

# The Influence of Social Media Marketing on Purchase Intention and Brand Loyalty (Study on the Batik Fashion Customer in Pekalongan)

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## Abstract

*This study examines the effect of brand trust, brand community, brand awareness, interaction, and emotional attachment on purchase intention and brand loyalty in the batik fashion industry in Pekalongan city. This study uses the purposive sampling technique. The primary data were collected from 240 respondents. This research uses Structural Equation Modeling (SEM) with SmartPLS software version 3.2.9 as a statistical analysis technique. The data analysis results indicate that brand trust, interaction, and emotional attachment positively and significantly influence purchase intention. In addition, purchase intention positively and significantly affects brand loyalty. However, brand community and brand awareness did not affect purchase intention.*

## Keywords

social media marketing;  
purchase intention; brand  
loyalty; batik



## I. Introduction

Social media use is increasing rapidly (Kumar and Pradhan, 2015). Social media use in various countries proves the exponential growth in online communication (Arora and Sanni, 2019). The data from We Are Social (2021) and Hootsuite in the Digital 2021 Report shows that Indonesia has 170 million social media active users with an average usage of 3 hours 14 minutes a day. The development of social media use allows for conducting marketing communications in business. Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Marketing through social media is a concept that allows everyone to promote products, communicate, and share ideas on a platform globally (Kumar and Pradhan, 2015). Social media allows marketers to connect with consumers (Gautam and Sharma, 2017). Hajli (2014) explains that social media is needed to create content, share information and experiences among consumers.

Social media helps provide interactive communication channels to strengthen fashion brand marketing strategies (Chu and Seock, 2020). The development of social media in marketing fashion is rapid. However, only a few researchers researched social media marketing academically. For instance, research by Kim and Ko (2010) examines the impact of social media marketing on luxury fashion brands on customer relationship and purchase intention. In addition, research by Gautam and Sharma (2017) explains the direct and indirect impact of social media marketing activities on the purchase intention of luxury

fashion brands. Furthermore, Ibrahim et al. (2020) describes a meta-analysis examining the relationship between social media marketing activities, brand equity, and purchase intention. In addition, Hasan and Sohail (2020) explains social media marketing and its influence on consumer buying interest and the impact of its consequences on brand loyalty.

Marketing through social media can strengthen relationships with customers so that it impacts increasing brand loyalty (Utami and Saputri, 2020). Brand loyalty is essential for companies to gain a competitive advantage over competitors and become market leaders (Hameed and Kanwal, 2018). Brand loyalty is a measure of consumer loyalty to brands in which consumers are committed to buying and recommending brands (Apriyani et al., 2018). Consumers are loyal to brands because of the uniqueness, comfort, and sufficient knowledge about the brand so that consumers are confident when they purchase (Malik et al., 2013). Research conducted by Gogoi (2013) explains that purchase intention will impact the development of brand loyalty in the long term.

According to Luo et al. (2011), purchase intention may develop into a commitment that influences loyalty. Nabilla's research (2018) explains that consumer buying interest influences brand loyalty. Sanny et al. (2020) suggests that purchase intention is a consumer activity that considers purchasing a service or product. Purchase intention refers to the possibility of purchase by consumers shortly (Gautam and Sharma, 2017). Research conducted by Hasan and Sohail (2020) suggests that purchase intention in social media can be caused by several variables, including brand trust, brand community, brand awareness, interaction, and emotional attachment.

Brand trust is the willingness of consumers to rely on the brand's ability on its function (Chaudhuri and Holbrook, 2001). Brand trust influences the brand's sustainability in development in the market (Takaya, 2017). A brand community is a group of consumers who have the same interest in a brand in which the members are mutually involved in a group to achieve common goals and commitments (Le and Duong, 2019). Consumers who join brand communities usually understand the available information to decide the accurate purchase (Wu et al., 2015).

According to Aji et al. (2020), brand awareness is the ability of consumers to recognize and remember brands. Brand awareness is crucial in brand-related searches and directly influences purchasing decisions (Dabbous et al., 2020). Hudson et al. (2016) define interaction on social media as referring to consumers' proactive engagement with brands on social media platforms, such as following, replying, sharing, liking, participating, and others. Riaz et al. (2021) explains that social media interactions ease consumers' purchasing decisions. According to Thompson et al. (2005), emotional attachment is a bond between consumers and brands characterized by feelings of affection and connection. Emotional attachment to social media makes consumers passionate about a brand (Dwivedi et al., 2018). The emotional attachment also builds purchase intention on social media (Wahyuni, 2018).

Based on this explanation, this study investigates the relationship between brand trust, brand community, brand awareness, interaction, and emotional attachment in influencing purchase intention and brand loyalty among consumers in the batik fashion industry in Pekalongan city. The researchers conduct this research because of the global batik development and the interest of all groups in batik, nationally and internationally. This research is novel and exciting because it examines the influence between variables in social media marketing on purchase intention and brand loyalty, which has never been conducted in Indonesia, especially in Pekalongan city. The development of the batik fashion industry in Pekalongan city is not followed by marketers' ability to market products effectively. There is still little contribution from relevant literature, so this research is crucial.

Pekalongan City is known as one of the batik cities in Indonesia and has been named by UNESCO as the world's creative city for the categories of crafts and folk arts (Susanti, 2018). Pekalongan city has many batik industry entrepreneurs competing in batik marketing outside Pekalongan city (Tamamudin, 2015). This condition encourages the researcher to identify the effect of social media marketing on purchase intention and brand loyalty in the batik fashion industry in Pekalongan city. The study results are expected to enrich the literature and improve marketing strategies for companies engaged in the fashion industry, especially in the batik fashion industry and other interested parties.

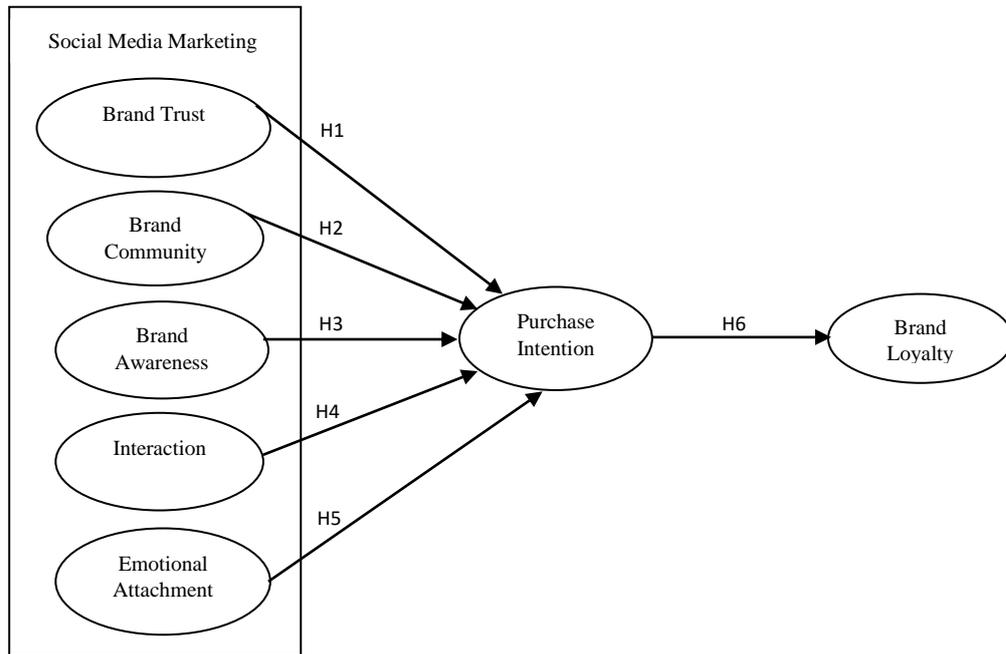
## II. Review of Literature

### 2.1 Social Media Marketing

Social media is an online application built on the ideological and technical foundations of Web 2.0 that facilitates communication between users (Kaplan and Haenlein, 2010). Social media marketing is a process by which companies create, communicate, and make offers online through social media platforms to maintain relationships that can increase value by facilitating interaction, sharing information, and offering personalized purchase recommendations about existing products and services (Yadav and Rahman, 2017). Social media marketing is an effective two-way communication channel that can build long-term global relationships between marketers and consumers (Gautam and Sharma, 2017). Castronovo and Huang (2012) explains that the effectiveness of social media marketing programs must be measured to increase awareness, sales, and consumer loyalty. According to Hasan and Sohail (2020), several studies have examined social media dimensions and developed and used abundant theories to study the behavior of social media users. In addition, Hasan and Sohail (2020) explains that there is a relationship between the variables of brand trust, brand community, brand awareness, interaction, and emotional attachment in social media marketing to purchase intention and brand loyalty.

Brand trust is the tendency to believe in the ability of a particular brand to perform the promised function (Chaudhuri and Holbrook, 2001). Mainardes and Cardoso (2019) research states that brand trust positively influence purchase intention. Brand community is a place for consumers with the same interest in a brand (Purba, 2015). Jibril et al. (2019) research concludes that online brand communities positively influence consumers' buying attitudes and intentions. Brand awareness is the power of brand presence in consumers' minds (Herdana, 2015). Hasan and Sohail (2020) research confirm that brand awareness has a significant positive effect on purchase intention. Interaction is a process by which people communicate and work together in society (Chen and Lin, 2018). The results of several studies shows that interactions positively influence purchase intention (Dabbous et al., 2020; Kim and Ko, 2010). Emotional attachment is a bond connecting consumers to a brand characterized by affection and connection (Thompson et al., 2005). The research results of Natalia et al. (2021) states that emotional attachment positively and significantly influence purchase intention. Purchase intention is a consumer's preference for buying services or products (Mehboob and Khan, 2020). The results of several studies shows that purchase intention significantly influence brand loyalty (Gogoi, 2013; Nabilla, 2018; Ramadhan and Zuliestiana, 2019). Brand loyalty refers to the tendency of a brand to be reliable and the tendency of consumers to buy a brand as the primary decision that shows loyalty to a particular brand (Mehboob and Khan, 2020).

Based on the explanation of the theoretical review, the research framework is as follows:



*Source: Adapted from Hasan and Sohail (2020)*

**Figure 1. Research Framework**

### III. Research Method

This study uses a quantitative approach, and the data is primary data. This research uses a non-probability sampling method using a purposive sampling technique. The sample in this study were some social media users who had bought Pekalongan batik products at least once from a brand on social media. The number of samples used in this study is 240. This research uses a questionnaire circulated online to collect data that includes the variables studied by the respondents. This study analyzed data using Structural Equation Modeling (SEM) via SmartPLS software version 3.2.9. SEM testing includes statistical analysis used to prove the hypothesis. The analysis in PLS-SEM consists of the outer model (measurement model) and inner model (structural model). The evaluation of the measurement model consists of a convergent validity test, a discriminant validity test, and a composite reliability test. Meanwhile, the evaluation of the structural model consists of testing the coefficient of determination (R-square) and the path coefficient.

### IV. Result and Discussion

#### 4.1 Respondents Characteristics

A brief description of the respondents' characteristics: most of the respondents are female (62,5%) within 21-25 years old (54,2%) and unmarried (63,7%). The majority of the respondents' last education was high school or equivalent (46,3%), who were current students (52,5%), and the average income was less than 1,999,999 per month (46,7%). In addition, respondents usually use social media for 4-6 hours per day (35,8%) and have bought batik products 2-3 times in the past year (44,6%).

## 4.2 Respondents' Assessment of Research Variables

The following table shows respondents' assessment of the research variables:

**Table 1.** Respondents' Assessment of Research Variables

Average Rating	Highest Rating	Lowest Rating
Interaction (3,47)	Social media makes it easy to access recommendations and reviews about brands (3,53).	Easy to share and exchange opinions on social media (3,37).
Purchase Intention (3,33)	Willing to purchase products online (3,40).	Having the intention of buying products online to meet needs (3,26).
Brand Community (3,31)	The online brand community helps gather various information (3,37).	The online brand community creates a sense of belonging to the brand (3,20).
Brand Trust (3,23)	Purchasing online can save time and costs (3,52).	Products purchased online are easy to return or exchange (2,80).
Brand Awareness (3,21)	Brand characteristics come to mind quickly (3,23). Moreover, easy to remember (3,23).	Easily recognize the brand among other competing brands (3,17).
Emotional Attachment (3,19)	Feel happy with the brand in social media (3,34).	Having a bond with the brand in social media (3,03).
Brand Loyalty (3,03)	If a specific brand is unavailable in one store, customers will buy the same brand in another store (3,10).	Having an assumption of loyalty to the brand (2,96).

Source: Primary data (2022)

## 4.3 Measurement Model Testing (Outer Model)

### a. Convergent Validity Test

The criteria used in the convergent validity test are the loading factor value  $> 0,7$  and AVE  $> 0,5$  (Ghozali and Latan, 2015). The following are the convergent validity test result:

**Table 2.** Loading Factor Value Convergent Validity Test

First Test			Second Test		
Variable	Indicator	Loading Factor	Variable	Indicator	Loading Factor
Brand Trust	BT1	0,752	Brand Trust	BT1	0,826
	BT2	0,584		-	-
	BT3	0,277		-	-
	BT4	0,711		BT4	0,731
	BT5	0,671		-	-
	BT6	0,788		BT6	0,828
Brand Community	BC1	0,751	Brand Community	BC1	0,811
	BC2	0,762		BC2	0,772
	BC3	0,615		-	-
	BC4	0,691		-	-

	BC5	0,731		BC5	0,700
	BC6	0,723		BC6	0,760
Brand Awareness	BA1	0,801	Brand Awareness	BA1	0,805
	BA2	0,800		BA2	0,798
	BA3	0,790		BA3	0,784
	BA4	0,786		BA4	0,788
Interaction	INT1	0,732	Interaction	INT1	0,740
	INT2	0,780		INT2	0,789
	INT3	0,811		INT3	0,801
	INT4	0,779		INT4	0,780
	INT5	0,782		INT5	0,775
Emotional Attachment	EA1	0,810	Emotional Attachment	EA1	0,812
	EA2	0,855		EA2	0,851
	EA3	0,828		EA3	0,824
	EA4	0,829		EA4	0,826
	EA5	0,810		EA5	0,813
	EA6	0,723		EA6	0,727
Purchase Intention	PI1	0,831	Purchase Intention	PI1	0,858
	PI2	0,677		-	-
	PI3	0,791		PI3	0,821
	PI4	0,823		PI4	0,860
Brand Loyalty	BL1	0,861	Brand Loyalty	BL1	0,862
	BL2	0,888		BL2	0,887
	BL3	0,802		BL3	0,801
	BL4	0,905		BL4	0,906
	BL5	0,809		BL5	0,810

Source: Primary data (2022)

Table 2 shows the first convergent validity test; six indicator items were below the criteria. The six indicator items include BT2, BT3, BT5, BC3, BC4, and PI2, with a loading factor value of less than 0,7, so the indicator items will be excluded from the model. After the second convergent validity test, the results showed that the loading factor value on all indicator items was following the criteria  $> 0,7$ , which shows that the model is free from convergent validity problems. There are no indicator items that need to be removed again. Furthermore, the stages of the convergent validity test can be measured by looking at the Average Variance Extracted (AVE) value in the following table:

**Table 3.** AVE Value

Variable	Average Variance Extracted (AVE)
Brand Trust	0,634
Brand Community	0,581
Brand Awareness	0,631
Interaction	0,604
Emotional Attachment	0,656
Purchase Intention	0,717
Brand Loyalty	0,729

Source: Primary data (2022)

Table 3 shows no variable with an AVE value below the standard criteria, and all variable indicator items in this study had an AVE value above 0,5. Thus, the indicator items have passed the convergent validity test.

### b. Discriminant Validity Test

A good criterion for the discriminant validity test is when the AVE square root score is greater than the correlation scores of other variables below it (Ghozali and Latan, 2015). The following are the results of the discriminant validity test:

**Table 4.** Discriminant Validity Test Results

Construct	BA	BC	BL	BT	EA	INT	PI
BA	<b>0,794</b>						
BC	0,602	<b>0,762</b>					
BL	0,641	0,610	<b>0,854</b>				
BT	0,560	0,599	0,612	<b>0,796</b>			
EA	0,703	0,674	0,750	0,654	<b>0,810</b>		
INT	0,407	0,525	0,300	0,286	0,414	<b>0,777</b>	
PI	0,571	0,611	0,585	0,598	0,659	0,499	<b>0,846</b>

Source: Primary data (2022)

Table 4 shows that the square root of the AVE in each construct is greater than the correlation score between the constructs in the model, which shows that all indicator items in this study can explain the construct of each variable well. Therefore, the indicator items have passed the discriminant validity test.

### c. Composite Reliability Test

The reliability of the research can be seen through the value of cronbach's alpha and composite reliability with a criterion value above 0,70 (Ghozali and Latan, 2015). The following table shows cronbach's alpha and composite reliability of each variable:

**Table 5.** Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Brand Trust	0,713	0,838
Brand Community	0,759	0,847
Brand Awareness	0,806	0,872
Interaction	0,837	0,884
Emotional Attachment	0,895	0,919
Purchase Intention	0,802	0,883
Brand Loyalty	0,907	0,931

Source: Primary data (2022)

Table 5 shows the reliability test results, in which all research variables have cronbach's alpha and composite reliability values of more than 0,70. These results indicate that the consistency in this model is good. Therefore, the indicator items are declared to have passed the reliability test.

#### 4.4 Structural Model Testing (Inner Model)

##### a. Coefficient of Determination (R-Square)

R-square explains the influence of exogenous latent variables on endogenous latent variables (Ghozali and Latan, 2015). The following is the R-square value in the construct:

**Table 6.** Coefficient of Determination (R-Square)

Variable	R-Square
Purchase Intention	0,553
Brand Loyalty	0,343

Source: Primary data (2022)

Table 6 shows that the R-square value of the purchase intention variable is 0,553, which explains that the variables of brand trust, brand community, brand awareness, interaction, and emotional attachment have an effect of 55,3% on purchase intention. Meanwhile, the remaining 44,7% is explained by other variables outside of this study. Furthermore, the R-square value on the brand loyalty variable is 0,343, which means that the purchase intention variable has an effect of 34,3% on brand loyalty. Meanwhile, the remaining 65,7% is explained by other variables outside of this study.

##### b. Path Coefficient

The path coefficient shows the significance level of the results on hypothesis testing and can be used to make decisions to accept or reject the hypothesis. The results are considered significant if the t-statistic  $> 1,96$ , and p-value  $< 0,05$ . The following is the result of the path coefficient:

**Table 7.** Path Coefficient Result

Variable	Original Sample (0)	T-Statistic	P-Value	Result
BT $\rightarrow$ PI	0,240	3,682	0,000	Significant
BC $\rightarrow$ PI	0,115	1,547	0,122	Not significant
BA $\rightarrow$ PI	0,084	1,118	0,264	Not significant
INT $\rightarrow$ PI	0,223	4,301	0,000	Significant
EA $\rightarrow$ PI	0,273	3,402	0,001	Significant
PI $\rightarrow$ BL	0,585	13,638	0,000	Significant

Source: Primary data (2022)

Table 7 shows that the variables of brand trust, interaction, and emotional attachment to purchase intention have significant results because the t-statistic value  $> 1,96$  and p-value  $< 0,05$ . Meanwhile, the purchase intention variable on brand loyalty also shows significant results because it had a t-statistic value  $> 1,96$  and a p-value  $< 0,05$ . However, the variable of brand community and brand awareness on purchase intention showed insignificant results because it had a t-statistic value  $< 1,96$  and a p-value  $> 0,05$ .

#### 4.5 Hypothesis Test

The hypothesis in this study was tested using the bootstrapping technique. The hypothesis criteria are accepted if the t-statistic is more than 1,96 and a p-value less than 0,005. Then, the hypothesis will be rejected if the t-statistic is less than 1,96 and a p-value more than 0,005. In addition, the original sample value obtained can be used to determine the direction of the positive or negative influence relationship. The following are the results of hypothesis testing:

**Table 8.** Hypothesis Test Results

Variable	Original Sample (0)	T-Statistic	P-Value	Result
BT → PI	0,240	3,682	0,000	Significant
BC → PI	0,115	1,547	0,122	Not significant
BA → PI	0,084	1,118	0,264	Not significant
INT → PI	0,223	4,301	0,000	Significant
EA → PI	0,273	3,402	0,001	Significant
PI → BL	0,585	13,638	0,000	Significant

Source: Primary data (2022)

The statistical test results in table 8 above shows the relationship between the research variables. Hypothesis 1 has an original sample value (0) of 0,240 and a t-statistic value of 3,682 (t-statistic > 1,96). Then, testing the relationship between brand trust variables and purchase intention resulted in a p-value of 0,000 ( $p < 0,05$ ), which shows that brand trust has a positive and significant influence on purchase intention so that hypothesis 1 is supported by the data or accepted.

Hypothesis 2 has an original sample value (0) of 0,115 and a t-statistic value of 1,547 (t-statistic < 1,96). Moreover, testing the relationship between brand community variables and purchase intention resulted in a p-value of 0,122 ( $p > 0,05$ ), which shows that brand community does not influence purchase intention. Thus, it concludes that hypothesis 2 is not supported by the data or is rejected.

Hypothesis 3 has an original sample value (0) of 0,084 and a t-statistic value of 1,118 (t-statistic < 1,96). Moreover, testing the relationship between brand awareness variables and purchase intention resulted in a p-value of 0,264 ( $p > 0,05$ ), which shows that brand awareness does not influence purchase intention. Thus, it concludes that hypothesis 3 is not supported by the data or is rejected.

The original sample value (0) in hypothesis 4 is 0,223 with a t-statistic value of 4,301 (t-statistic > 1,96). Then, testing the relationship between the interaction variables and purchase intention resulted in a p-value of 0,000 ( $p < 0,05$ ), which shows that the interaction has a positive and significant influence on purchase intention so that hypothesis 4 is supported by the data or accepted.

The original sample value (0) and t-statistic value in hypothesis 5 are 0,273 and 3,402 (t-statistic > 1,96), respectively. Then, testing the relationship between emotional attachment variables and purchase intention resulted in a p-value of 0,001 ( $p < 0,05$ ), which shows that emotional attachment has a positive and significant influence on purchase intention so that hypothesis 5 is supported by the data or accepted.

The original sample value (0) and t-statistic value in hypothesis 6 are 0,585 and 13,638 (t-statistics > 1,96), respectively. Then, testing the relationship between the variables of purchase intention and brand loyalty resulted in a p-value of 0,000 ( $p < 0,05$ ), which shows that purchase intention has a positive and significant influence on brand loyalty, so hypothesis 6 is supported by the data or accepted.

## 4.6 Discussion

### a. The Influence of Brand Trust on Purchase Intention

The results of this study indicate that brand trust positively and significantly influences purchase intention, which means that the higher the brand trust in social media, the higher the consumer's buying interest in shopping for batik. Brand trust gives consumers confidence that the batik fashion product they want to buy looks good and meets expectations. The study results align with the research results by Takaya (2017) and

Nareswari (2019), which state that brand trust positively and significantly affects purchase intention. Takaya's research (2017) explains that increasing brand trust significantly affects purchase intention, so the better brand trust, the more buying interest will increase. Nareswari's research (2019) explains that brand trust can increase purchase intention because of consumer satisfaction.

#### **b. The Influence of Brand Community on Purchase Intention**

The analysis results of this study indicate that brand community does not influence the purchase intention. The findings shows that the brand community on social media does not affect consumer buying interest in shopping for batik because of several things. For instance, consumers are less motivated to join the brand community, and the brand community does not facilitate the exchange of information and interactions. Consumers do not understand the information in the brand community. The study results are not in line with Hasan and Sohail's (2020) research which states that brand communities on social media positively and significantly affect purchase intention. In addition, the study results are not in line with Sanjaya and Hernita's (2020) research, which states that the brand community positively influences purchasing decisions.

#### **c. The Influence of Brand Awareness on Purchase Intention**

The analysis results of this study indicate that brand awareness does not influence the purchase intention. The findings mean that the higher brand awareness on social media does not affect consumer buying interest in shopping for batik, which is caused by the presence of the brand in the minds of consumers is less intense. The study results are not in line with Martins et al. (2019) and Arli (2017), which state that brand awareness positively and significantly affects purchase intention. In addition, the results of this study are not in line with the research of Chi et al. (2009) which explains that the high brand awareness will increase purchase intention.

#### **d. The Influence of Interaction on Purchase Intention**

The analysis results of this study indicate that the interaction positively and significantly influences purchase intention, which means that the higher the interaction on social media, the higher the consumer's buying interest in shopping for batik. Increased interaction on social media will increase purchase intention. Interaction on social media facilitates consumers to share information and helps create interest in buying batik. The study results align with the research results by Dabbous et al. (2020) and Hasan and Sohail (2020), which state that the interaction positively and significantly affects purchase intention. Research by Dabbous et al. (2020) explains that interaction is crucial in determining purchase intention because the higher the interaction intensity, the more engaged the consumers are in buying behavior. Hasan and Sohail's (2020) research describes the interaction as a crucial factor in stimulating purchase intention.

#### **e. The Influence of Emotional Attachment on Purchase Intention**

The analysis results of this study indicate that emotional attachment positively and significantly influences purchase intention, which means that the higher the emotional attachment to the brand on social media, the higher the consumer's buying interest in shopping for batik. Increased emotional attachment to social media will increase purchase intention. Emotional attachment builds a close relationship, so consumers feel connected to the batik fashion brand. The study results align with the research by Wahyuni (2018) and Natalia et al. (2021), which state that emotional attachment positively and significantly

affects purchase intention. Wahyuni's research (2018) explains that emotional attachment has the most significant influence in encouraging the creation of purchase intention. Research by Natalia et al. (2021) explains that emotional attachment will lead to consumer purchase intention.

#### **f. The Influence of Purchase Intention on Brand Loyalty**

The analysis results of this study indicate that purchase intention positively and significantly influences brand loyalty, which means that the higher the buying interest on social media, the higher consumer loyalty to the batik fashion brand. Purchase intention can develop consumer loyalty to the batik fashion brand. The study results are in line with the results of research by Nabilla (2018) and Ramadhan and Zuliestiana (2019), which state that purchase intention positively and significantly affects brand loyalty. Nabilla's research (2018) explains that buying interest in consumers' minds is necessary to increase brand loyalty. Ramadhan and Zuliestiana's (2019) research also explain that social media marketing and purchase intention simultaneously affect brand loyalty.

### **V. Conclusion**

This research examines the effect of brand trust, brand community, brand awareness, interaction, and emotional attachment in social media marketing on purchase intention and brand loyalty in the batik fashion industry in Pekalongan city. The study results indicate that the variables of brand trust, interaction, and emotional attachment positively and significantly influence purchase intention. Meanwhile, the purchase intention variable positively and significantly affects brand loyalty. However, brand community variables and brand awareness did not affect purchase intention. The study results are expected to contribute to business owners or marketers of batik fashion to closely observe the factors of brand trust, brand community, brand awareness, interaction, and emotional attachment in social media marketing to increase purchase intention and brand loyalty.

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