



DOI: <https://doi.org/10.38035/gijtm.v4i2>
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The Influence of Social Media Marketing, Brand Authenticity, and Personalization Capability on Digital Brand Loyalty of E-Commerce Users

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Abstract: This research aims to examine the impact of Social Media Marketing, Brand Authenticity and Personalization Capability on Digital Brand Loyalty of e-commerce customers. The research was quantitative in nature employing survey technique to the consumers of e-commerce platforms as respondents. The sampling technique used is purposive sampling. The data were collected by disseminating the online questionnaire through Google Forms. Multiple linear regression was used for data analysis after checking the validity and reliability of all study tools. The results of the study indicate that Social Media Marketing, Brand Authenticity and Personalization Capability have a positive and significant effect on Digital Brand Loyalty both partially and simultaneously. The value of the coefficient of determination indicates that the three independent variables can explain Digital Brand Loyalty. Of the three factors, Personalization Capability is the most significant factor affecting digital brand loyalty. The study findings show that the company's ability to build communication through social media, create an authentic brand, and provide a personalized shopping experience are important strategies in increasing customer loyalty on e-commerce platforms.

Keywords: Social Media Marketing, Brand Authenticity, Personalization Capability, Digital Brand Loyalty

INTRODUCTION

Digital technology has changed the way consumers engage with different e-commerce platforms. The use of the internet, mobile devices and the easy access to a great number of markets has led to increased competition among digital service providers. In this context, the companies not only focus on acquiring new customers, but also on retaining existing customers, building long-term relationships. Digital Brand Loyalty is a sign of successful digital marketing strategy (Utomo et al., 2024). It is the customer's commitment to continue

choosing, using and promoting a brand through different digital channels. Digital Brand Loyalty constitutes a strategic asset, as loyal consumers are inclined to repeat purchases, provide positive evaluations and constitute a promotion channel through electronic word of mouth. High digital loyalty is also useful for firms to lower the cost of client acquisition, increase the customer lifetime value and reinforce the competitive position in the digital market (Banjarnahor et al., 2021).

Social Media Marketing is a digital marketing strategy that intends to influence the Digital Brand Loyalty of e-commerce users (Setiadi et al., 2024). Social media marketing is a marketing practice that involves use of different social media platforms to enhance communication, promote engagement and build stronger connections between organizations and customers (Judijanto et al., 2024). Companies can use a wide range of interesting and relevant content to share product information on social media, build customer communities, offer more responsive service and boost consumer engagement (Hendra et al., 2025; Sudarmaji et al., 2024). Moreover, Brand Authenticity is correlated with the Digital Brand Loyalty of e-commerce users (Hendra, 2017). Brand authenticity is the consumer's perception of how authentic, integrated, transparent and consistent the brand is in what it says it stands for and how it actually behaves (Simanjuntak et al., 2023). In a digital world where information and marketing surround us, customers are more discerning in choosing businesses that are seen as honest, trustworthy and having a distinct identity. Authentic firms are more successful in establishing emotional connections with the customers because consumers believe that the firm understands them, and offers value that meets expectations (Judijanto et al., 2024). Another aspect affecting the Digital Brand Loyalty of e-commerce customers is the Personalization Capability (Hendratni, 2024). Personalization capacity is a company's ability to use consumer data to provide a more relevant, customized and personalized buying experience (Suswanda et al., 2023). The personalization is a key factor for e-commerce organizations to be able to propose products more accurately, to provide discounts more matched to consumer demands and to deliver a more pleasant user experience from product search to purchase (Rustiyana et al., 2025; Kartika et al., 2020). The company provides customized experiences that leave customers feeling appreciated and valued for their unique needs and preferences (Widuri et al., 2020; Astuti et al., 2015).

The purpose of this study is to analyze the influence of Social Media Marketing, Brand Authenticity and Personalization Capability on Digital Brand Loyalty of e-commerce customers. The research is meant in theory to contribute to the growth of literature within the disciplines of digital marketing, consumer behavior and brand management especially in respect of aspects which affect brand loyalty in the digital environment. Furthermore, this study is expected to provide a better understanding of how the long-term relationships are built between companies and customers through social media marketing strategies, brand authenticity, and personalization capabilities. Practically, the results of this research will probably be a consideration for e-commerce firms in developing more successful digital marketing strategies through improving social media activities, creating an authentic brand image and maximizing customization technologies based on consumer data.

METHOD

The research was conducted with a quantitative approach, using the survey technique. The population of this study were customers who use e-commerce platforms and have made purchases online. The sampling technique used is purposive sampling with the following criteria, respondents aged at least 17 years, respondents who have used e-commerce platforms for at least 1 year, respondents who have made purchase transactions through e-commerce platforms in the last 6 months, respondents who follow or have seen brand marketing activities through social media, and respondents who have received product recommendations or promotions according to user preferences. The number of respondents in

the study was 200. Data collection was carried out by distributing online questionnaires through Google Forms to e-commerce users who met the criteria of the research. The features used to quantify Social Media Marketing were entertainment, engagement, trendiness, personalization and e-word-of-mouth. The variable Brand Authenticity was measured by the characteristics of continuity, credibility, integrity and symbolism. The Personalization Capability variable was operationalized through the dimensions of individualized product suggestions, customized promotions, personalized communication and adaptable user experience. Meanwhile the Digital Brand Loyalty variable was measured by the dimensions of repurchase intention, preference for the brand, unwillingness to switch, desire to suggest and commitment to continue using. All study indicators were scored on a five-point Likert scale with 1 representing 'strongly disagree' and 5 representing 'strongly agree'. Before hypothesis testing, the research instrument was tested for validity and reliability so that each statement item can assess the research construct properly and consistently. The validity test was carried out by comparing the significance value of each indicator with the significance level of 0.05. The instrument is reliable with the minimum limit of 0.70 using Cronbach Alpha. The hypotheses were tested using the multiple linear regression analysis. The partial and simultaneous effect of Social Media Marketing, Brand Authenticity and Personalization Capability on the Digital Brand Loyalty of e-commerce users was determined with the significance level of 5%.

RESULTS AND DISCUSSION

Based on the results of data processing on respondents who are users of various e-commerce platforms, the results obtained indicate that all research instruments meet the standards of validity and reliability, thus they are eligible to be used in the next stage of analysis. The results of the validity test show that all indicators on the variable of Social Media Marketing, Brand Authenticity, Personalization Capability and Digital Brand Loyalty have a significance value of less than 0.05 so that all statement items are declared valid. The results of the reliability tests also showed that all variables had good level of internal consistency. The result of multiple linear regression study showed that Social Media Marketing, Brand Authenticity, and Personalization Capability simultaneously had a positive and significant effect on Digital Brand Loyalty. The coefficient of determination was .542 which means that 54.2% of the variance in Digital Brand Loyalty can be explained by the three independent variables in this research. Partially all independent variables have positive and significant effect on Digital Brand Loyalty so that all research hypotheses are declared accepted.

The results of the research show that social media marketing has a positive and significant effect on digital brand loyalty of ecommerce users. The results of this study indicate that marketing activities on social media that create interaction, offer interesting content, follow trends and establish intensive communication with customers can increase loyalty to a brand. Social media is not only a promotional tool but also a two-way communication channel that helps firms to create an emotional connection with their customers. The quality of marketing activities implemented through social media has a higher opportunity to trust the brand, make repeat purchases and recommend the brand to others. Beyond boosting client participation, consistent social media engagement can help foster excellent digital experiences that may result in lasting brand loyalty. Besides increasing participation, social media marketing also increases the speed of dissemination of information through electronic word of mouth based on the experience of other consumers. Brand credibility can also be built in a much more general manner than one-way communication from the firm via positive reviews and testimonials, user-generated content and recommendations from influencers. Customers may often be exposed to positive information, and if they have responsive interactions with the firm, their impression of brand quality may

increase. These conditions push customers to use the same platform, repeat their purchases and even recommend brands to others on their own accord. In the highly competitive e-commerce industry with relatively low switching costs, effective social media marketing activities are an important tool in maintaining customer loyalty. Therefore, e-commerce enterprises should establish social media strategies based on value creation, two-way communication, content consistency and enhancing emotional ties to enhance consumer loyalty in a sustainable manner.

The results of this study showed that Brand Authenticity has a positive and significant effect on Digital Brand Loyalty of e-commerce consumers. The findings indicate that customers' perceptions of a brand's authenticity, credibility, integrity and consistency in the digital environment are important determinants of customer loyalty. Consumers are likely to remain loyal to brands that appear to be honest, transparent and able to deliver on the promises they make via their digital communications channels. The perception of brand authenticity generates trust which increases the confidence of the customers for future purchases, and decreases the chance of switching to competing companies. Moreover, authentic brands can create more powerful emotional connections that make consumers stay loyal not only to the product but also to the values represented by the brand. Therefore, enhancing brand authenticity is an important way to increase customer loyalty on e-commerce websites. Brand authenticity also creates an intellectual trust and emotional bond between the business and consumers. Consumers tend to choose companies that they believe reflect their own personality, lifestyle and personal beliefs. That emotional connection translates into more customer loyalty, because the buying decisions are no longer based on price or promotions, but on the belief that the brand does have a trustworthy character. This condition is highly relevant in e-commerce as buyers are not able to physically inspect the goods prior to the transaction.

The results of the study show that the most dominant variable that has an influence on the Digital Brand Loyalty of e-commerce users is the Personalization Capability. This is indicated by the highest regression coefficient and t-value than the other independent variables. The results of this study suggest that the ability of a company to generate a personalized experience is important in building consumer loyalty. Product recommendations, personalized promotions based on user preferences, personalized communication, and adaptive shopping experiences can increase customer satisfaction and comfort while interacting with e-commerce platforms. Customers feel more valued when companies know individual needs and preferences. This state creates emotional bonds with the company, increases the desire to make purchases repeatedly and induces consumers to recommend the platform to other users. Therefore, e-commerce companies need to constantly develop their data and artificial intelligence technology-based skills of customization to be able to grow Digital Brand Loyalty continuously. The dominant role of the customization ability also shows that the quality of the experience obtained in the interaction process with the platform is increasingly affecting consumer loyalty on digital platforms. People who get the right product recommendations, relevant promotions, adaptive displays, and tailored communications will like the firm more than those who get broad services. This private experience adds value that competitors can hardly replicate, increasing psychological switching costs even if clients can technically switch to a different platform.

CONCLUSIONS

The results of this study show that Social Media Marketing, Brand Authenticity and Personalization Capability have a positive and significant impact on Digital Brand Loyalty of e-commerce consumers, partially and simultaneously. The results also indicate that Personalization Capability is the most dominant variable in influencing Digital Brand Loyalty. The company can increase customer happiness, emotional connection and repeat-

purchase intent by delivering relevant product recommendations, personalized messages, promotions that align with consumer preferences and adaptive shopping experiences. The present study is limited by its cross-sectional approach, data relying on respondents' perceptions, and concentration on users of e-commerce platforms only. Thus, it is proposed to continue the investigations with a longitudinal design and incorporating other variables such as customer experience, perceived value or digital engagement as mediating or moderating variables in order to offer a more complete understanding of the formation of brand loyalty in the digital environment. In practical terms, e-commerce companies are recommended to improve social media marketing strategies, build up the authentic brand image, and optimize the data-based personalization capabilities, which can increase sustainable customer loyalty and enhance the company's competitiveness.

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