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The Impact of Social Media Marketing Activities on Consumer Satisfaction and Purchase Intentions Mediated by Social Identification and Perceived Value on Social Media by Dr. Marteen

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ARTICLE INFORMATION	ABSTRACT
Section Research Articles **Article History** Article Submitted: 08/01/2025 Accepted: 09/01/2025 Available online: 16/01/2025 **Keywords** social media marketing activities consumer satisfaction social identification perceived value	The rise of technology and the digital era has made the internet a crucial part of life, transforming it into a powerful marketing tool, known as e-marketing. E marketing broadens market reach, strengthens consumer relationships, and enhances satisfaction. Companies use it to efficiently share product information and expand their reach. This study explores the relationships between social media marketing, social identification, perceived value, and satisfaction within Dr. Marteen's marketing strategies, aiming to provide insights into social media marketing's impact and offer practical recommendations for improving fashion industry marketing strategies.

INTRODUCTION

The development of digital technology and the internet has made the internet an integral part of global society's needs. The internet not only functions as a source of information but also as a marketing tool known as e-marketing. E-marketing expands market segmentation, builds relationships with consumers, and enhances customer satisfaction. Many companies and brands use e-marketing to disseminate information about products or services more easily and broadly. Social media has become one of the main platforms in e-marketing, known as social media marketing. Social media marketing is effective and economical, allowing brands to become more competitive (Hanaysha, 2022). Social media facilitates communicative

interactions between brands and consumers, as well as between consumers themselves, which strengthens social identification (Kim and Johnson, 2016).

Social media marketing activities also influence consumer perceptions of value, Kim and Ko (2012), found that user interaction with social media content increases engagement and participation, which affects perceived value and purchase intentions. Higher levels of participation can indeed enhance consumption intention (Phang, Zhang and Sutanto, 2013). Furthermore, social identification influences perceptions of value and customer satisfaction (Mohajan, 2017; He and Harris, 2020), and a high perception of value is positively correlated with customer satisfaction and loyalty, when customers perceive greater value, they are more inclined to feel satisfied with their purchases (Wiardi, Hadi and Novrianda, 2020; Biesok and Wyród-Wróbel, 2022; Yum and Kim, 2024). Dr. Marteen's case study demonstrates how creative and interactive social media marketing strategies can maintain brand relevance in the digital era. Through platforms like Instagram, Facebook, and Twitter, as well as effective influencer campaigns, Dr. Marteen successfully built an active and dedicated community. Further research is needed to understand the relationship between social media marketing activities, social identification, perceived value, and customer satisfaction. This study is expected to provide new insights and recommendations for companies to improve marketing strategies in the fashion industry.

LITERATURE REVIEW & HYPOTHESIS

Theoretical Foundations

Social Media Marketing Activities

According to Khanom (2023), social media marketing (SMM) has become famous platform for businesses to market their products or services, interact with customers, and enhance brand recognition. Furthermore, one crucial element in digital marketing is social media. Social media provides a platform where consumers can share information in the form of text, images, audio, and video with one another, including interactions with companies. By utilizing social media, companies can enhance the flow of information and knowledge sharing both within the organization and with external parties, thereby strengthening interactions between the business and its customers, as well as improving collaboration internally and externally (Lam, Yeung and Cheng, 2016).

Social Identification

Social Identity Theory (SIT) suggests that individuals tend to categorize themselves and others into various groups based on factors like their organizational affiliation, religion, gender, or age (Tajfel and Turner, 1985). Ashforth and Mael (1989) define social identification as the feeling of connection with a group of people. This sense of belonging drives behaviors that align with the group's identity, support for institutions that represent that identity, and stereotypical views of oneself and others. It also leads to typical results associated with group membership and strengthens the factors that initially encourage identification. This concept is applied to areas such as adapting to new organizations, role conflicts, and relationships between different groups.

Perceived Value

Perceived value is defined as the overall evaluation by consumers of the usefulness of a product or service, based on what they believe they receive in relation to what they give up, it reflects the balance between the perceived benefits and the perceived risk (Zeithaml, 1988). Perceived value involves a dynamic interaction between a consumer and a product, where the consumer evaluates the product based on their perceptions of the benefits and costs involved (Sánchez-Fernández and Iniesta-Bonillo, 2007).

Satisfaction

Customer satisfaction is essentially the evaluation a consumer makes regarding how well their expectations are met in relation to their decisions about purchasing and using particular products and services (Guido, 2015).

Hypothesis Development

The Impact of Social Media Marketing Activities on Social Identification

Social media marketing activities facilitate communicative interactions between brands and consumers, strengthening social bonds. Research indicates that user interaction and participation in social media marketing activities reinforce their social identification with the brand. Studies by Chen and Lin (2019), Princy *et al.* (2024), and Kim and Johnson (2016) support the hypothesis that:

H₁: Social Media Marketing Activities Have a Positive Impact on Social Identification

The Impact of Social Media Marketing Activities on Perceived Value

Kim and Ko (2012), identified five components of social media marketing activities: entertainment, interaction, trendiness, customization, and word of mouth. Interaction with content on social media influences consumers' perceived value of a brand. Research by Nguyen, Nguyen and Cao (2024), Rafi and Kristaung (2024), and Chen and Lin (2019) shows that effective marketing activities enhance consumer perceptions of value. Therefore, the hypothesis proposed is:

H₂: Social Media Marketing Activities Have a Positive Impact on Perceived Value

The Impact of Social Identification on Perceived Value

Social identity theory suggests that individuals classify themselves into social categories to define who they are. Strong social identification, particularly within a brand community, influences perceived value. Studies by Zheng, Ling and Cho (2023) support the hypothesis that:

H₃: Social Identification Has a Positive Impact on Perceived Value

The Impact of Social Identification on Consumer Satisfaction

Strong social identification enhances feelings of belonging and shared goals among consumers, which increases their satisfaction. Research by Chen and Lin (2019), He and Harris (2020), and Mohajan (2017) shows that social identification is positively related to consumer satisfaction. Therefore, the hypothesis proposed is:

H₄: Social Identification Has a Positive Impact on Consumer Satisfaction

The Impact of Perceived Value on Satisfaction

Perceived value plays a crucial role in marketing and is a key determinant of customer satisfaction and loyalty. Research by Khasbulloh and Suparna (2022), Chen and Lin (2019), and Mbango (2019) indicates that higher perceived value leads to increased customer satisfaction. Therefore, the proposed hypothesis is:

H_5: *Perceived Value Has a Positive Impact on Customer Satisfaction*
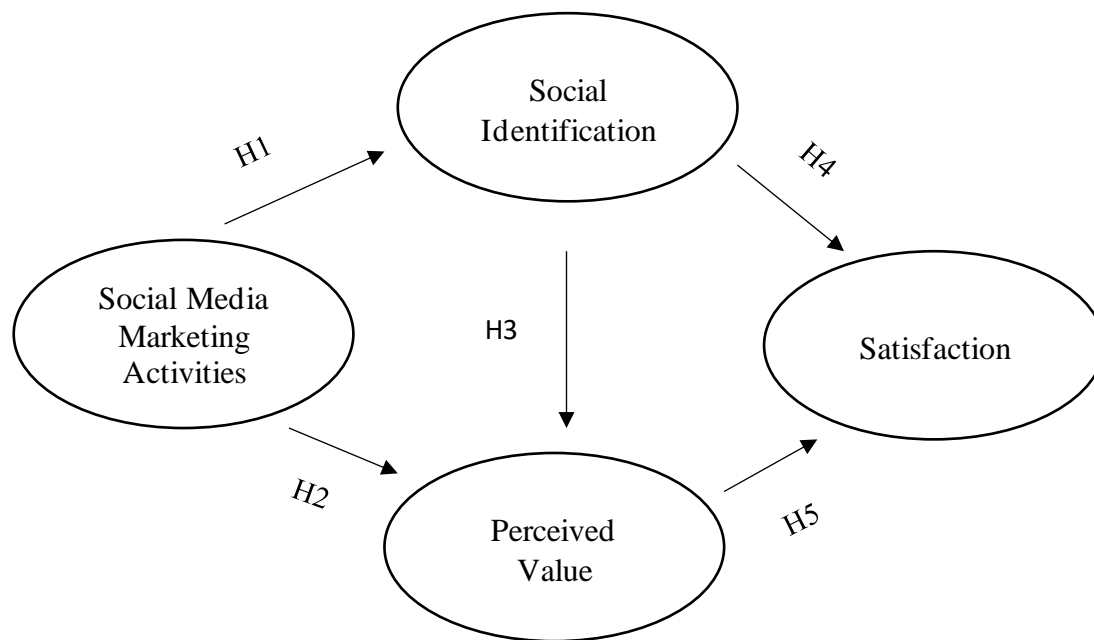

Figure 1. Research Frameworks

RESEARCH METHODS

This study employs a quantitative approach using statistical analysis to identify the relationships and impacts of social media marketing activities on consumer satisfaction and purchase intentions, mediated by social identification and perceived value on Dr. Marteen's social media platforms. The sampling technique used is Non-Probability Sampling, with purposive sampling applied to select the sample. The criteria for selecting respondents include individuals who are at least 17 years old, as people in this age group are typically active on social media, particularly Instagram, and often use various types of footwear products. The data collected will be analyzed using descriptive analysis and statistical methods, with a Structural Equation Model (SEM) approach. The software used for data processing is AMOS 24.

RESULTS & DISCUSSION

Table 1 presents the descriptive data of the respondents obtained from the results of the questionnaire distribution.

Based on Table 2, it can be observed that all indicators used in this study have factor loadings above 0,5, indicating that all indicators in this CFA model are valid. Furthermore, the results of the reliability test show that all research variables have construct reliability values above 0,7. Suggesting that the data is reliable. The variance extracted for all variables also indicates values above 0,5. Therefore, it can be concluded that the research data is suitable for further testing steps.

Structural Equation Model

Below is the structural equation model in this study, which represents the relationships between the variables and hypotheses tested in the research:
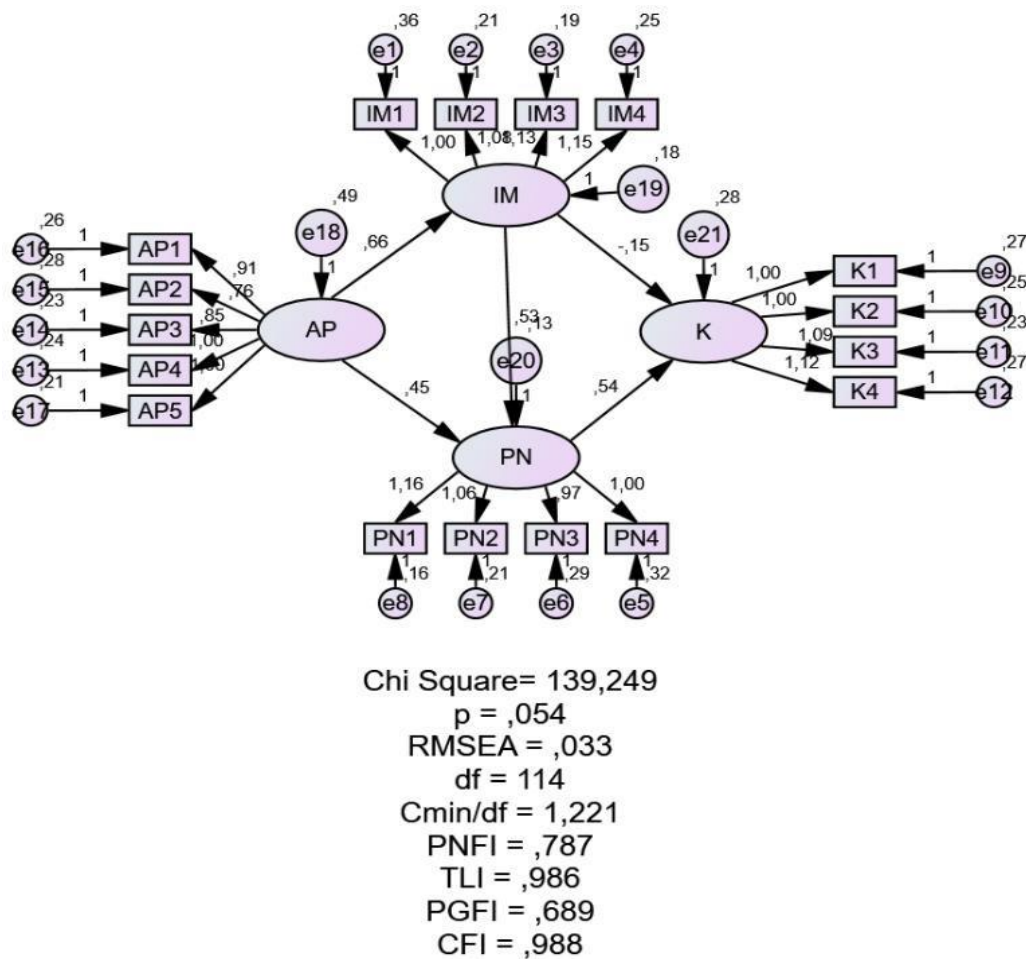
Figure 2. Structural Equation Model

Source: Data Processed by The Author (2024)

Data Normality

According to the data presented in Table 3, the univariate normality test shows that the overall distribution of the research data is in a normal condition. However, the multivariate normality test indicates that the data in this study also exhibit normality, with values smaller than ± 2,58, specifically -0,579. This suggests that both the univariate and multivariate distributions of the

data are within the acceptable range, confirming the assumption of normality and supporting the validity of further statistical analyses.

Table 3. Data Normality Test

Variables	Min	Max	Skew	C.R.	Kurtosis	C.R.
AP5	2,000	5,000	-,620	-3,581	-,334	-,965
AP1	2,000	5,000	-,503	-2,901	-,445	-1,284
AP2	2,000	5,000	-,220	-1,271	-,660	-1,906
AP3	2,000	5,000	-,327	-1,887	-,423	-1,220
AP4	2,000	5,000	-,414	-2,390	-,636	-1,837
K4	1,000	5,000	-,780	-4,502	,324	,934
K3	2,000	5,000	-,405	-2,340	-,495	-1,429
K2	2,000	5,000	-,295	-1,702	-,640	-1,846
K1	2,000	5,000	-,305	-1,763	-,491	-1,418
PN1	2,000	5,000	-,761	-4,394	-,274	-,791
PN2	1,000	5,000	-,856	-4,945	,360	1,040
PN3	1,000	5,000	-,841	-4,853	,366	1,056
PN4	2,000	5,000	-,616	-3,555	-,431	-1,244
IM4	2,000	5,000	-,386	-2,226	-,653	-1,885
IM3	2,000	5,000	-,235	-1,358	-,741	-2,140
IM2	2,000	5,000	-,325	-1,874	-,501	-1,446
IM1	2,000	5,000	-,616	-3,555	-,692	-1,997
Multivariate					-2,081	-,579

Source: Data Processed by The Author (2024)

Outliers

Based on the data presented in Table 4, the results of the outlier test indicate that no values exceed 40,790. Therefore, it can be concluded that there are no data points considered as outliers in this study. This finding ensures that the data set is free from extreme values that could potentially distort the analysis, allowing for more reliable and valid conclusions.

Table 4. Outliers Test

Observation Number	Mahalanobis D-Squared	P1	P2
65	38,629	,002	,332
54	38,184	,002	,079
86	34,184	,008	,214
25	33,168	,011	,169
30	30,296	,024	,536
50	28,806	,036	,738
115	27,331	,053	,913
147	26,820	,061	,923
140	25,845	,077	,975

Source: Data Processed by The Author (2024)

Goodness of Fit Test

According to Table 5, the results of the goodness of fit test for the CFA model indicate that all indices meet the acceptable cutoff values, demonstrating a good fit. As a result, it can beconcluded that the confirmatory analysis model in this study is appropriate and does not require any modifications.

Table 5. Goodness of Fit Test Results

Fit Indeks	Goodness of Fit	Criteria	Cut-off value	Description
Absolute Fit	RMSEA	$\leq 0,08$	0,033	Good Fit
	CMIN/DF	$\leq 2,00$	1,221	Good Fit
Incremental Fit	TLI	$\geq 0,90$	,956	Good Fit
	CFI	$\geq 0,90$	,988	Good Fit
Parsimony Fit	PGFI	$\geq 0,60$	,689	Good Fit
	PNFI	$\geq 0,60$	,787	Good Fit

Source: Data Processed by The Author (2024)

Hypotesis Testing

Table 6. Hypotesis Test Result

Hypotesis	Estimate	S.E.	C.R.	P	Description
Social Media Marketing Activities → Social Identification	0,656	0,077	8,476	***	Positive Significant
Social Media Marketing Activities → Perceived Value	0,453	0,087	5,206	***	Positive Significant
Social Identification → Perceived Value	0,530	0,103	5,158	***	Positive Significant
Social Identification → Satisfaction	-0,146	0,147	-,996	0,319	Negative Not Significant
Perceived Value → Satisfaction	0,543	0,137	3,974	***	Positive Significant

Source: Data Processed by The Author (2024)

Discussion

Social Media Marketing Has a Positive and Significant Effect on Social Identification

The results of the first hypothesis test indicate that social media marketing plays a positive and significant role in generating social identification with Dr. Marteen's social media. This finding is in line with research by Kim and Johnson (2016), Princy *et al.* (2024), and Chen and Lin (2019), which shows that social media marketing activities can influence social identification among users. The research highlights that an effective marketing strategy through social media platforms can significantly affect how consumers identify with Dr. Marteen in an online context. Social identification with a brand can be an important factor in influencing consumer behavior, including purchase decisions and brand engagement.

In this case, the results showing a positive relationship between social media marketing and social identification highlight the importance of building a strong online community and deep consumer engagement. The implication of this finding is that Dr. Marteen should actively engage with followers and potential customers via social media. This can include responding to comments, sharing relevant and engaging content, and creating campaigns that encourage user participation. Dr. Marteen should be prepared to adjust their marketing strategies based

on findings about how consumers respond to and interact with their brand on social media. This may involve experimenting with different types of content, posting frequency, and communication styles.

Social Media Marketing Has a Positive and Significant Effect on Perceived Value

The hypothesis test results indicate that social media marketing has a positive and significant effect on the perceived value of Dr. Marteen's social media. This suggests that the marketing efforts made by Dr. Marteen on social media platforms have successfully influenced consumers' perception of the value of the brand or product offered. The statistical significance reinforces that the relationship between social media marketing and perceived value of Dr. Marteen is not coincidental. There is a strong and reliable connection between social media marketing activities and perceived value. This finding aligns with research by Nguyen, Nguyen and Cao (2024), Rafi and Kristaung (2024), and Chen and Lin (2019), which also found that social media marketing positively and significantly affects perceived value.

Dr. Marteen can view this result as confirmation that investments in social media marketing are yielding significant outcomes. This can serve as a strategic foundation for allocating more resources into social media marketing strategies, whether in terms of funding, time, or human resources. The success of social media marketing in enhancing consumer perceptions of value will contribute to the overall strengthening of brand image. Therefore, Dr. Marteen can use this insight to design more focused and effective marketing strategies on social media. For instance, they could enhance content that aligns with the preferences and needs of their target market.

Social Identification Has a Positive and Significant Effect on Perceived Value

Social identification has a positive effect on the perceived value of Dr. Marteen's social media, meaning that individuals who feel connected or identify with the Dr. Marteen brand tend to have a more positive view of the brand's social media. This can help the brand strengthen its identity in the eyes of consumers. This result aligns with the study by Zheng, Ling and Cho (2023), which discusses the significant influence between social identification and perceived value in the context of online communities.

This hypothesis provides deeper insight into the importance of social identification in shaping the perceived value of Dr. Marteen's social media. The implications of this result can help the brand design more effective marketing and communication strategies while strengthening relationships with consumers through community-building. Another implication is the importance for the brand to build a solid community around its name. Strong social identification can increase user engagement with Dr. Marteen's social media. Individuals who feel connected to the brand are likely to be more active and engaged in interactions on the platform, which can positively impact their participation in content, conversations, and other activities.

Social Identification Has a Negative and Insignificant Effect on Satisfaction

In the fourth hypothesis, the results indicate that social identification has a negative and insignificant effect on satisfaction with Dr. Marteen's social media. This suggests that as the level of social identification increases, satisfaction with Dr. Marteen's social media tends to decrease. This result may be influenced by several factors. One potential reason is that individuals who strongly identify with a particular group may have higher expectations regarding their social media experience. If these expectations are not met, they may feel

disappointed and less satisfied. This result in line with research by Triana and Muslichah (2024), which found that social identification has a negative impact to customer satisfaction, but this result contradicts with the study by Mohajan (2017), which found a positive relationship between social identification and consumer satisfaction. This also aligns with the research by Zheng, Ling and Cho (2023), which suggests that perceived value plays a central role in marketing activities and is one of the most successful competitive strategies.

Social media satisfaction could also be influenced by specific features of the platform. For example, whether Dr. Marteen's social media has features that are relevant or appealing to individuals with strong social identification, or vice versa. This finding can help social media developers improve or adjust the platform's features to better align with the needs and expectations of users with high levels of social identification. Companies can use these insights to guide their marketing and communication strategies. They may try to tailor their messages to appeal more to individuals with high social identification or highlight platform features that meet their needs. Knowing that social identification has a positive and significant effect on perceived value provides important insights for stakeholders, such as social media managers or marketers. They can leverage this knowledge to increase engagement and influence by strengthening social identification between users and the brand or figure. The implication of this finding is that building strong social identification with a brand or figure can enhance the perceived value of the associated social media. Therefore, marketing and branding strategies should focus on strengthening the emotional and psychological connection between consumers and the brand, thereby increasing social identification.

Perceived Value has a Positive and Significant Effect on Satisfaction

Based on the data processing, perceived value has a positive and significant effect on satisfaction the of Dr. Marteen's social media. Based on the results of data processing, perceived value has a positive and significant effect on Dr. Marteen's social media satisfaction. This is in line with the theory of Social Media Marketing Activities (SMMA), where activities such as entertainment, interaction, trendiness, customization, and word-of-mouth strengthen the perception of value that increases user satisfaction. According to Alim *et al.* (2017), channels and software platforms to attract clients, to communicate new offers to them and to exchange and deliver their desired products and services. The results of this study are in line with the research of Khasbulloh and Suparna (2022), Chen and Lin (2019), and Mbango (2019) which showed that higher perceived value leads to increased customer satisfaction.

CONCLUSIONS AND SUGGESTIONS

From this study, it can be concluded that the results of the first hypothesis show that social media marketing plays a positive and significant role in generating social identification with Dr. Marteen's social media. The second hypothesis results indicate that social media marketing has a significant positive effect on perceived value on Dr. Marteen's social media. In the third hypothesis, it can be concluded that social identification positively influences the perceived value of Dr. Marteen's social media. The fourth hypothesis shows that social identification has a negative and insignificant effect on satisfaction with Dr. Marteen's social media. Based on data processing, it can be concluded that in the fifth hypothesis, the level of social identification with Dr. Marteen is positively and significantly related to how an individual perceives the value of the associated social media.

It is suggested that future research involve a larger sample or different brands to expand the generalization of the findings. This will help determine how far the relationships between the variables studied apply in general. Further research can explore other factors that influence user satisfaction with social media, and whether there are variables acting as mediators or moderators in the relationship between social identification and social media satisfaction. These findings also provide a basis for further research to understand the mechanisms behind the relationship between social identification and perceived value on social media. Future studies could explore potential mediator and moderator variables that might influence this relationship in greater depth. Combining qualitative research with quantitative research could provide a better understanding of the underlying dynamics of the relationships between the variables studied. Interviews with consumers or more in-depth social media content analysis could provide valuable insights into the variables being studied.

Managerial Implications

Based on this study, it is expected that Dr. Marteen's company will pay special attention to social media marketing activities to enhance customer satisfaction and purchase intentions. This indicates that greater investment in social media marketing strategies can have a positive impact on the company's performance. Furthermore, social identification on social media seems to play a key role in shaping customer satisfaction and purchase intentions. Therefore, managers need to understand how to build and maintain strong social identification among consumers to strengthen relationships and loyalty. Moreover, perceived value, built through social media marketing activities, can affect customer satisfaction and purchase intentions. Managers need to focus on delivering clear and relevant value to consumers through content and interactions on social media.

Limitations of The Study

Based on the results of the research, certain limitations were found. One limitation is that one hypothesis showed a negative and insignificant effect, specifically the effect of social identification on satisfaction. This may be due to the limited sample or a specific time frame, making the results not fully generalizable. Therefore, further research is needed to validate this finding and better understand the factors that may influence it. This study has limitations in terms of time and scope, as it only focused on a specific period or did not consider external factors that might affect the relationships between the variables studied. The sample used in this research may not fully represent a larger population. Additionally, certain respondent characteristics such as demographics, preferences, or consumer behavior may influence the generalization of the results.

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