

# The Role of Social Media Marketing and Website Quality (Webqual) To Increasing Customer Loyalty with Trust and Image as Moderation at Skynet Entertainment Surabaya

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## ABSTRACT

*Skynet Entertainment is a company engaged in lighting rental services, sound systems, event organizers, etc. However, from 2019 to 2023, the number of consumers has decreased. This study aims to determine the effect of social media marketing and website quality as promotional media on customer loyalty with the variables trust and image as moderators. This study used a structural equation model method, with 220 consumers as respondents who were selected through purposive sampling. The results of this study indicate that the indicator of the social media marketing variable with the lowest loading value is communication (x1.2). On website quality, the weakest hand is the security (x2.2), so website security, customer privacy protection and being able to filter disturbances needed, such as phishing and fraud. Regarding brand personality, Skynet's company can still not compete with similar companies at a lower level, so Skynet must be able to increase consumer preference by carrying out lots of promotions and price discounts for the lower middle class. As for the brand attitude, Skynet can improve its performance and continually evaluate it so that consumers' evaluation of the company increases and can create loyalty and increase a broader market.*

**KEYWORDS:** Website, Social, Marketing, Trust, Image

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## 1. INTRODUCTION

Companies engaged in services need help with marketing because good marketing means customers can experience the product or service directly (Bilgin, 2018). Through field observations and by conducting interviews with key informants related to the problems that exist in Skynet Entertainment, the researchers saw various essential problems related to business development, including (1) Skynet Entertainment has been established since 2014 but has not experienced a significant increase in business even still not reach the target; (2) Skynet Entertainment in marketing services is still ineffective and still uses traditional marketing concepts so that the marketing coverage area is still limited, requires high costs, slow response from consumers and limited marketing frequency; (3) The consumer's image of Skynet Entertainment is shallow, so customers often consider trying other service providers; (4) Skynet Entertainment is still unable to instil Trust in its customers, this is because, in the world of entertainment equipment rental, Skynet is a relatively new company.

The internet is an ideal tool for marketing because it can be accessed by consumers at any time with a wide variety of consumer segments where providers do not need to incur high costs. This helps businesses to increase their sales. Social Media Marketing has a direct impact on consumer buying decisions. According to Mehta & Tariq (2020), there is a consumer information search phase in the consumer buying process. This information can be provided by marketers or sought by consumers through social media. Promotional activities through social media are expected to be a significant factor in improving and maintaining an image, where consumers will remember the brand of a product produced by the company more (Achmadi & Andriansyah, 2022). Image forms product memories for consumers and is essential in building consumer awareness to buy a product (Sanny et.al, 2020). Through consumer awareness of a brand, potential consumers can remember, recognize and even trust the brand and decide to make a purchase, allowing consumers only to make purchases of one particular brand category (Agyei et.al, 2020). Furthermore, one way to increase Trust and image is to advertise through digital marketing, namely websites and Instagram.

## 2. LITERATURE REVIEW

According to Ebrahim (2020), social media marketing is a system that enables marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes. Attract attention and encourage readers to share with their social networks. According to Pasaribu & Silalahi (2020), the benefits of social media marketing include: (1) providing space not only to market products or services to customers but also to listen to complaints and suggestions (Zheng et.al, 2015); (2) makes it easier to identify various groups or influences between various groups, which can provide information about the brand and help in the growth of the brand (Chinomona, 2016); and form a low cost because most social networking sites are free. WebQual is a website measurement method based on end-user perceptions, which has undergone

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several iterations to prepare categories and questions (Astriana, 2019). According to Huang (2017), the dimensions of WebQual include; (1) information which includes content quality, usability, completeness, accuracy, and relevance (Hai & Nguyen, 2022); (2) security which includes trust, privacy and security guarantees (Afrelia et.al, 2016); (3) convenience which includes easy to operate, easy to understand, and speed (Yadav & Rahman, 2018); (4) convenience which includes visual appeal, emotional appeal, creative and attractive designs (Nilowardono et.al, 2020); and (5) service quality which includes online completeness, and customer service (Jeon & Jeong, 2017).

Basuki & Dwi (2021) state that consumer beliefs are all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. According to Swastika et.al (2016), five processes lead to the emergence of Trust, namely: (1) calculative process (Prabowo, et.al, 2020); (2) prediction process (Bilgin, 2018); (3) capability process (Huang, 2017); (4) intentionality process (Zheng et.al, 2015); (5) transference process (Mehta & Tariq, 2020). Chinomona (2016) defines image as consumer perceptions formed in their memories as reflected in brand associations. Basuki & Dwi (2021) explain that an image's dimensions include brand identity, personality, association, attitude and behaviour, benefits and competence. Customer loyalty is a strong ongoing commitment to making purchase intentions or consistently supporting preferred products/services in the future, thereby creating repeated purchases of the same product/brand (Prabowo, et.al, 2020). Afrelia et.al (2016) explained that an image's dimensions include brand identity, personality, association, attitude and behaviour, benefits and competence.

### 3. METHODS

Several stages of this research method can be explained as follows:

#### Types of research

The type of research used in this research is explanatory research because this research will test the hypotheses that have been prepared and the truth of these hypotheses (Ebrahim, 2020).

#### Research Approach

The research approach used is a quantitative research method. According to Pasaribu & Silalahi (2020), quantitative research is an approach whose type of research has a systematic, planned and structured arrangement. Data processing in this research is based on data which is generally in the form of a number which is collected and interpreted so that it can produce some knowledge.

#### Research variable

In this study, there were 4 (four) variables used, including:

1. Exogenous Variables (x), namely independent variables that affect or cause change and the emergence of endogenous variables. The exogenous variables in this study are Social media marketing and WebQual. Where social media marketing has

dimensions including context (x1.1), communication (x1.2), collaboration (x1.3) and connection (x1.4). While webqual has dimensions of information (x2.1), security (x2.2), convenience (x2.3) and convenience (x2.4).

2. The intervening variable (z) is a variable that can strengthen or weaken the direct relationship between exogenous and endogenous variables. The moderating variables in this study are Trust (z1) and image (z2). Trust has dimensions of ability (x3.1), integrity (x2.2), and benevolence (x3.3). In contrast, the image has dimensions of brand identity (x4.1), brand personality (x4.2), brand association (x4.3), brand attitude (x4.4) and brand benefits and competence (x4.5).
3. Endogenous variable (Y), namely the dependent variable that, is influenced by exogenous variables. The endogenous variable in this study is Customer Loyalty (Y). Customer loyalty has dimensions including repeat purchases (Y1), the habit of consuming the brand (Y2), always liking the brand (Y3), still choosing the brand (Y4), believing that the brand is the best (Y5) and recommending the brand to others (Y6).

### **Population and Sample**

The population in this study is the population of Skynet Entertainment consumers. This population is unlimited because the data source cannot be known clearly and with certainty quantitatively. The sample was selected with specific criteria, including Skynet Entertainment consumers, knowing Skynet Entertainment websites and Skynet Entertainment SocMed followers. The number of samples in this study is consumers or customers of Skynet Entertainment, estimated to be 220 respondents, and this is an estimate of the number of respondents based on the number of indicators of the variables used in the study multiplied by 10.

### **Data Collection Techniques**

In this study, the data collection technique used was a survey method with a questionnaire approach or asking questions in writing. A questionnaire is a tool for collecting data by distributing a written question which will eventually be answered by a respondent (Agyei et.al, 2020). Questionnaires were distributed offline by distributing them to people who had used the services of Skynet Entertainment. Questionnaires were distributed in the form of statements in measurement instruments, and then the results obtained were processed and analyzed to obtain results and research conclusions.

### **Data Processing Techniques**

Assumptions in SEM The assumptions that should be fulfilled in the Structural Equation Model include the following:

1. Normality Normal assumption is needed in the analysis because all statistical tests are calculated with standard data assumptions.
  - The chi-squares value resulting from the Maximum Likelihood (ML) and Generally Least Squares (GLS) estimation methods will be substantial.

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- If the sample decreases and non-normal increases, the researcher will face an improper solution (answer that is not appropriate)
- The suitable index measure will produce an under-estimated value if the data is non-normal.

### 2. No Outliers

Outliers are observational conditions of data with unique characteristics that look very different from other observations and appear in extreme values for a single variable or a combination of variables.

### Sample Adequacy

With an estimation model using maximum likelihood (ML), at least a sample of 100 to 150 is needed (Achmadi & Andriansyah, 2022).

### Modelling Stages with SEM

#### Stage 1: Theory-Based Model Development

Structural equation models are based on causality, where changes in one variable are assumed to result in changes in other variables. The relationship between variables in the model is a deduction from theory.

#### Stage 2: Develop a Path Diagram

Two things need to be done: compiling a structural model, namely linking latent constructs, both endogenous and exogenous, and compiling a measurement model, namely linking endogenous or exogenous latent constructs with indicator variables.

#### Stage 3: Developing Structural Equivalence

Structural equations are formulated to express causality between various constructs.

Endogenous Variable1 = Exogenous Variable + Endogenous Variable2 + Error

When the measurement model has been specified, the researcher must determine the reliability and indicators. Indicator reliability can be done in two ways, namely, estimated empirically or specified.

#### Step 4: Determine the Proposed Input Matrix and Model Estimation

SEM uses input data as a variant/covariance matrix or a correlation matrix. Raw individual observation data can be entered into the AMOS program. Then the AMOS program will first convert the raw data into a covariance matrix or correlation matrix, as described in matrix theory in the previous chapter. The estimation technique for structural equation models was initially performed using Ordinary Least Square (OLS) regression. However, this technique has been replaced by maximum likelihood estimation, which is more efficient and unbiased if the assumption of multivariate normality is met. This ML technique is susceptible to non-normal data.

Step 5: Assessing Structural Model Identification

The identification problem is a problem regarding the inability of the developed model to produce the desired estimate. The way to see whether there is an identification problem is to look at the estimation results, which include (Jeon & Jeong, 2017):

- There is a significant standard error value for one or more coefficients
- The program's inability to produce an information matrix
- The error variance value is negative
- There is a high correlation value between the estimated coefficients ( $> 0.90$ )

These four problems can be anticipated by setting more constraints in the model (removing paths from the path diagram) until the existing problems disappear.

Stage 6: Assessing the Goodness of Fit Criteria

The goodness of fit measures the suitability of the observed or actual input (covariance or correlation matrix) with the predictions of the proposed model. There are three types of goodness of fit measures, namely:

- Absolute Fit Measures

Absolute fit measures (structural and joint measurement models) measure the overall fit.

TABLE 1. Absolute Fit Measures Criteria

The Goodness of Fit Index	Information	Cut Off Value
<i>Chi Squares</i>	Test whether the estimated population covariance is the same as the sample covariance (whether the model fits the data)	Expected small
CMIN/DF	Fit between data and models	$\leq 5$
GFI	Data and model fit	Expected to be close to 1
RMSEA	Combining Chi Square inertia on large samples	$\leq 0,08$

- Incremental Fit Measures

Incremental fit measures are used to compare the proposed model with other models specified by the researcher.

TABLE 2. Criteria for Incremental Fit Measures

The Goodness of Fit Index	Information	Cut Off Value
AGFI	Development of the GFI adjusted to the degree of freedom ratio for the proposed model with the degree of freedom for the realistic model	$\geq 0,90$

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The Goodness of Fit Index	Information	Cut Off Value
TLI	Comparison between the tested model and the baseline model	$\geq 0,90$
NFI	Comparison between the proposed model and the realistic model	$\geq 0,90$

- Parsimonious Fit Measures

Parsimonious fit measures relate the goodness of fit model with several estimated coefficients needed to reach the level of fit. The fundamental goal is to diagnose whether model fit has been achieved by overfitting data with many coefficients.

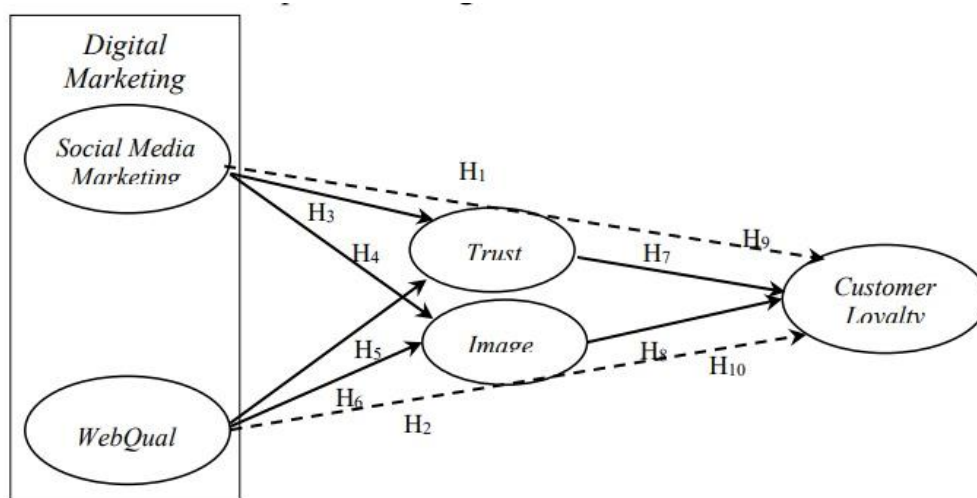
**TABLE 3.** Parsimonious Fit Measures Criteria

The Goodness of Fit Index	Information	Cut Off Value
FI	Comparing models with different degrees of freedom	0,60 – 0,90
PGFI	Modification of GFI based on the parsimony estimated model	Expected to be close to 1

After evaluating the model's overall fit, the parameters in AMOS can be tested using the CR (critical ratio) value. This CR value is similar to using the t-test in regression analysis. The CR value is obtained by dividing the estimated value by the standard error. A variable is significant if it has a CR value greater than 2 (Yadav & Rahman, 2018).

### Step 7: Model Interpretation and Modification

When the model is accepted, the researcher may consider modifying the model to improve the theoretical explanation or goodness of fit.



**FIGURE 1.** Conceptual Framework

### 4. RESULTS

#### Overall Structural Equation Modeling (SEM)

Using the Confirmatory Factor Analysis (CFA) method, the next step is a structural model analysis using the Structural Equation Modeling (SEM) method for the entire model.

TABLE 4. Overall Structural Model Goodness Test

The Goodness of Fit Index	Cut Off Value	Model's Result	Information
Chi-Square ( $\chi^2$ )	Expected small value	43.039	Good
Probability	$\geq 0,05$	0,062	Fits Model
RMSEA	$\leq 0,08$	0,077	Fits Model
GFI	$\geq 0,90$	0,902	Fits Model
AGFI	$\geq 0,90$	0,904	Fits Model
CMIN/DF	$\leq 2,00$	1,874	Fits Model
TLI	$\geq 0,95$	0,973	Fits Model
CFI	$\geq 0,95$	0,985	Fits Model

Based on Table 4 above, the goodness of fit index produced by the model is appropriate, so no modification is needed.

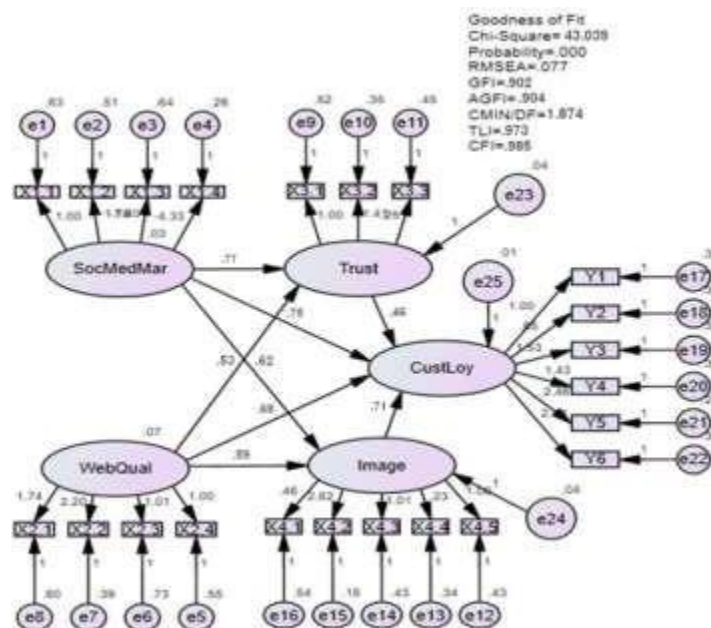


FIGURE 2. Overall Structural Model

#### The Effect of Social Media Marketing on Increasing Customer Loyalty

TABLE 5. Estimated Results (Loading Factor) Effect of Social Media Marketing on Customer Loyalty

Relational	Loading Factor	P-value	Information
Customer Loyalty ← Social Media Marketing	0,75	< 0,000	Significant



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Table 5 shows the significant relationship between the existing latent variables, with a 5% confidence level. This is indicated by a very small p-value (<0.000), so a decision was made to reject H0.

The structural equation model obtained from the significant loading factors is as follows.

$$\text{Customer Loyalty} = 0.75 \text{ Social Media Marketing}$$

This equation shows that social media marketing has a significant and direct effect on customer loyalty of 0.75.

### Effect of Website Quality on Increasing Customer Loyalty

Table 6 shows the significant relationship between the existing latent variables, with a 5% confidence level. This is indicated by a very small p-value (<0.000), so a decision was made to reject H0.

**TABLE 6.** Estimated Results (Loading Factor) Effect of Website Quality on Customer Loyalty

Relational	Loading Factor	P-value	Information
Customer Loyalty ← Website Quality	0,68	< 0,000	Significant

The structural equation model obtained from the significant loading factors is as follows.

$$\text{Customer Loyalty} = 0.68 \text{ Website Quality}$$

This equation shows that website quality has a significant and direct effect on customer loyalty of 0.68. This means that if the level of web quality increases by one unit while the other variables (considered constant), then the level of customer loyalty is predicted to increase by 0.68.

### The Effect of Social Media Marketing on Increasing Trust

The relationship between latent variables and the results of the estimation (loading factor) of the structural model is presented in Table 7.

**TABLE 7.** Estimated Results (Loading Factor) Effect of Social Media Marketing on Trust

Relational	Loading Factor	P-value	Information
Trust ← Social Media Marketing	0,77	< 0,000	Significant

The structural equation model obtained from the significant loading factors is as follows.

$$\text{Trust} = 0.77 \text{ Social Media Marketing}$$

This equation shows that social media marketing has a significant and direct effect on Trust of 0.77.

### The Effect of Social Media Marketing on Image Enhancement

**TABLE 8.** Estimated Results (Loading Factor) Effect of Social Media Marketing on Image

Relational	Loading Factor	P-value	Informational
Image ← Social Media Marketing	0,62	< 0,000	Significant

The structural equation model obtained from the significant loading factors is as follows.

$$\text{Image} = 0.62 \text{ Social Media Marketing}$$

This equation shows that social media marketing significantly and directly affects images by 0.62.

**Effect of Website Quality on Increasing Trust**

**TABLE 9.** Estimated Results (Loading Factor) Effect of Website Quality on Trust

Relational	Loading Factor	P-value	Information
Trust ← Website Quality	0,53	< 0,000	Significant

The structural equation model obtained from the significant loading factors is as follows.

$$\text{Trust} = 0.53 \text{ Website Quality}$$

This equation shows that website quality has a significant and direct effect on Trust of 0.53.

**Effect of Website Quality on Image Enhancement**

**TABLE 10.** Estimated Results (Loading Factor) Effect of Website Quality on Image

Relational	Loading Factor	P-value	Information
Image ← Website Quality	0,59	<0,000	Significant

The structural equation model obtained from the significant loading factors is as follows.

$$\text{Image} = 0.59 \text{ Website Quality}$$

This equation shows that website quality significantly and directly affects the image of 0.59.

**The Effect of Social Media Marketing on Increasing Customer Loyalty through Trust**

**TABLE 11.** Estimated Results (Loading Factor) Effect of Social Media Marketing on Customer Loyalty through Trust

Relational	Loading Factor	P-value	Information
Customer Loyalty ← Trust ← Social Media Marketing	0,77 => 0.46	< 0,000	Significant

The structural equation model obtained from the significant loading factors is as follows.

$$\text{Trust} = 0.77 \text{ Social media marketing}$$

$$\text{Customer Loyalty} = 0.46 \text{ Trust}$$

If the level of social media marketing increases by one unit while the other variables (considered constant), then the level of Trust is predicted to increase by 0.77. The trust variable also has a significant effect on customer loyalty of 0.46. That is if the level of trust increases by one unit while the other variables (considered constant), then the level of customer loyalty will increase by 0.46.

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The following calculations are carried out to obtain the estimated value of the indirect effect.

$$\text{Social media marketing} \rightarrow \text{Trust} \rightarrow \text{Customer Loyalty} = 0.77 \times 0.46 = 0.354$$

### The Effect of Social Media Marketing on Increasing Customer Loyalty Through Image

**TABLE 12.** Estimated Results (Loading Factor) Effect of Social Media Marketing on Customer Loyalty Through Image

Relational	Loading Factor	P-value	Information
Customer Loyalty ← Image ← Social Media Marketing	0,62 => 0.71	< 0,000	Significant

The structural equation model obtained from the significant loading factors is as follows.

$$\text{Image} = 0.62 \text{ Social media marketing}$$

$$\text{Customer Loyalty} = 0.71 \text{ Image}$$

If the social media marketing level increases by one unit while the other variables (considered constant), then the image level is predicted to increase by 0.62. The image variable also has a significant effect on customer loyalty of 0.71. That is if the image level increases by one unit while the other variables (considered constant), then the level of customer loyalty will increase by 0.71.

The following calculations are carried out to obtain the estimated value of the indirect effect.

$$\text{Social Media Marketing} \rightarrow \text{Image} \rightarrow \text{Customer Loyalty} = 0,62 \times 0,71 = 0,44$$

### Effect of Website Quality on Increasing Customer Loyalty through Trust

**TABLE 13.** Estimated Results (Loading Factor) Effect of Website Quality on Customer Loyalty Through Trust

Relational	Loading Factor	P-value	Information
Customer Loyalty ← Trust ← Website Quality	0,53 => 0.46	< 0,000	Significant

The structural equation model obtained from the significant loading factors is as follows.

$$\text{Trust} = 0.53 \text{ Website Quality}$$

$$\text{Customer Loyalty} = 0.46 \text{ Trust}$$

If the level of website quality increases by one unit while the other variables (considered constant), then the level of Trust is predicted to increase by 0.53. The trust variable also has a significant effect on customer loyalty of 0.46. That is if the level of trust increases by one unit while the other variables (considered constant), then the level of customer loyalty will increase by 0.46. The following calculations are carried out to obtain the estimated value of the indirect effect.

$$\text{Website Quality} \rightarrow \text{Trust} \rightarrow \text{Customer Loyalty} = 0.53 \times 0.46 = 0.244$$

From Figure 1, namely the structural model in this study, it can be seen that the value of the loading factor can be explained as follows:

**TABLE 14.** Factor Loading Value in Research

No.	Variable	Loading Factor Value
1.	Social Media Marketing → Trust	0,77
2.	Website Quality → Trust	0,53
3.	Social Media Marketing → Image	0,62
4.	Website Quality → Image	0,59
5.	Social Media Marketing → Customer Loyalty	0,75
6.	Website Quality → Customer Loyalty	0,68
7.	Trust → Customer Loyalty	0,46
8.	Image → Customer Loyalty	0,71
9.	Social Media Marketing → Trust → Customer Loyalty	0,354
10.	Social Media Marketing → Image → Customer Loyalty	0,44
11.	Website Quality → Trust → Customer Loyalty	0,244
12.	Website Quality → Image → Customer Loyalty	0,419

From the value of the loading factor, it can be concluded that related to the influence of social media marketing and website quality on service quality with the variables trust and image as moderators, the following results are obtained:

Social media marketing directly to customer loyalty is greater than the effect of website quality on customer loyalty. This is because Skynet Entertainment uses social media that is often used by its customers, such as Whatsapp, Twitter, Instagram, Tik-Tok and so on, by informing product quality, services, product prices, deficiencies and advantages openly, and even providing information regarding the conformity of the product to customer needs or not. Skynet also receives customer feedback through comments, criticisms, likes and dislikes, customer complaints, testimonials, reviews, and so on. So because social media marketing is felt to be more flexible, more interactive and more responsive, customers feel close to Skynet. This is different from websites, where it is often scarce for customers to interact interactively and responsively with Skynet. Customers mainly use websites to find out or seek information related to the products or services offered by Skynet.

Meanwhile, the effect of social media marketing on customer loyalty with image moderation is higher than that of social media marketing on customer loyalty with trust moderation. Likewise, the effect of website quality on customer loyalty with the image as moderator has a more substantial influence than that of website quality on customer loyalty with the image as moderator. This is because (a) Skynet can demonstrate quality and reliable products and services that make targeted consumers more familiar with the products and services offered; (b) Skynet always increases the intensity of meeting with its customers to get to know them further, especially for new customers; (c) Skynet does many promotions in its various marketing areas by way of lending products for events such as religious events, national day commemorations such as independence day,

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holidays and so on. It also provides sponsorship through costs and crew assistance to support the event's success.

### 5. CONCLUSION

The conclusions that can be drawn from this study based on the results of data processing and analysis are:

Essential indicators that affect customer loyalty include a context (x1.1), where Skynet can provide information on products and services offered clearly and as expected by customers and collaboration (x1.3), where Skynet can collaborate with various parties to increase the marketing of products and services offered through social media. Important indicators of web qual that affect customer loyalty include information (x2.1), where Skynet can provide clear and complete information on the website related to the products and services offered so that customers can understand well, convenience (x2.2), namely Skynet's website is easy to access and fast to open both pictures and videos, as well as convenience (x2.4) where Skynet can make customers feel safe when accessing their website. Furthermore, essential indicators of Trust that affect customer loyalty include ability (x3.1), where customers have confidence that Skynet can meet the needs of its customers adequately as promised and benevolence (x3.3), where Skynet can benefit but also continue to provide maximum customer satisfaction.

Meanwhile, essential indicators of the image that influence customer loyalty include brand identity (x4.1), where Skynet has several visible elements on the brand, such as logos, colours and designs on work that are easy for consumers to recognize or remember. The second indicator is a brand association (x4.3). Skynet can form mental connections customers make through concepts, images, emotions, experiences, people, interests, or activities that greatly influence purchasing decisions. The third indicator is brand benefit and competence (x4.5). Skynet can create specific values and advantages offered by a brand to customers that make customers feel the benefits because their needs, desires, dreams and obsessions are realized by what is offered

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