

The Influence of Social Media Marketing Activities of Hotel Grand Mercure Jakarta Harmoni on Brand Equity and E-Wom

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ABSTRACT

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The significance of Social Media Marketing Activities (SMMA) in the digital era is essential for hotels to enhance brand equity and promote positive Electronic Word-of-Mouth (e-WOM). This study analyzes the impact of SMMA, particularly through Instagram, and explores strategies that can enhance brand equity and e-WOM to foster customer loyalty. The study utilizes a quantitative descriptive methodology, involving purposive sampling to select 385 respondents who are Instagram users, aged 18 and older. These respondents have interacted with the Grand Mercure Jakarta Harmoni hotel's social media marketing. Data collection was achieved through questionnaires, and the analysis was performed utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. This study demonstrates that the SMMA of Hotel Grand Mercure Jakarta Harmoni exerts a positive and significant impact on brand equity. Furthermore, brand equity has also been shown to have a significant and positive influence e-WOM. This research contributes to Hotel Grand Mercure Jakarta Harmoni's understanding of the importance of SMMA in building strong brand equity and fostering positive e-WOM, which can ultimately enhance the hotel's business performance

Keywords: E-Wom, Hotel, Brand Image, Brand Awareness, Social Media Marketing Activities

INTRODUCTION

The digitalization of public discourse has radically altered societal interactions and communications about sensitive social topics. A substantial 139 million Indonesians engage with social media, with approximately 35.4% utilizing these platforms for product searches (Irwanto, Bahfiarti, Unde, & Sonni, 2025). This trend signifies a transformation in communication dynamics between brands and consumers, necessitating the evolution of marketing strategies (Dwivedi et al., 2021). The implications of this shift are particularly pronounced in the tourism sector, where the traditional reliance on travel agents has diminished. Presently, an increasing number of bookings for hotels, tickets, and travel destinations are facilitated via social media and internet platforms, showcasing the changing landscape of consumer behavior in this industry (Armutcu, Tan, Amponsah, Parida, & Ramkissoon, 2023; Mohammad et al., 2024).

Instagram has become a dominant platform, with active users reaching 85.3% of Indonesia's total population (Bigwanto et al., 2025). This platform not only functions as a promotional medium but also shapes consumer perceptions of brands through engaging visual content (Jin & Ryu, 2024). Therefore, Instagram plays a crucial role in increasing brand equity, which is the added value inherent in a product or service due to consumer perceptions of the brand (Jin & Ryu, 2024; Park & Namkung, 2022). Strong brand equity can increase consumer preference and drive sustainable company growth. Besides brand image and brand awareness (Prasetio, Rahman, Sary, Pasaribu, & Sutjipto, 2022), Electronic Word of Mouth (E-WOM) is another factor affecting brand equity. E-WOM emerged with

the development of the internet and is considered more credible than traditional advertising because it originates from direct consumer experiences (Prasetio, Witarsyah, & Indrawati, 2024). In this context, e-WOM contributes to the formation of loyalty and customer trust (Ngo, Bui, Chau, & Tran, 2024).

In Indonesia, the hotel sector has actively used social media, particularly Instagram, to build engagement with consumers. Data shows that Grand Mercure Jakarta Harmoni has the highest number of followers compared to similar hotels, with 14.2 thousand followers, although the engagement level is not yet fully optimal (Vika & Sugiat, 2025). This condition raises questions about the relevance of Social Media Marketing Activities (SMMA) model proposed by Seo & Park, (2018) in the Indonesian context, specifically for Grand Mercure Jakarta Harmoni.

Based on this phenomenon, his study aims to investigate the influence of Instagram SMMA on brand equity and e-WOM. This study focus to enhance the generalizability of Seo & Park, (2018) model and assess its relevance in Indonesia with the case study of Grand Mercure Jakarta Harmoni. Thus, this research is expected to contribute to social media-based marketing strategies that can strengthen brand equity, increase trust, and encourage consumer loyalty.

LITERATURE REVIEW

Social Media Marketing Activities (SMMA)

The application of social media marketing is used to engage consumers on online social platforms, where consumers naturally spend time (Santos, Gonçalves, & Teles, 2023). Social media marketing is a promotional method that utilizes social media platforms to reach consumers directly, thus enabling the creation of more personal and intense interactions between companies and their consumers (Wibowo, Chen, Wiangin, Ma, & Ruangkanjanases, 2021). This marketing seeks to establish enduring relationships with customers in addition to introducing goods and services. By using different resources from the social web, including blogs, microblogs, and social networks, social media marketing is a promotional strategy used to raise recognition, awareness, and recall with the goal of inspiring engagement with a business, product, brand, individual, or group, either directly or indirectly (Islam & Sheikh, 2024; Yaqub & Al-Sabban, 2023). These platforms enable companies to harness the power of online communities to enhance their image and reputation (Singh, 2024).

Brand Equity

Brand equity is the difference in influence that arises when consumers recognize a brand name on their response to the product and its marketing strategy (France, Davcik, & Kazandjian, 2025). Brand equity refers to the intrinsic value inherent in a brand, resulting from consumers' perceptions of the brand. Brand equity refers not only to brand recognition but also to the brand's ability to affect consumer preferences and loyalty (Rojas-Lamorenna, Del Barrio-García, & Alcántara-Pilar, 2022). Sang & Cuong, (2025) explain that brand equity represents the additional value offered by a product or service to consumers, influencing their perceptions, emotions, and behaviors regarding the brand. This means that brands with high equity tend to receive a better response from consumers, both in terms of purchases and ongoing support. Based on the view of France et al., (2025), brand equity can be divided into four main dimensions: brand awareness, pertains to the capacity of prospective buyers to identify and recall the brand within a specific product category. Perceived quality refers to a customer's evaluation of the overall superiority or superiority of a product in relation to their expectations (M. Rehman, Zelin, & Hussain, 2025). Brand image and brand awareness, which are benchmarks for a brand that are ingrained in consumers' memories as distinctive added value and set it apart from other brands, make up brand equity (Park & Namkung, 2022). Both concepts are used as indicators in measuring brand equity.

Brand Awareness

Brand awareness is the degree to which potential customers recognize or recall a brand when it is associated with a specific product category. It is a crucial element in marketing, directly related to how consumers recognize and identify brands (Tahir, Adnan, & Saeed, 2024). Brand awareness serves as the foundation for fostering trust among consumers in a brand, which can enhance customer loyalty and the probability of repeat purchases (Monfort, López-Vázquez, & Sebastián-Morillas, 2025). With brand awareness, consumers recognize the brand name across various

similar brands and products, raising the possibility and potential for brands with high brand awareness to become their first choice (Gong, Wang, Yan, Liu, & Ali, 2020).

Brand Image

Brand image is a consumer's response to a brand, shaped by their positive or negative feelings (Bigné, Ruiz-Mafé, & Badenes-Rocha, 2023). This belief is formed from consumers' experiences when using the product, and a positive brand image can boost good perceptions and increase consumer trust (Tahir et al., 2024). Furthermore, research indicates that customer happiness significantly influences loyalty, hence enhancing the probability of repeat purchases or customer return. (Juanli et al., 2025). Wang et al., (2024) explain that constitutes the perceptions and beliefs embedded in the minds of consumers, manifested through the associations they hold in their memories.

Consumer Behavior

According to Šostar & Ristanović, (2023), consumer behavior involves a series of mental and physical processes carried out by customers, both household individuals (end consumers) and business customers, which ultimately influence their decisions to make payments, purchases, and use certain products or services. Meanwhile, Reina Paz & Rodríguez Vargas, (2023) define consumer behavior as the examination of organizations, groups, and individuals, along with the various processes related to the utilization, acquisition, selection, and discontinuation of products, services, experiences, or concepts to meet their needs, as well as the effects of these processes on consumers and society.

Customer Response

This study classifies customer response into two primary dimensions: behavioral response and emotional response. The study concentrates on finding variables influenced by brand equity in the airline sector, specifically analyzing electronic WOM as a behavioral reaction and commitment as an emotional response. (Le et al., 2024). According to Šostar & Ristanović, (2023), consumer behavior is influenced by a myriad of factors, including cultural, social, personal, and psychological elements.

E-Wom

Prasetio et al., (2024) explain that e-WOM is a form of WOM advertising adapted to the digital world. E-WOM involves various communication channels including websites, advertisements, mobile applications, blogs, online videos, email, and social media. According to Sugiat & Maria Silalahi, (2022), there are two main forms of WOM: buzz and viral marketing. Buzz marketing involves the informal spread of information from one individual to another about a brand that is considered innovative. In contrast, viral marketing, commonly known as e-WOM, uses various online platforms to generate WOM impacts that align with marketing objectives (H. Liu, Jayawardhena, Shukla, Osburg, & Yoganathan, 2024). Viral marketing has the potential to spread rapidly like a virus, allowing internet users to share information about products and services in various formats such as audio, video, or text with others online (Çakirkaya & Aytaç Afşar, 2024).

Commitment

Commitment is a consumer's attitude and inclination to sustain an ongoing connection and relationship with a brand, as well as an internal psychological condition regarded as connected to another individual or entity (Choi & Ahn, 2023). Consumers who demonstrate loyalty to a product, brand, or service are regarded as more significant by the firm due to their alignment of values and resources with the organization (Sansome, Conduit, & Wilkie, 2025). Bauer et al., (2023) stated that commitment is a psychological condition that describes dependence in a relationship. This is not just a temporary feeling, but an attitude that reflects a long-term intention to maintain the relationship.

Social Media Instagram

Instagram is a social networking platform that facilitates the sharing of images and videos. It provides a range of interactive features, including likes, comments, and direct messages, which promote direct engagement among users (K. Kim, Chung, & Fiore, 2023). Since its inception in 2010, Instagram has expanded quickly to rank among the world's most popular social media networks (Rejeb, Rejeb, Abdollahi, & Treiblmaier, 2022). By 2024, Instagram has

established itself as a significant platform for diverse forms of visual communication and digital marketing, boasting over one billion monthly active users (Yoo, 2023).

Hypothesis development

Based on the literature review, arguments, phenomena, and discussions presented, the researcher hypothesizes the following:

Hypothesis 1: Social media marketing activities have a significant positive impact on brand awareness.

Hypothesis 2: Social media marketing activities have a significant positive impact on brand image.

Hypothesis 3: Brand awareness has a significant positive impact on e-WOM.

Hypothesis 4: Brand awareness has a significant positive impact on consumer commitment.

Hypothesis 5: Brand image has a significant positive impact on e-WOM.

Hypothesis 6: Brand image has a significant positive impact on consumer commitment.

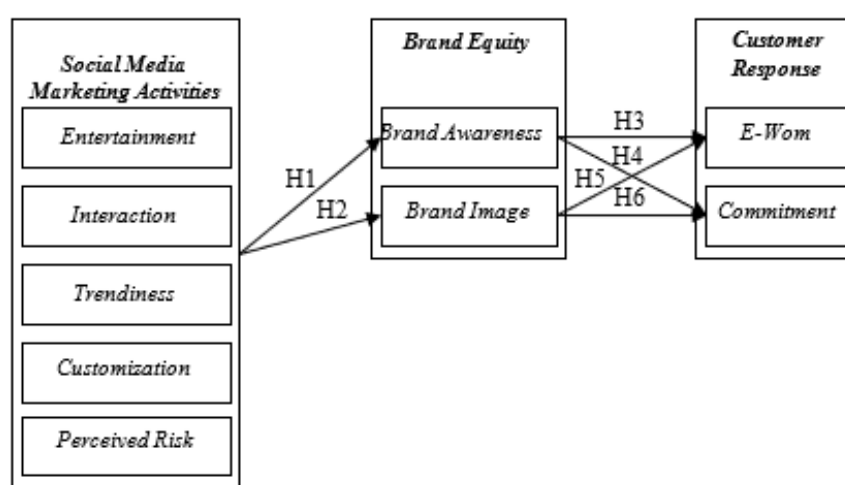


Figure 1. Research Framework

METHODS

Design and Procedures

This study used a descriptive quantitative method. Data were collected through purposive sampling. The research focused on brand image, brand awareness, e-WOM, and consumer commitment to the Grand Mercure Jakarta Harmoni Hotel. Data collection was conducted through a 1–5 Likert scale-based questionnaire, both directly and via Google Form, with a minimum sample of 385 Instagram user respondents aged ≥ 18 years who had interacted with the marketing content of the Grand Mercure Jakarta Harmoni Hotel.

Table 1. Demographic profile

Demographic Variables	Category	Frequency	Percentage (%)
Gender	Male	206 People	53.5
	Female	179 People	46.5
Age	< 18 years	7	1.8
	18 - 24 years old	103	26.8
	25 - 34 years old	142	36.9
	35 - 49 years old	106	27.5
	> 50 years	27	7.0
Type of work	Private employees	128	33.2
	Government employees	88	22.9
	Not yet working	44	11.4

Demographic Variables	Category	Frequency	Percentage (%)
	Housewife	20	5.2
	Businessman	105	27.3

The study involved 385 respondents, consisting of 206 males (53.5%) and 179 females (46.5%). The age distribution reveals that the predominant group was 25–34 years old (36.9%), followed by 35–49 years (27.5%), 18–24 years (26.8%), over 50 years (7.0%), and under 18 years (1.8%). Regarding occupation, most respondents were private employees (33.2%) and entrepreneurs (27.3%), while others included government employees (22.9%), unemployed individuals (11.4%), and housewives (5.2%). This demographic composition reflects a diverse respondent profile, representing both working professionals and potential consumers actively engaged with social media platforms.

RESULTS

The analysis results were analyzed using PLS-SEM, a non-parametric statistical method suitable for handling complex models and non-normally distributed data, even with small sample sizes.

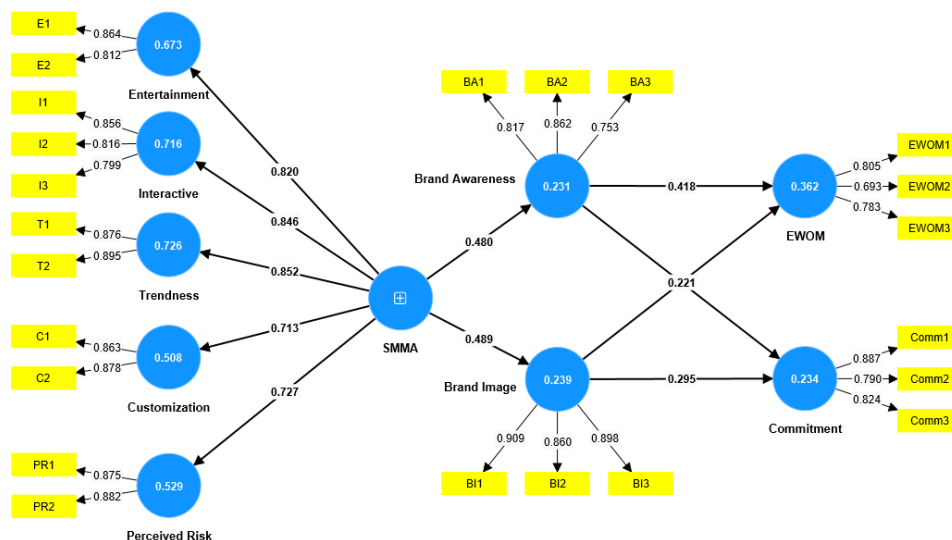


Figure 2. The Main Model Diagram

Reflective Measurement Model

As illustrated in Figure 1, all factor loading values exceed 0.5, with no indicators falling below this threshold. Therefore, all indicators were retained in the model. Details of the Convergent Validity (outer loading) test are detailed in the table below (Table 2).

Table 2 Reflective measurement model results

No	Variables/Sub Variables	Indicator	Outer Loading	t count	p-value	Information
1	Entertainment	E1	0.864	44,994	0.000	Valid
2		E2	0.812	33,531	0.000	Valid
3	Interactive	I1	0.856	60,513	0.000	Valid
4		I2	0.816	38,754	0.000	Valid
5		I3	0.799	26,358	0.000	Valid
6	Trendiness	T1	0.876	61,579	0.000	Valid
7		T2	0.895	89,534	0.000	Valid
8	Customization	C1	0.863	42,100	0.000	Valid
9		C2	0.878	55,291	0.000	Valid
10	Perceived Risk	PR1	0.875	59,412	0.000	Valid
11		PR2	0.882	57,570	0.000	Valid

12	Brand Awareness	BA1	0.817	32,741	0.000	Valid
13		BA2	0.862	55,453	0.000	Valid
14		BA3	0.753	22,158	0.000	Valid
15	Brand Image	BI1	0.909	71,884	0.000	Valid
16		BI2	0.860	43,605	0.000	Valid
17		BI3	0.898	58,693	0.000	Valid
18	EWOM	EWOM1	0.805	31,927	0.000	Valid
19		EWOM2	0.693	17,473	0.000	Valid
20		EWOM3	0.783	21,241	0.000	Valid
21	Commitment	Comm1	0.887	66,096	0.000	Valid
22		Comm2	0.790	31,003	0.000	Valid
23		Comm3	0.824	23,134	0.000	Valid

According to Hair et al., (2021), an indicator is deemed to have strong validity if its loading factor is ≥ 0.70 , while a value between 0.5 and 0.6 is considered acceptable for models in the early stages of development. Furthermore, findings from the significance test using the t-test state that the overall p-value is <0.05 . Therefore, each indicator can be confirmed as valid.

Table 3. Discriminant validity

	Brand Awareness	Brand Image	Commitment	EWOM	SMMA
Brand Awareness	0.821				
Brand Image	0.743	0.918			
Commitment	0.419	0.426	0.844		
EWOM	0.557	0.522	0.662	0.792	
SMMA	0.431	0.463	0.401	0.497	0.714

The analysis of the data presented in the table indicates that each construct exhibits a greater AVE square root value in comparison to the correlations with other constructs, as illustrated in table 3. The Brand Awareness construct has an AVE square root value of 0.812. This value is greater than the correlation value between the variable and other constructs, such as Brand Image (0.748), Commitment (0.442), E-WOM (0.583), and SMMA (0.480). The same applies to the Brand Image construct with an AVE square root of 0.889 surpassing all its correlations, Commitment (0.834 > 0.461; 0.657), E-WOM (0.762 > 0.534; 0.510), and SMMA (0.718 > 0.489; 0.395; 0.510). This analysis shows that all variables in the model have met the discriminant validity criteria well.

Construct reliability test (Composite reliability)

In addition, the assessment of construct validity, the analysis of construct reliability is conducted through the composite reliability value of a group of indicators that represent each construct. A construct is deemed reliable when its composite reliability value is greater than 0.70 (Hair, Hult, et al., 2021).

Table 4. Results of Construct Reliability Testing

No	Variables / Sub Variables	Cronbach's Alpha	Composite Reliability	Information
1	Entertainment	0.708	0.826	Reliable
2	Interactive	0.765	0.864	Reliable
3	Trendiness	0.725	0.879	Reliable

4	Customization	0.781	0.862	Reliable
5	Perceived Risk	0.704	0.871	Reliable
6	SMMA	0.884	0.905	Reliable
7	Brand Awareness	0.745	0.852	Reliable
8	Brand Image	0.868	0.919	Reliable
9	EWOM	0.739	0.805	Reliable
10	Commitment	0.784	0.873	Reliable

According to table 4, all constructs demonstrated composite reliability values greater than 0.70. Consequently, it can be inferred that each construct has satisfied the reliability criteria and is appropriate for analysis in the subsequent testing phase.

Structural Model Results

This study conducts an analysis of the structural model (inner model) to evaluate the relationships among variables, aiming to ascertain the validity or rejection of the proposed hypothesis. This study involves an examination of the structural model, which includes analysis of the path coefficient (β), the coefficient of determination (R-square), and the predictive relevance test (Q-square).

Table 5. Path Coefficient Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values
SMMA -> Brand Awareness	0.466	8,355	0.000
SMMA -> Brand Image	0.479	8,805	0.000
Brand Awareness -> EWOM	0.411	6,062	0.000
Brand Awareness -> Commitment	0.267	3,783	0.000
Brand Image -> EWOM	0.206	3,884	0.001
Brand Image -> Commitment	0.233	4,301	0.000

Table 5 indicates that all variables in this study have path coefficients (β) with positive values approaching 1, as seen in the Original Sample column. This indicates that all variables in this study exhibit a positive relationship. A significance value of ≥ 1.96 , as seen in the t-statistics column, indicates a significant relationship. Meanwhile, a p-value < 0.05 indicates that the hypothesis is accepted.

Table 6. Determination Coefficient Test

No	Variables/Sub Variables	R Square	R Square Adjusted
1	Brand Awareness	0.231	0.229
2	Brand Image	0.239	0.237
3	Commitment	0.234	0.230
4	EWOM	0.362	0.359

The analysis results in Table 6 indicate that the research model yields an R-square value of 0.231 for the brand awareness variable. This suggests that the SMMA variable accounts for 23.1% of the variation in brand awareness, with the remaining 76.9% being affected by other factors not included in the model. Similarly, the influence of SMMA on brand image is demonstrated by an R-square value of 0.239, suggesting that 23.9% of the variation in brand image can be attributed to SMMA, while 76.1% is influenced by other factors. The R-square value for the commitment variable is noted at 0.234, suggesting that brand awareness and brand image collectively account for 23.4% of the variation in commitment, leaving 76.6% attributable to other influences. Meanwhile, the R-square value of 0.362 for the E-WOM variable suggests that brand awareness and brand image account for 36.2% of the variation, while the remaining 63.8% is attributed to other variables not incorporated in this model.

Table 7. Determination Coefficient Test

	R Square	$Q^2 = 1 - \{(1-R_1^2) \times (1-R_2^2) \times (1-R_3^2) \times (1-R_4^2)\}$
Brand Awareness	0.231	$Q^2 = 1 - (0.769 \times 0.761 \times 0.766 \times 0.638)$ $Q^2 = 0.714$
Brand Image	0.239	
Commitment	0.234	
EWOM	0.362	

The Q-square value of 0.774 demonstrates that the overall impact of the SMMA variable on E-WOM and Commitment, through the mediation of brand awareness and brand image, amounts to 77.4%. Conversely, the remaining 32.6% is affected by variables external to the model. The Q-square value over 0 signifies that the model possesses substantial predictive relevance.

Table 8. F Square Results

No	Variables/Sub Variables	R Square	R Square Adjusted
1	Brand Awareness	0.231	0.229
2	Brand Image	0.239	0.237
3	Commitment	0.234	0.230
4	EWOM	0.362	0.359

The F-Square results presented in the table above indicate that the extent of influence exerted by the predictors (independent variables) on the dependent variable within the research model differs. The F-Square value reflects the relative contribution of an exogenous variable in elucidating the endogenous variable, considering the impact of other variables. SMMA variable strongly impacts Brand Awareness ($F^2 = 0.300$) and Brand Image ($F^2 = 0.314$), indicating that social media marketing methods enhance brand awareness and image (Table 8). Conversely, the influence of Brand Awareness on Commitment ($F^2 = 0.028$) and EWOM ($F^2 = 0.121$), as well as the influence of Brand Image on Commitment ($F^2 = 0.050$) and EWOM ($F^2 = 0.034$), is small to moderate, which indicates that although significant, its direct contribution is more limited than SMMA. Overall, these findings confirm the key role of SMMA in building brand foundations (Brand Awareness and Brand Image), while its influence on Commitment and EWOM is more dominated by indirect mechanisms or through mediators. The F-Square value obtained also supports the predictive relevance of the model ($Q^2 > 0$), which indicates that the exogenous variables in this study can effectively forecast the internal variables.

Table 9. Results of Testing the Relationship Between Constructs

	Original Sample (O)	T Statistics (O/STDEV)	P Values	T-Table	Information
SMMA -> Brand Awareness	0.466	8,355	0.000	1.96	Significant Positive
SMMA -> Brand Image	0.479	8,805	0.000	1.96	Significant Positive
Brand Awareness -> EWOM	0.411	6,062	0.000	1.96	Significant Positive
Brand Awareness -> Commitment	0.267	3,783	0.000	1.96	Significant Positive
Brand Image -> EWOM	0.206	3,884	0.001	1.96	Significant Positive
Brand Image -> Commitment	0.233	4,301	0.000	1.96	Significant Positive

The analysis results indicate that SMMA significantly enhances Brand Awareness ($\beta=0.466$; $t=8.355$; $p=0.000$) and Brand Image ($\beta=0.479$; $t=8.805$; $p=0.000$). This suggests that an increase in SMMA correlates with improved brand awareness and image (Table 9). Furthermore, Brand Awareness is proven to have a significant positive effect on e-WOM ($\beta=0.411$; $t=6.062$; $p=0.000$) and Commitment ($\beta=0.267$; $t=3.783$; $p=0.000$), indicating that brand awareness is able to encourage consumers to engage in e-WOM while strengthening their commitment to the brand. Likewise, Brand Image has a significant positive effect on e-WOM ($\beta=0.206$; $t=3.884$; $p=0.001$) and Commitment ($\beta=0.233$; $t=4.301$; $p=0.000$), which means that the more positive the brand image, the higher the consumers tendency to spread information electronically and show commitment to the brand.

DISCUSSION

The Influence of SMMA on Brand Awareness

The analysis conducted using SEM-PLS revealed that the null hypothesis (H_01) was rejected, leading to the acceptance of the alternative hypothesis (H_{a1}). The path coefficient value of 0.466, accompanied by a t-statistic of 8.355 and a p-value of 0.000, < 0.05 , demonstrates a significant impact of SMMA on Brand Awareness. Thus, the hypothesis "H1: Social media marketing activities have a significant positive impact on brand awareness has an effect.

SMMA has empowered consumers to engage with countless individuals worldwide; businesses are no longer the sole channel for brand messages (F. ur Rehman, Zahid, Qayyum, & Jamil, 2025). Furthermore, consumers are shifting away from traditional media outlets including radio, television, or print and increasingly turning to social media for information (Fotopoulos, 2023). Individuals view social media as a more reliable source of information than the conventional marketing communication strategies employed by businesses. Within the domain of social media, marketing initiatives, in general, can increase customer-based equity (Kim & Ko, 2012). Brand equity reflects consumers' objective assessment of a brand's benefits, based on their perceptions of the perceived value gained and sacrificed, including aspects of product quality, price, and convenience (Uzir, Jerin, Al Halbusi, Hamid, & Latiff, 2020). A high brand rating for the Grand Mercure Jakarta Harmoni Hotel indicates that consumers are more inclined to recall the brand when discussing hotel services. Effective social media marketing will drive brand recognition, serving as a strategic approach to introduce new customers to the product while also refreshing the memories of existing ones.

The study findings support the study conducted by (Kim & Ko, 2012) which demonstrated that SMMA on luxury brands significantly impact brand awareness. Likewise, a study conducted by (Khosasih & Halim, 2021) revealed that

the utilization of SMMA enhances the perceived value of the company, thereby reinforcing the benefits derived from the product or service.

The Influence of SMMA on Brand Image

The test results with SEM-PLS found that the SMMA variable on brand image obtained a path coefficient of 0.479, a t-statistic value of 8.805, and a p-value of 0.000, < 0.05 so that the research hypothesis "H2: Social media marketing activities have a significant positive impact on brand image" is influential, which means SMMA has a significant and positive effect on Brand Image. When examining the positive aspects of the direct influence weight, it becomes clear that the more respondents' perceptions of SMMA increase, the more the Brand Image perceived by respondents will increase.

Brand information or messages disseminated through social media can shape consumer perceptions of brand equity (Dwivedi et al., 2021). Through marketing activities, companies strive to build positive brand perceptions by creating memorable attitudes and a consistent brand image to maximize influence on purchasing decisions. Understanding consumer behavior is crucial for companies in attracting and maintaining customer loyalty (Tahir et al., 2024). Marketers design and develop brands through well-planned concepts that are optimally implemented in marketing strategies (Dwivedi et al., 2021). One effective approach to building a strong brand is cultivating a favorable brand image. Positive perceptions can enhance the value of products and services, ultimately resulting in increased consumer interest in making purchases (Damayanti et al., 2021). These brand associations encompass various pieces of information linked in memory and give the brand significance to consumers. Such connections can manifest in different ways and outline product features or other components.

At Grand Mercure Jakarta Harmoni, social media marketing is conducted using Instagram, with the Instagram account @grandmercurejakartaharmoni. Grand Mercure Jakarta Harmoni creates content offering product and service packages as well as facilities provided by Grand Mercure Jakarta Harmoni. The variety of content shared aims to be highly engaging while remaining easily understood by followers. Feedback provided by respondents regarding social media marketing on the Instagram account @grandmercurejakartaharmoni shows positive results, with the highest percentage being in the content sharing dimension. This finding is in line with the opinion of (Wilson, 2019) who stated that sharing content can lead to direct sales, while it can also improve brand loyalty and brand image, which in turn has the potential to drive indirect sales. Thus, content sharing provides a great opportunity to attract attention and leave an impression on the memory of online audiences, and can influence sales both directly and indirectly. The findings align with a study by (Kim & Ko, 2012) that demonstrated the substantial impact of SMMA on the brand image of luxury brands.

The Influence of Brand Awareness on E-Wom

The test results using SEM PLS show that H_{03} is rejected and H_{a3} is accepted, with a path coefficient of 0.411, t-statistic of 6.062, and p-value of 0.000, < 0.05 . This proves that the research hypothesis "H3: Brand awareness has a significant positive impact on e-WOM" is proven to be influential. This indicates that brand awareness significantly influences e-WOM in a positive manner. The analysis indicates that a stronger perception of brand awareness among respondents correlates with an increased experience of e-WOM.

As previously discussed, brand awareness pertains to the degree to which consumers are able to recognize or remember a brand linked to a specific product or service (Jeon & Yoo, 2021). This implies that consumers can recognize a brand spontaneously in various situations, triggered solely by certain stimuli. Various marketing efforts have been used by many companies, one of which is brand equity in the company. Findings have been obtained that brand equity can influence increasing E-WOM through behavior towards the brand (E.-J. Seo & Park, 2018).

Social media marketing enables businesses to interact with their customers quickly and easily. From a corporate standpoint, engaging with social media creates a beneficial impact that is as significant as conventional product advertising programs (R. Liu, Duan, & Liu, 2025). Interacting with prospective and current customers enables organizations to enhance favorable brand perception. Furthermore, product marketing and leveraging social media can stimulate WOM marketing and attract new customers, highlighting the potential of social media as a

communication medium (E.-J. Seo & Park, 2018). Sugiat & Maria Silalahi, (2022) study findings revealed the influence of brand equity on WOM outcomes.

The Influence of Brand Awareness on Commitment

The findings from the SEM PLS test revealed a path coefficient of 0.206, a t-statistic of 3.884, and a p-value of 0.001 < 0.05 so that the research hypothesis "H4: Brand awareness has a significant positive impact on consumer commitment". Brand Awareness exerts a substantial and beneficial influence on Commitment. When considering the positive aspect of the direct influence weight, it becomes clear that the more respondents' perceptions of Brand Awareness increase, the more Commitment the respondents feel.

Brand awareness is a variable typically associated with consumers, as their awareness of a brand can influence the degree to which a product is recognized among them (Gong et al., 2020). This awareness offers valuable insights into consumer behavior, ultimately fostering commitment to the product. The influence of brand awareness has been demonstrated by (Seo & Park, 2018), who found that brand awareness is significantly related to consumer loyalty. Consumer brand awareness plays a crucial role in guiding consumers' decision-making processes in their purchasing behavior. The data supports Mehr et al., (2018), which found a 95% confidence interval association between brand awareness and consumer commitment. Furthermore, the positive path correlation between these two variables suggests that consumer commitment is positively impacted by brand awareness. In other words, shifts in customer commitment are a direct result of changes in brand awareness (France et al., 2025).

The Influence of Brand Image on E-Wom

The test results with SEM PLS prove that Ho4 is rejected and Ha4 is accepted, where the path coefficient value is 0.267, t-statistic 3.783, and p-value 0.000, which is smaller than the significance limit of 0.05 so that the research hypothesis "H4: Brand image has a significant positive impact on e-WOM", has an effect, which means Brand Image has a significant and positive effect on EWOM. If seen from the positive direct influence weight value, it shows that the more respondents' perceptions of Brand Image increase, the more EWOM felt by respondents will increase.

Brand image, also known as brand perception, refers to the beliefs and impressions held in the minds of consumers, formed by associations developed in their memories (Kotler & Keller, 2016). A strong brand image offers substantial competitive advantages, including the ability to build a distinct advantage in the market (Tahir et al., 2024). This shows that the strength of a brand is highly dependent on the experience and information received by consumers. A strong brand image enables companies to establish distinct differentiation and foster enduring relationships with consumers, ultimately driving the brand's success and growth (Monfort et al., 2025). This causes consumer responses to products and services to be stronger, as indicated by WOM marketing communications, through online media (E-Wom) (Le et al., 2024). The study's findings (Mehr et al., 2018) found that brand image has an influence positive and significant impact on e-Wom. This finding suggests that factors associated with brand image have a positive influence on consumer E-WOM advertising.

The Influence of Brand Image on Commitment

The SEM PLS test findings showed a p-value of 0.000, a path coefficient value of 0.233, and t-statistics of 4.301, < 0.05. This indicates that the research hypothesis "H6: Brand image has a significant positive impact on consumer commitment" is supported, demonstrating that Brand Image has a significant and positive effect on Commitment. If seen from the positive direct influence weight value, it shows that the increasing respondent's perception of Brand Image, the increasing Commitment felt by the respondents.

In recent years, many companies have dedicated resources to building brand identities for their products or services and their overall corporate identity (Molinillo, Japutra, & Ekinci, 2022). These initiatives seek to increase consumer purchasing intentions. Typically, consumers develop brand preferences based on favorable feedback from others, which enhances the brand's image and fosters consumer commitment to purchase the product (Ranti & Setiyaningrum, 2022). Brand image is essential in establishing consumer trust, as strong trust can lead to greater consumer commitment (Monfort et al., 2025).

Brand image plays significantly influences the level of commitment consumers have towards it (Seo & Park, 2018). When individuals are familiar with, purchased, used, and experienced a brand, and interacted with it, they tend to develop a stronger commitment. This process shows that ongoing interactions between consumers and brands strengthen their relationship, thereby increasing commitment (Tahir et al., 2024). Consequently, brand image plays a crucial role in shaping consumer perceptions and is instrumental in fostering a strong commitment to the brand. The perception of a brand plays a crucial role in enhancing consumer loyalty towards it (Monfort et al., 2025). When consumers have recognized and have good knowledge about the brand, they tend to have more trust and commitment to the brand (Molinillo et al., 2022). This statement is supported by studies indicating that brand image plays a crucial role in influencing consumer loyalty (Mehr et al., 2018). Furthermore, the brand image, which embodies consumers' perceptions regarding the quality and representation of the brand, significantly contributes to the establishment of a robust commitment. The findings of the study (Seo & Park, 2018) indicated that brand image has a positive and significant impact on Commitment.

CONCLUSION

The analysis of 385 respondents utilizing PLS-SEM led to the conclusion that the SMMA of Hotel Grand Mercure Jakarta Harmoni positively and significantly influences brand equity and E-WOM. It has been demonstrated that SMMA has a direct impact on the enhancement of brand image and brand awareness, which then contributes to increased e-WOM and consumer commitment. The dimensions of interactivity, trends, and entertainment are the dominant factors in strengthening the hotel's digital marketing strategy compared to conceptual aspects such as perceived risk and customization. The findings highlight the significance of leveraging social media, particularly Instagram, to enhance brand awareness, strengthen positive image, and encourage customer loyalty through e-WOM, so that Grand Mercure Jakarta Harmoni can optimize its digital marketing strategy to strengthen its competitive position in the hotel industry.

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