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**IMPACT OF SOCIAL MEDIA MARKETING ELEMENTS ON BRAND  
LOYALTY MEDIATED BY BRAND TRUST AND BRAND AWARENESS ON  
TWO INSTANT NOODLE PRODUCTS IN THE SOLO RAYA TIKTOK  
APPLICATION**

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**Abstract**

This research examines how social media marketing influences brand loyalty among TikTok users in the Solo Raya region, with brand trust and brand awareness as mediating variables in the context of Indomie and Mie Sedaap products. Using an explanatory quantitative approach, primary data were collected from 200 respondents through structured online questionnaires and analyzed using the Partial Least Squares (PLS) method with SmartPLS 4.0. The results indicate that social media marketing has a significant positive effect on brand trust and brand awareness, which in turn strengthens brand loyalty. However, brand awareness consistently mediates this relationship, while brand trust only functions as a mediator under certain conditions. This study contributes by highlighting the differing mediating roles of brand trust and brand awareness in TikTok-based marketing and provides practical insights for FMCG brands in strengthening consumer loyalty through short-video platforms. Limitations include reliance on online survey data and a limited scope of variables.

**Keywords:** Brand Awareness, Brand Loyalty, Brand Trust, Social Media Marketing, TikTok



## INTRODUCTION

The rapid advancement of information and communication technologies has accelerated the adoption of digital marketing strategies among Indonesian companies, particularly through social media platforms such as TikTok, Instagram, Facebook, and YouTube. These platforms enable firms to engage consumers through interactive, entertaining, and trend-oriented content while facilitating personalized experiences and peer-to-peer recommendations. Prior studies suggest that such social media marketing (SMM) activities can strengthen brand identity, enhance consumer trust, and increase brand awareness, which together play a critical role in fostering long-term customer loyalty (Zarei, Farjoo, and Bagheri Garabollagh 2022). Brand trust, developed through consistent quality, transparency, and credible reputation, supports consumers' confidence in purchase decisions, while brand awareness facilitates recognition, recall, and brand consideration in competitive markets.

These dynamics are especially relevant in Indonesia's instant noodle industry, which ranked second globally in consumption with 14.68 billion servings in 2024. The market is highly competitive, dominated by Indomie and Mie Sedaap, which recorded Top Brand Index scores of 73.00% and 11.60%, respectively. Indomie benefits from strong brand recognition and heritage, whereas Mie Sedaap differentiates itself through distinctive noodle texture, richer seasoning, and innovative toppings. Both brands actively leverage TikTok as a primary marketing channel, employing viral campaigns and influencer collaborations such as Indomie's #OhMyGoodItsIndomie series and Mie Sedaap's partnership with Chef Devina to attract and retain younger consumers.

Despite the widespread use of TikTok-based marketing, empirical findings on the effects of social media marketing on brand trust, brand awareness, and customer loyalty remain inconsistent (Malarvizhi et al. 2022). Some studies report strong positive relationships, while others find weak or insignificant effects, suggesting that contextual factors such as industry characteristics, consumer demographics, and regional digital behavior may influence outcomes. Moreover, most existing studies examine these relationships in sectors such as fashion, cosmetics, or technology, with limited attention to fast-moving consumer goods, particularly instant noodles, which represent a high-frequency, low-involvement purchase category (Zelvien 2020:7).

In addition, prior research tends to examine brand trust or brand awareness as isolated mediating variables in the relationship between social media marketing and customer loyalty. Empirical studies that simultaneously incorporate both mediators remain scarce, especially within the context of TikTok



marketing in emerging markets. This creates a theoretical gap in understanding how trust and awareness jointly function in shaping consumer loyalty, as well as an empirical gap concerning the applicability of established SMM models to the instant noodle industry.

To address these gaps, this study investigates the influence of TikTok-based social media marketing on customer loyalty toward Indomie and Mie Sedaap in the Solo Raya region, with brand trust and brand awareness positioned as simultaneous mediating variables. Solo Raya, encompassing Surakarta and surrounding regencies, offers relevant research setting due to its digitally engaged youth population, growing consumer activity, and concentration of universities and creative communities.

Theoretically, this study contributes to branding and social media marketing literature by extending existing SMM frameworks through the integration of dual mediators within a high-consumption FMCG context. Practically, the findings provide insights for marketers on how targeted TikTok strategies can effectively build trust and awareness to sustain consumer loyalty in competitive food markets. By shifting the focus to the instant noodle sector and a localized Indonesian setting, this research offers a more nuanced understanding of social media marketing effectiveness in emerging digital economies.

## **RESEARCH METHOD**

This study adopts a quantitative explanatory research design to examine the effect of social media marketing on brand loyalty, with brand trust and brand awareness acting as mediating variables. A quantitative approach is appropriate as the research seeks to test causal relationships among latent constructs based on established theoretical assumptions.

Data were collected from 200 consumers of Indomie and Mie Sedaap in the Solo Raya region using a structured online questionnaire distributed via Google Forms. Respondents were selected through purposive sampling, targeting individuals who actively consume the brands and engage with their social media content. While this technique ensures respondent relevance, it may restrict the generalizability of the findings; thus, the results are interpreted within the contextual scope of the sample.

All constructs were measured using a five-point Likert scale. Social media marketing was operationalized through five dimensions: entertainment, interaction, trendiness, personalization, and word of mouth. Brand loyalty served



as the endogenous variable, while brand trust and brand awareness were specified as mediators.

Data analysis employed Structural Equation Modeling–Partial Least Squares (SEM-PLS) using SmartPLS 4.0. SEM-PLS was chosen due to its suitability for predictive-oriented research, its ability to handle complex mediation models, and its minimal distributional assumptions. The measurement model was assessed through convergent and discriminant validity (AVE), reliability tests (Cronbach’s Alpha and Composite Reliability), and multicollinearity diagnostics (VIF).

The structural model was evaluated using R<sup>2</sup>, effect sizes (f<sup>2</sup>), and bootstrapping procedures for hypothesis testing at a 5% significance level. Model fit was assessed using the Normed Fit Index (NFI), with values ≥ 0.90 indicating acceptable fit. Emphasis was placed on interpreting both direct and indirect effects to provide substantive insights into the mediating mechanisms.

## RESULTS AND DISCUSSION

### Respondent Profile Description

**Table 1.**  
**Demographic Profile of Indomie Respondents**

Characteristic	Category	Frequency	Percentage
Gender	Male	44	44%
	Female	56	56%
Age	18–25	92	92%
	26–35	6	6%
	36–45	2	2%
Occupation	Student	72	72%
	Professional / Employee	15	15%
	Entrepreneur	5	5%
	Other	8	8%
Monthly Income	< IDR 1,000,000	68	68%
	IDR 1,000,000–2,999,999	9	9%
	IDR 3,000,000–4,999,999	12	12%
	> IDR 5,000,000	11	11%

Indomie respondents were mainly young female students aged 18–25 (56% female, 92% age 18–25, 72% students) with low monthly incomes below IDR 1,000,000 (68%).

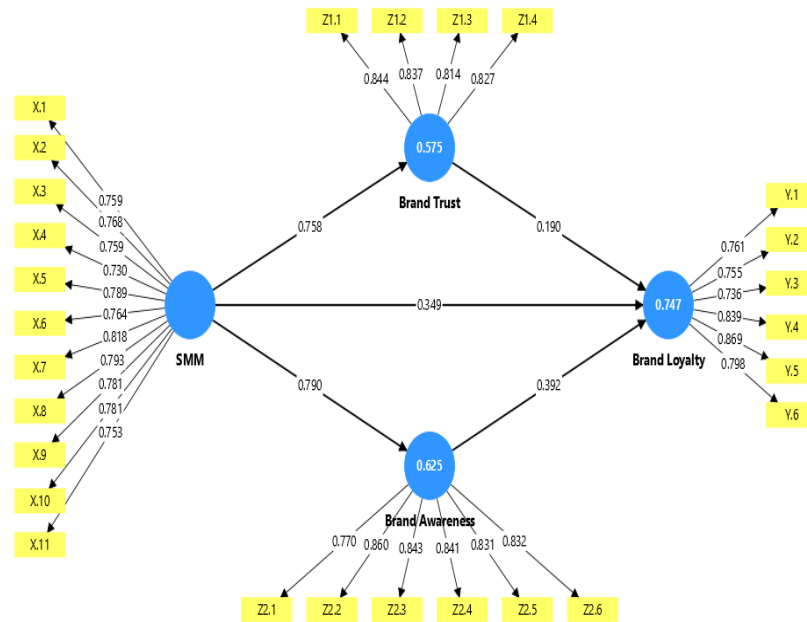
**Table 2.**  
**Demographic Profile of Mie Sedaap Respondents**



Characteristic	Category	Frequency	Percentage
Gender	Male	39	39%
	Female	61	61%
Age	18-25	91	91%
	26-35	5	5%
	36-45	4	4%
Occupation	Student	56	56%
	Professional / Employee	16	16%
	Entrepreneur	6	6%
	Other	22	22%
Monthly Income	< IDR 1,000,000	53	53%
	IDR 1,000,000-2,999,999	11	11%
	IDR 3,000,000-4,999,999	19	19%
	> IDR 5,000,000	17	17%

Most Mie Sedaap respondents were young female students aged 18-25 (61% female, 91% age 18-25, 56% students) earning under IDR 1,000,000 monthly.

**Indomie Product Data Analysis Results**  
**Measurement Model (Outer Model)**



**Figure 1. Outer Model of Indomie**

*Source: Data derived from primary collection and processed in 2025*



*Convergent Validity and Reliability*

Table 3.

Results of Convergent Validity & Reliability Analysis of Indomie Products

Variables	Validity		Reliability		
	Indicator	Outer Loading	AVE	CA	CR
Social Media Marketing Elements (X)	X.1	0,759	0,597	0,932	0,942
	X.2	0,768			
	X.3	0,759			
	X.4	0,730			
	X.5	0,789			
	X.6	0,764			
	X.7	0,818			
	X.8	0,793			
	X.9	0,781			
	X.10	0,781			
	X.11	0,753			
Brand Trust (Z1)	Z1.1	0,844	0,690	0,851	0,899
	Z1.2	0,837			
	Z1.3	0,814			
	Z1.4	0,827			
Brand Awareness (Z2)	Z2.1	0,770	0,689	0,909	0,930
	Z2.2	0,860			
	Z2.3	0,843			
	Z2.4	0,841			
	Z2.5	0,831			
	Z2.6	0,832			
Brand Loyalty (Y)	Y.1	0,761	0,631	0,883	0,911
	Y.2	0,755			
	Y.3	0,736			
	Y.4	0,839			
	Y.5	0,869			
	Y.6	0,798			

Source: Data derived from primary collection and processed in 2025

Measurement robustness was confirmed, with outer loadings >0.7, AVE surpassing 0.5 (SMM 0.597; Brand Trust 0.690; Brand Awareness 0.689; Brand



Loyalty 0.631), and both Cronbach’s Alpha (0.851–0.932) and Composite Reliability (0.899–0.942) exceeding the 0.7 threshold, validating constructs for subsequent analysis.

**Multicollinearity Test**

**Table 4.**

**Multicollinearity Results of VIF of Indomie Products**

	Brand Awareness	Brand Loyalty	Brand Trust	SMM
SMM	1,000	3,038	1,000	
Brand Trust		3,095		
Brand Awareness		3,503		
Brand Loyalty				

*Source: Data derived from primary collection and processed in 2025*

All variables meet the multicollinearity assumption, with tolerance values well above 0.1, confirming no multicollinearity and supporting valid regression analyses.

**Structural Model (Inner Model)**

**Coefficient Determination (R<sup>2</sup>)**

**Table 5.**

**Results of the Coefficient of Determination (R<sup>2</sup>) of Indomie Products**

Variables	R square	R-square adjusted
Brand Trust	0,575	0,571
Brand Awareness	0,625	0,621
Brand Loyalty	0,747	0,739

*Source: Data derived from primary collection and processed in 2025*

Social Media Marketing Elements account for 57.5% of brand trust, 62.5% of brand awareness, and 74.7% of brand loyalty variance (R<sup>2</sup>), with remaining variance from external factors, demonstrating strong model explanatory power confirmed by Q-square goodness-of-fit tests:

**Q-square Indomie products**

$$\begin{aligned}
 \text{Q-square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2) \times (1 - R^2_3)] \\
 &= 1 - [(1 - 0,571) \times (1 - 0,621) \times (1 - 0,739)] \\
 &= 1 - (0,429 \times 0,379 \times 0,261) \\
 &= 1 - 0,042436251 \\
 &= 0,957463749
 \end{aligned}$$

Indomie’s Q<sup>2</sup> of 0.9575 suggests that the predictors account for 95.75% of



variance in the outcome, leaving a mere 4.25% influenced by extraneous factors, reflecting an exceptionally robust model fit. Further assessment using SmartPLS's Normed Fit Index (NFI) provides additional confirmation of the model's adequacy and alignment among variables, with the following section presenting the NFI results for Indomie:

**Table 6.**  
**NFI Test Results for Indomie Products**

	Saturated model	Estimated model
SRMR	0,086	0,092
d_ULS	2,785	3,217
d_G	1,833	1,921
Chi-square	891,017	909,195
NFI	0,657	0,650

*Source: Data derived from primary collection and processed in 2025*

A Normed Fit Index (NFI) above 0.1 indicates a substantially adequate model fit.

**Effect Size Test( $F^2$ )**

**Table 7.**  
**Effect Size ( $F^2$ ) Test Results for Indomie Products**

	Brand Awareness	Brand Loyalty	Brand Trust	SMM
SMM (X)	1,665	0,158	1,354	
Brand Trust (Z1)		0,046		
Brand Awareness (Z2)		0,173		
Brand Loyalty (Y)				

*Source: Data derived from primary collection and processed in 2025*

Findings reveal that Social Media Marketing elements markedly shape brand trust ( $F = 1.355$ ) and awareness ( $F = 1.665$ ), exerting only a modest sway over loyalty ( $F = 0.158$ ), while brand trust itself minimally contributes to loyalty ( $F = 0.046$ ), whereas brand awareness contributes at a medium level ( $F = 0.173$ ). Overall, these findings suggest that social media marketing primarily drives trust and awareness, with both brand-specific variables variably shaping consumer loyalty.



**Hypothesis Testing**  
**Testing the direct effect**

**Table 8.**  
**Path Analysis Results (Path coefficient) of Indomie Products**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Information
SMM -> Brand Trust	0,758	0,764	0,052	14,545	0,000	Significantly Influential
SMM -> Brand Awareness	0,790	0,794	0,041	19,489	0,000	Significantly Influential
Brand Trust -> Brand Loyalty	0,190	0,198	0,096	1,988	0,047	Significantly Influential
Brand Awareness -> Brand Loyalty	0,392	0,386	0,123	3,194	0,001	Significantly Influential
SMM -> Brand Loyalty	0,349	0,346	0,120	2,919	0,004	Significantly Influential

*Source: Data derived from primary collection and processed in 2025*

Data analysis indicates that Social Media Marketing Elements significantly influence brand trust ( $t = 14.545, p < 0.001$ ) and brand awareness ( $t = 19.489, p < 0.001$ ) for Indomie, confirming Hypotheses 1 and 2. Both brand trust ( $t = 1.988, p = 0.047$ ) and brand awareness ( $t = 3.194, p = 0.001$ ) significantly enhance brand loyalty, supporting Hypotheses 3 and 4, Social Media Marketing Elements directly enhance loyalty ( $t = 2.919, p = 0.004$ ), supporting Hypothesis 5, highlighting their pivotal function in cultivating consumer trust, awareness, and allegiance.

**Indirect Effect Testing**

**Table 9.**  
**Results of Specific Indirect Effects of Indomie Products**

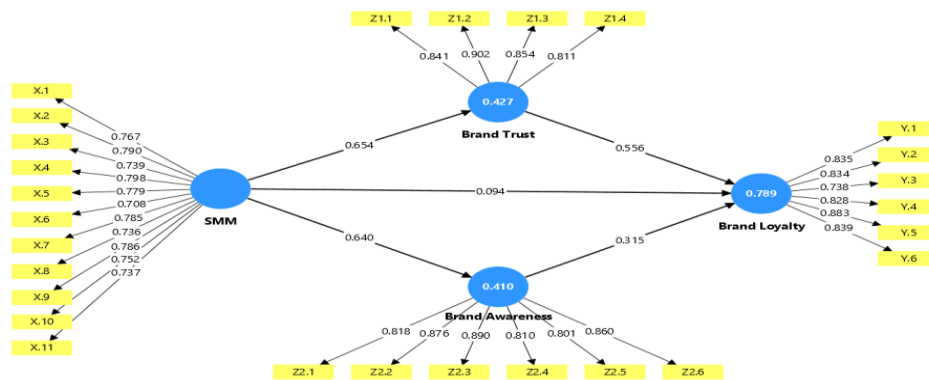
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics ( O/STDEV )	P values	Information
SMM -> Brand Trust -> Brand Loyalty	0.144	0.151	0.075	1.926	0.054	No Significant Impact
SMM -> Brand Awareness -> Brand Loyalty	0.310	0.307	0.100	3.099	0.002	Significant Impact

*Source: Data derived from primary collection and processed in 2025*

Analysis reveals that Social Media Marketing components fail to exert a significant indirect effect on Indomie’s brand loyalty via brand trust ( $t = 1.926$ ,  $p = 0.054$ ), leading to the rejection of H6. In contrast, brand awareness mediates this relationship robustly ( $t = 3.099$ ,  $p = 0.002$ ), validating H7 and demonstrating its critical role in transmitting social media marketing’s influence to brand loyalty.

**Mie Sedaap Product Data Analysis Results**

**Measurement Model (Outer Model)**



**Figure 2.**

**Outer Model of Mie Sedaap**

*Source: Data derived from primary collection and processed in 2025*  
**Convergent Validity & Reliability**

**Table 10**  
**Results of Convergent Validity & Reliability Analysis of Mie Sedaap Products**



Variables	Validity		Reliability		
	Indicator	Outer Loading	AVE	CA	CR
Social Media Marketing Elements	X.1	0,767	0,581	0,928	0,938
	X.2	0,790			
	X.3	0,739			
	X.4	0,798			
	X.5	0,779			
	X.6	0,708			
	X.7	0,785			
	X.8	0,736			
	X.9	0,786			
	X.10	0,752			
	X.11	0,737			
Brand Trust	Z1.1	0,841	0,727	0,875	0,914
	Z1.2	0,902			
	Z1.3	0,854			
	Z1.4	0,811			
Brand Awareness	Z2.1	0,818	0,711	0,918	0,936
	Z2.2	0,876			
	Z2.3	0,890			
	Z2.4	0,810			
	Z2.5	0,801			
	Z2.6	0,860			
Brand Loyalty	Y.1	0,835	0,684	0,907	0,928
	Y.2	0,834			
	Y.3	0,738			
	Y.4	0,828			
	Y.5	0,883			
	Y.6	0,839			

Source: Data derived from primary collection and processed in 2025

The analysis verified construct soundness, with all outer loadings above 0.7 and AVE values Social Media Marketing (0.581), Brand Trust (0.727), Brand Awareness (0.711), Brand Loyalty (0.684) exceeding 0.5, confirming discriminant validity. Internal consistency was robust, as Cronbach’s Alpha (0.875–0.928) and Composite Reliability (0.914–0.938) surpassed 0.7, indicating precise and dependable measurement across constructs.



Multicollinearity Test

Table 11.

Multicollinearity Results of VIF of Sedaap Noodle Products

	Brand Awareness	Brand Loyalty	Brand Trust	SMM
SMM (X)	1,000	1,915	1,000	
Brand Trust (Z1)		2,620		
Brand Awareness (Z2)		2,543		
Brand Loyalty (Y)				

Source: Data derived from primary collection and processed in 2025

The multicollinearity test confirms all variables meet criteria, with tolerance values well above 0.1, indicating no multicollinearity issues.

Structural Model (Inner Model)

Coefficient Determination (R<sup>2</sup>)

Table 12.

Results of the Coefficient of Determination (R<sup>2</sup>) of Mie Sedaap Products

Variables	R square	R-square adjusted
Brand Trust	0,427	0,422
Brand Awareness	0,410	0,404
Brand Loyalty	0,789	0,782

Source: Data derived from primary collection and processed in 2025

The analysis showed that Social Media Marketing Elements explained 42.7% of the variance in brand trust (R<sup>2</sup> = 0.427) and 41% in brand awareness (R<sup>2</sup> = 0.410), with the remainder influenced by external factors. Brand loyalty exhibited a higher R<sup>2</sup> of 0.789, indicating that 78.9% of its variability was accounted for by the model. These results highlight the model’s strong explanatory power, further supported by goodness-of-fit evaluations and Q-square assessments confirming the adequacy of the regression framework:

Q-square sedaap noodle product

$$\begin{aligned}
 \text{Q-square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2) \times (1 - R^2_3)] \\
 &= 1 - [(1 - 0,422) \times (1 - 0,404) \times (1 - 0,782)] \\
 &= 1 - (0,578 \times 0,596 \times 0,218) \\
 &= 1 - 0,075098384 \\
 &= 0,924901616
 \end{aligned}$$

The Sedaap noodle model yielded a Q<sup>2</sup> of 0.9249, suggesting that the independent constructs account for over 92% of the outcome variance, leaving



merely 7.75% influenced by extraneous factors, reflecting a strong model fit. Additionally, SmartPLS allows further evaluation of model suitability through the Normed Fit Index (NFI), the results of which are presented in the following section:

Table 13. NFI Test Results for Sedaap Noodle Products

Table with 3 columns: Metric, Saturated model, Estimated model. Rows include SRMR, d\_ULS, d\_G, Chi-square, and NFI.

Source: Data derived from primary collection and processed in 2025

The model fit is strong, with an NFI value exceeding 0.1.

Effect Size Test (F^2)

Table 14. Effect Size (F^2) Test Results for Sedaap Noodle Products

Table with 5 columns: Metric, Brand Awareness, Brand Loyalty, Brand Trust, SMM. Rows include SMM (X), Brand Trust (Z1), Brand Awareness (Z2), and Brand Loyalty (Y).

Source: Data derived from primary collection and processed in 2025

The results indicate that Social Media Marketing elements robustly shape brand trust (f = 0.747) and awareness (f = 0.695), yet scarcely affect loyalty (f = 0.022), whereas brand trust strongly propels loyalty (f = 0.559) and awareness has a modest influence (f = 0.185), underscoring the varying potency of marketing drivers and mediators on brand outcomes.

Hypothesis Testing

Testing the direct effect

Table 14. Path Analysis Results (Path coefficient) of Mie Sedaap Products



	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Information
SMM -> Brand Trust	0.654	0.665	0.130	5.010	0.000	Significantly Influenced
SMM -> Brand Awareness	0.640	0.651	0.128	5.010	0.000	Significantly Influenced
Brand Trust -> Brand Loyalty	0.556	0.539	0.128	4.334	0.000	Significantly Influenced
Brand Awareness -> Brand Loyalty	0.315	0.306	0.114	2.766	0.006	Significantly Influenced
SMM -> Brand Loyalty	0.094	0.118	0.082	1.145	0.252	No Significantly Influenced

Source: Data derived from primary collection and processed in 2025

Statistical analysis indicates that Mie Sedaap’s brand trust and awareness are markedly shaped by its social media marketing components, with t-values of 5.010 and p-values of 0.000, confirming H1 and H2. Brand trust (t = 4.334, p = 0.000) and brand awareness (t = 2.766, p = 0.006) each positively affect brand loyalty, supporting H3 and H4, whereas Social Media Marketing Elements show no significant direct impact on loyalty (t = 1.145, p = 0.252), leading to the rejection of H5. These results highlight that trust and awareness, rather than direct marketing efforts, are the primary drivers of consumer loyalty for Mie Sedaap.

**Indirect Effect Testing**

**Table 15.**  
**Results of Specific Indirect Effects of Mie Sedaap Products**



	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STD EV )	P values	Information
SMM -> Brand Trust -> Brand Loyalty	0.364	0.354	0.098	3.725	0.000	Significantly Influential
SMM -> Brand Awareness -> Brand Loyalty	0.202	0.196	0.078	2.593	0.010	Significantly Influential

Source: Data derived from primary collection and processed in 2025

Analysis reveals that Social Media Marketing components exert a significant effect on Mie Sedaap brand loyalty through dual pathways. Mediation via Brand Trust is substantiated (t = 3.725, p = 0.000), confirming H6, while Brand Awareness also mediates this relationship (t = 2.593, p = 0.010), supporting H7, demonstrating that both constructs effectively transmit the impact of social media engagement onto consumer allegiance.

**Discussion of Indomie Products**

**Impact of Social Media Marketing Components on Consumer Brand Confidence**

Social media marketing comprises strategic online initiatives aimed at engaging consumers to amplify brand visibility, solidify brand identity, and stimulate revenue growth. It also positively influences brand trust, which reflects consumer confidence and favorable perceptions built over time. Empirical studies (Tarigan, 2024; Ramadhan & Nasir, 2023) confirm that effective social media campaigns significantly strengthen brand trust, a finding supported in this study, particularly for Indomie, where marketing elements foster active and meaningful consumer interactions across digital platforms, aligning with prior research and supporting Hypothesis 1.

**Impact of social media marketing components on consumer brand cognizance.**

Social media marketing functions as a strategic digital lever, amplifying brand prominence, shaping corporate image, and stimulating consumer engagement. Consumers' brand recognition and recall core to brand awareness are notably heightened by interactive, meticulously curated campaigns, as



evidenced by Indomie's social media efforts, thereby substantiating H2 and highlighting these marketing elements as pivotal catalysts for brand salience.

#### **The impact of consumer confidence in a brand on their loyalty.**

Brand trust, representing a consumer's confidence and favorable perception toward a brand, fundamentally drives brand loyalty, defined as sustained repurchase intention despite external pressures. Prior studies (Puspaningrum, 2020; Nilowardono, Rahayu, & Susanti, 2020) confirm a robust positive linkage, a pattern reinforced by the present research. In the case of Indomie, high consumer trust enhances perceived quality and satisfaction, reinforcing sustained loyalty, thereby validating Hypothesis 3 (H3) and confirming that brand trust is a pivotal determinant of brand loyalty.

#### **Impact of brand awareness on brand loyalty.**

Brand awareness consumers' capacity to identify and remember a brand in various situations (Rahayu Hidayati & Khuzaini, 2023)—serves as a key driver in strengthening brand loyalty, which represents a strong commitment to repurchase preferred products despite competing influences (Kotler, Keller, & Chernev, 2022). Empirical studies (Quan et al., 2020; BILGIN, 2018) confirm that higher brand awareness significantly enhances consumer loyalty. In line with these findings, this study demonstrates that greater awareness of the Indomie brand increases the likelihood of sustained preference and allegiance, Endorsing H4, this underscores brand awareness as a critical driver of enduring consumer allegiance.

#### **Impact of Social Media Marketing Components on Brand Allegiance.**

Digital audience engagement through targeted online campaigns, enhances brand awareness, image, and sales, while fostering brand loyalty a consumer's commitment to repurchase despite competing influences (Kotler, Keller, & Chernev, 2022). Empirical evidence (Sohaib & Han, 2023; Labibah & Sonja, 2024) confirms that intensive, informative social media interactions strengthen consumer allegiance. This research reveals that Indomie's brand loyalty is markedly shaped by its social media marketing strategies, demonstrating a consistent impact, engaging, and contextually relevant content cultivates emotional connections and perceived closeness, reinforcing sustained consumer commitment and validating Hypothesis 5.

#### **Impact of brand trust as a mediator between social media marketing and brand allegiance.**

Social media marketing serves as a strategic digital tool to engage consumers, enhance brand awareness, improve corporate image, and drive product consumption. While brand loyalty reflects a strong, repeated



commitment to preferred products, brand trust fosters consumer confidence and positive perceptions, often mediating the effect of marketing on loyalty. Empirical studies indicate that brand trust can link social media marketing to loyalty; however, this study finds that, for Indomie, social media efforts alone do not sufficiently cultivate trust to influence loyalty, rendering the mediating effect statistically non-significant and leading to the rejection of Hypothesis 6, diverging from prior research findings.

### **Impact of the role of brand awareness in mediating between social media marketing and brand loyalty.**

Social media marketing entails deliberate digital interventions aimed at engaging audiences, amplifying brand presence, and stimulating product adoption. Brand loyalty denotes persistent repurchase intent despite external alternatives, while brand awareness captures consumers' capacity to identify and recall a brand. Prior research (Safiq, 2023; Purwianti & Fionna, 2023) indicates that brand awareness mediates the influence of social media marketing on loyalty. Aligning with these insights, this study finds that Indomie's strategic social media initiatives enhance consumer recognition and favorable attitudes, thereby reinforcing loyalty and supporting Hypothesis Seven (H7).

### **Mie Sedaap Product Discussion**

#### **Impact of Social Media Marketing Elements on Brand Trust**

Social media marketing functions as a targeted digital lever to captivate audiences and amplify brand visibility, strengthen corporate image, and drive product consumption. It significantly influences brand trust, defined as the ability to foster consumer confidence and positive perceptions over time. Empirical studies (Tarigan, 2024; Ramadhan & Nasir, 2023) confirm that effective social media strategies, including informative and contextually relevant content like that implemented by Mie Sedaap, enhance consumer trust, validating the first hypothesis (H1) and highlighting the critical role of social media marketing in cultivating and sustaining brand confidence.

#### **Impact of social media marketing elements on brand awareness**

Social media marketing comprises strategic online initiatives designed to engage consumers, enhance brand visibility, and drive sales. Brand awareness reflects consumers' ability to recognize and recall a brand across contexts, serving as a crucial precursor to loyalty. Empirical evidence confirms that robust social media marketing positively influences brand awareness, with platforms like Mie Sedaap's TikTok account using creative, interactive, and consistent content to capture attention and reinforce recognition and recall. These findings support



Hypothesis 2 (H2) and align with prior research demonstrating the significant role of social media marketing elements in cultivating brand awareness.

### **Impact of brand trust on brand loyalty**

Brand trust, reflecting consumers' assurance in a brand's consistency and experiential value, fundamentally underpins brand loyalty, denoting persistent preference and repeat engagement regardless of external pressures. Empirical evidence (Puspaningrum, 2020; Nilowardono, Rahayu, & Susanti, 2020) substantiates a robust positive linkage between trust and loyalty, and the present study supports this link for Mie Sedaap, showing that higher consumer trust enhances confidence in product quality, strengthens emotional attachment, and sustains long-term loyalty, thereby affirming Hypothesis 3.

### **Impact of brand awareness on brand loyalty**

Brand awareness, the capacity for consumers to identify and retrieve a brand from memory across situations (Rahayu Hidayati & Khuzaini, 2023), serves as a key catalyst for cultivating brand allegiance, understood as a strong commitment to repurchase preferred products despite competing influences (Kotler, Keller, & Chernev, 2022). Empirical studies (Quan et al., 2020; BILGIN, 2018) consistently show that higher brand awareness significantly enhances loyalty, a finding corroborated in this study: as consumers' awareness of Mie Sedaap increases, their tendency to recall, choose, and remain committed to the brand strengthens, thereby validating Hypothesis 4 (H4).

### **The direct influence of Social Media Marketing Elements on brand loyalty**

Digital engagement through social media campaigns, aimed at amplifying brand visibility and shaping consumer perception, tends to fortify persistent repurchase allegiance despite external alternatives. While previous studies (Sohaib & Han, 2023; Labibah & Sonja, 2024) report positive effects, the present study finds that the examined social media marketing elements of Mie Sedaap do not significantly impact brand loyalty, indicating that current digital activities are insufficient to foster emotional attachment or consumer commitment, thus rejecting Hypothesis 5 and highlighting the contextual limits of social media engagement in cultivating loyalty.

### **Impact of the mediating role of brand trust in mediating between social media marketing and brand loyalty**

Social media marketing involves strategic online initiatives that engage consumers, enhance brand visibility, and stimulate purchases. Brand loyalty reflects a strong commitment to repurchase despite alternative options, while brand trust underpins this loyalty by fostering confidence and positive perceptions over time. Empirical evidence (Srivastava et al., 2022; Sohaib & Han



(2023) demonstrates that brand trust acts as a conduit linking social media marketing to brand loyalty, as demonstrated in Mie Sedaap's strategies, which build trust through transparency, consistent communication, and positive engagement. These findings validate Hypothesis 6, highlighting that social media marketing strengthens consumer allegiance primarily via brand trust as a conduit.

### **Brand Awareness as a Mediator Linking Social Media Marketing to Brand Loyalty**

Strategic social media initiatives cultivate consumer engagement that amplifies brand visibility, corporate reputation, and commercial performance, while brand loyalty signifies a resolute tendency to repurchase despite alternatives, and brand awareness reflects consumers' capacity for brand recognition and recall. Prior research (Safiq, 2023; Purwianti & Fionna, 2023) indicates that social media marketing fortifies brand loyalty via heightened brand awareness, a relationship reaffirmed in this study. Notably, meticulously crafted content on platforms such as TikTok enhances awareness of Mie Sedaap, reinforcing both preference and loyalty, thereby substantiating Hypothesis Seven (H7) and underscoring social media's critical function in sustaining enduring consumer-brand connections.

### **CONCLUSION**

This study concludes that TikTok-based social media marketing significantly enhances brand loyalty for Indomie and Mie Sedaap in the Solo Raya region by increasing brand visibility and trust. Brand awareness consistently functions as a strong mediating variable, indicating its central role in translating TikTok engagement into consumer loyalty, while brand trust shows a less stable mediating effect, suggesting that trust development may require more sustained and authentic brand interactions. Overall, the findings underscore TikTok's strategic importance as a digital platform for shaping consumer perceptions and reinforcing brand loyalty.

From a managerial perspective, brands should optimize TikTok strategies by prioritizing awareness-driven content, interactive features, and authentic messaging to strengthen both visibility and trust. Nevertheless, this study is limited by its online survey method, non-proportional sampling, regional focus, and the inclusion of a limited set of variables. Future research is therefore encouraged to adopt theory-driven frameworks, incorporate additional constructs such as brand engagement or perceived value, expand geographical



coverage, and conduct comparative analyses across multiple social media platforms to provide a more comprehensive understanding of brand loyalty formation.

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