]	This study aims to determine the effect of social media marketing on willingness to pay premium price, social media marketing on brand equity and the effect of brand equity on willingness to pay premium price on Estee Lauder customers.	Quantitative	Social media marketing has a significant effect on willingness to pay premium price, social media marketing has a significant effect on brand equity and brand equity has a significant effect on willingness to pay premium price for Estee Lauder customers in Surabaya.	20.	Marketing	The purpose of	Explanatory	The results of this

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	Influence And Brands Of Social Media Equity Activities Concerning Customer Response Studying At Hotel Pudu Sentral, Kuala Lumpur, Malaysia  Ai Sri Kusmayanti, Vina Oktaviana, dan Gugyh Susandy (2020)	this study was to determine the effect of social media marketing and brand equity on customer responses. With hypothesis testing.	Research	study indicate that the social media marketing activity variable (X1) to the customer response variable (Y) has no positive effect. 1.

### III. RESULTS AND DISCUSSION

The critics about above literature review such as follows: Only measure the luxury sector, results are determined by the cultures of various countries, the need to add another dimension. Socio-demographic variables such as gender, age, income, and education, may have a significant, or moderating effect, on the conceptual model and can be included in future analyzes for a more thorough understanding of the studied phenomena. Increase literacy so that it can link with other dependent variables. More related to other things related to marketing. This study only focuses on the study of 4 variables, namely brand awareness, brand association, perceived quality, and brand loyalty so that it is only able to explain 64.5% of the variation in consumer purchasing decisions and the remaining 35.5% is explained by other causes outside. model. The addition of new variables or new indicators needs to be done in future research in order to produce a broader picture of the research problem being researched.

### IV. CONCLUSION

Based on the results of the review search for the article above, the researcher can conclude:

1. There are so many articles about the characteristics of good social media, and affect many factors so that researchers find many new problems that are interesting to research.

2. Some articles state that the main characteristics that must be owned are attractive and customization so that it can affect the brand equity of a brand.

The characteristics of good social media must be properly understood by every business owner who uses social media as a marketing channel. Because in many studies, it is stated that good social media greatly affects brand equity. Therefore, research related to this matter can be used as a reference for researching the characteristics of good social media.

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