Source of Expertise and Similar Interest Influence on Customer Loyalty: Study on Online Review of Food and Beverage via Instagram

Muthya Rahmi Darmansyah
Faculty of Economics and Business
Universitas Medan Area

Mohd. Azwardi Bin Md Isa
School of International Studies
Universiti Utara Malaysia

Abstract: *Online product reviews are efforts made by shop owners with the aim that their business can be known to the public. It is believed that people who are considered to know about products and people with the same interest in food and drinks will affect prospective buyers. Instagram is a platform that can implement this strategy. The role of expertise and people with similar interests that make content about product reviews viral on Instagram can attract the attention of prospective buyers. This study aimed to analyse the influence of the source of expertise and similar interests in customer loyalty through brand awareness as a mediating variable. By using a non-probability sampling technique, the questionnaire was distributed electronically to 207 residents of the city of Padang. Partial Least Squares-Structural Equation Modeling (PLS-SEM) software analyses the data. The results showed that the source of expertise and similar interests did not directly influence customer loyalty. However, those variables significantly influenced customer loyalty when mediated by brand awareness. Thus, customer loyalty indirectly depends on the same source of expertise and similar interests. The findings of this study are expected to provide valuable insight for online food and beverage shop owners in formulating a business promotion strategy that is better at creating loyalty. In addition, this provides a basis for businesses to develop strategies to plan and implement actions to help them achieve their goals.*

Keywords: *Source of Expertise, Similar Interest, Brand Awareness, Customer Loyalty*

Introduction

The booming of information technology has changed people's lifestyles, preferences and, most important, how information is obtained. The internet falls into the category of network media. Realising this opportunity, businesses utilise internet-based advertising and promotion in recruiting new and maintaining relationships with current customers. Hopkins (2013) stated that companies get many opportunities from social media platforms to develop customer relationships. Some social media such as Facebook, Instagram and Twitter display advertisements with information about a particular product or service and post-purchase evaluation (Duncan & Barczik, 2012). This applied to primarily small traders, including food and beverage traders. Content

will not become viral without the trigger (Berger, 2013). In Indonesia, many small traders also create an online shop account on Instagram that provide food and beverage products. They post pictures, prices and other information related to the product. Although an online product review is widely used in promoting business, the impact is not very convincing but can attract increased audience attention (Zhu and Zhang, 2010).

The existence of people who are considered as the source of expertise in distributing a review related to the product can get many benefits if the expert posts a positive review of the product. Considering there are many negative issues that have been viral related to food and beverage products sold in the market, such as the issue that happened to Kentucky Fried Chicken which served a fried

rat in 2015 (LA Times Online, 2015) and pork DNA found in two chocolate products of Cadbury Malaysia which had made residents aware of consuming chocolate (The Guardian Online, 2014). This issue can affect buyer awareness of the product and become negative. The role of a source of expertise and community with a common interest in providing an online review is to convince the buyer that the product being reviewed is a product that is worthy of consumption and free from oblique issues. Both of these factors greatly influence the formation of brand awareness of the product. High brand awareness will be able to build customer loyalty.

Literature Review

Customer Loyalty

Customer loyalty is essential for companies that maintain the continuity of their business and the continuity of their business activities. Faithful customers are delighted with certain products and services, so they are enthusiastic about introducing them to anyone they know. According to Aaker (1991), customer loyalty can be defined as a fixed purchase carried out continuously on an item or service that the customer. Loyal customers will not be affected by other brands, even though other brands reduce prices. They are loyal to a brand because the goods or services are in accordance with the tastes and qualities that customers want (Mark et al., 2007).

Word of Mouth

According to Kiecker and Cowles (2002), Word of Mouth (WOM) is a communication process in which individuals provide recommendations to other individuals or groups on a product or service that aims to provide personal information. Word of mouth can influence individuals from awareness to interests to final decisions (Cheung and Thadani, 2012). Product information obtained from content shared by close friends and family will significantly influence an individual's decision-making.

Source of Expertise

Homer and Kahle (1990) mention that if source expertise is used as a basis for evaluation, consumers may choose whether they agree with someone who is an expert. The experts are considered to know about the products evaluated so they can give a true statement about the product. The purpose of source expertise is to the people who influence the environment, for example, celebrities or celebgram. When companies want to support celebrities, mass communication skills are the most important thing for them because they are the ones who will attract people and are very helpful in reaching a broader audience to increase awareness of an organisation (Dominguez, Herrero and Salmones, 2013).

Similar Interest

Social networks are websites which allow users to communicate, share knowledge about similar interests, discuss favourite topics, review and rate products/services, etc. These websites have become a powerful source in shaping public opinion on virtually every aspect of commerce. Marketers are challenged with identifying influential individuals in social networks and connecting with them in ways that encourage viral content movement (Abedniya and Mahmouei, 2010). Common interests, values, or desire among participants to discuss specific issues are also motives for participation mentioned in previous studies (Armstrong and Hagel, 1996; Rheingold, 1993). Previous studies have suggested that participation in a virtual community is motivated by a need for information (Romm et al., 1997; Chan et al., 2004).

Online Content Viral

The content must be spread among the public in making content related to online product reviews. It will attract customers' attention if the content is viral on social media. Several things make online content on social media becomes viral. Berger (2013) suggests that six things make online content becomes viral, named the STEPPS theory. They are social currency, triggers, emotion, public, practical value and stories with the relationship between the source of expertise and similar interest.

First is social currency, which can be interpreted as a sense of pride in something felt by readers who agree with the content they are reading. The people who see the content will share content that makes them think positively in the eyes of others. The second is the trigger, a thing that becomes viral and will always be remembered by others. In creating the content, language styles and delivery methods should be different from others, ensuring the content is exciting and will not match the tone.

The third is emotion, just like social currency, but emotion is slightly different. There is a lot of content that touches the emotion but only a few that can appropriately touch the emotions of others. They are consciously and unconsciously moved to share with the closest people. Exciting emotions tend to form positive opinions, while unpleasant is more likely to influence the choice of making a negative evaluation. Forth is public, which means interpreting something that is becoming viral. The publicity here concerns the product or idea that must be shown to people to spread among them.

Next is practical value. This is how to make the content easily practised by others. In other words, information should be practical and applicable. It is closely related to tips and information on how to work. We must consider what it's worth and how people can use it. The last one is stories. The point is to use a good delivery style so that others who view our content can easily understand it. That way, others who view our content will recommend it to friends or people closest to it. And people who see it will immediately remember the website or channel and others if the delivery we feel useful to others.

Brand Awareness

Brand awareness is the ability of buyers to easily recognise or remember the brand of a product (Aaker, 1991). This allows consumers to learn and shape information about a brand. Consumers will usually easily associate brands with products. Their emotional associations will impact brand awareness and loyalty (Elliot and Percy, 2007). Brand awareness has an essential role in forming consumer decision-making. It can influence consumer decisions even though there are no other brand associations. Furthermore, consumers cannot create a brand image without awareness (Macdonald and Sharp, 2003; Keller, 2008). A good brand image will be a consideration for consumers in purchasing decisions. Brand awareness consists of brand recall and brand recognition. When consumers see a product category, they quickly remember a brand.

Conceptual Framework and Hypotheses

Source of expertise and similar interest are those two variables that have a positive effect on customer loyalty. Brand awareness also has a positive effect on customer loyalty. Customer loyalty is the extent to which customers show a positive attitude and highly commit to a brand long-term (Mowen and Minor, 2002). In building the commitment of customers to be loyal to certain products, businesses must be able to determine strategies to trigger awareness of the products they sell. In this study, the promotion strategy was viral marketing which included a source of expertise and similar interest, where these two variables trigger the growth of brand awareness of the product through product reviews by several endorsers and the frequency with which customers often see and share content related to a product on Instagram and other social media. Brand awareness mediates the relationship between viral marketing (namely, source of expertise and similar interest) on customer loyalty. Thus, it can create awareness and loyalty to a customer on a particular brand. Based on the explanations, therefore the following hypotheses are proposed:

H1: Source of expertise has a positive effect on customer loyalty

H2: Similar interest has a positive effect on customer loyalty

H3: Source of expertise has a positive effect on brand awareness.

H4: Similar interest has a positive effect on brand awareness.

H5: Brand awareness has a positive effect on customer loyalty.

H6: Brand awareness mediates the relationship between the source of expertise and customer loyalty.

H7: Brand awareness mediates the relationship between similar interests and customer loyalty.

Method

Research Approach

This study is a causal study whereby the independent variables selected will be tested to determine whether they affected brand loyalty through brand awareness as a mediator variable. Besides that, this study is a cross-sectional quantitative study. The data collected from the questionnaire will be analysed statistically to describe the understanding of viral marketing from the selected. This study's target population will be Padang's residents of West Sumatra, who are actively using social media, especially Instagram. A sample is a good representation of the population depending on the extent to which the characteristics of the sample are the same as the characteristics of the population. The sample size can be taken from 30 to 500 (Roscoe, 1975). Based on the argument above, 207 samples were taken from residents of Padang city. This study employs non-probability convenience sampling. By using convenience sampling, the questionnaires are distributed by the researcher to whomever possible to participate in the survey.

Research Data

The instrument for collecting data in this study is a questionnaire. The researcher developed a questionnaire item that would be given to prospective respondents. For similar interest variables, the researcher had difficulty finding articles that were in accordance with the study, so the researcher developed questionnaire questions for this variable from an article that had nothing to do with the study, but the researcher adjusted the item with this study so that prospective respondents can understand it. Since the respondents are Indonesian, it requires translation into Bahasa Indonesia so that any targeted respondents could understand it easily.

Analysis Techniques

The analysis technique used is quantitative analysis. All items were then coded and analysed in two phases. Phase one is a descriptive analysis. The researcher uses descriptive statistics to compile and interpret the raw data. The researcher will use Statistical Package for the Social Sciences (IBM SPSS 24) to analyse and illustrate the feature of the description of sample characteristics. Phase two focuses on the structural model. The PLS-SEM process is applied by drawing a diagram based on the variables and then connecting variables based on the theoretical framework and hypotheses to be tested.

The researcher provides three essential questions to determine the appropriate candidate respondents. These questions include:
- Are prospective respondents active on social media Instagram?
- Have prospective respondents seen online food review ads on Instagram?
- Have prospective respondents ever ordered food sold by the Instagram online shop?

If the prospective respondent answers "yes" to each question, the researcher continues to send the questionnaire. The self-administered questionnaires are distributed electronically using social networking sites by the researcher. The link to questionnaires is posted on WhatsApp and Facebook and shared through direct messages on Instagram.

Before the data-cleaning process, all response information was gathered and compiled into Microsoft Excel. All items were then coded and analysed in two phases. Phase one is a descriptive analysis. To analyse and illustrate the feature of the description of sample characteristics, the researcher will use Statistical Package for the Social Sciences (IBM SPSS24). Phase two focuses on the structural model. The PLS-SEM process is applied by drawing a diagram based on the variables and then connecting variables based on the theoretical framework and hypotheses to be tested. The structural model analysis includes the coefficient of determination (R^2), path coefficients, predictive relevance (Q^2) and mediating effects.

Results

Assessment of Measurement Model

SEM provides a framework for estimating causal models using latent variables and their

manifest indicators and evaluating a system of simultaneous equations with measurement error (Hair, Hult, Ringle & Sarstedt, 2014). Smart PLS 2.0 M3 software was employed to test the validity of each indicator of each variable. The researcher considers the evaluation based on convergent and discriminant validity to measure data validity. Convergent validity is examining whether the indicators of each variable definitely measure its variables. It means convergent validity is estimated based on the correlation between the score item and indicators (component score) with the construct score.

In addition, SEM can distinguish between the formative and reflective measurement of latent variables (Hair, Ringle & Sarstedt, 2011). Four latent variables, namely source of expertise, similar interest, brand awareness, and customer loyalty, were measured by 26 reflective indicators on three exogenous (independent construct) and one endogenous (dependent) latent. Figure 1 shows that all constructs have a reflective measurement model, as indicated by arrows pointing from constructs to the indicators.

Figure 1. Measurement Models
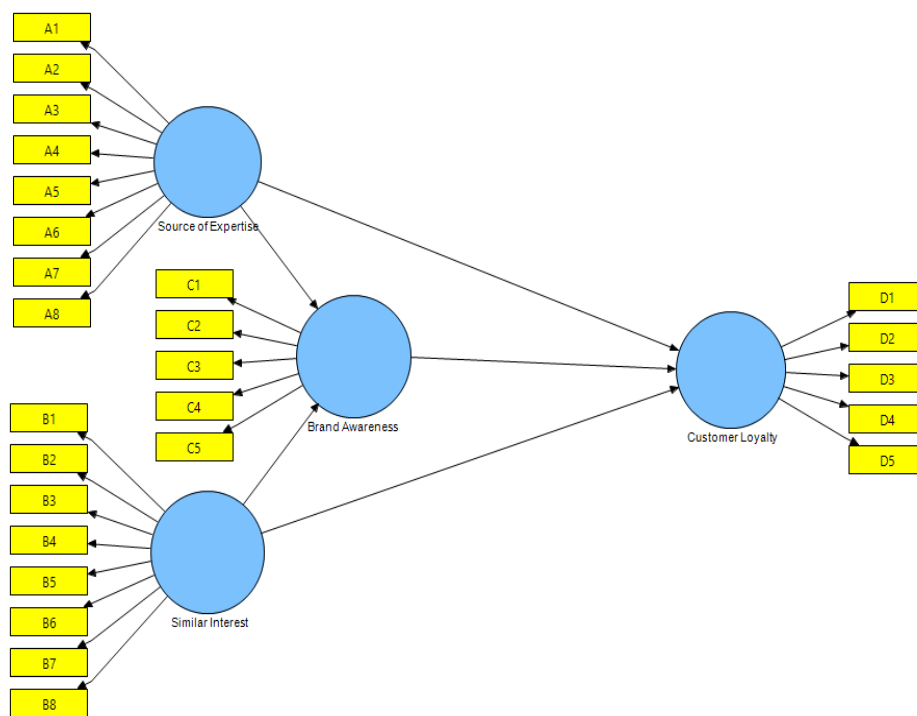
This test is done by measuring the value of outer loading through the algorithm process. The indicators will be valid if the value of outer loading is above 0.6. However, suppose the value of outer loading is higher than 0.5 and less than 0.7. In that case, it is still accepted as long as the value of AVE (Average Variance Extracted) and Communality is higher than 0.5 (Gozali, 2006).

Internal Consistency Reliability

The reflective measurement model is required to assess the reliability and validity construct of

the variable (Hair et al., 2014). Construct reliability assessment focuses on composite reliability as an estimate of a construct's internal consistency. Unlike Cronbach's Alpha, composite reliability during model estimation (Hair, Sarstedt, Ringle & Mena, 2012). A value of 0.7 is regarded as acceptable, and higher than 0.7, such as 0.8 or 0.9, is considered satisfactory. Henseler, Ringle & Sinkovics (2009) mention that two validity subtypes are examined for validity assessment. There are Convergent validity and discriminant validity.

Table 1. The result of the Measurement Model

	AVE	Composite Reliability	R Square	Cronbach's Alpha	Communality
Brand Awareness	0,6415	0,8772	0,4219	0,8144	0,6415
Customer Loyalty	0,4907	0,7887	0,1929	0,7240	0,4907
Similar Interest	0,4812	0,8787		0,8413	0,4812
Source of Expertise	0,6152	0,9274		0,9116	0,6152

Convergent Validity

Convergent validity is assessed based on the correlation between item and component scores. The individual reflexive size is high if it correlates more than 0.70 with the measured variable. But for research on the initial stage of the measurement scale with a loading value of 0.50 to 0.60, it is considered sufficient. Hair et al. (2014) stated that an AVE value 0f 0.50 or higher indicates that, on average, the construct explains more than half of the variance of its indicator. Table 1 shows that two AVE values are greater than the acceptable threshold of 0.5 (Brand Awareness=0.64; Source of Expertise=0.61), and there are two AVE lower than 0.50 (Similar Interest=0.56; Customer Loyalty=0.49). However, each standardised factor loading had the right sign and was highly significant (p<.01). All constructs show that factor loadings are larger than 0.5, composite reliabilities above 0.7, and AVE is larger than 0.4 (Anderson & Gerbing, 1998; Bagozzi & Youyae, 1998). These results confirm convergent validity, and the construct is reliable (Verhoef et al., 2002).

Discriminant Validity

Meanwhile, discriminant validity is measured by two separate sets of concepts in PLS path modelling (Hair et al., 2014). Firstly the Fornell-Larker criterion measures how each item relates to each construct, and cross-loadings measures loading that should be higher than all of its cross-loadings. Table 2 shows the result from the cross-loadings of each construct. Items below 0.5 should be dropped to improve the AVE value. Therefore, it is necessary to remove measurement errors to enhance this model's overall

Table 2. Factor Structure Matrix and Cross-Loadings.

Factor	Items	Item Value
Source of Expertise	A1	0,7618
	A2	0,7847
	A3	0,7567
	A4	0,8371
	A5	0,7532
	A6	0,8356
	A7	0,8002
	A8	0,7393
Similar Interest	B1	0,7008
	B2	0,5784
	B3	0,5459
	B4	0,5612
	B5	0,8509
	B6	0,8035
	B7	0,7015
	B8	0,7411
Brand Awareness	C1	0,8055
	C2	0,8493
	C3	0,7936

	C4	0,7524
	C5	**Deleted**
Customer Loyalty	D1	0,8825
	D2	**Deleted**
	D3	0,5365
	D4	0,6806
	D5	0,6580

Based on table 3. This study has shown that the construct measures are reliable and valid via construct reliability, convergent validity, and discriminant validity.

Table 3. Correlation and Discriminant Validity

	AVE	Brand Awareness	Customer Loyalty	Similar Interest	Source of Expertise
Brand Awareness	0,6415	0,8009			
Customer Loyalty	0,4907	0,4219	0,7005		
Similar Interest	0,4812	0,6260	0,3268	0,6937	
Source of Expertise	0,6152	0,3537	0,2426	0,3008	0,7844

Note: AVE's square root is a diagonal bold element in the construct matrix's correlation.

Structural Model Test

After running the PLS-SEM Algorithm, structural model relationships represent the hypothesised relationship among the constructs. This assessment builds on the results of standard model estimation, the bootstrapping routine, and the blindfolding procedure.

The Coefficient of Determination (R^2)

To assess the goodness of fit model with PLS, it is started from the value of R^2 for each latent dependent variable. The R-Square value is used to assess the effect of a particular latent independent variable on the latent dependent variable and whether it has a substantive impact. Chin and Dibbern (2010) stated that the goodness of the research model is established based on the explained variance in the endogenous construct (R^2) and the significance of all path coefficients (β). In the structural model, the endogenous latent variable has R^2=0.66, indicating the "good" model, R^2= 0.33, showing the "moderate" model, R^2= 0,1929 indicating the "weak" model (Chin, 1998). For critical t-values for the two-tailed test are 1.69 (p<0.05) and 2.57 (p<0.01). Table

1 shows that variables with the highest explained variance are considered brand awareness (R^2=0.4219), while customer loyalty with R^2=0.1929. The general rule for high R^2 is 0.20, and values below 0.10 are considered to have low levels of predictive accuracy. Therefore, in this study, the R^2 obtained 0.1929, which reflects the weak model.

Path Coefficients

The path coefficients have standardised values between -1 and +1. The value of +1 represents a strong positive relationship and vice versa. It depends on a standard error obtained through bootstrapping to assess whether the formative indicator significantly contributes to the construct. Bootstrapping is a resampling technique that draws a large number of sub-samples from the original data with replacement and estimates models for each sub-sample (Hair et al., 2014). The researcher decides to run the bootstrapping with 1000 resamples since the valid observations in the data are only 207. Table 4 shows path coefficients after bootstrapping.

Table 4. *Path Coefficient.*

	Brand Awareness	**Customer Loyalty**
Source of Expertise	2,5500	0,9040
Similar Interest	10,6680	0,8980
Brand Awareness		2,9780

Similar interest (10.6680) has the strongest direct path effects on brand awareness, followed by the source of expertise (2.5500). Brand awareness (2.9780) has the strongest direct path effects on customer loyalty, followed by the source of expertise (0.9040), and similar interest (0.8980) has the lowest direct path effects on customer loyalty.

Predictive Relevance (Q^2)

Q^2 statistics help to decide the predictive relevance of the reflective construct in the SEM model. A value higher than zero connotes the constructs to predict data points for the given constructs and vice versa. Researchers use the blindfolding procedure to calculate the measure of predictive capability. This study used the cross-validated redundancy approach to determine the predictive relevance of the constructs as it includes elements of the path model, structural model and predicted eliminated data points (Hair et al., 2014). It will show in Table 5 which the column is labelled as 1-SSE/SSO (squared prediction error /squared observations).

Table 5. Construct Cross-Validated Redundancy.

Total	SSO	SSE	1-SSE/SSO
Brand Awareness	828,0000	616,3225	0,2556
Customer Loyalty	828,000	778,5691	0,0597
Case 1	SSO	SSE	1-SSE/SSO
Brand Awareness	100,9681	85,7695	0,1505
Customer Loyalty	106,9889	102,8618	0,0386
Case 2	SSO	SSE	1-SSE/SSO
Brand Awareness	119,8964	80,7149	0,3268
Customer Loyalty	120,3389	103,6753	0,1385
Case 3	SSO	SSE	1-SSE/SSO
Brand Awareness	121,5549	86,04819	0,2921
Customer Loyalty	108,5588	110,4526	-0,0174
Case 4	SSO	SSE	1-SSE/SSO
Brand Awareness	105,8631	97,9010	0,0752
Customer Loyalty	138,3293	120,6743	0,1276
Case 5	SSO	SSE	1-SSE/SSO
Brand Awareness	117,3939	84,4643	0,2805
Customer Loyalty	135,5098	133,6522	0,01371
Case 6	SSO	SSE	1-SSE/SSO
Brand Awareness	134,2502	94,4279	0,2966
Customer Loyalty	109,6628	100,9021	0,0799
Case 7	SSO	SSE	1-SSE/SSO
Brand Awareness	128,0733	86,9967	0,3207
Customer Loyalty	108,6114	106,3509	0,0208

Table 5 shows the result in the last column (1-SSE/SSO) of each of the seven tables, which indicates the value of the predictive relevance of Q^2. A summary of the results is represented in the column labelled Total. The highest predictive relevance is calculated for brand awareness (0.2556), and the lowest is customer loyalty (0.0597).

Therefore, all variables in this study have predictive relevance as Q^2 values are higher than 0, and it is suggested that the construct has predictive relevance. Table 6 compares R^2 and Q^2 of all endogenous variables. The value of R^2 shows to determine the predictive relationship between constructs, and Q^2 helps to assess the accuracy of the prediction.

Table 6. *Results of R^2 and Q^2*

	R^2	Q^2
Brand Awareness	0.4219	0.2556
Customer Loyalty	0.1929	0.0597

Based on Table 6, the Q^2 value and R^2 value of all endogenous constructs. All Q^2 values are higher than zero, supporting the model's

predictive relevance regarding the endogenous latent variables.

Hypotheses Testing

Table 7. *Total Effects (Mean, Standard Deviation and T Statistic) of Exogenous Variable.*

	Original Sample	Mean	Standard Deviation	Standard Error	T-Statistics
BA -> CL	0,3305	0,3351	0,1110	0,1110	2,9777
SI -> BA	0,5713	0,5741	0,0535	0,0535	10,6879
SI -> CL	0,0903	0,0905	0,1005	0,1005	0,8983
SE -> BA	0,1818	0,1823	0,0713	0,0713	2,5500
SE -> CL	0,0985	0,1017	0,1091	0,1091	0,9036

The path coefficients show the direct influence of the source of expertise on brand awareness. With a 95 % confidence level and significance at α = 0.05, the table above indicates that the source of expertise positively affects brand awareness. The relationship between variables shows that the influence of SE on BA is 2.5500. The T-value of source expertise is greater than 1.69, reflecting that the source of expertise significantly influences brand awareness. So in this study, the first hypothesis (H1) is accepted.

Table 7 shows the path coefficient for similar interest towards brand awareness. It demonstrates that similar interest has a positive effect on brand awareness. The relationship between variables shows that the influence of SI on BA is 10.6879, and its T-value is higher than 1.69. It concludes that the second hypothesis (H2) is accepted.

The direct influence of brand awareness on customer loyalty shows in path coefficients in table 7. With significance at α = 0.05 and 95% confidence level, the relationship between brand awareness and customer loyalty is BA to CL =2.9777. It means that T-value is greater than 1.69 and reflects that brand awareness positively affects customer loyalty. So for this study, the third hypothesis (H3) is accepted.

However, Brand Awareness is a mediator of the relationship between the Source of Expertise and Customer Loyalty. Mediation is a special case of the indirect effect. To assess the mediating variable, it needs the calculation between the direct and indirect effects of each variable. Direct effect means the correlation of the independent variable to the dependent variable. Thus, indirect effect implies the correlation of the independent variable to the

dependent variable through a mediating variable.

Indirect effect calculates from the multiplication of the correlation of the independent variable to mediating variable and the correlation of mediating variable to the dependent variable. If the result of the direct effect is higher than the indirect effect, it means the mediating variable is not needed. Ghozali (2010) stated that if the result of the indirect effect is higher than the direct effect, the mediating variable is necessary. Hair et al., in

"A Primer on Partial Least Squares", explain the step to analyse the effect of the mediator variable:

Firstly, the Partial Least Squares (PLS) path must be estimated without the potential variable. In this research, the potential mediator variable is brand awareness. The researcher process the data between the source of expertise and customer loyalty to show the relationship between those three variables. Table 8 shows the direct effect between the source of expertise and customer loyalty.

Table 8. *Coefficient Test Results of Source of Expertise on Customer Loyalty*

	Original Sample	Sample Mean	Standard Deviation	Standard Error	T-Statistics
SE -> CL	0,1706	0,1822	0,0725	0,0725	2,3523

The result of the direct effect model above shows that the direct effect between the source of expertise towards customer loyalty processed without including brand awareness as the potential mediator variable is significant because the T-value is SE to CL= 2.3523. Based on the result, the source of expertise is substantial, which means the T-value is higher than the standard (>1.69). Secondly, if the result is insignificant, there is no mediation between the variables. Based on the result in table 8 shows, the source of expertise influences customer loyalty. Where the potential mediator might be included in the next step (Hair et al., 2010).

In this third step, the result is based on table 7, where all variables are included in this research. The direct effect between source expertise and brand awareness (SE→BA) is 2.5500, and the direct effect between brand awareness to customer loyalty (BA→CL) is 2.9777. To show the mediation effect, the researcher should calculate the direct effect (SE→BA)* (BA→CL)= 2.5500*2.9777. And the result of the calculation is 7.5931. This result is much higher than 1.69, which means brand awareness has a mediating effect on source expertise and customer loyalty. The next step is to find out whether the brand awareness as a mediator variable is a full mediation (> 80%), partial mediation (20% ≤ 80%) or even

no mediation (< 20%). It needs to assess the variance accounted for (VAF) by calculating the value of indirect effect and direct effect, which will be calculated using the formula as follows:

$$VAF = \frac{(a * b)}{(a * b + c)}$$

After the calculation based on the formula for the variable source of expertise and customer loyalty, the result is 0.7683 or 76.83% (Partial Mediation). The result shows that brand awareness partially mediates between the source of expertise towards customer loyalty. It proved that the fourth hypothesis (H4) is accepted.

To determine whether brand awareness is a mediating relationship between similar interests in customer loyalty. The researcher used the same method as the previous hypotheses, based on Hair et al. on "A Primer on Partial Least Squares". The direct relationship between similar interests and customer loyalty is provided in table 9. The result of the direct effect model between similar interests and customer loyalty is shown in Table 9 below:

Table 9. *Coefficient Test Results of Similar Interest on Customer Loyalty*

	Original Sample	Sample Mean	Standard Deviation	Standard Error	T Statistics
SI -> CL	0,3099	0,3371	0,0654	0,0654	4,7407

Processed without including brand awareness as the potential mediator variable is significant because the T-value is SI to CL= 4.7407. Based on the result, similar interest is substantial, which is the T-value is higher than its standard (>1.69).

For the next step is researcher needs to calculate the direct effect of similar interest and brand awareness with brand awareness and customer loyalty (SI→BA*BA→CL) = 10.6879*2.9777. The result is 31.8253, and it is greater than 1.69. The result confirms that brand awareness has a mediating effect on similar interests and customer loyalty. Using the same formula, brand awareness provides a mediation effect to similar interests, and customer loyalty is 0.8703 or 87.03% (Full Mediation). Based on the result, the fifth hypothesis (H5) is accepted.

Discussion

Source of Expertise and Brand Awareness

Based on the analysis using the path, the source of expertise has demonstrated a significant relationship with brand awareness. Hypothesis 1 (H1) is supported and proven that the expertise source influences brand awareness. This result is consistent with the research conducted by Ateke et al. (2015). Companies or businesses try to promote their brands and to take part in the customer's mind through celebrity support. Based on the theory in Chapter Two, celebrities tend to influence the people around them. It might be celebgram (celebrity based on Instagram), politicians etc.

Based on the research conducted by Ateke (2015) found that celebrity support through source credibility increases information to trust and plays an important role in brand persuasion and awareness. Other studies whose position is strengthened by Ateke et al. (2015), Muda et al. (2012) and Khatri

(2006) have a positive influence on message credibility, brand image and brand memory. The findings of this study are also in line with the views of Mishra et al. (2001), who argue that the relationship between the personality characteristics of an endorser and brand image can increase the potential for brand withdrawal. Therefore, it is suggested that the names of food products sold on Instagram be strived to remain competitive through the recognition and withdrawal of improved brands. They must use celebrity support as a strategic marketing communication tool in presenting their marketing messages to their audiences.

Similar interest and Brand Awareness

It has been observed in this study that similar interest has a positive effect on brand awareness, and H2 is supported. The theory explains that friends are expected to have similar interests, seeing similar ads and clicking on them. Instagram users are free to communicate with anyone and share anything about culinary, even review food products sold online on Instagram. The number of followers, comments, likes, and exchanging content with each other can increase customer awareness of the product. So that other prospective customers are curious to find out about it. The findings of this study are also in line with the views of Thongmak (2017), who stated in his research that the number of fans positively affects consumer awareness and interactions. The consumer awareness and interactions in terms of "People Talk About This" later significantly increased more fans daily, weekly, and monthly.

Brand Awareness and Customer Loyalty

Path analysis shows that brand awareness has positive values and a significant relationship with customer loyalty. The results confirm H3, which predicts that brand awareness will affect customer loyalty. With that, H3 is fully

supported. This finding is in line with the findings by Aaker and Keller (1990) mentioned that high awareness of a brand and a good image could promote brand loyalty to consumers. Tandoh (2015) notes that increased consumer awareness has made consumers buy their acquainted and favourable brand. In addition, Peng (2006) indicates that brand awareness has the greatest effect on brand loyalty.

Brand Awareness as a Mediator

This study introduces brand awareness as a mediator. The fourth and fifth hypotheses show that customer loyalty is influenced by the source of expertise and similar interest after being mediated by brand awareness. The final step is to assess the variance accounted for (VAF). The final result shows that brand awareness as a potential mediator variable is mediated by 77% between the source of expertise and customer loyalty, meaning that brand awareness is a partial mediation. Another result for similar interest and customer loyalty is 87%, meaning brand awareness gives full mediation effects between these two variables. It proved that H4 and H5 are supported. This finding is consistent with the study conducted by Gholami (2017), where brand awareness works as a mediator by mediating trust and brand equity (full mediation). Another case is mediating between satisfaction and brand equity (full mediation). Based on the explanation, the result demonstrated that brand awareness has mediating effect linking to the source of expertise and similar interest in customer loyalty.

Conclusion

This research was conducted to find out how viral marketing is a promotional medium that can foster consumer awareness and loyalty. This study found that factors from selected viral marketing (source of expertise and similar interest) did not have a significant relationship with customer loyalty. However, both can positively affect loyalty through mediator variables, namely brand awareness, which is also the strongest factor in influencing customer loyalty. This study will benefit online shop owners who sell food and beverages through Instagram social media. Other variables have a positive effect on consumer loyalty.

According to Houlihan and Harvey (2012), namely convenience, expectations, customer service, personal relationships, rewards, reputation and community outreach. The role of social media also supports the advancement of product and service marketing techniques in the digital era. In addition to the optimal use of social media, content creation is also a separate force in marketing in the digital age. This study has several limitations that need to be addressed. So that recommendations for future research are also highlighted for future research references using other variables and different objects.

References

Aaker, D.A. (1991), Managing Brand Equity: Capitalising on the Value of a Brand Name, Free   Press, New York, NY.

Aaker, D. A., & Keller, K. L. (1990). Consumer evaluations of brand extensions. *The Journal of Marketing*, 27-41.

Abedniya, A and Mahmouei, S.S. (2010). The Impact of Social Networking Websites to Facilitate the Effectiveness of Viral Marketing. *International Journal of Advanced Computer Science and Application,1*(6).

Anderson, Eugene W. (1998). Customer Satisfaction and Word of Mouth. *Journal of Service Research*, *1*(1), 5–17.

Anderson, J. C., & Gerbing, D. W. (1998). Structural Equation Modeling in Practise: A review and Recommended Two-Step Approach. Psychological Bulletin, 103(3), 411-423.

Armstrong, A. and Hagel, J. (1996), "*The real value of online communities*", *Harvard Business Review*, Vol. 74 No. 3, pp. 134-41.

Ateke, B. W., & Onwujiariri, J. C. (2016). Brand awareness: Does celebrity endorsement help? University of Port Harcourt Journal of Accounting and Business, 3(1), 246258.

Bagherjeiran, A., and Parekh, R. (2008). Combining behavioral and social network data for   online advertising. *IEEE International*

Conference on Data Mining Workshops(ICDMW), vol. 00, no., 837-846.

Bagozzi, R. P., & Youyae, Y. (1998). On the Evaluation of Structural Equation Models. Journal of the Academy of Marketing Science, 16(1), 74-94.

Berger, J. (2013). Contagious: Why Things Catch On. Simon & Schuster, New York.

Berger, J & Milkman, K. (2012). What Makes Online Content Viral? *Journal of marketing research*: April 2012, Vol. 49, No. 2, pp. 192-205.

Bryman, A. and Bell, E. (2015). Business research methods. Oxford University Press, Oxford, UK.

Burnkant, R.E and Cousineau, A. (1975). Informational and normative social influence in buyer behavior. *Journal of consumer research, 2*(3), 206-215.

Chan, C. M. L., Bhandar, M., Oh, L. B., & Chan, H. C. (2004, January). Recognition and participation in a virtual community. In *System Sciences, 2004. Proceedings of the 37th Annual Hawaii International Conference on* (pp. 10-pp). IEEE.

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, *65*(2), 81-93.

Chen, Her Jiang (2008). Online community portal for small businesses. Dissertation. Faculty of Management, University of Johannesburg.

Chin, W. W., & Dibbern, J. (2010). Handbook of Partial Least Square. *In Handbook of Partial Least Squares* (pp. 195-218). Springer Handbooks of Computation Statistics.

Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of advertising*, *24*(3), 25-40.

Cruz, D and Fill, C. (2008). Evaluating viral marketing: Isolating the key criteria. Journal of intelligence and planning, 26(7), 743-758.

De Bruyn, A. and Lilien, G.L. (2004), "A multi-stage model of word-of-mouth through electronic referrals", eBusiness Research Centre Working Paper, The Pennsylvania State University, State College, PA, February.

Delgado-Ballester, E. and Munuera-Alemán, J.L. (2005). *Does brand trust matter to brand equity?*, *Journal of Product & Brand Management*, Vol. 14 No. 3, pp. 187-96.

Dominguez, R., Herrero, A., and Salmones, M. (2013). Communication using celebrities in the non-profit sector. *International journal of advertising, 32*(1), 101-119.

Duncan, D. G. & Barczik, C. C. (2012). Business, Social Networking Media: An Approach for the Teaching of International. *Journal of Teaching in International Business, 23*(2), 98-122.

Elliot, R. and Percy, L. (2007), *Strategic Brand Management*, Oxford University Press, New Delhi.

Ferguson, R. (2008). Word of mouth and viral marketing: taking the temperature of the hottest trends in marketing. *Journal of consumer marketing, 25*(3), 179-182.

Filo, K., Lock, D. & Karg, A. (2015). Sport and social media research: A review. *Sport management review, 18*(2), 166-81.

Fornell, C., and Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement errors. *Journal of Marketing Research, 18*(1), 39-50.

Gholami, S. (2017). The Impact of Customer Relationship on Brand Equity. International Journal of Applied Business and Economic Research, *15*(5), 551-577.

Ghozali, I. (2006). Structural Equation Modeling Metode Alternatif dengan Partial Least Square (PLS). Semarang: Badan Penerbit Universitas Diponegoro.

Hair, Hult, Ringle, & Sarstedt. (2014). *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*. California: SAGE Publication.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2010). Multivariate Data Analysis

with Reading, 4th ed, New Jersey: Prentice-Hall International Inc.

Hair, J. F, Ringle, C. M, & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory & Practise, 19*(2), 139-152.

Hair, J. F., Sarstedt, M., Hopkins, L., and Kuppelwieser, V. G. (2014). Partial Least Square Structural Modeling (PLS-SEM): An Emerging Tool in Business Research. *European Business Review*, *26*(2), 106-121.

Hair, J. F., Sarstedt, M., Ringle, C, M., & Mena, J. A. (2012). An Assessment of the Use of Partial Least Squares Structural Equation Modeling in Marketing Research. *Journal of the Academy of Marketing Science, 40*(3), 414-433.

Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *In New challenges to international marketing* (pp. 277-319). Emerald Group Publishing Limited.

Hoeffler, S. & Keller, K.,L. (2002). Building Brand Equity Through Corporate Societal Marketing. *Journal of Public Policy & Marketing: Spring, 21*(1), 78-89.

Homer, P.M. & Kahle, L.R. (1990, "*Source expertise, time of source identification, and involvement in persuasion: an elaborative processing perspective*", *Journal of Advertising*, *10*(1), 30-9.

Hopkins, J. L. (2013). Engaging Australian Rules Football fans with social media: A case study. *International Journal of Sport Management and Marketing, 13*, 104-21.

Keller, K. L. (1993), "*Conceptualizing, measuring, and managing customer-based brand equity*", *Journal of Marketing*, January, pp. 1-22.

Keller, K. L. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity 4[th]e, Pearson, USA.

Keller, K. L. (2003). Understanding brands, branding and brand equity. *Interactive Marketing,* *5*(1), 7-20.

Khatri, P. (2006). Celebrity endorsement: A strategic promotion perspective. *Indian Media Studies Journal, 1*(1), 10-47.

Kiss, C., & Bichler, M. (2008). Identification of Influencers – Measuring Influence in Customer Networks. *Decision Support Systems, 46*(1), 233-253.

Kotler, P. (2001). A Framework for Marketing Management, Prentice-Hall.

Macdonald, E. and Sharp, B. (2003), "*Management perceptions of the importance of brand awareness as an indication of advertising effectiveness*", *Marketing Bulletin*, Vol. 14, January, pp. 1-11.

Mishra, P., Dhar, U., & Raotiwala, S. (2001, October-December). Celebrity Endorsers and Adolescents: A Study of Gender Influences. *Vikalpa, 26*(4), 59-66.

Morrow, L., M. (1983). Home and school correlates of early interest in literature. *The journal of education research*, *76*(4), 221-230.

Mowen, J. C., & Minor, M. (2002). Consumer behaviour Upper saddle river: Pretience Hall.

Muda, M., Musa, R., & Putit, L. (2012). Breaking through the clutter in media environment: How do celebrities help? Social and Behavioural Sciences, 42, 374-382.

Natasya, Surahyono & Sunarti. (2013). Pengaruh viral marketing terhadap kepercayaan pelanggan dan keputusan pembelian: Studi pada mahasiswa fakultas ilmu administrasi Universitas Brawijaya angkatan 2013 yang melakukan pembelian online melalui media sosial instagram. Jurnal administrasi bisnis, 11, 1-4.

Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endors- ers' Perceived Expertise, Trustworthiness, and Attractiveness. J*ournal of Advertisement, 19* (3), 39-52.

Peng, W. T. (2006). The relationship among brand awareness, brand image and brand loyalty-an empirical study of domestic rice wine market. Unpublished master thesis, National Dong Hwa University, Taiwan.

Petrescu, M. (2014). Viral Marketing and Social Networks, Business Expert Press, New York, USA.

Procter, J and Richards, M. (2002). Word of mouth marketing: beyond pester power. *Young Consumer, 3*(3), 3-11.

Popescu, G., H. (2014). The economic value of celebrity endorsement: A literature review. Journal of economics, management, and financial markets*, 4,* 119-124*.*

Romm, C., Pliskin, N. and Clarke, R. (1997), "*Virtual communities and society: toward an integrative three phase model*", *Academy of Journal of Information Management*, Vol. 17 No. 4, pp. 261-70.

Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences [by] John T. Roscoe.*

Rosenbaum, Mark S., and Detra Y. Montoya. (2007). Am I welcome here? Exploring how ethnic consumers assess their place identity. *Journal of Business Research 60*(3). 206-214.

Sekaran, U and Bougie, R. (2013). Research Method for Business: A Skill Building Approach Sixth Edition. Great Britain: TJ international Ltd.

Tandoh, Isaac. (2015). The Impact of Brand Awareness on Customer Loyalty: A Case Study of Sinapi Aba Savings and Loans Ghana Limited. *South American Journal of Management, 1*(1).

Thongmak, M. (2017). Consumer Awareness and Interactions in Online Brand Community Antecedents and Consequences. *International Joint Conference on e-Business and Telecommunications (ICETE 2017) 2*(), 28-37.

Turban, E., Sharda, R., Aroson, J. E., & King, D. (2008). Business Intelligence: A Managerial Approach. Upper Sadle River, New Jersey: Pearson Prentice Hall.

Urbach, N. and Ahlemann, F. (2010). "Structural Equation Modelling in Informations Systems Research Using Partial Least Square". *Journal of Information Technology Theory and Application, 11* (2).

Verhoef, P. C., Franses, P. H., & Hoekstra, J. C. (2002). The Effect of Relational Constructs on Customer Referrals and Number of Services Purchased from a Multiservice Provider: Does Age of Relationship Matter? *Journal of the Academy of Marketing Science, 30*(3), 202-216.

Yoon, K., Kim, C.H., and Kim, M. S. (1998). A cross-cultural comparison of the effects of source credibility on attitudes and behavioural intentions.*Journal of mass communication and society, 1*(3-4), 153-173.

Yoo, B., Donthu, N., and Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of Academy of Marketing Science, 28*(2), 195-211.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. Cengage Learning.