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The Role of Social Media Marketing Activities on Brand Trust and Brand Loyalty: Evidence from E-Commerce Tourism's Instagram

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Abstract:
In the current era of globalization, the development of social media has become a global phenomenon, where customers prefer social media as a credible source of information compared to other channels. With the rapid development of technology and information, it can be seen the potential for changes in the company's marketing through social media, namely social media marketing activities. This study aims to study the role of social media marketing activities in increasing brand trust and brand loyalty on Brand X through its Instagram social media account. Data collection was carried out through an online questionnaire given to active Instagram users who knew the brand X was < 20 to 45 years old in Indonesia. There were 477 respondents who filled out the questionnaire, and 400 of them met the criteria as research respondents. Data analysis was performed using Partial Least Squares - Structural Equation Model (PLS-SEM). Based on the research that has been done, the conclusion that can be drawn is that there is a positive and significant relationship between SMMA_CUST on Brand Loyalty and Brand Trust. There is a positive and significant relationship between SMMA_ENT on Brand Loyalty and Brand Trust. There is a positive but not significant relationship between SMMA_INT on Brand Loyalty and Brand Trust. There is a positive and significant relationship between SMMA_TREN on Brand Loyalty and Brand Trust. Due to the differences in the results obtained, further research is needed to examine the influence of Social Media Marketing on Brand Loyalty and Brand Trust in industries other than tourism. The results show that social media marketing efforts including active and up-to-date social media, online interactivity, and collaboration with other platforms are beneficial for brand loyalty and trust. The results of this study can help Brand X and various companies engaged in the tourism industry to maintain loyalty and trust in the company by using social media in marketing all their tourism products. In addition, the results of this study also show the need for companies to develop appropriate online strategies to compete with other tourism industry company.

Keywords:Social media marketing activities, brand trust, brand loyalty

1. Introduction

Entering the digital era, the development of technology and the growth of its use are unavoidable and play a major role in the advancement of information and communication technology. In Indonesia, the development of information and communication technology began when entering the early 20th century such as the use of cable, radio, telephone, television, and satellite (Wardhana, & Lisdiyanti, 2020). The level of internet users by people in Indonesia always increases every year. According to a survey conducted by the Association of Indonesian Internet Service Providers (APJII), internet users in Indonesia as of December 2019 reached 171.17 million people, and currently they reach 73.3% of the population. Based on data from HootSuite and the We Are Social Marketing Agency in early 2021, the number of internet users in Indonesia reached 202.62 million of the total population of Indonesia of 274.9 million. A total of 96.4 percent of mobile internet users are smartphones and feature phones aged 16-64 years (Apriyani, 2021). Internet users are connected through a variety of different types of electronic devices, will however, *the smartphone* becomes the most used device for accessing the internet.

As time goes by, the price of this varied smartphone can be reached by almost all circles of society so that the demand for it is getting higher. Until 2018, the high interest in the use *of smartphones* began to be discovered from 2018, which is around 56, 2 % of the population showed more than half the population in Indonesia. With *smartphones*, various benefits and conveniences really help users to support various activities. These activities include surfing on social media which has now become one of the activities that cannot be separated from people's daily styles. Indonesia is one of the countries with the highest number of internet accessors in the world, reaching 171 million Indonesians using the internet,

and of this figure, 95% use the internet to access social media services (Ramadhani & Pratama , 2020). In general, social media is used by people to find and share information, get entertainment, and make it easier to interact with other people (Borges-Tiago, Tiago, & Cosme, 2018). On the other hand, for companies, social media can be used as a tool to support marketing activities (Jacobson, Gruzd, Hernandez-Garcia, 2020) , as well as to communicate with customers. Based on a survey conducted by the Mobile Marketing Association and Survey Censum, there are 79% of local businesses that have used social media to reach customers (The Jakarta Post, 2020). The company's strategy that utilizes social media must be right on target so that the marketing carried out brings success to the company.

The use of social media as a marketing tool, one of which is also known as social media marketing activities. There are quite a lot of previous studies that discuss social media marketing activities. However, most of the previous research (Chawla & Chodak, 2021; Galati, Crescimanno, Tinervia, & Fagnani, 2017) focused on social media, namely Facebook. Based on previous journals, it is known that web links related to products posted in the Facebook comments column received positive and profitable responses. However, if brand posts containing local experiences and traveling are posted on Instagram, it will attract the attention of many customers (Gon, 2021).

Instagram is one of the most widely used types of social media *platforms* in Indonesia (Fauzia &Persada, 2020). Individual groups with an age range of < 20 years to 45 years, with a total percentage of 97.4%, are the majority age group of Instagram users in Indonesia. In using Instagram, some businesses are growing in doing their marketing through social media. Including one of them, *Brand X* which is an *online* travel agent that is most often used by people in Indonesia (Anggraeni & Madiawati , 2016). *Brand X* has been doing marketing using the company's official website. Most companies build strong communities through Instagram to see the results of their *brand* development. Brands that make *posts* as attractive as possible, will have a higher chance of getting positive responses because they are easy to remember and describe the *brand identity of the* business (Romao, Moro, Rita, & Ramos, 2019).

In general , Indonesian people use social media as a place to build their close relationship with a brand by sharing experiences with fellow users or others in the social media space itself. Likewise, with social media, users can more easily find information about a brand (Defzouli et al., 2018). Various activities that occur in social media give rise to behavior, attitudes, communication patterns, and create customer ratings of a brand on social media on brands (Schivinski, & Dabrowski, 2016). Profits can be generated if customers have an interest in continuing to access information related to the product or service, then only then carry out ongoing willingness to be offered on social media to the brand by the company.

Trust is one of the psychological concepts that has succeeded in increasing the interest of research experts in the field of marketing. In the concept of trust, it will determine how deep a brand gives something absolute to customers. Previous research by Hudson, Roth & Madden (2016) found that social media interactions are able to produce a relationship between brands and consumers. In many contexts, the intensity level of trust in a brand may not be high enough to encourage customers or potential customers to believe in a product. There are various obstacles that hinder the process of trust in the brand to become a customer's willingness to depend on the brand. This implies that customers must be pushed to a sufficiently high level of trust to overcome these obstacles. The magnitude of the perceived obstacles also slightly affects the current development of social media. Just a sense of confidence does not necessarily result in trust in a particular tourismcompany or brand through social media.

In addition to existing trust, comfort is also present as a result of commitment that results in loyalty (Nadeem et al, 2020) . In the concept of loyalty, it will be seen how deep a brand will be absolutely responsible for customers. In particular, the level of intensity of brand loyalty may not be easy to encourage customers or potential customers to be loyal to a product. Moreover, the absence of satisfaction leads to continuous maintenance and word-of-mouth acceptance of the brand. In the current development of social media, a sense of commitment alone does not necessarily result in loyalty to a particular tourismcompany brand through social media.

This study discusses the role of social media marketing activities carried out by a brand with a specific brand that has not been found in the previous literature. A number of these previous studies have shown the importance of further studies on social media marketing activities (Cheung, Pires, Rosenberger III, Leung, & Ting, 2020 ; Dedeoglu, Taheri, Okumus, & Gannon, 2020), especially if you want to examine the role of social media in context. specific tourism . However, it was found that the previous conceptual framework was still lacking in relation to the relationship of variables including social media marketing activities , its relationship in researching brand trust and brand loyalty , so that new research is needed to see whether there are results that increase brand trust and brand loyalty . In addition, it also provides new views regarding social media marketing activities in the context of marketing in the tourism industry . Therefore, to fill the gap existing research, researchers investigated the role of social media marketing activities in increasing brand trust and brand loyalty of one of the social media Instagram on Brand X . The following questions guide research:

- Do social media marketing activities have a positive effect on brand trust ?
- Do social media marketing activities have a positive effect on brand loyalty ?

1.1. Statement of the Problem

Theoretically, this study provides empirical testing of a comprehensive model to examine variables that may affect *online* customer trust and loyalty. This is expected to add to the discussion on the role of *social media marketing activities* in increasing *brand trust* and *brand loyalty.* This study contributes to the impact of *brand trust* and *brand loyalty* by incorporating critical constructs into the framework. First, the current study seeks to build a comprehensive framework of the impact of *brand trust* and *brand loyalty* by examining the simultaneous role of *social media marketing activities* on *entertainment*, *interaction*, *trendiness*, and *customization*. Second, it seeks to build a comprehensive framework of the role of social media marketing activities in entertainment, interaction, trendiness and customization by

examining the simultaneous impact on brand trust and brand loyalty. In addition another important aspect that can be explained from this research is whether social media marketing activities will affect brand trust and brand loyalty.

On the other hand, from a practical perspective, this research is important to provide strategic direction to *Brand X* in their efforts to compete in the midst of the challenges of being able to implement effective business strategies in attracting people who are now adapting to the advancement of social media. Moreover, the existence of *social media marketing activities* as independent variables provide a deeper understanding as a useful input to strengthening tourism marketing through social media accounts on *Brand X.*

2. Literature Review

In connection with the current development of social media, changing customer habits before deciding to purchase a brand by browsing information *online* on social media (McClure &Seock, 2020). As compiled by We Are Social and Hootsuite (2021), explains that the average community spends about 3 hours 14 minutes accessing social media, especially those that have unique and complete features for searching for information, such as WhatsApp, Facebook, Instagram, and Twitter online successively. In addition to the unique and complete features of social media, some people also think that using social media to find information about brands is easier because it has *real-time* speed compared to conventional media. Currently, the general public,including Brand X customers, are suspected of using social media as the main alternative for seeking entertainment, social interaction, and tools to follow trends. Meanwhile, in the business world, it has been seen that marketers have changed the way they market and promote their brands from offline to online. So the role of social media marketing activities potential in the marketing strategy for marketers to increase brand trust and brand loyalty ofcustomers and prospective customers in social media.

2.1 Social Media Marketing Activities (SMMAs)

Social media is now the biggest part of the marketing strategy used, which has a reciprocal relationship in the *marketing strategy* (Kapoor, Tamilmani, Rana, Patil, Dwivedi, &Nerur, 2018). In the context of *branding* through social media, *social media marketing activities* is one method of building a relationship of interaction, through social media to enhance the positive image of a brand, customer equity and brand success (Zollo, Filieri, Rialti, & Yoon, 2020). *Brand X* massively does marketing through social media on *online* applications, *platforms, and websites* to technology systems that have content sharing facilities between communities. These *online* applications, *platforms, websites* and technology systems are considered to be able to increase target customers by providing travel messages or information by a brand (Jimenez-Barreto, Stapit, Rubio, & Campo, 2019).

Based on earlier research by Seo and Park, (2018) which focuses on the aviation industry, an effort to clarify the social media marketing activities into five dimensions, including entertainment, interaction, trendiness, customization, and perceived risk. Meanwhile, previous studies conducted by Ibrahim &Sawaftah (2021) clarifies the effort social media marketing activities into four dimensions, including entertainment, interaction, trendiness, and customization, which is closely associated with *Brand X* utilizing social media overall marketing efforts .

2.2 Entertainment

Entertainment is a brand's effort to provide content on social media, which is fun and entertaining, to attract customers. Marketers create something interesting through photo and video content on social media, where these posts can increase the adoption of social media user information (Islam, Laato, Talukder, &Sutinen, 2020). Pleasant content is considered to increase customer positive emotions and interesting information is considered to increase brand user participation (Cheung et al ., 2020; Seo & Park, 2018).

2.3. Interaction

Interaction is a brand's effort to facilitate providing information on social media for customers, to interact from opinion to discussion (Seo & Park, 2018). The participation of users then continues into interactions, such as information sharing and commenting, but does not involve them in the process of creating content by brands (Qin, 2020). Making this content publication becomes important, as explained in previous research by Liu et al,.(2019) that it can see how customers can be involved and have a role in a brand, through liking or commenting on an uploaded content.

2.4. Trendiness

Trendiness is a brand's effort in the extent to which they convey the latest and most current information on social media about the brand (Bazi& Gorton, 2020). With the popularity of social media among the wider community, customers rely on information on social media for brand purchasing decisions (Seo & Park, 2018). Therefore, marketers strive to continuously increase the dissemination of information about their brands, such as posting new content or reposting existing content. Trendy content will increase customer involvement in the brand (Liu et al,. 2019).

2.5. Customization

Customization is a brand effort in the extent to which they deliver information or services on social media that can be tailored to customer needs (Kim & Kim, 2019). Then, these efforts are utilized as a strategy that allows and makes it easier for brands to reach target customers in a more practical way than other media (Liu, Lee, Liu, & Chen, 2018). So that a personalized social media strategy is considered to be able to meet the needs, as well as become the overall customer preference (Dwivedi, Ismagilova, Hughes, Carlson, Filieri, Jacobson, & Wang, 2020).

2.6. BrandTrust

Brand trust includes a sense of security towards a brand that is based on belief in the brand, good intentions of the brand, and experience with the brand (Chung & Kim, 2020). This trust is built on the expectation that the other party will act as desired. When customers have trusted a brand, they are sure that it is fulfilled so there is no disappointment. Brand trust which consists of the dimensions of viability and intentionality that can help explain the level of trust that the brand can deliver what it promises in the future (Chae, Kim, Lee, & Park, 2020). In social media, a brand is considered to fulfill individual beliefs if they create content and provide real information. Content uploaded with evidence that the information is real, such as original content about the brand, strong headlines, creating engaging content, and visual content that is more likely to inspire social media users who see it.

Typically, brand trust was measured by the availability of the customer to buy a product because it was believed a brand at all costs (Lude&Prugl, 2018). However, with the current development of social media, it is suspected that there are social media user behaviors that contribute to content and change public perceptions of a brand. The collection of information from social media users is considered by customers as reliable information regarding the brand.

2.7. Brand Loyalty

Brand loyalty include a commitment to a brand that originates in satisfaction with the brand, a reference to the brand, and the consistency of the brand (Chuenban, Sornsaruht, &Pimdee, 2021). The comfort is awakened by a feeling that arises as a result of the minimum or absence of certain disturbances. When customers are loyal to a brand, they will not make judgments. According to Kaur, Mustika, and Sjabadhyni (2018), the study of the science of customer behavior states that brand loyalty consisting of the dimensions of brand Affect and consumer satisfaction that can help explain the degree of brand loyalty that can sustain interest over its quality. In social media, a brand is considered to build individual loyalty if they create sufficient needs and information. Content that has brand value, is active, aware, and innovative will display the consistency of the brand itself so that it is memorable for social media users who see it.

Often brand loyalty measured by how many purchases or re-do of the sensitivity of the brand (Jung, Kim, & Kim, 2020). However, with the development of social media today assume there is a social media user behavior that have more expectations on the content and information they access, which makes them think that the brand has accessibility and credibility. So that it is considered by customers as a series of content and information that can be relied upon (reliable) to make possible purchases in the future.

2.8. Development of Hypothesis

Brand X simultaneously utilizes social media for marketing and advertising. The main marketing strategy that used the brand in social media is via Official Page on a brand. Brand pages exist as a means to support marketing, which in turn builds customer-brand bonds (Gligor, Russo, &Bozkurt, 2019). The role of the brand page in creating reliance on the brand is the main stage (Bento, Martinez, & Martinez, 2018). The existence of a close relationship with the brand is a characteristic of a strong relationship between the customer and the brand and vice versa, between the brand and the customer which is quite considered as a form of trust (Sheng & Jin, 2019). Thus, the research hypothesis is as follows:

- H_1: Social media marketing activities have a positive effect on brand trust .

Social media is the most suitable online media to interact, share, and participate without being limited by space and time (Appel, Grewal, Hadi, & Stephen, 2019). One of the uses of social media in the business world is the brand page , where the online public channel most often used by brands for related organizations and public interests (Voorveld, 2019), so its presence is very important for companies to be able to communicate in influencing customer loyalty and expectations through uploaded content that contains various information. In addition, the existence of a brand page also supports marketing, which ultimately builds customer-brand bonds through customer pleasure and satisfaction on social media on brands (Radzi, et al., 2018). Thus, the research hypothesis are as follows:

- H_2: Social media marketing activities have a positive effect on brand loyalty.
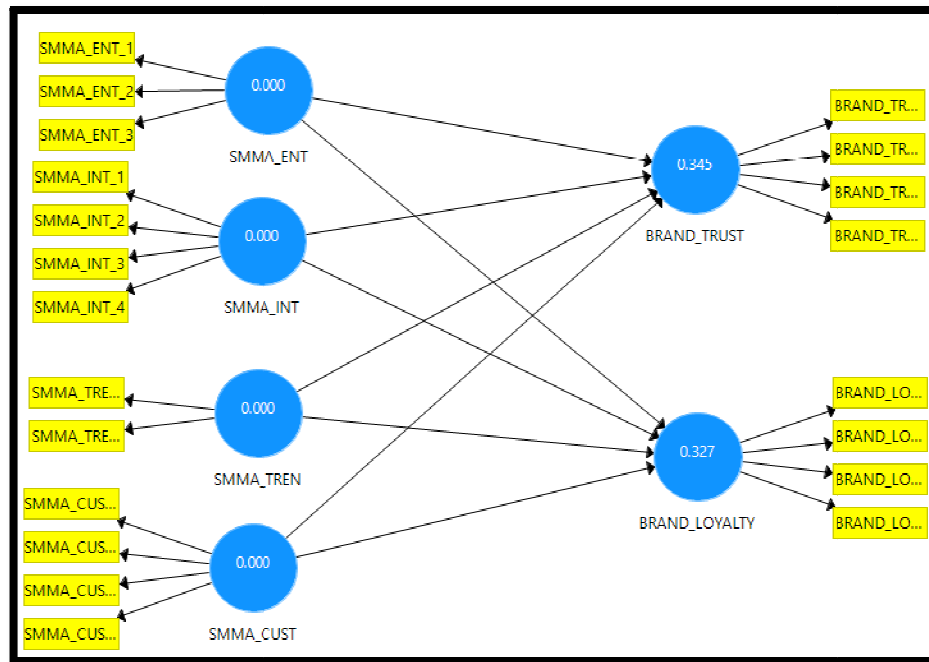
2.9. Conceptual Framework

Figure 1: Conceptual Framework

3. Research Methodology

3.1. Research Design

This type of research uses a descriptive-explanatory design, which is descriptive which includes data collection for hypothesis testing or answering questions about relationships and explanatory, namely the use of available data to explain the position of variables and causal relationships between one variable and another variable through hypothesis testing. . While the unit of analysis in this study is individual Instagram users, knowing Instagram of Brand X , and viewing Brand X content on Instagram.

3.2. Sampling

The population of this study is individuals with an age range smaller than 20 years to 45 years (the age group of the majority of Instagram users in Indonesia) who live throughout Indonesia. Furthermore, the population is individuals who know Instagram Brand X , as well as individuals who are viewers of Brand X content on Instagram. It aims to examine aspects of social media in increasing brand trust and brand loyalty. The sampling technique used was convenience sampling method with non-probability sampling technique. The number of samples obtained by calculating sample sizes greater than 300 and smaller than 500 is stated to be appropriate for the majority of research, especially in a business context. Therefore the researchers decided to take the 400 respondents in the sample.

3.3. Data and Data Collection Methods

The type of data used in this study is primary data by distributing questionnaires with a Likert scale score of 1 to 5, with information (1) Strongly Disagree to five (5) Strongly Agree. The questionnaire was written using a question or statement instrument to determine the effect of several related variables.

Variable	Dimension	Indicator
Social Media Marketing Activities (SMMAs)	Entertainment	Travel content shared by brand X's Instagram is fun. When I see interesting travel news on brand X's Instagram, I share it on other social media. Gather information from brand X's Instagram is fun.
	Interaction	Sending my opinion about travel to other users on brand X's Instagram is easy. Sharing travel information can be done on brand X's Instagram. Discussions and exchange of opinions about tourism can be done on brand X's Instagram. Two-way interaction can be done through brand X's Instagram.
	Trendiness	Everything (tourism) that is trendy is available on brand X's Instagram. Brand X's Instagram social media is trendy.
	Customization	The travel information that I need can be found on brand X's Instagram. Brand X's Instagram provides travel information that I really need. It is possible to be able to browse special travel information on brand X's Instagram. Brand X's Instagram makes travel-related purchase recommendations according to my needs.
Brand Trust		I feel that brand X's Instagram can be trusted. I believe that brand X's Instagram pays attention to my travel interests. I believe in the travel products or services disseminated by brand X's Instagram. I feel that with the travel information on brand X's Instagram, there are many possibilities for them to provide good travel products or services.
Brand Loyalty		I prefer to see travel information on brand X's Instagram than other brands. I intend to continue to follow all about travel on brand X's Instagram. I will say positive things about the tourist information obtained from brand X's Instagram to others. I would like to recommend looking for travel information on brand X's Instagram if anyone asks for my opinion.

Table 1: Questionnaire Items

3.4. Analysis Tools

The type of research analysis specified in this study is quantitative analysis . In addition, hypothesis testing uses the Partial Least Square (PLS) method . PLS is an alternative method of analysis with Structural Equation Modeling (SEM) based on the variance , the tool aids used in the form SmartPLS 3.3.3 program designed specifically to estimate the structural equations on the basis of the variance .

3.5. MeasurementModels

Convergent validity and composite or Cronbach reliability tests are the right models for reflective testing. Cronbach alpha discusses a question as an indicator variable to display convergent validity and display reliability. In indicator variables, an indicator can be said to be valid if

3.6. HypothesisTesting

To test the hypothesis, there are the following provisions:
The data is called valid if the coefficient values are >-1 and <1.
It is said to be significant if the T Statistics value is > 1.96
The data is said to have passed the AVE test if the variable > 0.5
It is said to be reliable if the value of composite reliability and Cronbach's alpha is >0.7
The indicator is said to be valid if >0.7
The correlation value between Brand_Loyalty and Brand_Loyalty must be higher than Brand_Loyalty and other variables.
The correlation value between SMMA_Custom and SMMA_Custom must be higher than SMMA_Custom and other variables

4. Research Findings and Discussion

The influence of social media marketing activities on brand trust .
Based on the results of the coefficient test on the research sample, the following results were obtained:

	BRAND_LOYALTY	BRAND_TRUST
BRAND_LOYALTY		
BRAND_TRUST		
SMMA_CUST	0,30	0,40
SMMA_ENT	0,15	0,17
SMMA_INT	0,07	0,01
SMMA_TREN	0,24	0,17

Table 2: Brand Loyalty and Brand Trust Coefficient Test

As has been determined that the Path Coefficients range from -1 to 1. Based on table 2 above, it can be concluded that the relationship between SMMA_CUST to Brand Loyalty and Brand Trust has a positive relationship where the coefficient value of SMMA_CUST to Brand Loyalty is 0.30 and the coefficient value from SMMA_CUST to Br and Trust is 0.40. Based on table 2 above, it can be concluded that the relationship between SMMA_ENT to Brand Loyalty and Brand Trust has a positive relationship where the coefficient value of SMMA_ENT to Brand Loyalty is 0.15 and the coefficient value of SMMA_ENT to Brand Trust is 0.17. In addition, it can also be concluded that the relationship between SMMA_INT to Brand Loyalty and Brand Trust has a positive relationship where the coefficient value of SMMA_INT to Brand Loyalty is 0.07 and the coefficient value of SMMA_INT to Brand Trust is 0.01. Meanwhile, it also can be concluded that the relationship between SMMA_TREN to Brand Loyalty and Brand Trust has a positive relationship where the coefficient value of SMMA_TREN to Brand Loyalty is 0.24 and the coefficient value of SMMA_INT to Brand Trust is 0.17.

Thus, according to table 2 above, it can be concluded that the relationship between SMMA_TREND, SMMA_INT, SMMA_ENT, and SMMA_CUSTOM to BT and BL has a positive relationship.

	T Statistics (|O/STDEV|)	P Values	Result
SMMA_CUST -> BRAND_LOYALTY	4,143	0,000	Significant
SMMA_CUST -> BRAND_TRUST	6,857	0,000	Significant
SMMA_ENT -> BRAND_LOYALTY	2,435	0,015	Significant
SMMA_ENT -> BRAND_TRUST	3,092	0,002	Significant
SMMA_INT -> BRAND_LOYALTY	0,979	0,328	Insignificant
SMMA_INT -> BRAND_TRUST	0,197	0,844	Significant
SMMA_TREN -> BRAND_LOYALTY	3,596	0,000	Significant
SMMA_TREN -> BRAND_TRUST	2,956	0,003	Significant

Table 3: T-Test Statistics

Based on table 3 above, it can be seen that there is a significant relationship between SMMA_CUST and BRAND_LOYALTY with a T value of 4.143. In addition, it also can be seen that there is a significant relationship between SMMA_CUST and BRAND_TRUST with a T value of 6.857. Based on table 3 above, it can be seen that there is a significant relationship between SMMA_ENT and BRAND_ LOYALTY with a T value of 2.453. Based on table 3 it can be seen that there is a significant relationship between SMMA_ TREN against BRAND_ LOYALTY to the value of T is 3.596. Similarly, it can be seen that there is a significant relationship between SMMA_TREND and BRAND_TRUST with a T value of 2,956. However, based on table 3 above, it can be seen that there is no significant relationship between SMMA_INT and BRAND_ LOYALTY with a T value of 0.979 and there is no significant relationship between SMMA_INT and BRAND_TRUST with a value of 0.197.

Based on the results of the Cronbach Alpha and Composite reliability tests on the sample, the following results were obtained:

	Cronbach's Alpha	Composite Reliability
BRAND_LOYALTY	0.895	0.927
BRAND_TRUST	0.904	0.933
SMMA_CUST	0.901	0.931
SMMA_ENT	0.773	0.866
SMMA_INT	0.869	0.910
SMMA_TREN	0.811	0.914

Table 4: Cronbach's Alpha Test Results and Composite Reliability

Based on table 4 above, it can be seen that the Cronbach's Alpha value of brand loyalty is 0.895 while composite reliability is 0.927. This shows that the research results are said to be reliable where the composite reliability and Cronbach's alpha values are >0.7. Furthermore, based on table 1 above, it can be seen that the Cronbach's Alpha value of brand trust is 0.904 while composite reliability is 0.933. This shows that the research results are said to be reliable where the composite reliability and Cronbach's alpha values are >0.7 . Based on table 4 above, it can be seen that the Cronbach's Alpha value of SMMA_Cust is 0.901 while the composite reliability is 0.931. This shows that the research results are said to be reliable where the composite reliability and Cronbach's alpha values are >0.7. Based on table 4 above, it can be seen that the Cronbach's Alpha value of SMMA_ENT is 0.773 while the composite reliability is 0.866. This shows that the research results are reliable where the composite reliability and Cronbach's alpha values are >0.7. Based on table 4 it can be seen that the Cronbach's Alpha value of SMMA_INT is 0.869 while the composite reliability is 0.910. This shows that the research results are reliable where the composite reliability and Cronbach's alpha values are >0.7. In addition, it can be seen that the Cronbach's Alpha value of SMMA_TREN is 0.811 while the composite reliability is 0.914. This shows that the research results are reliable where the composite reliability and Cronbach's alpha values are >0.7.

Meanwhile, according to the SMART PLS test on brand trust and brand loyalty that has been carried out, the following measurements are obtained:

SMART PLS Result		
	R Square	R Square Adjusted
BRAND_LOYALTY	0,437	0,431
BRAND_TRUST	0,459	0,454

Table 5: Smart PLS Result Test

Based on the SMART PLS results in table 5 above, it can be seen that the percentage of social marketing influence on brand trust is with an r2 score of 0.459, and an adjusted r2 of 0.454. According to this score, the percentage of the variable BRAND_TRUST is influenced by 45.90% by SMMA_ENT, SMMA_INT, SMMA_TRENDI, and SMMA_CUSTOM.

4.1. The Effect of Social Media Marketing Activities on Brand Loyalty
According to the analysis that has been carried out, the size as shown in table 5 above is based on the SMART PLS results in table 5 above, it can be seen that the percentage of social marketing influence on brand loyalty has an r2 score of 0.437, and an adjusted r2 of 0.431. The variable BRAND_TRUST is affected by 45.90% by SMMA_ENT, SMMA_INT, SMMA_TRENDI, and SMMA_CUSTOM.
Meanwhile, based on the results of research on Average Variance Extracted, the following results are obtained:

	Average Variance Extracted (AVE)
BRAND_LOYALTY	0,761
BRAND_TRUST	0,777
SMMA_CUST	0,771
SMMA_ENT	0,684
SMMA_INT	0,717
SMMA_TREN	0,841

Table 6: Average Variance Extracted

Based on table 6 above, it can be seen that the AVE of brand loyalty is 0.761. This means that the resulting data has passed the AVE test where the brand loyalty variable is > 0.5. In addition, it can be seen that the AVE of brand trust is 0.777. This means that the resulting data has passed the AVE test where the brand trust variable is > 0.5. Also, it can be seen that the AVE of SMMA_Cust is 0.771. This means that the resulting data has passed the AVE test where the variable SMMA_Cust > 0.5. Based on table 6 above, it can be seen that the AVE of SMMA_ENT is 0.684. This means that the resulting data has passed the AVE test where the variable SMMA_ENT >0.5. Based on table 6 above, it can be seen that the AVE of SMMA_INT is 0.717. This means that the resulting data has passed the AVE test where the variable SMMA_INT >0.5. Based on table 6 above, it can be seen that the AVE of SMMA_TREN is 0.841. This means that the resulting data has passed the AVE test where the brand loyalty variable is >0.5.

5. Conclusions and Recommendations
Based on research that has been done then the conclusions that can be drawn is t erdapat relationship positive and significant between SMMA_CUST toward Brand Loyalty and Brand Trust. There is a relationship that is positive and significant between SMMA_ENT toward Brand Loyalty and Brand Trust. There is a relationship that is positive but not significant between SMMA_INT toward Brand Loyalty and Brand Trust. There is a positive and significant relationship between SMMA_TREN on Brand Loyalty and Brand Trust. Due to the differences in the results obtained, further research is needed to examine the influence of Social Media Marketing on Brand Loyalty and Brand Trust in industries other than tourism.

6. Recommendations for Futher Studies

This research was conducted on a tourism company that uses social media marketing, namely Instagram, further research can be carried out on tourism companies that use other marketing strategy models and use other social media marketing platforms besides Instagram such as Twitter, TikTok, Facebook etc.

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