



Improving brand equity through social media marketing at Muhammadiyah educational institutions in Indonesia

Mejora del valor de la marca mediante el marketing en las redes sociales en las instituciones educativas Muhammadiyah de Indonesia

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Abstract

This study aims to examine the influence of social media marketing on brand equity mediated by the accentuation of educational values and efforts to increase brand equity through corporate reputation which impacts behavioral intention. This study conducted Structural Equation Model (SEM) based on covariance-based SEM (CB-SEM) using AMOS 26 Software. The research data was collected using the google form through 8 Muhammadiyah schools in Magelang, Indonesia. This study provides empirical evidence on the influence of the constructs; corporate reputation, social media marketing, and educational value accentuation as factors that generate participation to increase brand equity.

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Keywords: behavioral intention; brand equity; marketing strategy; social media marketing

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Resumen

Este estudio pretende examinar la influencia del marketing en medios sociales sobre el valor de marca mediada por la acentuación de los valores educativos y los esfuerzos por aumentar el valor de marca a través de la reputación corporativa que repercute en la intención de comportamiento. Este estudio llevó a cabo un Modelo de Ecuaciones Estructurales (SEM) basado en la covarianza (CB-SEM) utilizando el software AMOS 26. Los datos de la investigación se recogieron utilizando el formulario de google a través de 8 escuelas Muhammadiyah en Magelang, Indonesia. Este estudio proporciona pruebas empíricas sobre la influencia de los constructos; reputación corporativa, marketing en medios sociales y acentuación del valor educativo como factores que generan participación para aumentar el valor de marca.

Código JEL: M30, M31, M37

Palabras Clave: intención de comportamiento; valor de marca; estrategia de marketing; marketing en redes sociales

Introduction

According to Forbes.com, Facebook is the world's most-used social media platform with over 2.9 million users. The second most used social media platform is Youtube, with 2.5 million users. WhatsApp is in third place with 2.0 million users (Wong, 2023). This number is not merely a statistic for marketers, who in this case are highlighting social media's potential. Meanwhile, the function of social media in the marketing industry is the ability to communicate with millions of consumers through brand-related material, also known as a social media marketing strategy (SMM) (Cheung et al., 2021; Iankova et al., 2019).

Social media is one of the effective brandings to establish the product's brand. It affects the rapid and real-time interaction services. In addition, the customers understand the brand easily; thus, it reaches the Top of Mind Awareness (TOMA). The use of social media in marketing activities such as entertainment, interaction, trendiness, personalization, and the growth of value equity, relationship equity, and brand equity (Nawi et al., 2022). Additionally, the social media marketing is an external stimulus to shape customer attitudes regarding brand equity (Koay et al., 2020).

This study examined the influence of social media marketing on brand equity in Muhammadiyah educational institutions in Indonesia. This study investigates the mediating role of educational value accentuation in the relationship between social media marketing and brand equity. The study focuses on brand equity at Muhammadiyah educational institutions in Indonesia.

Several previous studies stated that social media marketing (SMM) plays an important role in improving brand equity. It similar with the educational or non-profit organizations which used social media as the facility (Lim et al., 2020; Perera et al., 2022; Zollo et al., 2020). In addition, it is expected to

build up the credibility and capability in fulfilling the students' necessary (Ibrahim Sikandar & Ahmed, 2019; Sembada & Koay, 2021). In addition, the social media is one of the marketing strategy which the information concerning on accreditation, service, quality and profile of education in social media become one of marketing strategy (Fearon et al., 2018; Manca, 2020; Rambe & Moeti, 2017). These conditions create the positive responses. However, it is different from the findings of research by Deepa & Priya (2022); Ebrahim (2019) discussed that the relationship between QMS and brand equity is irrelevant; thus, a research gap has been identified.

Literature review

Service-dominant logic (SDL) is a new concept in marketing whose primary focus is prioritizing services in processes involving customers as part of the internal company. In the view of SDL Theory, the production mindset becomes a mindset in co-creation value creation. Then producers, consumers and other stakeholders have a significant role in "integrating resources and directly engaging in service exchange as a cocreating value process" (Vargo & Lusch, 2017). Students, as co-creators, actively participate in the learning process, ultimately increasing the value they get from education tersebut (Adi et al., 2023; Dean et al., 2016). Skills, knowledge, initiative, or imagination ability lie with the students. Meanwhile, the teacher or institution is the proposer of value. A vision is a system in which students, teachers and institutions integrate resources as a form of value co-creation (Tuzovic, 2016).

In the Customer Based Brand Equity (CBBE) model by Aaker (1991), accentuating educational values is a modality of competitive advantage that refers to using ethical integrity, innovation and creativity, and emotional intelligence. The accentuation of educational values emphasizes integrating knowledge as a whole, where students are expected to have abilities in science, skills, initiative and imagination. Education is no longer just 1) learning science alone but also 2) building desire or curiosity in producing knowledge, 3). consistency in thought and action, 4) building behavioural values, having the ability to respect yourself and others, being responsible in every action, and having mental health, and 5) having balance in dealing with the complexity of life (Crittenden, 1968). The value of education should lead to the development of scientific thinking ability, big heart and soul, cooperation ability, tolerance, and respect for the culture of other groups (V. Vijaya Lakshmi et al., 2018).

Hypothesis development

Referring to the SDL theory used in this study, there is a process of shared value creation, which means that in education, there is a medium used to correlate by involving students in creating and demonstrating

shared educational values through social media platforms. Social media tools in the marketing field, or Social Media Marketing (SMM), are practical marketing tools that offer many benefits (L. W. Wong et al., 2022). In connection with this, this hypothesis is proposed:

H1: The educational value is benefited by QMS

On the other hand, the role of value accentuation in educational institutions can help improve the desired branding. Researchers continue to study the role and effectiveness of social media in various organizational activities for business benefits (Kapoor et al., 2018; Peruta & Shields, 2018; Simiyu et al., 2020). In connection with this, this hypothesis is proposed:

H2: Educational Value Accentuation has an advantageous impact on brand equity

In branding to build brand equity, the most effective tool is using social media marketing (SSM) (Sudhana et al., 2020). Marketing communications can accelerate these efforts through social media marketing. In connection with this, this hypothesis is proposed:

H3: The impact of Educational Value Accentuation on brand equity is mediated by QMS

Brand equity is still closely related to the company's reputation; for companies with a good and attractive reputation, prestige value is offered. This set of values can increase brand equity by creating a sense of trust, quality, responsibility and ethics based on the company's reputation (Mahmood & Bashir, 2020; Heinberg et al., 2018).

Specifically, this research focuses on educational institutions under the management of the Muhammadiyah organization, which has contributed a lot to the field of education domestically and internationally. Muhammadiyah succeeded in establishing primary and secondary education in Australia, namely Muhammadiyah Australia College (MAC) (Afandi, 2023). In connection with this, we propose a hypothesis:

H4: Brand equity benefits from corporate reputation

Besides that, the perceived experience can create value for satisfaction and behavioural intention (Calza et al., 2020). In the context of educational institutions, substantial brand equity can increase the behavioural involvement of prospective students in academic institutions. In connection with this, we propose a hypothesis:

H5: Brand equity influences behavioral intentions in a good way

Studies on the impact of strengthening the value of products and services from the customer's point of view have been widely conducted. Based on Jiang dkk., (2017), brand value can increase consumer motivation and generate behavioural intentions. In connection with this, we propose a hypothesis:

H6: Brand equity mediates corporate reputation toward the behavioral intention

Overall, we aim to integrate contemporary thinking on behavioural intention with the concept of service-dominant logic in education, as shown in Figure 1. With the model, we test using the combination of variables described above. The model also indicates hypotheses related to the proposed mediation paths (H3 and H6).

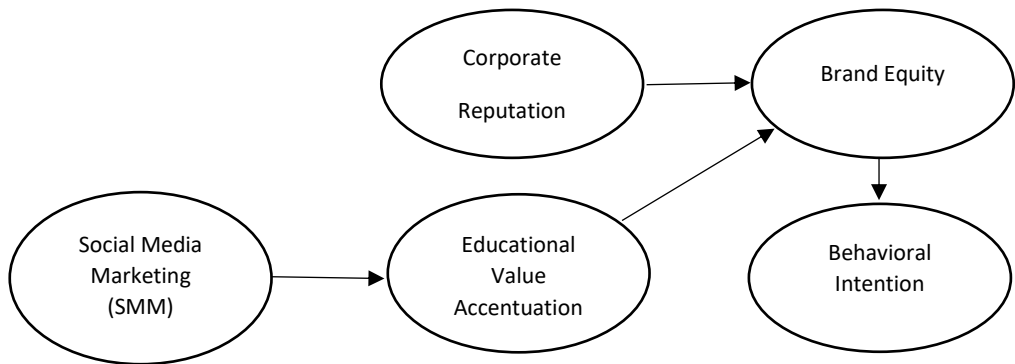


Figure 1. Conceptual model.

Research method

This research's objection occurred in several Muhammadiyah schools in Magelang, Indonesia. Respondents in this study are parents of the students who uses social media, from grade 1 to grade 12 who participated voluntarily. Data is collected online using the Google form. The social media used by respondents are Twitter, Facebook, Youtube, Instagram, Line, and WhatsApp. The ethics that are in place have been fulfilled in this research.

Variables in this research consist of Social Media Marketing (SMM), Educational Value Accentuation (EVA), Brand Equity (BE), Corporate Reputation (CR), Behavioral Intentions (BI). SMM activity and brand equity are measured using instruments adopted from (Ebrahim, 2019). SMM comes with 3 dimensions of customization, trendiness, E-WOM and 6 construct items. Meanwhile, the brand equity has 3 construct items.

Educational value accentuation occupies 3 dimensions of six construct items are added to the science and technology, morality and aesthetics (Mönkediek & Diwald, 2022; Utomo, 2016). Meanwhile, four construct items are used to measure corporate reputation. On the other hand, 5 construct items are used to measure behavioral intention (Bruno et al., 2020; W. Jiang, 2017). The measurement scale represents the attributes employed as a type of labeling. Several numerical scales are used to evaluate

a scale of 1 (strongly disagree) to 10 (strongly agree) when labeling using an interval scale with approved standards from (Nunnally & Bernstein, 1994).

The type of data analysis used in this study is Structural Equation Model (SEM) based on covariance-based SEM (CB-SEM) using AMOS 26 Software. Ms. Excel is utilized as well for data screening. Without focusing on explained variance, CB-SEM aims to build a theoretical covariance matrix (Hair et al., 2017).

Microsoft Excel was used to screen the previously collected data to identify any missing data (whether or not respondents filled out all the required fields). If the responses are consistent, the data will be discarded if the value is lower than 0.5 (Jr et al., 2018). The screening of 503 samples revealed that 96 samples had standard deviation values that were less than 0.5 and it is not included in the further calculations.

Result and discussion

Construct validity, factor reliability, and model goodness of fit are all evaluated using CFA analysis. To test whether the indicators used can adequately describe the variable, validity is used. This validity is proven by the loading factor's value, which should be above 0.7. However, this is still acceptable if the sum of the values of each indicator and the AVE is greater than or equal to 0.5. The $CR > 0.7$ indicates the reliability value in the meantime. SMM_2 and SMM_5 is eliminated, and Table 1 displays the outcomes of the loading factor after loading below 0.5. Values for AVE and CR are taken from the outcomes of calculations made in Microsoft Excel. In the correlation between constructs and the square root of AVE, there is only one square root correlation of behavioral intention with the highest corporate reputation.

Table 1
Summary of AVE, CR

Construct	Result of factor loading		AVE	CR
	Total item	After deletion		
Social media marketing	6	4	0.785	0.936
Education value accentuation	6	6	0.537	0.816
Corporate reputation	4	4	0.685	0.928
Brand equity	3	3	0.710	0.880
Behavioral intention	5	5	0.725	0.929

Note: CR = composite reliability, AVE = average variance extracted, loading > 0.5

Table 2
Loading Value

			Loading	CR	AVE
SMM_1	<---	SMM	0.664	0.834	0.630
SMM_2	<---	SMM	0.511		
SMM_3	<---	SMM	0.768		
SMM_4	<---	SMM	0.904		
EVA_1	<---	EVA	0.683	0.927	0.681
EVA_2	<---	EVA	0.746		
EVA_3	<---	EVA	0.885		
EVA_4	<---	EVA	0.897		
EVA_5	<---	EVA	0.823		
EVA_6	<---	EVA	0.908		
BE_1	<---	BE	0.757	0.880	0.710
BE_2	<---	BE	0.784		
BE_3	<---	BE	0.831		
CORP_1	<---	CORP	0.883	0.936	0.785
CORP_2	<---	CORP	0.864		
CORP_3	<---	CORP	0.923		
CORP_4	<---	CORP	0.871		
BIn_1	<---	BIn	0.868	0.929	0.725
BIn_2	<---	BIn	0.905		
BIn_3	<---	BIn	0.863		
BIn_4	<---	BIn	0.72		
BIn_5	<---	BIn	0.874		

Table 3
Correlation between constructs and the square root of AVE

	CORP	SMM	EVA	BE	BIn
CORP	0.886				
SMM	0.620	0.794			
EVA	0.669	0.772	0.834		
BE	0.813	0.596	0.646	0.843	
Bin	0.914	0.651	0.657	0.848	0.851

The Suitability Index indicated by the relative Chi square (CMIN/DF) was 2.575 (less than 3) and the RMSEA value was 0.062 (less than 0.08) within the acceptable range, while the Comparative Fit Index, CFI = 0.962, goodness of fit index, GFI = 0.892 and the Tucker-Lewis coefficient, TLI = 0.955 (Ghozali, 2014) meet the specified range of 0.90. The results of the Suitability Index produced meet the specified range limits, so the conceptual model built is in accordance with the data.

The direct impact between variables is indicated using the results of the regression analysis as shown in table 4. Social media marketing has a positive and significant effect on educational value accentuation ($\beta = 0.688$; $p < 0.001$), educational value has a positive and significant effect on brand equity ($\beta = 0.214$; $p < 0.001$), corporate reputation has a positive and significant effect on brand equity ($\beta = 0.913$;

$p < 0.001$) and brand equity has a positive and significant effect on behavioral intention ($\beta = 1.130$; $p < 0.001$).

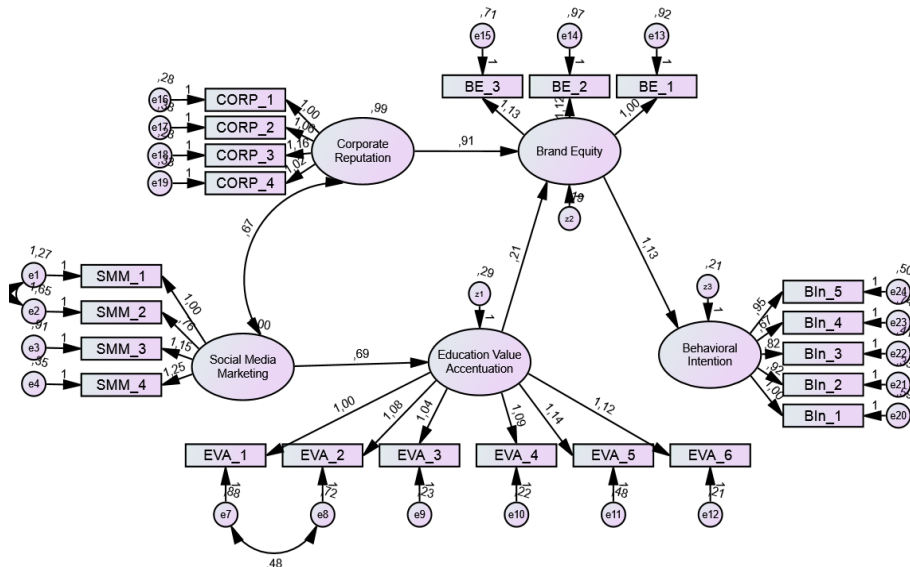


Figure 2. Structural Model.

Table 4
Direct Effect

	Hypotheses			Estimate	S.E.	C.R.	P	Label
H1	EVA	<---	SMM	0.688	0.063	10.868	***	Supported
H2	BE	<---	EVA	0.214	0.039	4.101	***	Supported
H4	BE	<---	CORP	0.913	0.061	14.811	***	Supported
H5	BIn	<---	BE	1.130	0.08	15.729	***	Supported

The percentage of endogenous factors' influence over exogenous variables is as follows. Value for social media marketing on educational value accentuation R^2 0.617 (61.7%), educational value accentuation and corporate reputation on brand equity R^2 value is 0.894 (89.4%), and brand equity on behavioral intention R^2 value is 0.938 (93.8%). Everything is above 60%, which suggests a decent value. By comparing both direct and indirect effects on the variables, mediation analysis was performed. Education value accentuation serves as the first mediating factor for social media marketing's impact on brand equity.

Table 5
Indirect Effect

			Estimate	S.E.	C.R.	P	Label
BE	<---	SMM	0.706	0.073	9.612	***	par_7
BE	<---	SMM	0.311	0.093	3.344	***	par_15
BIn	<---	CORP	1.239	0.058	21.307	***	par_8
BIn	<---	CORP	0.895	0.076	11.788	***	par_12

From Table 5 data, a direct effect of 0.706 is significant with p (***). After mediating variable was carried out, it drops to 0.311 significantly with p (***). It means that education value accentuation partially mediates the influence of social media marketing on brand equity. The effect of the second mediation is carried out for corporate reputation on behavioral intention which is mediated by brand equity. From these data, the direct effect is 1,239 significant with p (***). and after there is a mediating variable, it drops to 0,895 significant with p (***). This indicates that brand equity partially mediates corporate reputation on behavioral intention.

Table 6
Profile of Respondents

No		Profile	Total
1	Social Media Used	WhatsApp	391
		Instagram	252
		Facebook	256
		Youtube	267
		Twitter	33
		Line	31
2	School	Mutual Elementary School 1	266
		Mutual Elementary School 2	12
		Mutual Middle High School	38
		Muhammadiyah High School 1	80
		Muhammadiyah Vocational High School 1	29
3	Grade	First	103
		Second	92
		Third	97
		Fourth	61
		Fifth	47
		Sixth	37

Table 6. illustrates that the majority of respondents—391—used WhatsApp as a means of communication via social media. The parents who participated in this study's survey sent many of their kids to Mutual Elementary School 1, where there were 266 students, the majority of them were first-graders (103 in total).

The structure of this research model has six hypotheses. The core of the six hypotheses is accepted. It indicates that the theory has support the finding and objective of this research. It can be proven

by the R2 value of 0.938 (93.8%) for the correlation between brand equity and behavioral intention. As a result, according to SDL theory's brand equity, institutions' superiority may influence behavioral intention (Kandampully et al., 2022; Prebensen et al., 2016). Additionally, the institution reputation variable substantially impacts brand equity more than the educational value accentuation. It can be proven by a calculated coefficient of 0.913 between company reputation and brand equity. The following description will be explained below:

The value of $\beta = 0.688$; $p < 0.001$ in H1 indicates that social media marketing (SMM) benefits educational value accentuation. According to research by (Tajpour et al., 2022), social media may encourage innovative thinking, ideas, and learning, which adds value to the process of updating knowledge. Social media marketing is a desirable communication tool for delivering memorable promotions and campaigns in education management (Rof et al., 2022). Additionally, stakeholders can receive real-time information on schools, including information for alums, students, and prospective students (Foroudi et al., 2017). Nearly all of the respondents to this research use social media. It is supported by Romero Balda et al., (2023), social media, website, and virtual platforms are means of communication that have a positive impact, so they become one of the references for student decision-making. It indicates that social media is more effective for educational activities and services. It is a type of value creation to improve connectivity and involvement through social media. Clarifying information on social media or university websites can improve quality, efficiency, and effectiveness (García Rosales, 2020). The learning management system used by Muhammadiyah schools through Muhammadiyah Digital Education (EduMu) is one of the strategies to increase effectiveness, efficiency, and interactive learning (Suara Muhammadiyah, 2023).

Table. 4 suggests that H2 educational value positively effects on brand equity, with a value of $\beta = 0.214$; $p < 0.001$. The similar idea was explained by Khanna et al., (2019), who stated that a way to strengthen an educational institution's brand equity by involving current and prospective students as an embodiment of educational value accentuation. It is consistent with the additional value that Muhammadiyah institutions possess through stakeholder involvement, collaboration, and communication to generate learning and carry out school branding (Suara Muhammadiyah, 2023).

H3 educational value accentuation mediates the effect of social media marketing on brand equity, as indicated by the direct effect value of 0.706, with the value of the mediating variable decreasing to 0.311 in Table 5. It means that educational value accentuation plays an important role in mediating the influence of social media marketing (SMM) on brand equity. Supported by research conducted by Salunkhe et al., (2022), creating and managing value in school management institutions is an investment that reflects institutional brand equity. To effort to garner public attention, social media promotion, and

management strategies are being implemented through school digitalization (Suara Muhammadiyah, 2023).

Based on Table 4. H4: Corporate reputation positively affects brand equity as indicated by the value of $\beta = 0.913$; $p < 0.001$. The same results indicate that a good company reputation can increase brand equity (Almeida et al., 2017; Heinberg et al., 2018). It is consistent with the network and reputation of the schools Muhammadiyah manages, as seen in Table 6. Not only have they established a variety of institutions at the national level, including elementary schools, junior high schools, high schools, and vocational high schools, but Muhammadiyah Education institutions additionally contributed to establishing Muhammadiyah Australia College, a junior high school in Australia (Afandi, 2023). Nguyen et al., (2021) claimed that international collaboration in the sphere of education could improve the reputation and quality of institutions, including by promoting student appeal and brand equity.

With a value of $\beta = 1.130$; $p < 0.001$, Hypothesis 5 indicates that brand equity positively impacts behavioral intention. In agreement with Park et al., (2019), brand equity is a marketing strategy that can help improve behavioral intention. According to a study conducted by Yousaf et al., (2020) at a school in China, brand equity in the form of education is beneficial in improving behavioral intention. The distribution of responses, which parents of first graders dominate, indicates the community's enthusiasm for enrolling their kids in educational institutions. It indicates that improving behavioral intention directly results from Muhammadiyah Education establishments' substantial brand equity. According to Haur & Khatibi (2020), the institution's brand equity, which raises behavioral intention, appeals to potential applicants.

With a direct effect value of 1.239, Hypothesis 6 demonstrates that brand equity mediates the effects of corporate reputation on behavioral intention. However, the direct effect value decreases to 0.895 once a mediating variable is present. According to Alwi & Che-Ha (2019), branding is crucial for institutions as a differentiator. Due to its potential to influence behavioral intention, brand equity and company reputation play an essential part in business marketing success (Su et al., 2016). According to the data distribution, most respondents are parents of first graders, indicating that Muhammadiyah institutions with a positive reputation are additionally supported by positive attributes and perceptions so that they might influence stakeholders' behavioral intentions. It is in line with the numerous branding initiatives undertaken by the Muhammadiyah Association, one of which involves introducing technologically innovative products in the form of motorbikes and electric cars, involving students and teachers from related institutions (Aanardianto, 2022). According to research from Li et al., (2019); Sridhar & Mehta, (2018) innovation initiatives can improve a company's reputation, which influences behavioral intention.

Social media marketing plays a significant role in improving brand equity. In addition, brand equity refers to the value and perception consumers associate with a brand. Additionally, social media platforms provide new channels for brand communication and customer engagement. Customers' involvement on social media platforms indicates their dedication to and positive perceptions of the brand.

Furthermore, social media marketing helps shape customer attitudes and improve brand equity. It allows for real-time interaction, easy brand recognition, and establishment of brand identities. Through social media, brands can interact with customers, share information, and create positive brand experience. Personalized social media marketing messages can create a close relationship with customers, enhancing the perceived experience (Hickman et al., 2020). The study found that social media marketing positively influences educational value accentuation, which, in turn, affects brand equity. Corporate reputation also affects brand equity. Overall, social media marketing is a powerful tool for enhancing brand equity by increasing brand recognition, customer engagement, and positive brand experience. These aspects can be summarized in the three pillars of the cognitive-affective-conative model to highlight the key factors in enhancing the consumer experience (Mishra et al., 2021).

Conclusions

This study examines how social media marketing affects brand equity by emphasizing education value accentuation and how corporate reputation affects behavioral intention through brand equity. Both research results indicate a significant influence and a mediating middle variable. The findings prove that social media marketing is an essential component of a company's strategic plan that must be addressed. The use of the latest social media is what customers are interested in to get involved in finding important information that customers need. The customers will get products and services by their preferences. Social media use enables information to spread fast over a vast network system. It positively impacts consumers' understanding of existing products and services. Brand equity must be constantly built to generate customer interest in products and services, both by creating service values and developing a positive company reputation.

When examined from the consumer's perspective, it is clear that users will use trendy and brand-new online platforms to gather information and receive the expected quality of service. To obtain the most recent information and the value of already available educational services, consumers must seek content and social media that constantly keeps up with the latest developments. The institution's capacity to deliver the most recent content will boost positive perceptions, affecting growing brand equity. Besides, the research on social media marketing strategies is still prevalent and continues to experience development, theoretically and practically. Naturally, institutions will continue to try to track such developments to

conduct efficient marketing. Thus, future research on the same subject is anticipated to have a more comprehensive geographic and institutional focus.

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