



## The Influence of Social Media Endorsement Credibility on Customers-Based Brand Equity

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### ABSTRACT

This study aims to determine the effect of Social Media Endorsement Credibility on Customer-Based Brand Equity. The population in this study are Ardiles Instagram followers. Sampling used a simple random sampling method (random sampling) using a probability sampling technique of 180 people. The analysis technique is Simple Linear Regression analysis with SPSS 23.0 for Windows computer software. The findings of this study indicate that the description of Social Media Endorsement Credibility on Customer-Based Brand Equity is a fair category. Social Media Endorsement Credibility has a positive and significant impact on Ardiles' Customers Based Brand Equity. The implications of good Social Media Endorsement Credibility can increase the value of Ardiles' Customers Based Brand Equity.

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## 1. INTRODUCTION

Environmental business, which is more competitive than other aspects of life, requires the company to find a new way to provide value to their customers, and brands or brands become Wrong One element key strength company. Thus, the brand Still becomes a highlight para practitioner business (Cheun & Park, 2020).

Brand form sets hope consumer to service and quality products or services offered by the company (Sürücü et al., 2019). Launching a brand has become a strategy for growth popular, especially in the category of goods or services. Popularity expansion brand in circles practitioners produce draft brands equity or equity brand (Raza et al., 2020).

Studies about equity brands the more Lots researched Because para researcher has concluded that the brand is Wrong One asset most valuable Which an owned company, equity brand is formed when the product is easily remembered, easily recognized, trustworthy, And superior in quality and reliability (Sürücü et al., 2019). By conceptual, equity brand is set assets and liabilities associated with the brand, its name, and symbols, which add (or subtract) value to a product or service given to a customer and aim to identify and differentiate goods and services from competitors (Rodríguez-López et al., 2020). Wu et al. (2020) looking equity brand as the level of awareness, familiarity, strength, favorite, And the uniqueness of brand associations held by consumers in memory. Equity brands Which strong offer various benefits for a company such as positive brand associations, good cash flow taller, profit period front, product variety, more low-risk operation, And loyalty (Sürücü et al., 2019). When there is a consideration from the perspective consumer, so equity brand known as Customer Brand Equity (CBBE), from differential influence knowledge brand on the response consumer.

Customer-Based Brand Equity (CBBE) or brand equity customers discuss the brand equity of prospective customers (Martínez & Nishiyama, 2019). Researchers recently recommended a role important based on brand equity customer (CBBE) as issue main problem faced by a company's service.

CBBE has Lots of research in several industries, starting from industry retail, supermarket (Shahid, 2017), sports (Gordon & James, 2017), restaurant, hotels (Liu et al., 2017), social media, e-business, fashion (Khan et al., 2014), sports shoe markets and sports swear market. CBBE as an idea for connection between the brand and its customers.

Something a brand can say is its own CBBE Which is positive if consumers react more interested in certain products. Rather, a brand can say its own CBBE which is negative if consumers do not not react enough like activity marketing in situation which the same (Simmons et al., 2010).

Fashion is Wrong One choice is a Very interesting and profitable business Because as need base man i.e. need clothing, and shoes are one the very influential items appearance as well as Lots interest by the public so it started to become need secondary (Silvia & Budiyanto, 2022). Shoes become equipment sports Which main Because moment These sports become a trend at a time hobby which pleasant and healthy. The public chooses shoe products for sports not just for equipment sports, but also for fashion so that more seen as trendy, for going for a walk, traveling, and studying.

Market shoe sports globally are very competitive. Brand shoe sports Keep going to create an equity brand Which strong and builds brand loyalty (David et al., 2020). Mark market shoe sports as big as 365 billion US\$ in the year 2020 And projected increase of 530 billion US\$ in the year 2027. Total profit from shoe market sports amounting to 4,32,108 million US\$ And is estimated to grow 5.5% per year (David et al., 2020). Footwear is a multi-million business dollar, there are more than 200 shoes branded internationally. Outlook Market Consumer

Statista has classified shoe sports into four categories the main thing is shoes sports skin, shoe sports Athletics, shoe sneakers, and shoe sports. Usually, shoe sports are made of fabric, leather, rubber, and plastic (David *et al.*, 2020).

Top market share shoes are Nike, Adidas, Puma, Reebok, Ardiles and others. On year Then 2019, the total income from industry shoe sports was more than 440 billion US dollars. In the world, people spend more income on shoe sports s. Lots of innovation, research, and development led by producer shoes branded internationally to satisfy the tastes and preferences of customers. This is suitable with customer international Because it is in accordance needs and desires. The estimated shoe market for sports grew by 10.6% from 2019 to 2025 (Sood, 2022), and countries- a country in Asia is the producer of shoe sports (70%) in the world.

Based on Google Trends is machine Accessible for free Google search and trends are public, analyzing every Google search data day, and producing data following certain keys. **Table 1** Google Trends Shoe Sports in Indonesia 2020- 2022, many brands of shoe sports among them Adidas, Nike, And Ardiles Still experience inconsistent number trend. Matter This shows that customer-based brand equity Ardiles is Not yet optimal Because para searcher Information on Google lacks deep interest in information about brands shoe sports especially shoe brand Ardiles Which stable occupies 3rd and relative position every decrease the year (Gianfredi *et al.*, 2018), as well as competition market fashion sports shifted from price to brand building, especially brand and image product become the more significant. So that Brand equity is recognized as an important part of that help marketer or company clothes sports get superior competition and make decision management.

**Table 1.** Google trends on sports shoes in indonesia in 2020-2022 (googletrends.com, accessed date 24 October 2022).

Website	2022 Q1	2022 Q2	2022 Q3	Total traffic
Adidas	30	67	45	6.39%
Nike	13	84	9	5.95%
Ardiles	39	11	60	5.38%

Source: (o'clock 16.59)

**Table 2** top brand shoe index sports In Indonesia Year 2020-2022 seen that during the three-year final brands Ardiles stable ranked third and experienced a decline in the brand index. This shows that the strong brand in mind consumers, strong brand in the market, and commitment of customers to buy again in Century front shoe brand Ardiles experience decline. Purchase repeat Which low as well as customer Which No own attitude positive to brand impact on low customers based on brand equity.

**Table 2.** Top 3 shoe brand index sports in Indonesia in 2020-2022 (topbrand-award.com, 25 October 2022).

No	Brand	TBI 2020	TBI 2021	TBI 2022
1	Adidas	38.6%	37.6%	34.8%
2	Nike	18.1%	22.5%	21.6%
3	Ardiles	11.1%	11.1%	8.7%

A phenomenon in showing CBBE shoe Ardiles Not yet optimal. Whereas CBBE will become a mark plus for the customer, CBBE creates a mark for companies and customers and has been seen from various perspectives based on customer, company, and financial (Digdowiseiso *et al.*, 2021). Strength A brand is located on What has been studied, felt, seen,

and heard by customers it passes through time, in other words, it lies in the minds of customers (Digdowiseiso et al., 2021). There is Lots of benefit from maintenance mark CBBE (Keller, 1993, Keller, 2020) on the contrary benefit will become a new threat If CBBE in something company is not maintained, start from happen a decline in perceived product quality and loyalty customer, become prone to action competitive marketing and vulnerable to marketing crisis, margins income will decrease, consumer No easy accept exists elasticity price Which happens, investors will not easily believe it to cooperate and invest, communication marketing will decrease, difficult get opportunity licensing as well as difficult For expand brand. Customers Social media endorsement credibility to Ardiles who has it that credibility tall and image Good in public Also is strategy for forming brand credibility, p proven with impressions advertisements repeated on social media TV and media social Which emphasize on brand.

The objective of this study is to obtain findings about the description of Social media endorsement, CBBE, and the magnitude of influence of Social media endorsement to CBBE on customer shoe sports Ardiles in Indonesia.

## 2. METHODS

Method study written in form paragraph flow (No made numbering). Method study Expose about design study to determine the amount of sample used take a sample with the formula from Al-Rashid in 1994. This study uses approach management marketing to influence *Social media endorsement credibility* to CBBE on customer shoe. This study was done with the use method a *cross-sectional* method survey from October to April 2022. This method used a method of survey.

This research is a type of research descriptive and verification using methods of *explanatory survey*. The types of data in this research consist of data general which relate with *Social media endorsement credibility* to CBBE on on customer shoe Ardiles sports in Indonesia. For source data, we used primary and secondary data. Data collection techniques used observation, interviews, and questionnaires. We calculated the sample size of the total population, as follows:

- (i) Distribution score-shaped curve distribution
- (ii) Amount items = 27
- (iii) highest score respondent score:  $(27 \times 7) = 189$
- (iv) Lowest value respondent score:  $(27 \times 1) = 27$
- (v) Range = The highest score – Mark Lowest =  $189 - 27 = 162$
- (vi) S = Deviation standard for that variable studied in a population (population *standard deviation*) obtained:  
 $S = 0.21R = (0.21) (162) = 34.02$
- (vii) Degrees trust = 95% where  $\alpha = 0.05$  And  $Z = 2.01$ ,  $Z (1 - \alpha) = 2.01$

Based on the calculation in on use formula (Al-Rashid, 1994), For needs study size sample added A little, so size sample the total is 180 respondents.

The method taking the sample used in this research is *probabilistic sampling* because of all the elements the study population has an equal chance of being selected as a sample. The method used is sample random simple or *simple random sampling*, every element is known in the population, the probability selected is the same, and all elements selected accordingly independent from all other elements.

Method This stated simply Because taking sample stated only Because the member population was taken in a way random, without notice of the layer population. *Simple random sampling* is a technique for getting a sample Which carried out directly on the unit *sampling*.

This matter is possible because every unit sampling becomes a sample or own chance Which is the same for representing the population as an isolated element population. For validity and reliability, actual data can be seen from instrument collection data. Instrument Which Good must fulfill two conditions important that are valid and reliable.

Testing validity instrument was done to ensure that there is a similarity between data collected with real data happening on the object researched, whereas test reliability was done to get level accuracy data collection tools used. Test validity and reliability in this study were held with the use of the tool help software computer program SPSS.

Technique analysis data verification in this study was used. To get the influence of *SMEC* (X) on *CBBE* (Y), technique analysis data verification is used for now connection the correlative in this research is technique analysis Linear Regression Simple.

This research uses techniques of analysis of simple regression linear because of the variable involved. Analysis regression linear simple can held if it qualifies as follows:

- (i) Sample taken in a way random (random)
- (ii) Variable X and Variable Y have a causal relationship, where X is because and Y is a consequence.
- (iii) Mark Y has spread which is normally distributed.

This equality should be completely linear. If terms the No fulfilled then analyze simple liner regression cannot next.

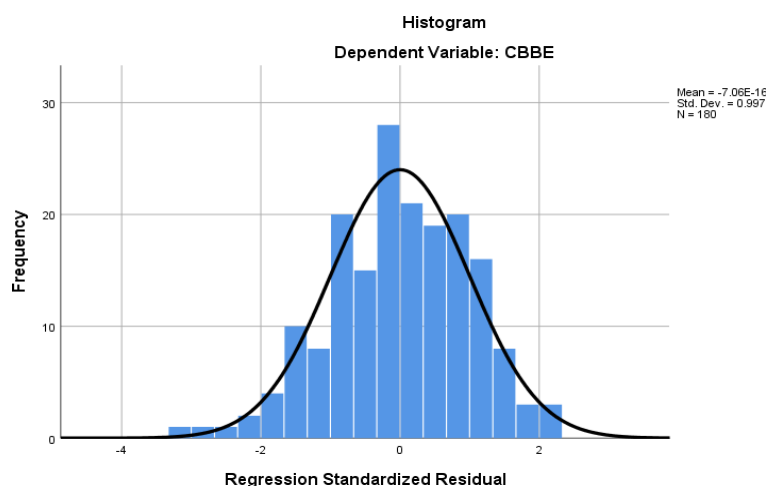
### 3. RESULTS AND DISCUSSION

#### 3.1. Normality Data

The normality test aims to find out whether, in the regression model, variables are dependent on normal distribution or not. The regression model either data is normal or close to normal. Statistical tests are used to test normality data in this study using *skewness*. The normal distribution of the data can be seen from the slope curve formed. \_ Skewness value Which Good is approach zero (0) Which signifies slope trend balanced or approach distribution normal, and mark This nature absolute (+/-), altitude curve seen from kurtosis value. Following are the test results normality with SPSS help 26.

#### 3.2. Test Normality

Based on **Figure 1**, a sloping curve formed approaching zero (0), which signifies the sloping trend is balanced or the approach distribution is normal, so the data used in this research is normally distributed.



**Figure 1.** Normality test result.

### 3.3. Test Linearity

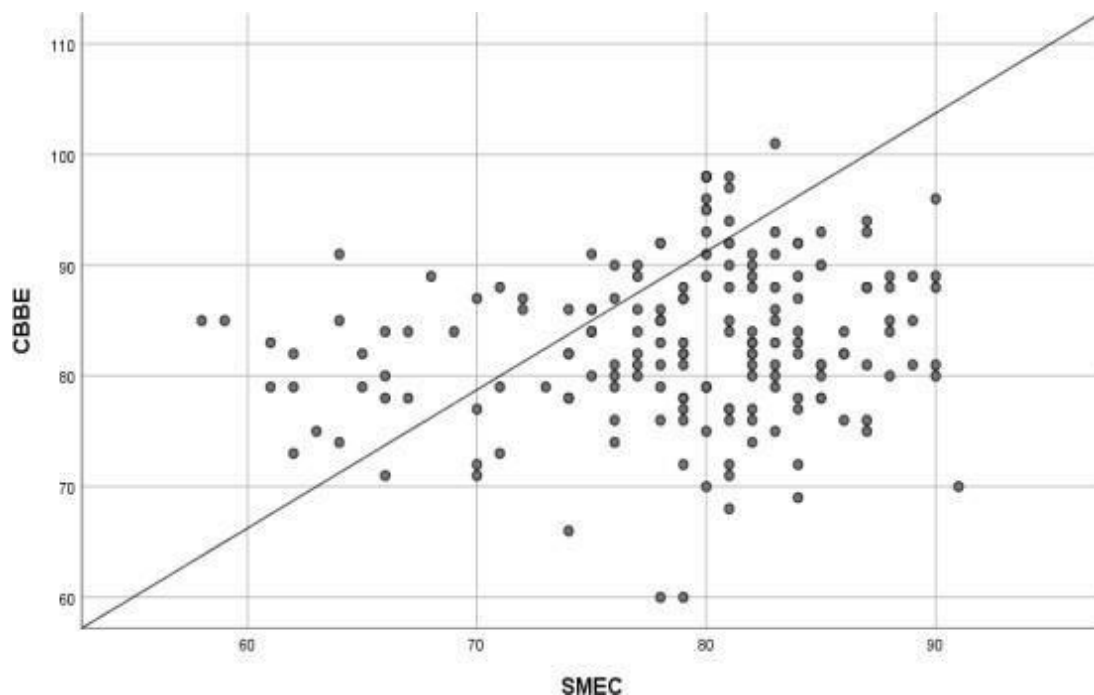
Linearity test regression is used. For tests of linearity regression, model linear is taken as true, true suitable with the situation, or Not. If it turns out suitable or linear, testing next with the model is simple. Test linearity can used to find out whether the variable is tied to the variable free connection linear or Not in a way significant. Test linearity can do through the *test of linearity* in the program SPSS. Based on **Table 3**, we obtained results test linearity. It obtained a mark *deviation from the Linearity* of  $0.066 > 0.05$ . It can be said that there is a linear relationship between the independent variable (*Social Media Endorsement Credibility*) And variable bound (*Customer-based brands equity*).

**Table 3.** Test linearity Anova table.

	Sum of Squares	df	Mean Square	F	Sig.
CBBE* Between (Combined)	6371.64	33	193.08	3.82	0.00
SME Group					
Linearity	3883.96	1	3883.96	76.833	0.00
Deviation from Linearity	2487.68	32	77.740	1.53	0.06
Within Groups	7380.41	146	50.551		
Total	13752.06	179			

### 3.4. Test Diagram Scatter

Diagram scatter uses a system coordinate cartesian. At these coordinates, on the X axis placed the mark independent variable, and on the Y axis placed the mark variable bound. Purpose of diagrams scatter for now is dot, dot, dot coordinate diagram form pattern certain. In the diagram furthermore, some lines can share two-point coordinates on the second side. Line Which withdrawn attempted in accordance, describe trend data with spread (*best-fit line*). The following is a scatter diagram (*Scatter Plot*) results of SPSS 26 processing. Based on **Figure 2**, the line is a correlation between two variables, which means there is a positive relationship \_ between variable independent (X) with variable dependent (Y).



**Figure 2.** Q-Q plot test normality.

### 3.5. Test Coefficient Determination Total ( $R^2$ )

Coefficient Determination is the magnitude of contribution influence variable *Social Media Endorsement Credibility* towards variable *Customer-based brand equity*. Based on the results of data processing using the SPSS 26 program and formula according to Riduwan, 2013 page. 136 in **Table 4**.

**Table 4.** Coefficient determination model summary<sup>b</sup>.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.531 <sup>a</sup>	0.282	0.278	7.446

a. Predictors: (Constant), SMEC  
b. Dependent Variables: CBBE

Results calculation in on showing big influence variable *Social Media Endorsement Credibility* to variable *Customers based brands equity* is as big as 28.2%, whereas the remaining 71.8% is influenced by variables Which No researched. With thereby correlation *Social Media Endorsements' Credibility* own medium to category *Customer-based brands equity* by being in interpretation coefficient correlation (0.50 – 0.6999) with mark R 0.531.

### 3.6. Testing Hypothesis

Testing hypothesis in this study uses test t. Test t is done to know if the free variable (independent) may or may not influence the bound variable (dependent). This study finds out whether partially variable *Social Media Endorsement Credibility* influences or No to *Customers brand equity*. The following are the criteria for testing:

- (i) Level significant
  - If the mark is significant  $< 0.05$   $H_0$  is rejected and  $H_a$  accepted.
  - If the mark is significant  $> 0.05$ ,  $H_0$  accepted And  $H_a$  \_ rejected.
- (ii) The hypothesis submitted in the study is formulated as follows:
  - $H_0: \beta \leq 0$ , meaning *Social Media Endorsements Credibility* has no effect positive to variable *Customers based brands equities*.
  - $H_a: \beta > 0$ , meaning *Social Media Endorsements Credibility* influential positive to variable *Customers based brand equity*
- (iii) Criteria test hypothesis-based test t, that is:
  - If  $t_{count} < t_{table}$ , so  $H_0$  accepted And  $H_a$  rejected
  - If  $t_{count} > t_{table}$ , then  $H_0$  is rejected and  $H_a$  accepted

Based on **Table 5**, it can be explained hypothesis with the t-test regarding the influence variable such as *Social Media Endorsement Credibility* to *Customers-based on brand equity*:

- (i) Significant level *Social Media Endorsements Credibility* own mark significant 0,000 smaller than 0.05 ( $0.000 < 0.05$ ), this means  $H_0$  rejected and  $H_a$  accepted.
- (ii) Mark  $\beta_1$  \_ from variable *Social Media Endorsement Credibility* is  $0.446 > 0$ , Which means *Social Media Endorsement Credibility* influential positive to *Customers based brand equities*.
- (iii) calculated t value is 8.370 while the t table can calculate.

It can be seen that the t count is  $8.370 > t_{table} 1,653$ , meaning that  $H_0$  is rejected and  $H_a$  is accepted. *Social Media Endorsement Credibility* is positive and significant to *Customer-based brand equity*.

**Table 5.** Results hypothesis test Q coefficients <sup>a</sup>.

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta		
1 (Const ant)	47.370	4.166		11.37	0.000
SMEC	0.446	0.053	0.531	8.370	0.000

a. Dependent Variable: CBBE

#### 4. CONCLUSION

Based on the description of the theory and research results carried out using analysis and verification with the use of Regression Linear Simple about Influence Social Media Endorsement Credibility to CBBE (Studies on Customer shoe sports Ardiles in Indonesia) can concluded. Social Media Endorsement Credibility has an influence positive and significant to CBBE on followers of the Ardiles Indonesia Instagram account. Matter This is indicated by the magnitude of the critical value ratio Which is big from the limit minimum Which causes H<sub>0</sub> to be rejected. This means Social Media Endorsement Credibility can explain CBBE in a way positive and significant. Condition This shows that the more Good management of Social Media Endorsement Credibility from customer shoe sports Ardiles Indonesia the Better CBBE more obtained from the customer. Results contribution, which is given from variable Social Media Endorsement Credibility Which most big inform customers engagement is dimensions attractiveness on CBBE Whereas dimensions Social Media Endorsement Credibility Which the smallest form CBBE is homogenous dimensions. The research results stated that social media endorsement credibility has a positive effect on CBBE, with thereby we recommended that Ardiles Indonesia maintain and make efforts to enhance social media endorsement credibility by building connections and service best in media social with customers. Thus, customers are willing to believe in the brand and buy the product Ardiles in Indonesia and can create a CBBE Good which will improve the brand.

#### 5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. The authors confirmed that the paper was free of plagiarism.

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