



## Leveraging Social Media Activities for Purchase Intention: Exploring Brand Loyalty and Perceived Quality as Mediation

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**Abstract:** In the airline industry, this study analyzes how social media marketing activities affect brand equity (perceived quality and brand loyalty) as well as consumers' intentions to buy. A questionnaire was distributed to 125 Instagram users who were airline passengers for obtaining quantitative data. The information were handled and investigated utilizing SEM-PLS 4.1.0.6. According to the study, social media marketing increases brand loyalty and brand quality perception. Purchase intentions are also significantly influenced by loyalty and perceived quality. Additionally, the study indicates that all moderating effect variables, such as brand loyalty and perceived quality, are involved in mediating the impact of social media marketing on purchase intentions. The findings are expected to be relevant for social media activity strategies, particularly for airlines in Indonesia.

**Keywords:** Social Media Marketing Activities; Purchase Intention; Brand Loyalty; Perceived Quality

### INTRODUCTION

The development of social media worldwide has experienced significant growth. According to recent information from "We Are Social," in a year marked by digital achievements, social media users have surpassed 5 billion with, an increase of 266 million over the past year. Users of social media now spend an average of 2 hours and 23 minutes a day on their preferred platforms. Among the many social media options available, Instagram is currently one of the most favored apps, allowing users to capture, share, and interact through photos and videos. (Suparman & Ramadany, 2021).

However, the success of social media marketing strategies can be affected by specific industry conditions. For instance, in 2024, the number of passengers on airlines fell for two months in a row, in February and March. Domestic air passengers declined in February 2024 for a total of 4.7 million, a decrease of 2.65% from January 2024. Then, in March 2024, the number of passengers dropped to 4.5 million, a decrease of 3.51% from the previous month. Thus, during the January–March 2024 period, the total number of domestic passengers

amounted to 14.1 million, marking a 0.95% decline compared to the same period in 2023 (BPS, 2024). This decline poses a particular concern for airlines as they seek to increase passenger numbers through various strategies, including social media marketing.

Due to its ease of use and increasing necessity, social media is gaining popularity. These reasons are driving marketers to pay more attention to and implement social media-based marketing strategies. The majority of studies focus on the impact of social media marketing activities on brand loyalty or perceived quality, despite the growing interest in Social Media Marketing Activities across various industries and academic research (Kaede Sano, 2015)

There is a lot of variation in how social media affects people's intentions to buy. Social media marketing has been shown to positively affect consumer intent to buy, according to some studies. To put it another way, consumers are more likely to intend to purchase products from a brand whose social media content is more engaging and effective (Silitonga, 2022); (Dwi & Sigit, 2022); (Ao et al., 2023). However, research conducted by Jamil et al., (2022) and Vidyanata, (2022) yields different outcomes. They discovered that purchasing intentions are not significantly affected by social media marketing. This indicates that their research indicates that social media marketing strategies have no direct impact on consumers' decisions to purchase particular goods or services. Perceived quality and brand loyalty have a positive effect on purchase intentions, according to their study (Fenetta & Keni, 2020)

The author is aware of no study that has combined social media marketing activities, perceived quality, brand loyalty, and purchase intentions on users of air transportation services, specifically passenger air transportation. The findings of this study build on previous research (Samosir et al., 2023). In addition to taking into account observations regarding quality and brand loyalty, the purpose of this study is to identify the components of social media marketing activities carried out by airlines and examine their impact on purchase intentions and airline selection.

## **Literature review**

### **Marketing Management**

According to Sudarsono, (2020) Marketing management involves planning, implementing, and supervising (including organizing, directing, and coordinating) an organization's marketing activities to achieve its goals effectively and efficiently. According to Astuti, Miguna, (2020), marketing management is a combination of art and science to select target markets and attract, retain, and develop customers by creating, delivering, and transferring customer value.

### **Social Media Marketing Activities**

The planned and coordinated efforts that organizations make to use social media platforms to achieve their marketing objectives are referred to as Social Media Marketing Activities (Ananda et al., 2016). A variety of marketing strategies implemented on social media platforms like Facebook, Instagram, and Twitter are included in the term of social media marketing. Businesses use of social media to achieve their marketing goals is referred to as Social Media Marketing Activities (Hudson et al., 2016).

Entertainment, interaction, trendiness, word-of-mouth, and customization are the five dimensions used by Kim & Ko, (2012) to measure social media marketing activities.

### **Perceived Quality**

According to Osakwe, (2019), perceived quality can be defined as the customer's view of the overall quality or excellence of a product or service, which is related to the expectations held by the customer. Kotler Keller, (2016) emphasizes that perceived quality

can affect customer satisfaction and purchase intentions. Perceived quality is how consumers perceive the overall quality of a good or service compared to other products or services (Eliasari & Sukaatmadja, 2022) Efficiency, fulfilment, system availability, and privacy are the four indicators of perceived quality, according to (Parasuraman, et al., 1988)

### **Brand Loyalty**

According to Oliver L, (1999), "brand loyalty" is the tendency of customers to continue purchasing goods or services from a specific brand without considering other brands. Behavioral loyalty towards a brand will result in direct revenue for the business. Honesty and sincerity will enhance the willingness to provide trustworthy recommendations to those in your network, and it has a great potential to attract new customers. Brand loyalty is characterized as a customer's deliberate or random reaction to a brand choice (Le, T., Ngo, H. Q., & Aureliano-Silva, n.d.). BILGIN, (2018) Product quality is specifically regarded as a key factor affecting customer loyalty to a brand in service industries such as aviation. According to Dhurup et al., (2014), Brand loyalty can be describe through several key aspects: habit, preference for the brand, satisfaction, and commitment.

### **Purchase Intention**

The desire or willingness of a person to purchase a product or service from a particular brand or company is known as purchase intention (Hawkins, Coney, 2021). The decision to purchase a product is referred to as purchase intention (Kim & Ko, 2012), and it refers to attitudes and preferences toward a particular brand. Kotler and Keller (2016) state that the Attention, Interest, Desire, and Action (AIDA) model can be used to explain indicators of purchase intention.

### **The Effect Between Variables**

#### **The Effect of Social Media Marketing Activities To Perceived Quality**

In accordance with the finding out by Cheung et al., (2020) airlines that make extensive use of social media to communicate with their clients typically receive higher ratings in terms of the level of service they provide. This suggests that airline customers' perceptions of the airline's service quality can be directly improved by implementing social media marketing strategies. Research by N. Hajli & Lin (2016) indicates that active marketing activities on social media platforms can influence consumer perceptions of product quality by providing additional relevant information and enhancing brand transparency.

H1: From the above description, it is suspected that there is an effect of Social Media Marketing on Perceived Quality.

#### **The Effect of Social Media Marketing Activities To Brand Loyalty**

In the context of contemporary marketing, studies on the effect of social media marketing activities on brand loyalty have emerged as a significant focus. social media marketing activities have the potential to strengthen consumers' emotional ties to a brand and positively impact their loyalty (Kim & Ko, 2012). Hajli, (2014) found that social interactions occurring through social media platforms can reinforce the relationship between the brand and consumers, increasing the desire to remain loyal to the brand. Research by (Huang & Benyoucef, 2013) also highlights that active marketing activities on social media can enhance consumer perceptions of brand quality, which directly contributes to higher levels of loyalty.

H2: From the description above, it is suspected that there is an effect of Social Media Marketing on Brand Loyalty.

### **The Effect of Social Media Marketing Activities To Purchase Intention**

By boosting brand exposure, customer interaction, and brand credibility, social media activities can influence purchase intentions (Kim & Ko, 2012). Customers' perceptions and intentions to buy can be influenced by the information, testimonials, and reviews shared on social media. According to Sharma et al., (2021) consumer interactions on social media positively contribute to the development of relationships between consumers and brands, which in turn increase purchase intentions in service industries like aviation. Social media marketing provides consumers with access to their benefits and needs, and it affects their purchase intentions, decisions, and frequency. Gao studied the factors influencing users' purchase intentions under social media marketing. According to the findings of a study by Salhab et al., (2023), marketing activities have a positive impact on user engagement as well as intentions to buy.

H3: From the description above, it is suspected that there is an effect of Social Media Marketing on Purchase Intention.

### **The Effect of Perceived Quality To Purchase Intention**

Customers' attitudes toward a product, including their perception of its quality, are referred to as their purchase intention. Customers perceive product quality as a deciding factor (Wang, 2017). According to Colella et al., (2022) perceived product quality remains crucial in triggering consumer purchase intentions, especially in the context of higher-end and more expensive consumer products. Research by İnal & Bıl, (2023) indicates that, in today's digital world where product information is readily available, perceived quality can be effectively managed as a key factor in influencing consumer purchasing decisions. Consumers who have high perceptions of product quality tend to be more loyal to the brand and have stronger purchase intentions, according to a recent study (Santoso et al., 2023).

H4: From the description above, it is suspected that there is an effect of Perceived Quality on purchase intention.

### **The Effect of Brand Loyalty To Purchase Intention**

Customers' plans to buy are significantly influenced by their brand loyalty. According to (Chaudhuri & Holbrook, 2006) consumers are more likely to choose one brand over another when they are emotionally or functionally attached to that brand. Brand loyalty enhances brand strength, causing customers to want to purchase from a particular brand without considering other brands as alternatives. The number of loyal customers will make the brand stand out compared to others. Khan et al., (2014) state that intention to buy is significantly influenced by brand loyalty.

H5: From the description above, it is suspected that there is an effect of Brand Loyalty on Purchase Intention

### **The Effect of Perceived Quality on Purchase Intention Through Social Media Marketing Activities**

Social media has a significant impact on brand equity (perceived quality) and purchasing decisions. The perception of a product's quality is significantly mediated by social media platforms like Instagram. Not only does this make people want to buy the product, but it also increases the chance to purchase it again in the future (Lestari, 2016). According to research conducted by Anjarani et al., (2023) perceived quality serves as a mediating variable and is known to have a significant indirect impact on social media marketing and the connection between purchase intent.

The information conveyed by the brand through social media can influence how customers evaluate brand equity. According to Farquhar, (1989) businesses endeavor to

cultivate a consistent brand image and an approachable brand attitude through marketing efforts.

H6: From the description above, it is suspected that there is an effect of Social Media Marketing Activities on Purchase Intention through Perceived Quality as mediation.

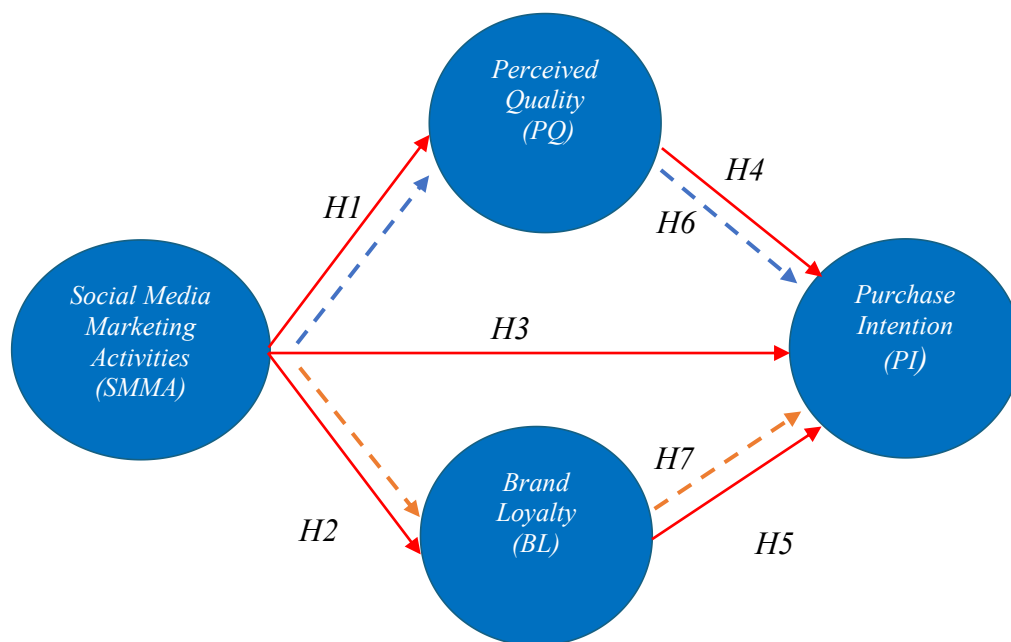
**The Effect of Brand Loyalty on Purchase Intention Through Social Media Marketing Activities**

According to Karman, (2015) social media marketing has a significant impact on both purchase intent and brand equity, which is measured by brand loyalty, association, and trust. Additionally, the connection between consumer purchase intention and social media marketing is mediated by brand equity, which includes brand loyalty, brand associations, and brand trust. In addition, the online communities associated with the brand or product being investigated are the primary focus of this study.

According to Wei et al., (2023) Social Media Marketing has no direct effect on purchase intent. However, through the intermediary variable of brand equity (brand loyalty), Social Media Marketing has an indirect effect on purchase intention. Research by Hasim et al., (2020) study also found that social media richness and purchase intention were significantly mediated by brand loyalty (indirect effect).

H7: From the description above, it is suspected that there is an effect of Social Media Marketing Activities on Purchase Intention through Brand Loyalty as mediation.

**Research Model**



**Figure 1. Research model**

**METHOD**

**Methodology and Measurement**

Quantitative research is used in this study, which is based on the principle of positivism. The purpose of which is to study specific populations or samples. According to (Sugiyono, 2018). this approach entails collecting data with the help of research tools, analyzing the data quantitatively or statistically, and putting hypotheses that have been developed to the test.

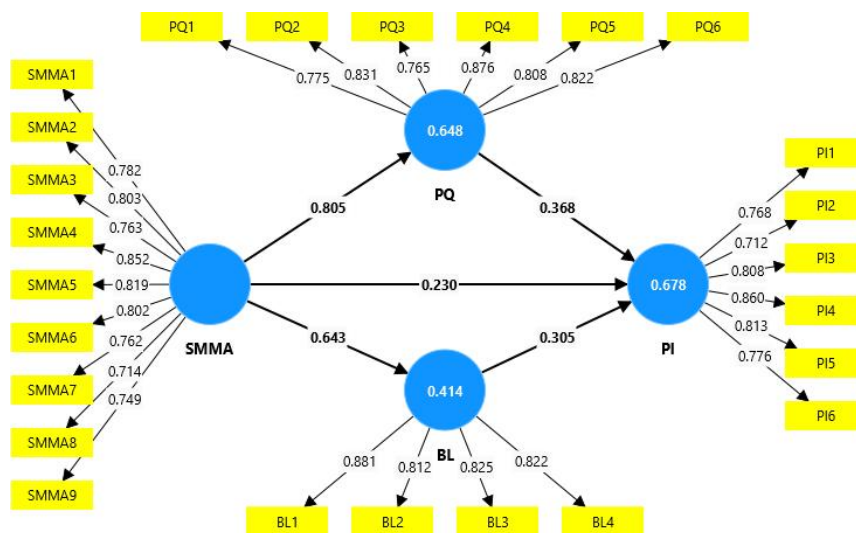
Descriptive quantification is a method for describing or characterizing numerical data using descriptive statistics. Its main purpose is to provide an informative and clear summary of the data collected without performing inferential or predictive analysis. (Sugiyono, 2018). During the one-month period from July to August 2024, the researcher monitored the official Instagram accounts of the airlines involved in this study. The observation included an analysis of the types of content posted, the frequency of postings, and the level of interaction with followers. The collected data included the number of likes, comments, and shares for each post, as well as the airline's responses to comments and messages from followers. The analysis was conducted using SmartPLS software version 4.1.0.6.

**Population and Sample**

Sugiyono (2018:130) explains that population is an area that as a whole consists of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then concluded. The sample is a subset of the population that represents the total number and characteristics of the population as a whole. Non-probability sampling was used in this study, which means not everyone in the population had an equal chance of being selected as a sample. This approach uses a selective sampling method that selects samples based on certain criteria (sugiyono, 2017). Turner, (2020) Purposive sampling was chosen because the researcher did not have access to the entire population and was not sure of the number, so there was no sample frame available from the population. Therefore, the approach used was non-probability sampling by using purposive sampling. Formula Hair J.F., (2010) claims that when the sample size is too high 400, the approach becomes extremely sensitive, making it challenging to obtain accurate goodness-of-fit measurements. Therefore, for each parameter that is being estimated, a minimum sample size of 5–10 observations is advised. Using this formula, the minimum sample size is 125 people, which is considered sufficient to represent the anonymous population in this study.

**Discussion and Result**

The purpose of outer model testing is to determine how latent variables and research items relate to each other. From the results of data processing, there are 25 items that have a loading factor value of more than 0.70, which means they can be used for further testing. The results of testing the research model can be seen in Figure 1 below.



**Figure 2. Conceptual Framework**

**Table 1 Tabulation of Discriminant Validity Values (Cross Loading)**

Indicator	Social Marketing Activities	Media	Perceived Quality	Brand Loyalty	Purchase Intention
X1	0.782		0.625	0.556	0.527
X2	0.803		0.621	0.559	0.613
X3	0.763		0.530	0.391	0.472
X4	0.852		0.650	0.497	0.626
X5	0.819		0.639	0.490	0.586
X6	0.802		0.661	0.499	0.582
X7	0.762		0.675	0.486	0.574
X8	0.714		0.540	0.435	0.500
X9	0.749		0.701	0.589	0.587
Z1.1	0.671		0.775	0.550	0.542
Z1.2	0.686		0.831	0.641	0.652
Z1.3	0.631		0.765	0.680	0.635
Z1.4	0.741		0.876	0.611	0.616
Z1.5	0.603		0.808	0.595	0.681
Z1.6	0.592		0.822	0.609	0.697
Z2.1	0.469		0.579	0.881	0.582
Z2.2	0.591		0.665	0.812	0.657
Z2.3	0.640		0.727	0.825	0.681
Z2.4	0.379		0.491	0.822	0.464
Y1	0.567		0.619	0.570	0.768
Y2	0.445		0.515	0.298	0.712
Y3	0.584		0.636	0.645	0.808
Y4	0.591		0.694	0.573	0.860
Y5	0.567		0.573	0.654	0.813
Y6	0.643		0.658	0.651	0.776

source: processed by researchers (SmartPLS 4.1.0.6) 2024

Based on the data presented in Table 1, the numbers highlighted in gray represent cross-loading values, or the values between constructs for each latent variable after measurement. These values are greater than the indicator values for other latent variables. Thus, the estimated model has fulfilled the requirements for Discriminant Validity, making it suitable and valid for use in this research.

**Table 2 HTMT**

Variable	Brand Loyalty	Purchase Intention	Perceived Quality	Social Media Marketing Activities
Brand Loyalty				
Purchase Intention	0.800			
Perceived Quality	0.838	0.877		
Social Media Marketing Activities	0.692	0.791	0.880	

source: processed by researchers (SmartPLS 4.1.0.6) 2024

Table 2 indicates that all indicators within the study variables present HTMT values below 0.9, suggesting that each indicator meets the discriminant validity test, making it suitable for research purposes. Additionally, Cronbach’s Alpha and Composite Reliability values over 0.7 are considered reliable measures, although a value of 0.6 is also acceptable in certain cases. (Abdillah, W. & Hartono, 2015).

**Convergent Validity**

The validity and reliability of the research constructs from the data processing results can be seen in Table 3 below.

**Table 3 Construct Reliability and Validity**

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability (rho a)</i>	<i>Composite reliability (rho c)</i>	<i>Average variance extracted (AVE)</i>
<i>Social Media Marketing Activities (X)</i>	0.921	0.923	0.935	0.614
<i>Perceived Quality (Z<sub>1</sub>)</i>	0.897	0.899	0.921	0.662
<i>Brand Loyalty (Z<sub>2</sub>)</i>	0.858	0.869	0.902	0.626
<i>Purchase Intention (Y)</i>	0.880	0.887	0.909	0.698

*source: processed by researchers (SmartPLS 4.1.0.6) 2024*

Table 3 shows that all Cronbach's Alpha is a method used to measure the lower bound of reliability in a construct. This method provides an estimate of how consistently a set of items measures a construct, with the general rule of thumb being that the alpha value should be  $\geq 0.7$ . However, in some cases, a value of 0.6 is still considered acceptable. Cronbach's Alpha helps determine how well the items in a test or questionnaire correlate with each other, which in turn indicates the internal reliability of the construct.

Additionally, Composite Reliability is a method used to measure the actual reliability of a construct. This method provides a more accurate estimate than Cronbach's Alpha as it takes into account the factor loadings of each item. The general rule of thumb for Composite Reliability values is  $\geq 0.7$ , although a value of 0.6 is still acceptable in some contexts. Composite Reliability is often considered superior as it provides a more realistic estimate of construct reliability, particularly in more complex models.

**Table 4 R-Square**

	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Perceived Quality (Z<sub>1</sub>)</i>	0.648	0.645
<i>Brand Loyalty (Z<sub>2</sub>)</i>	0.414	0.409
<i>Purchase Intention(Y)</i>	0.678	0.670

*source: processed by researchers (SmartPLS 4.1.0.6) 2024*

From the table (Table 4) it can be concluded that the R-Square value on the perceived quality variable is 0.648. This means that all external constructs, including the variable social media marketing activities simultaneously affect the perceived quality variable by 64.8%. The R-Square value on the brand loyalty variable is 0.414. This means that all exogenous constructs, namely the Social Media Marketing Activities variable, simultaneously affect the Brand Loyalty variable by 41.4%. Finally, the R-squared value on the Purchase Intention variable is 0.678. Thus, this means that the exogenous construct, namely the Social Media Marketing Activities variable, simultaneously affects the Purchase Intention variable by 67.8%.

At this stage, the evaluation is carried out by observing the magnitude of the path coefficient and the value of the t statistic, which is determined by the bootstrap test. The path coefficient is a model that describes the hypothesized correlation between constructs. If the path coefficient on the measured path  $> 0$ , there is a positive influence between the two variables; conversely, if the path coefficient  $< 0$ , there is a negative influence between the

two variables. From the bootstrap, we can obtain the t statistic. If this value is greater than 1.96 (>1.96) at the 5% significance level. Below is a diagram of the path coefficients and t statistics for each research variable. *The results of the structural model testing output can be seen in Table 5.*

**Table 5 Structural Model Testing Direct Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
SMMA -> PQ	0.805	0.805	0.046	17.397	0.000
SMMA -> BL	0.643	0.648	0.064	10.102	0.000
PQ -> PI	0.368	0.367	0.112	3.301	0.001
BL -> PI	0.305	0.305	0.104	2.943	0.003
SMMA -> PI	0.230	0.231	0.092	2.487	0.013

source: processed by researchers (SmartPLS 4.1.0.6) 2024

From the test results (Table 5), the direct effects can be explained as follows:

1. Hypothesis 1, From the test results (Table 4), the t-statistic value (17.397) > t-table (1.96) and the p-value (0.000) < 0.05, indicating that social media marketing activities have a positive and significant effect on perceived quality. Therefore, Hypothesis 1 is accepted.
2. Hypothesis 2, The t-statistic value (10.102) > t-table (1.96) and the p-value (0.000) < 0.05, indicating that social media marketing activities have a positive and significant effect on brand loyalty. Therefore, Hypothesis 2 is accepted.
3. Hypothesis 3, The t-statistic value (2.487) > t-table (1.96) and the p-value (0.013) < 0.05, indicating that social media marketing activities have a positive and significant effect on purchase intention. Therefore, Hypothesis 3 is accepted.
4. Hypothesis 4, The t-statistic value (3.301) > t-table (1.96) and the p-value (0.001) < 0.05, indicating that perceived quality has a positive and significant effect on purchase intention. Therefore, Hypothesis 4 is accepted.
5. Hypothesis 5, The t-statistic value (2.943) > t-table (1.96) and the p-value (0.003) < 0.05, indicating that brand loyalty has a positive and significant effect on purchase intention. Therefore, Hypothesis 5 is accepted.

**Inner Model**

**Table 6 Specific Indirect Effect**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
SMMA -> PQ -> PI	0.296	0.296	0.092	3.237	0.001
SMMA -> BL -> PI	0.196	0.196	0.067	2.935	0.003

source: processed by researchers (SmartPLS 4.1.0.6) 2024

Based on the data in Table 6 above, the explanation will be detailed below:

1. Social media marketing activities (X) on purchase intention (Y) through perceived quality (Z1) show a t-statistic of 3.237 (t calculated > t table, with a significance level of 5% = 1.96). The p-value is 0.001, which is less than 0.05. This indicates that social media marketing activities (X) have an indirect effect on purchase intention (Y) through perceived quality (Z1). Therefore, Hypothesis 6 is accepted.
2. Social media marketing activities (X) on purchase intention (Y) through brand loyalty (Z2) show a t-statistic of 2.935 (t calculated > t table, with a significance level of 5% = 1.96). The p-value is 0.003, which is less than 0.05. This indicates that social media marketing activities (X) have an indirect effect on purchase intention (Y) through brand loyalty (Z2). Therefore, Hypothesis 7 is accepted.

## RESULTS AND DISCUSSION

Based on the results of data processing on the Social Media Marketing Activities variable, the indicator that is above average is 'airlines display attractive aesthetics on Instagram'. Therefore, airlines need to maintain the aesthetic beauty of their Instagram. Meanwhile, the indicators that are below average indicate that the content presented by airlines is less relevant. Therefore, airlines should keep up with new trends to improve the relevance of their content.

It was also found in the Perceived Quality variable that customers felt that their personal data was safe on the airline. Therefore, airlines must continue to maintain customer trust in terms of data security. Meanwhile, the indicators that are below average show that customers rarely search for the airline's Instagram account. Therefore, airlines should create ads that can appear on the Instagram homepage to increase the visibility of their account.

Furthermore, on the Brand Loyalty variable, it was found that customers felt that the content shared on the airline's Instagram was very informative. Therefore, the airline must continue to maintain the quality of information in its content. Meanwhile, the indicators that are below average indicate that customers rarely share the airline's Instagram content. Therefore, airlines should encourage customers to be more active in sharing content through creative strategies, such as contests, giveaways, or calls for participation with specific hashtags.

Lastly, in an effort to increase customer purchase intention, it was found that although customers find the airline's Instagram account appealing, they do not follow the account. To address this, the airline needs to implement more engaging strategies, such as offering special discounts for new followers or creating more interactive content that encourages customers to follow the account.

## CONCLUSION

The airline industry is the focus of this study, which aims to examine how social media marketing activities affect key consumer behavior variables such as brand loyalty, perceived quality, and purchase intention. According to the findings, social media marketing efforts have a significant impact on perceived quality, brand loyalty, and purchase intention. It has also been demonstrated that the effect between social media marketing activities and purchase intention is strengthened by perceived quality and brand loyalty.

### Implications

The findings can help Indonesian airlines design marketing strategies using social media, perceived quality, and brand loyalty to enhance passengers' purchase intentions. Addressing social and economic issues is crucial for effective public transportation. Stakeholders should focus on these aspects to prevent future negative impacts. Further research with additional variables could offer deeper insights into the effect of marketing activities, perceived quality, brand loyalty, and purchase intentions.

### Research limitations

There are a few limitations to this study. First, the generalizability of findings is limited by small sample sizes and specific demographics. Second, this study uses cross-sectional so it does not show changes over time because it only collects data at one point in time. Third, this study only examines the users on Instagram platform, so the results could be different if other social media platforms are involved. Finally, the mediation analysis faces challenges due to the lack of research combining all variables in the context of air transportation services, thus making it difficult to find relevant references. These limitations should be considered in the interpretation of the results as well as a basis for further research.

## Recommendations

This research focuses on the airline industry in general; therefore, future studies are recommended to concentrate on specific airlines, such as low-cost carriers (LCC) or full-service airlines, to examine the influence of social media marketing within different market segments. Additionally, we only utilized certain dimensions of brand equity, specifically perceived quality and brand loyalty. Future studies should consider all dimensions of brand equity according to Kotler, including brand awareness, perceived quality, brand associations, and brand loyalty, to achieve more comprehensive results..

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