Response of the Millennial Generation to Brand Communications on the Brand Equity of Social Media

Budi Astuti*
Economics Faculty, Department of Management,
Universitas Islam Indonesia

Ogi Bayu Setiyadi
Economics Faculty, Department of Management, Universitas Islam Indonesia

ABSTRACT

This research aims to define and analyze the influence of social media brand communication on the Consumer-Based Brand Equity (CBBE) model. In addition, this research analyzes the direct relationship between social media brand communication and each CBBE dimension as well as the relationship among the dimensions of the CBBE model. On the basis of the structural equation modeling test, results confirm that firm-created social media brand communication has a significant influence on brand awareness/brand association and quality perception but has no significant effect on brand loyalty. Moreover, user-generated communication has no significant effect on the three dimensions of the CBBE model. The relationship among CBBE dimensions shows that brand awareness or brand association influences quality perception but has no significant effect on brand loyalty and that quality perception has a significant effect on brand loyalty.

Keywords: brand awareness, brand loyalty, perceived quality, social media brand communications

1. INTRODUCTION

The rapid development of today's world technology cannot be overlooked. Currently, most companies, thus, employ technology in their business competition locally and globally. Companies may engage this technology, especially through the use of the Internet, to optimize the promotion and delivery of any information to the public about their brands and products.

The breakthrouth in marketing communications through the technology engagement has encouraged companies to seek for brand-new marketing strategies that can positively affect brand communications, which is one of the most crucial tools for a competitive advantage. Company-created marketing communications are expected to establish the process of brand creation on the basis of the perception of customers. This type of communication is sustainably performed by positively bringing the process of brand creation on the basis of the perception of customers by engaging them in their daily life. According to several experts, such as Keller (2009), communication can strengthen the dimension of brand equity as how brand awareness, brand association, and brand loyalty do (Zailskaitė-Jakštė & Kuvykaitė, 2016).

Departing from the emergence of this modern change in the marketing communication, the researcher was attracted to bring this issue into a reasearch,

particularly in the utilization of technology in term of social media of instagram. Currently, Instagram is considered one of the social media platforms that people use on a daily basis, especially by adolescents. The statistical data corroborated that the number of the world's Instagram users in 2013 was 150 million, which had doubled into 300 million in 2014. This number continuously increased into 400 million and 600 million in 2015 and 2016, respectively, (Statista Inc, 2017).

Instagram can offer brand communications beyond the control of companies or widely known as "user-generated brand communications" in addition to brand communications created by companies, which are also known as "firm-created brand communications". Distinguishing between firm-created and user-generated social media communications and investigating the effect of these two forms of social media communications independently are crucial. Firm-created social media communications should be under the control of marketers and brand leaders. On the other hand, user-generated social media communications are independent from the control of companies (Kshetri, Anita & Jha, Bidyanand, 2016).

Therefore, the following questions should be addressed. (1) What is the effect of brand communication quality on brand equity through the use of Instagram? (2) How effective is the user-generated communication compared with the firm-generated communication?

2. LITERATURE REVIEW AND HYPOTHESES

2.1 Social Media Serves as the Brand Communication

Hanaysha (2016) asserted that the main objective of social media engagement for the company is to empower the customers to show their perception of the products or services of the company within the public domain. Many customers believe that the use of social media can facilitate their communication, opinion sharing, and perspective faster and more readily generate news compared with the tradonal way of looking for information (Severi, Ling & Nasermoadeli, 2014). Social media changes the traditional marketing communication, which was previously commonly employed by the company, into a marketing communication, which can also be employed and created by the customers. To show the impact of brand communications, we are going to distinguish them according to two methods, namely, the firm-created communication and the user-generated social media brand communication (Bruhn et al. 2012). The company can provide an interactive communication for their customers and enable them to talk directly through the web. Social media enables the company to promptly respond to the problems, claims, and feedback communicated by the customers. Social media also facilitates a two-way communication for both parties and can distribute the information widely as well as spam the viral information with minimal budget (Alhaddad, 2015). Furthermore, Wahyono et al. (2017) asserted that the use of social media contributes positively to retail sales performance and consumer–retailer loyalty.

2.2. Brand Equity

According to Aaker (1992), a typical powerful brand can be observed from four brand equity dimensions: brand awareness, brand association, brand loyalty, and perceived quality. Brand awareness refers to the ability of the customer to recall the brand among different situations. Currently, brand equity has turned into the most

notable topic among researchers and academics. However, inconsiderable research on the building of the multi-faceted brand equity has been conducted. Communication on Consumer-Based Brand Equity (CBBE) focuses on the conceptual multi-faceted brand equity and measurement on the individual consumers (Schivinski & Dabrowski, 2014).

2.3.   Impact of Social Media Brand Communication on Brand Awareness

Hoeffler and Keller (2002) verified that, when a product has a significant brand awareness, the consumer will think about this type of brand every time he or she purchases and develops an intention toward the related product. Nevertheless, Yaseen et al. (2011) proved that firm-created communication brings no significant effect toward brand awareness and customer loyalty. Brand awareness plays an important role in the consumer's decision-making with the consideration of three benefits: learning benefit, consideration benefit, and option benefit (Keller K. L., 1998). One of the advantages of communication through the use of social media is the ability to reach out to a wide range of consumers given that they are in search of information. Furthermore, this method provides the company an opportunity to enhance brand awareness and brand association, which ultimately results in the creation of a good brand image (Alhaddad, 2015). This fact reflects that, for the purpose of establishing a solid relationship with a brand, communication experience and support of other networks are highly required. According to the aforementioned literature, the following hypotheses could be formulated:

H1a: Firm-created social media brand communication positively affects brand awareness/brand association.
H1b: User-generated social media brand communication positively affects brand loyalty.

2.4. Impact of Social Media Brand Communication on Brand Loyalty

According to Schivinski and Dabrowski (2014), communication relationship on social media can be achieved directly or by prior moderation through brand awareness/brand association as well as perceived quality for establishing brand loyalty. Schivinski and Dabrowski (2014) elucidated that media communication should not only be firm-created but also user-generated. Oliver (1997) conceptualized that brand loyalty, as the commitment retained by the consumer, can be shown by the re-purchase activity of a ceratin product and a consistent purchasing in the future. Market situation and condition may lead into a behavioral shifting. Yoo et al. (2000) proved that brand loyalty is the heart of brand value. A successful marketing relationship program has an ability to influence the purchasing intensity and enhance the customer's loyalty, as well as the company's performance through such a robust relationship (Mittal, Kumar & Tsiros, 1999). According to the aforemetioned studies, the following hypotheses could be formulated:

H2a: Firm-created social media brand communication positively affects brand loyalty.
H2b: User-generated social media brand communication positively affects brand loyalty.

2.5.   Impact of Social Media Brand Communication on Perceived Quality

Social media communication may enable the company to provide information and shape the customer's perception of the brand (Brodie et al., 2013). On the other hand, user-generated social media brand communication also becomes the information source for the consumer (Li & Bernoff, 2011). User-generated brand communication is the vital facility where the consumers can obtain the information they need regarding the products and brand quality (Riegner, 2007). It shows that user-generated brand communication can directly affect the perception of the brand and brand quality (Schivinski & Dabrowski, 2014). Meanwhile, on the basis of the research of Soewandi (2015), it revealed that firm-created social media brand communication has a positive correlation with the quality perceived by the consumer on the respective brand. Nevertheless, Soderberg and Wissinger (2014) validated that social media communication can positively and negatively affect brand equity. Accordingly, the research hypotheses proposed are as follows:

H3a: Firm-created social media brand communication positively affects perceived quality.
H3b: User-generated social media brand communication positively affects perceived quality.

2.6. Correlation among the CBBE Dimensions

Communication stimulus done by the company on the brand or the product can boost the positive effect on the customer as the stimulus recipient. Their high association level and perceived quality can enhance their brand loyalty (Keller et al., 2003). Meanwhile, Zeithaml (1988) corroborated that "the perceived quality is the customer's evaluation regarding the product's superiority as a whole."

Aaker et al. (1991) claimed that building brand equity is done by increasing the consumers' awareness of the brand; hence, the brand association will start to grow in their minds. When someone learns about the brand, the brand association will automatically be recorded in this consumer and will continue to be in contact with the brand quality, there by affecting the consumer's perception on brand quality, which ultimately leads to brand loyalty. Therefore, in the brand communication context on social media, we can assume that the correlation among the CBBE dimensions can be formulated into these following hypotheses:

H4: Brand awareness/brand association positively affects brand loyalty.
H5: Brand awareness/brand association positively affects perceived quality.
H6: Perceived quality positively affects brand loyalty.

3. RESEARCH METHOD

For the definition of the effect that resulted from brand communication quality against brand equity in terms of the use of Instagram, primary data were collected through questionnaires. The respondents in this research were Instagram users in the millennial generation, following an account of a specific company and Instagram users in common. The millennial generation is also called generation y. This group is composed of individuals born between 1980 and 2000 (Septiari, ED dan Kusuma GH, 2016). For the type of brand communication used by the company, the selected brand's official account must have at least 500 followers and must actively upload two activity

posts in a week, and they must contain news related to the advertisement communication of the brand's product. A survey for 117 respondents was done through a purposive sampling technique.

4. RESULTS

4.1. Characteristics of the Respondents

The data of the respondents in Table 1 show that males account for 23.1 percent of the total respondents and that females account for 76.9 percent of the total respondents. The dominating respondents are from the student group, which account for 81.2 percent of the total respondents. The second largest group is composed of private employees, which account for 10.2 percent, and entrepreneurs, which account for 1.7 percent.

Table 1: Characteristics of the Respondents

Gender	Frequency	Percentage
Male	27	23.1%
Female	90	76.9%
Status	**Frequency**	**Percentage**
Student	95	81.2%
Private employee	12	10.2%
Entrepreneur	2	1.7%
Others	8	6.9%

4.2. Description of Research Variables

The results of the descriptive analysis on the variables firm-created, user-generated, brand awareness/brand association, brand loyalty, and perceived quality are presented below.

4.2.1 Respondents' Perception of Firm-created Communication

The results of the descriptive analysis in Table 2 show that the average of the respondents' assessment of firm-created communication is 4.06, which belongs to the criterion "Agree." The highest assessment is 4.25, which belongs to the criterion "Strongly agree" in the indicator "Information clarity", and the lowest assessment is 3.80, which belongs to the criterion "Agree" in indicator "Information completeness". Therefore, Instagram users have agreed on the firm-created communication, which covered the information clarity, information completeness, and the attractiveness of the brand communication.

Table 2: Description of the Firm-created Communication Variable

Item number	Firm-created indicators	Mean	Criteria
FC1	Information clarity	4.25	Strongly agree
FC2	Information completeness	3.80	Agree
FC3	Attractiveness of brand communication	4.13	Agree
Mean of the firm-created variable		4.06	Agree

4.2.2 Respondents' Perception of User-generated Communication

Table 3 shows that the mean of the assessment of the respondents on user-generated communication is 4.05, which belongs to the criterion "Agree." The highest assessment is 4.14, which belongs to the criterion "Agree" in the indicator "Information clarity", and the lowest assessment is 3.93, which belongs to the criterion "Agree" in the indicator "Information completeness". Therefore, Instagram users have agreed on user-generated communication in information clarity, attractiveness of communication, and information completeness.

Table 3: Description of the User-generated Variable

Item number	User-generated indicators	Mean	Criteria
UG1	Information clarity	4.14	Agree
UG2	Information completeness	3.93	Agree
UG3	Attractiveness of brand communication	4.08	Agree
Mean of the user-generated variable		4.05	Agree

4.2.3 Respondents' Perception of Brand Awareness/Brand Association

Table 4 shows that the mean of the assessment of the respondents on brand awareness/brand association is 4.30, which belongs to the criterion "Strongly agree." Meanwile, the highest assessment is 4.43, which belongs to the criterion "Strongly agree" in the indicator "Ability to recognize a brand", and the lowest assessment is 4.19, which belongs to the criterion "Agree" in the indicator "Ability to recognize the characteristics of a brand". Therefore, Instagram users have a very good brand awareness.

Table 4: Description of the Brand Awareness/Brand Association Variable

Item number	Brand awareness/brand association indicators	Mean	Criteria
BA1	Ability to recognize a brand	4.43	Strongly agree
BA2	Ability to recognize the characteristics of a brand	4.19	Agree
BA3	Position of the brand in the memory of consumers	4.29	Strongly agree
Mean of the brand awareness/brand association variable		4.30	Strongly agree

4.2.4 Respondents' Perception of Brand Loyalty

The results of the descriptive analysis of the brand loyalty variable are presented in Table 5, which shows that the mean of the assessment of the respondents is 3.54, which belongs to the criterion "Agree." Meanwhile, the highest assessment is 3.61, which belongs to the criterion "Agree" in the indicator "Measurement of the satisfaction", and the lowest assessment is 3.42, which belongs to the criterion "Agree" in the indicator " Measurement of the substituting costs". Therefore, Instagram users have a good level of brand loyalty.

Table 5: Description of the Brand Loyalty Variable

Item number	Brand loyalty indicators	Mean	Criteria
BL1	Measurement of the substituting costs	3.42	Agree
BL2	Measurement of the satisfaction	3.61	Agree
BL3	Measurement of the commitment	3.60	Agree
Mean of the brand loyalty variable		3.54	Agree

4.2.5 Respondents' Perception of Perceived Quality

Table 6 shows that the mean of the assessment of the respondents on perceived quality is 4.09, which belongs to the criterion "Agree." Meanwhile, the highest assessment is 4.22, which belongs to the criterion "Strongly agree" in the indicator "Brand product quality", and the lowest assessment is 4.02, which belongs to the criterion "Agree" in the indicator "Trust in a brand".

Table 6: Description of the Perceived Quality Variable

Item number	Perceived quality indicators	Mean	Criteria
PQ1	Brand product quality	4.22	Strongly agree
PQ2	Trust in brand	4.02	Agree
PQ3	Fit between price and quality	4.04	Agree
Mean of the perceived quality variable		4.09	Agree

4.3. Data Validity and Reliability Tests

The validity testing was conducted using the Confirmatory Factor Analysis (CFA), which contains the measurement of construct validity, namely, convergent validity. Based on the output results in Table 7, the standardized loading estimate for all indicators had a loading value of more than 0.50, which means that all indicators had a statistically significant loading factor.

Table 7: Standardized Loading Estimate (Standardized Regression Weights)

	Variables	Estimation
BL1 ←	Brand loyalty	0.802
BL2 ←	Brand loyalty	0.901
BL3 ←	Brand loyalty	0.891
PQ1 ←	Perceived quality	0.762
PQ2 ←	Perceived quality	0.847
PQ3 ←	Perceived quality	0.776
FC3 ←	Firm-created	0.646
FC2 ←	Firm-created	0.707
FC1 ←	Firm-created	0.740
UG3 ←	User-generated	0.653
UG2 ←	User-generated	0.708
UG1 ←	User-generated	0.753

BA1 ←	Brand awareness /Brand association	0.781
BA2 ←	Brand awareness /Brand association	0.696
BA3 ←	Brand awareness /Brand association	0.827

Meanwhile, the results of the testing on the research data reliability presented in Table 8 show that Cronbach's alpha reliability coefficient value is >0.70; thus, the reliability of the research data can be declared.

Table 8: Results of Reliability Test

Variables	Cronbach's alpha coefficient	Description
Firm-created (FC)	0.72	Reliable
User-generated (UG)	0.748	Reliable
Brand awareness/ Brand association (BA)	0.811	Reliable
Brand loyalty (BL)	0.894	Reliable
Perceived quality (PQ)	0.830	Reliable

4.4. Model Feasibility Test

Confirmatory analysis was conducted between exogenous variables and endogenous variables. In this research model, two exogenous variables, namely, firm-created and user-generated, and three endogenous variables, namely, brand awareness/brand association, brand loyalty, and perceived quality, were employed. Table 9 shows that the results met the predetermined cut-off; thus, the model is declared to be fit.

Table 9: Results of the Feasibility Test of Structural Equity Model (SEM)—Full Model

Criterion	Cut of value	Results	Evaluation
Chi-square	x^2 with df: 86; p: 5% = 108.648	104.503	Good
Probability	≥0.05	0.085	Good
RMSEA	≤0.08	0.043	Good
GFI	≥0.90	0.895	Marginal
AGFI	≥0.90	0.854	Marginal
TLI	≥0.90	0.971	Good
CFI	≥0.90	0.977	Good

4.5. Hypothesis Tests

After all model fit tests have been completed, hypotheses testing was then conducted. On the basis of the path coefficient (regression weights) of the results of the processed SEM in Table 10, the hypothesis test results can be interpreted as follows.

4.5.1. Testing of Hypothesis 1

The estimation parameter for the testing on the effect of firm-created (FC) social media brand communication on brand awareness/brand association (BA) shows a critical ratio (CR) value of 2.316 and a probability value of 0.02. As the path coefficient has a positive mark and the probability value is lower than 0.05, the hypothesis is declared to be accepted.

The estimation parameter for the testing on the effect of user-generated (UG) social media brand communication on brand awareness/brand association (BA) shows a critical ratio (CR) of 0.289 and a probability value of 0.772. Given that the path coefficient has a positive mark and the probability value is higher than 0.05, the hypothesis is declared to be rejected. Therefore, user-generated social media brand communication does not positively affect brand awareness/brand association.

4.5.2. Testing of Hypothesis 2

The testing of the effect of firm-created (FC) social media brand communication on brand loyalty (BL) shows a critical ratio (CR) value of −0.455 and a probability value of 0.649. Given that the path coefficient has a negative mark and the probability value is higher than 0.05, the hypothesis is declared to be rejected. Therefore, firm-created social media brand communication does not positively affect brand loyalty.

Meanwhile, the estimation parameter for the testing of the effect of user-generated (UG) social media brand communication on brand loyalty (BL) shows a critical ratio (CR) value of 0.45 and a probability value of 0.678. Given that the path coefficient has a positive mark but the probability value is higher than 0.05, the hypothesis is declared to be rejected. Therefore, user-generated social media brand communication does not positively affect brand loyalty.

4.5.3. Testing of Hypothesis 3

The estimation parameter for the testing of the effect of firm-created (FC) social media brand communication on perceived quality (PQ) shows a critical ratio (CR) value of 2.221 and a probability value of 0.026. Given that the path coefficient has a positive mark but the probability value is lower than 0.05, the hypothesis is declared to be accepted. Therefore, firm-created social media brand communication positively affects perceived quality.

Meanwhile, the estimation parameter for the testing of the effect of user-generated (UG) social media brand communication on perceived quality (PQ) shows a critical ratio (CR) value of −0.157 and a proability value of 0.875. Given that the path coefficient has a negative mark and the probability value is higher than 0.05, the hypothesis is declared to be rejected. Therefore, user-generated social media brand communication does not positively affect perceived quality.

4.5.4. Testing of Hypothesis 4

The estimation parameter for the testing of the effect of brand awareness/brand association (BA) on brand loyalty (BL) shows a critical ratio of 0.362 and a probability value of 0.718. Given that the path coefficient has a positive mark but the probability value is higher than 0,05, the hypothesis is declared to be rejected. Therefore, brand awareness/brand association does not positively affect brand loyalty.

4.5.5. Testing of Hypothesis 5

On the other hand, the estimation parameter for the testing of the effect of brand awareness/brand association (BA) on perceived quality (PQ) shows a critical ratio (CR) value of 3.082 and a probability value of 0.002. Given that the path coefficient has a positive mark and the probability value is lower than 0.05, the hypothesis is declared to be accepted. Therefore, brand awareness/brand association positively affects perceived quality.

4.5.6. Testing of Hypothesis 6

The estimation parameter for the testing of the effect of perceived quality (PQ) on brand loyalty (BL) shows a critical ratio (CR) value of 5.025 and a probability value of 0.000. Given that the path coefficient has a positive mark and the probability value is lower than 0.05, the hypothesis is declared to be accepted. Therefore, perceived quality positively affects brand loyalty.

Table 10: Path Coefficient (Regression Weights)

			Estimate	S.E.	C.R.	P	Label
Brand_Awareness	<---	Firm_Created	.515	.222	2.316	.021	par_2
Brand_Awareness	<---	User_Generated	.061	.212	.289	.772	par_4
Perceived_Quality	<---	Brand_Awareness	.509	.165	3.082	.002	par_6
Perceived_Quality	<---	User_Generated	−.042	.265	−.157	.875	par_8
Perceived_Quality	<---	Firm_Created	.675	.304	2.221	.026	par_9
Brand_Loyalty	<---	Firm_Created	−.173	.381	−.455	.649	par_1
Brand_Loyalty	<---	User_Generated	.128	.308	.415	.678	par_3
Brand_Loyalty	<---	Brand_Awareness	.075	.209	.362	.718	par_5
Brand_Loyalty	<---	Perceived_Quality	.851	.169	5.025	***	par_13
BL1	<---	Brand_Loyalty	1.000				
BL2	<---	Brand_Loyalty	1.000				
BL3	<---	Brand_Loyalty	1.000				
PQ1	<---	Perceived_Quality	.743	.078	9,502	***	par_7
PQ2	<---	Perceived_Quality	1.000				
PQ3	<---	Perceived_Quality	1.000				
FC3	<---	Firm_Created	1.000				
FC2	<---	Firm_Created	1.261	.176	7,179	***	par_10
FC1	<---	Firm_Created	1.000				
UG3	<---	User_Generated	.841	.129	6.533	***	par_11
UG2	<---	User_Generated	1,000				
UG1	<---	User_Generated	1.000				
BA1	<---	Brand_Awareness	1.000				
BA2	<---	Brand_Awareness	1.000				
BA3	<---	Brand_Awareness	1.257	.137	9.155	***	par_14

5. DISCUSSION

The results confirm a significant positive relationship between firm-created social media brand communication and brand awareness/brand association via Instagram. Moreover, the results corroborate that user-generated social media brand communication does not positively affect brand awareness/brand association via Instagram. Therefore, this research supports the results of the research conducted by Bruhn et al. (2012). Therefore, when a company performs brand communciation using Instagram, the use of brand communication created by company management is more effective compared with the use of contents created by Instagram users.

Another finding confirms the significant positive effect of firm-created social media brand communication on perceived quality. This result supports the research conducted by Loureiro (2013) who confirmed that online benefit in Internet banking significantly and positively affects perceived quality. The use of firm-created social media communication will affect the perception of consumers. This research also proves that user-generated social media brand communication does not positively affect perceived quality via Instagram. This finding supports the research conducted by Soderberg and Wissinger (2014) who affirmed that user-generated social media communication does not positively affect brand equity. Accordingly, Wissinger cannot state that user-generated social media communication positively affects brand equity, which contains brand awareness/brand association, brand loyalty, and perceived quality. Therefore, when a company performs brand communication using Instagram, generating the perception of consumers by using brand communication created by company management is more effective than generating the perception of consumers by using the contents created by Instagram users.

Another finding is in line with the previous research conducted by Schivinski and Debrowski (2014) who verified that firm-created social media brand communication does not affect brand loyalty. The application of brand communication by a company to costumers via Instagram is less effective in affecting consumer loyalty when using communication that is deliberately performed by the company management. This research also proves that user-generated social media brand communication does not positively affect brand loyalty via Instagram. This finding supports the research conducted by Wissinger (2014) who validated that user-generated social media communication does not affect brand equity. Accordingly, Wissinger cannot state that user-generated social media communication positively affects brand equity, which contains the dimensions brand awareness/brand association, brand loyalty, and perceived quality. Therefore, when a company performs brand communication to influence consumer loyalty, the use of Instagram is less effective.

Furthermore, our results confirm a relationship among CBBE dimensions, namely, brand awareness/brand association, perceived quality, and brand loyalty. The first research result proves that brand awareness/brand association positively affects perceived quality. This result is in line with the previous research conducted by Schivinski and Dabrowski (2014) who found that brand awareness/brand association positively affects perceived quality. Consumers who have been familiar with and have known about a particular brand will easily accept the perception toward the brand. The second result proves that brand awareness does not positively affect brand loyalty. This result supports the research conducted by Nguyen (2011) who asserted that brand awareness does not positively affect brand loyalty. The third result affirms that

perceived quality positively affects brand loyalty. Therefore, this finding supports the results of the research conducted by Brogi et al. (2013) who validated that perceived quality positively affects brand loyalty.

6. CONCLUSION AND IMPLICATIONS

Social media brand communication controlled by the company management via Instagram will be more effective in raising awareness in consumers about the brand and its effect on the perception of consumers compared with the social media brand communication not controlled by the company. In this case, the contents generated by consumers to disseminate the information about the brand via Instagram are less effective in raising awareness as well as familiarity in the consumers on the brand and do not affect the perception of consumers.

On the other hand, the communication promoted and information disseminated by the company management or not controlled by the company management via Instagram is less effective in creating consumer loyalty to the brand. This scenario is due to the different characteristics of each social media application, such as differences in the features of one application and another, differences in the functions of one application and another, and the limitations of an application to deliver information. Meanwhile, the relationship among the CBBE dimensions shows that brand awareness positively affects perceived quality but does not show its positive effect on brand loyalty. Moreover, perceived quality positively affects brand loyalty. This finding is in line with the results obtained from the effect of firm-created social media brand communication on brand equity. The formation of perceived quality requires clear, interesting information on the brand for the consumers to easily recognize and understand the information of the brand, which will help shape consumers' perception of the brand. However, this scenario does not apply in directly forming the consumer loyalty from the brand awareness/brand association variable. To shape consumers' loyalty, consumers' perceived quality of the brand should be built first. The results of this analysis prove that firm-created social media brand communication does not positively affect brand loyalty.

Therefore, to build perceived quality of a brand, a company should focus on performing brand communication to the consumers within its own control. This approach can be done by creating an official account of a brand and by generating regular posts from time to time with clear contents and added with hashtags. To keep the consumers loyal to the brand, the company should create an effective strategy for the consumers to be reluctant to shift to another brand and encourage the enforcement of the roles of user communication, for example, by forming a community for the millenial generation to achieve loyalty.

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