

# Do Social Media Marketing Activities Enhance Customer Satisfaction and Co-Creation?

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## ABSTRACT

**Manuscript type:** Research paper

**Research aims:** The main objective of this research is to examine the role of Social Media Marketing Activities (SMMA) in enhancing customer satisfaction and co-creation of local brands from the Schematic Perspective Theory. Specifically, this research aims to analyse the effect of SMMA on brand awareness and brand image, and the impact of brand image on customer satisfaction and customer co-creation.

**Design/Methodology/Approach:** This research was designed with a survey method which involved 316 respondents, and the data was analysed using partial least squares structural equation modeling, with the WarpPLS 7.0 software.

**Research findings:** The findings indicated that the effect of SMMA is positively significant on customer brand awareness and brand image. And brand image, in turn, has a positively significant effect on satisfaction, and satisfaction has an impact on customer co-creation. This research also found that satisfaction has an important role in mediation, that also stimulates customer co-creation.

**Theoretical contribution/Originality:** This study theoretically contributes to the relationship between customer satisfaction and co-creation in the context of SMMA, based on Schematic Perspective Theory and Social Exchange Theory (SET). However, the research focus on SET on the effect of customer satisfaction on customer co-creation is secondary.

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**Practitioner/Policy implications:** The implication of this research is very important for companies to design their own SMMA based on interactivity and customisation attributes. Customer satisfaction is a necessary condition for enhancing customer co-creation.

**Research limitation/Implications:** To enhance the understanding of the complex relationship among the variables, we suggest examining the effects of SMMA directly on customer satisfaction, and the possibility of reciprocal relationship between customer satisfaction and customer co-creation.

**Keywords:** Social media marketing, Local brand, Brand image, Customer satisfaction, and Co-creation

**JEL Classification:** M30, M31

## 1. Introduction

The use of social media as a means of marketing communication has increased significantly. In fact, 97% of companies listed in the Fortune 500 use social media as a means of marketing communication (Porteous, 2021). Social media management platform Hootsuite found in its January 2022 data from Indonesia that the number of social media users reached 191 million (68.9% of the population), an increase of 12.35% from the previous year. Globally, the use of social media increased by 10.1% from 2021 to 2022.

Most companies use social media as a medium for marketing activities. The use of Social Media Marketing Activities (SMMA) on this social network platform is designed to attract and serve customers. Ideally, SMMA provides entertainment, encourages interaction between companies and their customers and among the customers themselves, has the latest trend updates, and offers a customised experience according to customer wishes and word of mouth (Ibrahim, 2022). Does the SMMA implemented by this company contribute significantly and effectively to increasing customer satisfaction and customer co-creation? There are still relatively few studies that focus on the impact of SMMA on customer co-creation.

SMMA is designed with the aim that companies can access and interact directly with their customers (Ibrahim et al., 2020). The existence of information dissemination, disclosure, and also interactivity and involvement, which is a reflection of SMMA, allows companies to bind consumers. (Pinto et al., 2019).

Co-creation is one of the elements of consumer engagement (Behnam et al., 2021). Customer co-creation as a form of positive customer behaviour is an interesting topic in marketing studies today.

In the midst of intense competition, customer co-creation allows companies to get voluntary feedback so that product customisation will occur and improve the consumption experience of said product (Agrawal & Rahman, 2015). Co-creation allows information sharing which is very important for companies for product development in the digital era (Shen et al., 2020).

Research shows that social media elements can have a positive effect on customer behaviour (Cheung et al., 2021). Some studies tend to examine the direct impact of social media, but not specifically on SMMA. For example, in research on the contribution of social media to customer attitudes and behaviour, the results show that social media contributes to increasing brand awareness (Poulis, Rizomyliotis, and Konstantoulaki, 2018 (Suryani et al., 2020) and brand image, encourages consumer decision making to purchase (Hutter, Hautz, & Fu, 2013; Suryani et al., 2021) and brand loyalty (Mabkhot et al., 2017).

The lack of research on the role of SMMA in driving customer co-creation inspired this study. Especially regarding the importance of product development ideas and service improvements from the customer's perspective. Through co-creation activities, which is one of the main advantages of using SMMA, creative ideas are expected to emerge from customers, making it easier for companies to create superior value.

According to Schematic Perspective Theory, information processing is formed through learning (Kocyigit and Ringle, 2011; Mothersbaugh, Hawkins and Kleiser, 2020). SMMA that contains information and entertainment can influence brand awareness and image in consumers (Suryani et al., 2020a), (Suryani et al., 2021). Consumers learn about some product attributes from stimulus that came from SMMA. Knowledge about the brand affects the attachment to participate in the brand (Osei-Frimpong et al., 2020).

From the perspective of Stimulus Organism Theory, SMMA is designed to influence customer attitudes and behaviour. Brand awareness formed from SMMA stimuli will form a brand image (Suryani et al., 2021). This brand image has an impact on customer satisfaction (Nawi et al., 2019). When consumers have positive experiences and information about a product or brand, consumers will be satisfied with using the product or brand.

Additionally, other than brand awareness and image, consumer satisfaction will have an impact on other positive customer behaviours. This is shown by a study conducted by Paulssen et al, which show that overall consumer satisfaction will impact

customer extra role and intra role behaviour (Paulssen et al., 2019). Furthermore, according to the identity-based and the satisfaction-based paths model, satisfaction contributes to customer in-role and extra-role behaviors. So, when consumers are satisfied, positive behaviors that are appropriate and extra roles will be carried out by consumers at different intensities.

This study offer novelty in SMMA research by analysing the effect of satisfaction on customer co-creation. This is because it is relatively new and has not been widely researched. Most studies examine the impact of value co-creation on customer satisfaction (Worlu & Aloy, 2021); (Gligor & Maloni, 2022); (Zhang et al., 2017); (Menet & Szarucki, 2020). This study is based on the Schematic Theory, the identity-based model and the satisfaction-based model and Social Exchange Theory, customer co-creation that establishes the extra role behaviour in response to customer satisfaction.

There are prior studies that explored the impact of SMMA on customer co-creation, however they did not observe the relationship between brand image and customer satisfaction as a process that occurs in customers. Most prior studies explored the influence of SMMA on customer co-creation, and its impact on consumer brand engagement (Cheung et al., 2021), and the contribution of SMMA to brand image as one of the important dimensions of brand equity (Koay et al., 2021). Thus, more research can be conducted on the role of SMMA in influencing brand equity, especially brand awareness, and brand image in relation to customer satisfaction as an important condition that can have an impact on customer co-creation.

## **2. Literature Review**

### **2.1. Social media marketing activities (SMMA)**

SMMA is a form of marketing communication conducted on a digital platform. In SMMA, there are five important dimensions that must be considered, these are entertainment, interaction between companies and customers, trendiness, customisation according to customer desires and word of mouth (Ibrahim, 2022). Another study shows that there are four important elements in the SMMA development strategy, namely interactivity, informativeness, trendiness and personalisation (Koay et al., 2021), and there are additions from other studies, namely entertainment and advertising (Bilqin, 2018). Additionally, studies also found that whatever the dimension is, the development of right marketing content could positively influence customer relationships (Wibowo et al., 2021).

SMMA is seen as a means of promotion and relational communication that supports the application of marketing strategies by increasing the interaction between companies and customers (Ibrahim et al., 2021). The creation of content, interactions, and connections with customers and between customers is an important benefit obtained by the company (Wibowo et al., 2021).

SMMA development can be carried out by focusing on the dimensions of SMMA. Studies conducted on different product brands and industries show different results. Studies conducted on several luxury brands show that the dimensions of SMMA that are considered important are the interactions between companies and customers and also between customers and customers, entertainment that customers can feel by visiting social media, trendiness, customisation and word of mouth (Godey et al., 2016), (Kim & Ko, 2012). In another study, four dimensions of SMMA are identified, namely: interactivity, informativeness, personalisation, and trendiness. Interactivity refers to how SMMA provide opportunities for customers to share, improve, and interact with the content, not only with the companies of the products they use but also with other customers. Second is the informativeness dimension, which means that the completeness, accuracy and usefulness of information in SMMA are important to customers. The third dimension is personalisation, according to customer needs and expectations and the fourth dimension is trendiness (Koay et al., 2021). Other studies add the entertainment aspect as one of the dimensions of SMMA as being able to provide comfort, pleasure, relaxation, and a pleasant experience overall (Fetais et al., 2022); (Bilgin, 2018).

The quality of a social media platform will increase the brand awareness and brand image (Suryani et al., 2020a). If social media is used for SMMA, the results show that SMMA is able to increase brand equity and purchase intention (Koay et al., 2021), the quality of relationships with customers, resulting in increased purchase intention, loyalty intention, and participate intention (Wibowo et al., 2021).

## 2.2. *SMMA, brand awareness and brand image*

Brand awareness is one of the important elements in brand equity because it is related to brand placement in the minds of consumers (Narteh, 2018). According to Aaker, brand awareness (Aaker, 1996) is indicated by the ability of consumers to recognise and remember a brand as part of a particular product category. Consumers who have high brand awareness will be able to remember brands quickly and

understand a lot of information about the brands. Brand awareness can be established through marketing communications and also information from other sources received by consumers. Previously research found that SMMA has a positive effect on brand awareness (Bilgin, 2018). Based on this study, the hypothesis is formulated:

*H<sub>1</sub>: SMMA have a positive effect on brand awareness.*

A customer's brand image is formed through a perception process that is influenced by consumer knowledge and experience of a brand, brand image is an important dimension of brand equity (Aaker, 1992). SMMA is designed by companies to shape consumer perceptions of a brand. The messages conveyed in SMMA are designed to form awareness and knowledge (brand image) in customers. Higher brand awareness can improve brand image. There are two important components of brand image, namely functional image and emotional image (Martínez et al., 2014). Studies show that SMMA has a significant positive effect on brand image (Bilgin, 2018). Another study shows that social media quality has a positive effect on brand image, this brand image is also influenced by brand awareness (Suryani et al., 2020b). Given that SMMA is part of social media activities, the following hypothesis is formulated:

*H<sub>2</sub>: Brand awareness has a significant positive effect on brand image.*

*H<sub>3</sub>: SMMA have a significant positive effect on brand image.*

### **2.3. *The relationship between brand image with customer satisfaction***

In the Hierarchy theory, the message strategy conveyed in marketing communication coherently affects awareness, knowledge (brand image), preferences, choices, and beliefs (affection), as well as behaviour including purchasing behaviour (Clow and Baack, 2018). SMMA presents various messages both visually and verbally with the aim of entertaining, meeting customer needs, providing up-to-date information and allowing interaction with customers. These SMMA's influence consumers' knowledge of products and their attributes, known as brand image. The information and experiences that customers get from social media can affect customer satisfaction. When consumers have pleasant experiences and information about a product or brand, they will be satisfied. Studies show that brand image has an impact on customer satisfaction (Nawi et al., 2019).

Based on this study, a hypothesis is formulated:

*H<sub>4</sub>: Brand image has a significant positive effect on customer satisfaction.*

#### **2.4. The impact of customer satisfaction and customer co-creation**

Co-creation is the creation of value jointly between customers and companies. Customer co-creation is an effort made by customers to work together with companies in creating value. From the company's perspective, co-creation is deliberately sought to invite customers to rebuild the service experience according to their needs (Wibowo, 2018). Customer co-creation requires interaction between the company and the customer. This will happen when the company provides space for dialogue, access, risk benefits and transparency to the customers (Prahalad & Ramaswamy, 2004).

Customer co-creation is a positive behavior of customers. Customer co-creation is reflected in customer participation behaviour (in-role behaviour) such as seeking information, sharing information, responsible behaviour, and personal interaction and extra-role behaviour (customer citizenship behaviour) (Mubushar et al., 2020). As with other positive behaviours, the occurrence of positive behaviour from customers towards a brand, product and company occurs when customers are satisfied with the product or brand.

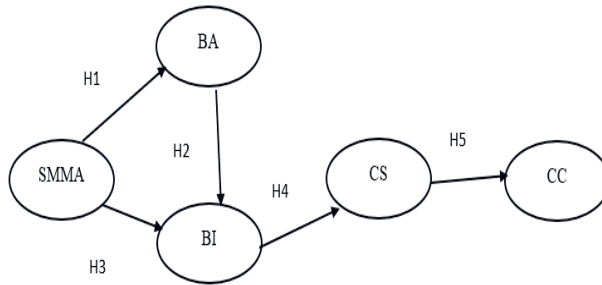
Studies conducted on e-commerce users show that customer satisfaction has a positive effect on customer co-creation (Farhana, 2021). Satisfaction is a form of customer affection and is seen as a major component in Social Exchange Theory. According to Social Exchange Theory, when consumers are satisfied, they will reciprocate the company's kindness in the form of positive behaviour that contributes to the company. It is rational to include satisfaction as an antecedent variable of customers' willingness to co-create because customers feel that they have received exceptional service that meets or even exceeds their expectations, and this encourages them to take responsibility for repaying the company (Assiouras et al., 2019).

Customers are willing to help and take constructive actions for the company and other customers (Bove et al., 2009). Based on this, the hypothesis is formulated

*H<sub>5</sub>: Customer satisfaction has a significant effect on customer co-creation.*



**Figure 1: The Conceptual Research Framework**



Note:

SMMA : Social Media Marketing Activities  
BA : Brand Awareness  
BI : Brand Image  
CS : Customer Satisfaction  
CC : Customer Co-Creation

### 3. Methodology

The research was carried out with a quantitative approach, using a questionnaire as the survey method. The research was conducted in two big cities in Indonesia – Jakarta and Surabaya, involving customers of local clothing brands such as The Executive, GetDirrty, Cotton Ink, Erigo, and Damn! I Love Indonesia. The data collection was conducted by the researcher with the assistance of a professional surveyor institution, in accordance with the data collection standards set by the researcher. Purposive sampling was used to select the respondents. The respondent criteria are:

- 1) Aged between 20 to 50 years old
- 2) Lives in Surabaya or Jakarta
- 3) Have visited the social media of these brands in the last 3 months and have interacted with the social media pages of these brands in the past two months.

There were 316 respondents involved in the study. According to the previous research conducted by Ghozali and Latan (2014), the sampling size is sufficient to represent the population.

The measurement of research variables was done using a Likert Scale with a score range of 1 - 5, with a score of 1 being Strongly Disagree, 2 being Disagree, 3 being Moderately Disagree, 4 being Agree, and 5 being Strongly Agree.

The indicators of the variables studied are as follows:



- a. SMMA is a marketing activity carried out through social media with the aim of creating value for customers, which is indicated by interactivity and personalisation (Koay et al., 2021). In this study, two of the four indicators were selected because they were considered important and significant from the customer's perspective.
- b. Brand awareness is defined as customer knowledge about the attributes of a brand with indicators of the ability to recognise brands, remember brands, recognise product types, know product differences, and be able to compare other brands (Hutter, Hautz, Dennhardt, et al., 2013).
- c. Brand image is the customer's perception of a brand based on its effectiveness and functional aspects (Martínez et al., 2014).
- d. Customer satisfaction is a feeling of pleasure and love for the brand and its attributes.
- e. Customer co-creation is the action of customers to jointly design, create, and evaluate existing services on social media (Koay et al., 2020).

The validity test is carried out using discriminant validity and convergent validity. Discriminant validity tests constructs which should not have a relationship and in reality, also have no relationship. The value is shown from the cross-loading value. While convergent validity tests that the expected constructs are related, the reality will also be related (Gozali, I, Latan, 2014). Convergent validity is assessed by considering each component of the Average Variance Extract (AVE). If the value is greater than 0.5, it proves that the construct explains at least 50% of the item variance (Risher, 2018). Each variable must be greater than 0.7 then the value can be said to be valid.

The reliability tests were carried out using composite reliability and Cronbach's Alpha. (Hair Jr. et al., 2017)

## **4. Analysis and Results**

### **4.1. Results of validity and reliability tests**

The analysis and results of this research, which include loading factors, Cronbach's Alpha, composite reliability, and convergent validity are presented in Table 1.

**Table 1: Discriminant Validity, Cronbach's Alpha, and Composite Reliability**

Variable	Item	Loading Factors	Cronbach's Alpha	Composite Reliability
Social Media Marketing Activities	SMMA2	0.713	0,604	0,793
	SMMA5	0.900		
Brand Awareness	BA1	0.684	0,821	0,874
	BA2	0.761		
	BA3	0.812		
	BA4	0.849		
	BA5	0.695		
Brand Image	BI1	0.764	0,834	0,883
	BI2	0.788		
	BI3	0.797		
	BI4	0.791		
	BI5	0.737		
Customer Satisfaction	CS1	0.841	0,833	0,889
	CS2	0.856		
	CS3	0.828		
	CS4	0.740		
Customer Co-creation	CC1	0.831	0,863	0,907
	CC2	0.882		
	CC3	0.853		
	CC4	0.800		

The results of the discriminant validity analysis are presented in Table 2. The results show that the AVE value > 0.5, which means that the indicators on each SMMA construct—Brand Awareness, Brand Image, Customer Satisfaction, and Customer Co-Creation have good discriminant validity values.

**Table 2: AVE Results**

Variable	AVE
Social Media Marketing Activities	0.660
Brand Awareness	0.582
Brand Image	0.602
Customer Satisfaction	0.668
Customer Co-Creation	0.709

After the instrument is confirmed to be valid and reliable, the next step is descriptive analysis and data analysis to test the research hypothesis. An overview of the research respondents is presented in Table 3.

**Table 3: Characteristics of Respondents**

Characteristics	Category	Frequency	%
Gender	Male	114	36.08
	Female	202	63.92
Age (y/o)	19-30	108	34.18
	31-40	132	41.77
	41-50	66	20.89
	> 50	10	3.16
Frequency of visit	Almost every day	140	44.30
	Once a week	134	42.41
	More once a week	42	13.29

The results of descriptive analysis (Table 3) show that the majority of respondents are female (63.92%) with the largest age composition (75.95%) is aged 19-40 years, most of which are millennial groups who are familiar with technology. The frequency of visits to the website is high. This also indicates that respondents are familiar with many social media from local brand products where they shop.

The description of the research variables is shown in Table 4.

**Table 4: Descriptive Analysis of Variables**

Variables	Mean	Category
Social Media Marketing Activities	3.961	High
Brand Awareness	3.981	High
Brand Images	3.935	High
Customer Satisfaction	4.116	High
Co-Creation	3.12	Medium

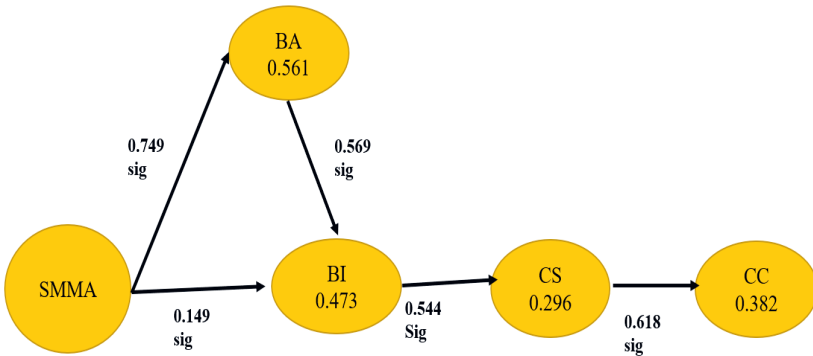
**4.2. The result of the structural evaluation model**

Referring to the hypothesis formulated, the structural evaluation analysis will focus on testing the goodness of fit of the model formulated in the current study and the research hypothesis. The

Goodness of Fit Model Test results of the model can be seen from the magnitude of the Standardised Root Mean Square (SRMR) model value. The PLS model is declared to have met the criteria for goodness of fit model if SMRM < 0.10 and the model is declared perfect fit if the SRMR value < 0.08. The analysis results show that the SRMR saturated mode is 0.075 (or below 0.10) and the model is declared to have a perfect fit if the SRMR value is < 0.08.

Thus, it can be concluded that this PLS model is declared fit so it is feasible to use to test the hypothesis. The analysis results are presented in Figure 2.

Figure 2: PLS Model Results



The results of the hypothesis analysis are presented in Table 5.

Table 5: Results of Hypothesis Test

Relationship	Path Coefficient	p-value	t-value	Decision
SMMA → BA	0.749	0.000	35.482	H <sub>1</sub> Accepted
SMMA → BI	0.149	0.014	2.455	H <sub>3</sub> Accepted
BA → BI	0.569	0.000	10.239	H <sub>2</sub> Accepted
BI → CS	0.544	0.000	14.194	H <sub>4</sub> Accepted
CS → CC	0.618	0.000	20.134	H <sub>5</sub> Accepted

The results of the hypothesis analysis in Table 5 show that the p-value of the relationship between variables in the hypothesis has a p-value < 0.05, resulting in a significant positive effect of SMMA on brand awareness with a path coefficient of 0.749 and 0.149 on brand image. In addition, brand awareness (BA) has a significant positive effect on brand image with a coefficient value of 0.569. H4 is accepted,

which shows that brand image (BI) has a significant positive effect on customer satisfaction (CS), with a path coefficient value of 0.544 and customer satisfaction has a significant effect on customer co-creation (CC) with a path coefficient of 0.618.

The degree of the model's ability to explain the relationship between variables is presented in Table 6 below.

**Table 6: Results of R Square Analysis**

Variable	R Square	R Square Adjusted
BA	0.561	0.560
BI	0.473	0.469
CC	0.382	0.380
CS	0.296	0.294

Referring to Table 6, it means that the power of SMMA to explain the conditions of brand awareness is moderate, and other model for explain of brand image, customer co-creation and satisfaction in low category.

## 5. Discussion

### 5.1. *The effect of SMMA on brand awareness*

The results of hypothesis testing show that Social Media Marketing Activities (SMMA) have a significant positive effect on brand awareness. This means that the higher the SMMA activities carried out by the company, the higher the brand awareness of consumers.

Based on the characteristics sample, 75.95% of respondents are aged 19 to 40 years, and most of them often visit the social media pages of the local brands from which they have purchased products, and only 13.6% of respondents look at social media more than once a week. This shows that respondents are active in using social media. Frequent visits and interactions with social media of local brand products, cause consumers to know a lot of information about the company's local products and brands.

Social media is a marketing communication tool designed to create awareness and image about a product or brand to consumers (Suryani, 2020). Referring to Bruhn, Schoenmueller and Schäfer (2012), social media contributes to build brand equity, where brand awareness is part of the brand equity element. These results confirm previous research conducted by (Seo & Park, 2018) that SMMA has a significant positive effect on brand awareness.

Another study, while not focusing on SMMA, but on social media content shows that the quality of social media content has a positive effect on brand awareness (Suryani, 2021). When social media content presents information that suits customer needs and allows customers to interact both with other customers and with the brand owner or company (interactivity), consumers will be interested and visit that brand's social media more often. Frequent consumer interactions with a brand's social media allows consumers to become more familiar with that brand and its products, so that brand awareness increases. These results are also consistent with Bilgin's research (2018) which reveals that social media marketing activities have a significant effect on brand awareness.

Corporate communication activities conducted by companies through social media are expected to change the knowledge, attitudes and actions of consumers (Kotler & Armstrong, 2018). Thus, it is important for companies to design and optimise SMMA so that consumers recognise and know the brand or increase their brand awareness.

## *5.2. The effect of SMMA on brand image*

Brand image is considered a part of the process that shapes brand equity (Aaker, 1996). This is due to the influence of social media (Bruhn, Schoenmueller and Schäfer, 2012). Furthermore, the study shows that social media is an important contributor to the formation of brand awareness and brand image. The results of this study confirm previous research which shows that SMMA has a positive effect on the brand image (Seo & Park, 2018); (Bilgin (2018). Studies on SMEs (small and medium enterprises) in Indonesia regarding the quality of social media show similar results, suggesting that the higher the quality social media, will result in higher brand image, or the quality that the product communicated through social media to the perceived customer (Suryani, et al., 2021).

In this study, the respondents' age and behaviour also play an important role in their usage of social media. Brand image is a process of perception (2021), which is formed due to observations, experiences and information received by consumers. The use of social media as a tool in a brand's communication is now a priority for companies because it is more efficient and it is also relevant to the company target to attract and engage customers. This is especially so when today's customer is more likely to turn to social media as their first source of information. If companies utilise social media properly, it would positively affect their brand image.

The interactivity and personalisation according to consumer needs carried out by companies through SMMA have proven to be able to influence perceptions, and if continued, can contribute positively to the company's brand image.

### *5.3. The role of brand awareness in developing brand image*

The results of this study prove that brand awareness has a positive effect on brand image for consumers of local brand clothing products. Consumers' adequate recognition and also good impression of clothing brands results in consumers having high brand awareness. Consequently, a high brand awareness causes consumers to have a brand image that is also high. In the theory of perception formation, brand image is formed through a perception process caused by information and experience from consumers.

The results of this study support the findings of previous research conducted by Dulek & Saydan, (2019) which shows that brand awareness has a positive impact on brand image. The more consumers are aware of a product brand, it will have a positive influence on the brand image.

### *5.4. The effect of customer satisfaction on customer co-creation behaviour*

This study shows that the more satisfied customers are, the higher the frequency of co-creation behaviour. So customer satisfaction has a positive effect on co-creation behaviour. Judging from the Stimulus-Organism-Response (SOR) theory, the internal state of the consumer and the actions that will be taken by the consumer depend on the perceived stimulus (Jacoby, 2002). When a customer visits or interacts with a brand's social media, and has a good perception, then this contributes to his/her satisfaction with a brand.

The customer's satisfaction from getting the same or more than expected service/experience will translate into the same consumers doing positive things for the company and other customers (co-creation). The satisfaction felt by consumers will be responded to by positive actions on the company. (Bove et al., 2009). So it can be understood why the more satisfied, the higher the level of customer co-creation.

In terms of Social Exchange Theory, co-creation actions taken by customers are a response in return for rewards to companies that have provided satisfactory performance. The results of this study are also consistent with previous research in e-commerce which shows



that the higher the customer satisfaction, the higher the co-creation of customers (Farhana, 2021).

## 6. Conclusion

This study shows that SMMA has a significant positive effect on brand awareness and brand image. The effect of SMMA on brand awareness is greater than its effect on brand image. This finding strengthens empirical evidence of the role of SMMA in shaping brand awareness and brand image as part of brand equity.

This study also shows that the extent of the ability of SMMA to predict brand awareness is moderate, meaning that SMMA is quite effective in shaping brand awareness.

The study also revealed that brand image has a significant positive effect on customer satisfaction, and customer satisfaction has a positive effect on customer co-creation behaviour. The role of satisfaction in influencing customer co-creation has not been widely studied, and this strengthens the evidence that customer satisfaction can encourage customers to perform positive behaviours, one of which is co-creation as found in this study. Social Exchange Theory makes an important contribution in explaining the role of customer satisfaction and encouraging customer co-creation.

The implication of this research is that the management of marketing activities in social media should be carried out by considering the important dimensions of SMMA, namely interactivity and personalisation and integrated with other marketing communication mixes. This is important to form and strengthen product or brand awareness and image.

Brand image is an important condition for shaping consumer satisfaction. Marketers need to pay attention to the elements of interactivity and personalisation when the product offered is local brand clothing. This finding is different from previous research that emphasises the information and entertainment dimensions.

Another important implication of this study is that satisfaction affects customer co-creation. In the midst of intense competition and the dynamics of changing consumer desires, involving customer co-creation is very important. Service and product innovations can emerge from customer co-creation. Customer co-creation that involves interaction and collaboration to add value to products (Agrawal & Rahman, 2015) can be pursued through marketing strategies that satisfy customers.

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## Appendix

### QUESTIONNAIRE

Latent Variable	Code	Items
Social Media Marketing Activities (SMMA)	SMMA 1*	I would share content from local brand X's social media content. <i>Media sosial merek lokal X memungkinkan saya untuk berbagi konten.</i>
	SMMA2	I feel that local brand X actively interacts with customers on social media. <i>Media sosial merek lokal X aktif berinteraksi dengan pelanggan.</i>
	SMMA3*	I feel that local brand X's social media provides accurate information. <i>Media sosial merek lokal X menyediakan informasi yang akurat.</i>
	SMMA4*	I that feel local brand X's social media provide useful information <i>Media sosial merek lokal X menyediakan informasi yang bermanfaat.</i>
	SMMA5	I feel local brand X's social media meet my needs. <i>Media sosial merek lokal X memenuhi kebutuhan yang saya inginkan.</i>

Latent Variable	Code	Items
Brand Awareness (BA)	BA1	I recognise this local brand X. <i>Saya mengenal merek lokal X.</i>
	BA2	Local brand X is easily to be remembered. <i>Saya dapat mengingat dengan mudah merek lokal X.</i>
	BA3	I know the different types of products from local brand X very well. <i>Saya mengenal dengan baik berbagai jenis produk merek lokal X.</i>
	BA4	I know the differences between products from local brand X and products from other local brands. <i>Saya mengetahui perbedaan dari produk merek X dari produk merek lokal lainnya.</i>
	BA5	I am able to compare the advantages of products from local brand X with other products. <i>Saya mampu membandingkan keunggulan produk merek lokal X dengan produk lainnya.</i>
Brand Image (BI)	BI1	This local Brand X arouses sympathy. <i>Merek lokal merek X menimbulkan simpati.</i>
	BI2	I feel this local brand X giving sense of personal pride to its users. <i>Merek lokal X ini memberikan rasa bangga pada pribadi penggunanya.</i>
	BI3	I feel that this local brand X provides good quality services. <i>Merek lokal X menyediakan layanan yang bermutu.</i>
	BI4	I feel this local brand X provides better benefits than other brands. <i>Merek lokal X menyediakan manfaat yang lebih baik dibandingkan merek yang lain.</i>
	BI5	I feel this local brand X sets a fair price according to the benefits that they offered. <i>Merek lokal X menetapkan harga yang fair sesuai dengan manfaat yang ditawarkan.</i>

Latent Variable	Code	Items
Customer Satisfaction (CS)	CS1	I am satisfied with local product brand X. <i>Saya merasa puas dengan produk lokal merek X.</i>
	CS2	I am satisfied with the competitive prices offered by local brand X. <i>Saya puas dengan harga kompetitif yang ditawarkan merek lokal X.</i>
	CS3	I am satisfied with the services offered by local brand X. <i>Saya merasa puas dengan layanan yang diberikan merek lokal X.</i>
	CS4	I am satisfied with the online services offered by local brand X. <i>Saya merasa puas dengan pelayanan online merek lokal X.</i>
Customer Co-Creation (CC)	CC1	I frequently participate giving online comments on local brand X. <i>Saya sering berpartisipasi memberi komentar secara online pada merek lokal X.</i>
	CC2	I like to learn things related to local brand X so I am able to provide online feedback to them. <i>Saya suka belajar hal-hal yang terkait dengan merek lokal X agar saya dapat memberikan masukan secara online kepada merek lokal X.</i>
	CC3	I invite other customer to actively posting in local brand X's social media. <i>Saya mengajak konsumen lain untuk aktif terlibat posting di media sosial merek lokal X.</i>
	CC4	Sometimes I convey my ideas for improving the quality of local brand X. <i>Kadang saya menyampaikan ide untuk perbaikan kualitas merek lokal X.</i>

*Noted: \* These items were not selected because they were not valid and the results of the Focus Group Discussion with consumers, these items were seen not significant (important) from the perspective of local brand customers Italic font (Indonesian version)*

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