The Influence of Brand Communication on Brand Equity Via Instagram (Case Study of Bright Gas Products)

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A B S T R A C T

A R T I C L E   I N F O

Competition with subsidized products is a problem in marketing Bright Gas products, the problem was found in consumers' minds, namely a lack of user emotional value, this research aims to analyze the influence brand communication towards brand equity via Instagram user Bright Gas. This research also investigates the role of instagram marketing activites to brand awareness, brand image and perceived quality and its relationships to positive word of mouth and brand instagram re-usage intention, This research is a quantitative research that uses an online questionnaire and obtained a total sample of 301 respondents who were processed using the SmartPLS version 3 application. The partial research results show that instagram marketing activities has significant positive effect on brand awareness, brand image and perceived quality, while brand awareness, brand image and perceived quality partially has a positive and significant effect on positive word of mouth and brand instagram re-usage intention, This research provides a new paradigm in a form attitudinal loyalty with variable operation positive e-wom and behavioral loyalty on variables brand instagram re-usage intention which specifically researches online platform users.

INTRODUCTION

LPG (liqified petroleum gas) is an important commodity for Indonesian people, especially for households. The dependence of Indonesian people on LPG commodities can be seen based on data from the Ministry of Energy and Mineral Resources (ESDM), which states that LPG gas consumption in Indonesia reached 72.99 million

barrels of oil equivalent (BOE) in 2022. This number increased by 2.43% compared to the previous year which amounted to 71.25 million BOE (Widi, 2023). The existence of competition internally (with subsidized LPG products) and externally (with competing LPG products) makes Pertamina realize the importance of continuing to build and maintainBrand Equity Bright Gas ascompetitive advantage for companies in winning the competition, this situation is interesting to know further because of its effectivenessmarketing communication brand What Bright Gas does is important in order to be able to compete with subsidized products, that's why the author does itqualitative research in December 2023 to find outvalue felt by Bright Gas users with 20 respondents to find outfirst and the most felt value what Bright Gas users feel. From this research, a problem was found in consumers' minds, namely a lack of user emotion value, where consumers feel that the quality of the product is very good, the price offered is in line with their capabilities and the product is easy to get but related to value what you feel when using the product Bright Gas consumers who still don't know emotional when using Bright Gas products, while competition with subsidized products is a problem in marketing Bright Gas products.. Until Bright Gas required to rely on user emotion value which is expected to emerge from using Bright Gas so that loyalty in using Bright Gas products is created. This makes user emotion value is something that is always embedded in the company's marketing activities, one way of conveying user emotion value can be conveyed through social media where according to Cheung et al., (2021) found that social media marketing can emerge emotional value from consumers, this research focuses on the use of the Instagram platform as the main social media with accounts @brightgas. Currently the account has 128 thousand followers and has made 3,970 posts. Social media is an online application, platform and media with the aim of facilitating interaction, collaboration and sharing content

(Alhaddad, 2015). Currently, academics and marketing practitioners realize the importance of marketing via social media platforms as a strategy to gain loyal customers and customer loyalty (Bilgin, 2018). Brand awareness refers to consumer familiarity with a particular product or service, company will always increase brand awareness to make it easier for companies to release new or alternative products and differentiate these products from competitors. Aaker (1991) defines brand image as the sum of experiences accumulated from the past to the present, and states that brand image is a factor Antecedents that influence customer loyalty, meanwhile. Consumer perception of the quality of a product is something that is always maintained by the company, with a good perception from consumers of the quality of the product used will make consumers continue to use the product continuously. Bright Gas uses social media Instagram as a medium to convey information and its advantages. This research aims toanalyze influence brand communication tobrand equity via Instagram user Bright Gas. This study also investigated the mediating role ofbrand awareness, brand image andperceived quality to the relationship between instagram marketing activites topositive word of mouth and brand instagram reusage intention, n previous research conducted by Park et al (2022), which will be used as the basis for the main reference journal by researchers, research has been conducted on the influence of the role of marketing activities via Instagram in forming brand equity in the minds of customers. Park et al (2022) classified Social Network Site (SNS) marketing activities and then applied these categories to the Instagram environment. Next, a comprehensive examination was carried out between Instagram Marketing Activity and four dimensions of customer-based Brand Equity, namely Brand Awareness, Brand Image, Perceived Quality and Brand Loyalty. (Brand Loyalty). The study also investigated the relationship between Instagram marketing activities and

brand awareness, brand image and perceived quality. Then, this research explores the influence of brand awareness, brand image, and perceived quality on brand loyalty, which consists of Brand Love and Brand Instagram Re-Usage Intention.

Researchers also studied and paid attention to the results of the study conducted by Samosir et al. (2023), who conducted research on the influence of the role of social media marketing and brand equity on e-WoM as a form of attitudinal loyalty. This research will focus on Bright Gas products and brand marketing communication via the @brightgas social media platform.

LITERATURE REVIEW
Brand Communication
Communication can be defined as the delivery of a series of information, the exchange of ideas, or the unification of thoughts between the sender and receiver (Belch & Belch , 2012). Duncan (2012) states that communication is a simple process of a person or organization creating and sending messages to individuals or organizations. A basic communication model according to Duncan (2012) consists of source/sender (encoding), message, communication channel, receiver (decoding), noise (physical and psychological distraction), and feedback-interactivity. Social media can be a space where users interact, communicate and discuss with other people. This means that brands on social media are in a special position to provide an emotional impact and entertaining experience. (Park & Namkung., 2022),

Instagram Marketing Activities
Social media refers to online platforms, application programs, or media that aim to facilitate interaction or share content (Park & Namkung, 2022) Social media marketing is creating, communicating, and delivering various online marketing activities through social media platforms in order to build and intensify strong stakeholder relationships (Park & Namkung,

2022), There are four dimensions of Instagram marketing activities, namely interactivity, entertainment, customization and trendiness (Park & Namkung., 2022).

Brand Equity
Brand Equity is defined as brand assets (or liabilities) that are related to a name or symbol, which can increase (or reduce) the value of a product and service offered. These assets can be divided into 4 (four) dimensions, namely brand awareness, brand associations, perceived quality, and brand loyalty (Aaker & Joachimsthaler, 2000).

Brand Awareness
Brand awareness is the ability of potential consumers to recognize or recall that a brand is part of a certain product category (Aaker, 1991 in Pappu et al (2015), Brand awareness can be created by increasing the familiarity of a brand through repeated exposure.

Brand Image
Aaker (1991) defines brand image as the sum of experiences accumulated from the past to the present, and states that brand image is an antecedent factor that influences customer loyalty.

Brand Loyalty
Brand loyalty is a strong commitment to purchase a product and/or service again continuously and consistently in the future even though the situation and marketing efforts will potentially influence consumer switching behavior (Oliver, 1997).

Hypothesis Development
Brand awareness is the consumer's ability to identify and remember a particular brand (Aaker, 1991), while Instagram marketing activites can be a company effort to improveawareness consumers towards products, research from Park et al (2022) and (Renwarin, 2023) found that marketing activities via Instagram media

had a positive effect onbrand awareness company.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, as follows:

H1: Instagram Activities Marketing positive influence on Brand awareness.

Brand Image is experience accumulated from the past to the present to form a certain perception of somethingbrand (Aaker, 1991). Instagram as a platformsocial media most frequently used today is an ideal communication tool for companies to use to formimage good in the eyes of consumers, by using Instagram a company can form a good perception in the minds of consumers, research from Park et al (2022) found that marketing activities through Instagram media have a positive effect onbrand image company.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, as follows:

H2: Instagram Activities Marketing positive influence on Brand Image.

Perceived quality is a consumer's subjective assessment of a product, where this assessment can be influenced by various factors, one of which is Instagram marketing activities where in practice, companies can promote the superiority of their products through platform Instagrams so that consumers who previously did not know about the quality of the product can get an idea of the quality of the product offered, in research from Narsimha et al., (2021) found that marketing activities via Instagram media had a positive effect on perceived quality Instagram users via social media platforms.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, as follows:

H3: Instagram Activities Marketing positive influence on Perceived quality.

E-WoM is a form of message about the experience of consuming a product or about a company through word of mouth related to the function of the product online (Wicaksono & Seminari, 2016), nowadays WoM can arise from various sources, both electronic and non-electronic, brand awareness can be a factor that determines whether a consumer will have a good or bad opinion regarding a product, awareness of quality and consumer familiarity with a brand can encourage someone to talk about positive things about the product to other people, in research by Nurhadi et al (2023) found that brand awareness has a positive effect on e-WoM.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H4: Brand awareness positive influence on Positive E-WoM.

Re-Usage Intention is a consumer's desire to use a product repeatedly, one of the factors that can encourage a consumer to use a product repeatedly is brand awareness, This is due to the tendency of consumers to continue using the same product provided that consumers are satisfied with the product, in research by Du et al (2022) found that brand awareness has a positive effect on the desire to buy/use the product again.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, as follows:

H5: Brand awareness positive influence on Brand Instagram Re-Usage Intention.

Brand Image or brand image can be formed from awareness consumers towards a product, the

existence of continuity of brand awareness and brand associations, creating brand image can be a factor that influences consumers' desire to give positive word of mouth, in research by Nurhadi et al (2023) found that brand image positively influences the desire to provide positive WoM.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, as follows:

H6: Brand image positive influence on Positive E-WoM.

Re-Usage Intention is a consumer's desire to use a product repeatedly, One of the factors that can encourage a consumer to use a product repeatedly is the consumer's association with the brand, the better it is brand image marked by familiarity towards brands, where consumers who have memorized the characteristics of the brand will prefer to return to using that product compared to other products, Putra & Purwanto (2024) found that brand image has a positive effect on the desire to buy/use the product again.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, as follows:

H7: Brand Image positive influence on Brand Instagram Re-Usage Intention.

Consumers' perceptions of the quality of a product can determine whether consumers will recommend the product or not to other people. Often consumers are faced with conditions where consumers have to provide suggestions regarding quality products even though they have not really felt the quality of the product, this makes it good and poor product quality in the eyes of consumers is a factor that consumers can consider when giving advice, in research by Souki et al (2021) found that perceived quality positively influences the desire to provide positive WoM.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, as follows:

H8: Perceived quality positive influence on Positive E-WoM.

Consumer perceptions of the quality of a product can determine the consumer's desire to continue using that product. Consumers who believe that the quality of the product they are using is better than competitors, most likely will not switch to another product, this is supported by research by Rachmawati & Damayanti (2022) who found that perceived quality has a positive effect on repurchase intention.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H9: Perceived quality positive influence on Brand Instagram Re-Usage Intention.

This research has a concept based on previous research which was used as a reference in carrying out this research, namely from Park et al, (2022) who analyzed the influence of marketing activities via Instagram on CBBE in the coffee industry. This research also adapted the research model of Samosir et al. (2023) where there are similarities, namely process social media marketing carried out through the media Instagram which is in accordance with the discussion in this research regarding the marketing of Bright Gas products via the Instagram platform, so that from these two studies a research model was obtained as below:

RESEARCH METHOD

This research is conclusive research to test research variables using quantitative analysis methods and aims to provide input to decision
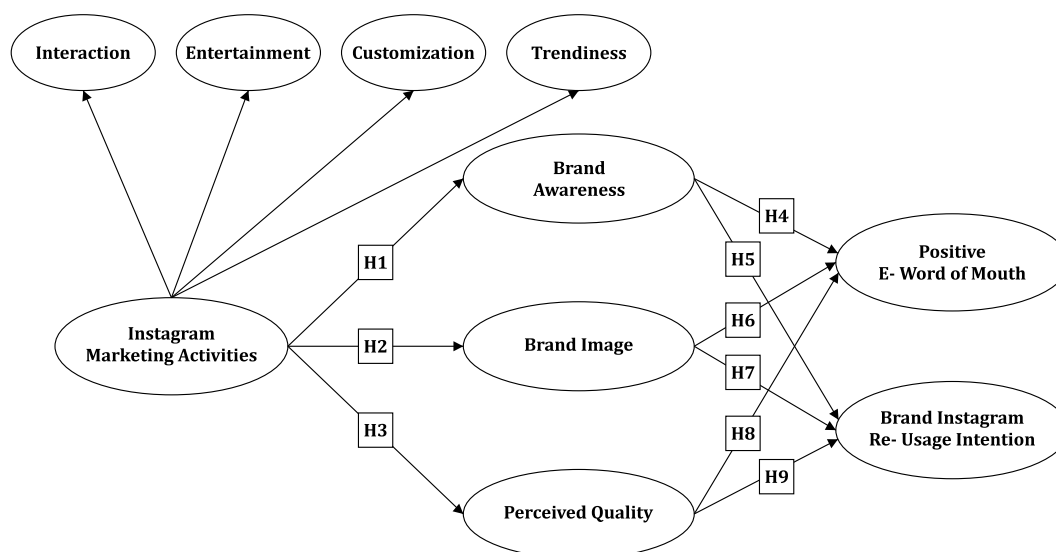
Figure 1. Research Model

makers so that appropriate action can be taken and in accordance with the conditions studied (Malhotra, 2017). The methods used in this research are:Cross-Sectional, which is a type of research design carried out by collecting the necessary information from a sample or population where the collection is carried out only 1 (one) time (Malhotra, 2017).

Samples were taken using the purposive sampling method, namely a non-probability sampling technique by determining certain criteria, namely Bright Gas product users who are followers of the @brightgas Instagram account. In determining the sample size, the author uses a minimum sample size based on the theory of Hair et al., (2019), namely the minimum number of samples is 10 observations per research indicator, this research uses 10 observations with 26 question items. So the minimum sample size in this research is 26 questions multiplied by 10 observations so that the minimum number of 260 respondents required in this research is obtained. Data was obtained using an online questionnaire via Google Form with a 1-5 Likert scale with a list of statements as research indicators below:

Researchers obtained 301 questionnaire answers

that met the criteria, so that the answers received could be declared complete and met the target of a complete sample and ready to be used for research. From the results of the questionnaire, based on demographics, the following results were obtained:

From table 2, based on gender, the respondents in this study were dominated by female respondents, where 190 respondents were female (63%) and 111 respondents were male (37%) with an age range of 178 respondents aged under of 25 years (59%) and 124 respondents aged more than 25 years (41%), for income, namely 177 respondents who earned less than IDR. 5,000,000,000 (59%), while respondents earned more than IDR. 5,000,000,000 as many as 124 respondents (41%), Demographics of respondents based on the length of time they have used Bright Gas products, it was found that 221 respondents had used Bright Gas products for more than one year (73%) while 80 respondents had used Bright Gas products for less than one year (27%) Meanwhile The demographics of respondents based on occupation are 181 respondents working as employees (60%), 66 respondents are entrepreneurs (22%) and 54 respondents (18%) are others.

Table 1. Research Indicators

Variable	Dimensions	Indicator	Code
Instagram Marketing Activities (IMA)	1. Interaction (IN)	1. On Bright Gas Instagram, I can interact/communicate with other Bright Gas users.	IN1
		2. On Instagram Bright Gas, it is easy for me to interact/communicate with other Bright Gas users.	IN2
	2. Entertainment (EN)	3. The content displayed on Bright Gas's Instagram is interesting.	EN1
		4. Bright Gas's Instagram is fun to look at.	EN2
	3. Customization (CU)	5. Instagram Bright Gas provides information that suits consumer preferences/pleasures and desires.	CU1
		6. Instagram Bright Gas provides the information services needed.	CU2
	4. Trendness (TR)	7. Bright Gas Instagram content (videos, images, stories, reels) is always up to date	TR1
		8. Information shared on Bright Gas Instagram follows the latest trends/developments.	TR2
	Brand Awareness (BA)	1. I know this brand/brand of Bright Gas.	BA1
		2. I know the characteristics of this Bright Gas product.	BA2
		3. Products under the Bright Gas brand are familiar to me.	BA3
	Brand Image (BI)	1. Bright Gas is a consumer-centric brand (understanding and comprehending consumer needs)	BI1
		2. Bright Gas is a high quality brand.	BI2
		3. The Bright Gas brand has a different image from other brands	BI3
	Perceived Quality (PQ)	1. Bright Gas product quality is the best when compared to other LPG brands.	PQ1
		2. The quality of Bright Gas products is very superior.	PQ2
		3. The quality of Bright Gas products is generally good	PQ3
	Positive E-Wom (PE)	1. Compared to other LPG brands, Bright Gas is the brand that I praise most often.	PE1
		2. After seeing Bright Gas's Instagram, I feel comfortable and happy using Bright Gas products.	PE2
		3. If my friends want to buy LPG, I will advise them to buy Bright Gas.	PE3
		4. I feel proud to use Bright Gas and tell other people about it	PE4
		5. I often tell other people about the advantages of Bright Gas products	PE5
	Brand Instagram Re-Usage Intention (BRI)	1. I will reuse Bright Gas products	BRI1
		2. I will continue to use Bright Gas products	BRI2
		3. I will often use Bright Gas products in the future.	BRI3
		4. If I get the chance, I will reuse Bright Gas products	BRI4

Source: Park & Namkung, (2022) & Samosir et al., (2023)

Table 2. Respondent Profile

Types	Frequency	%	Types	Frequency	%
Gender			**Time using Bright Gas products**		
Woman	190	63%	More than 1 year	221	73%
Man	111	37%	Less than 1 year	80	27%
Total	301		Total	301	
Age					
Less than 25 Years	123	41%	**Occupation**		
Over 25 Years	178	59%	Employees	181	60%
Total	301		Businessman	66	22%
Income			Other	54	18%
Less than IDR. 5,000,000	177	59%	Total	301	
More than IDR. 5,000,000	124	41%			
Total	301				

Source: Questionnaire Results (2024)

RESULTS AND DISCUSSIONS

To ensure the research model meets the requirements for accuracy, validity and reliability for use in research, convergent validity tests are carried out, construct reliability and AVE (Average Variance Extracted) tests are carried out, discriminant validity tests and composite validity tests were carried out while for reliability, Cronbach's alpha test used by utilizing the SmartPLS data processing application. In this study, the factor loading limit value was > 0.6 and can be seen in table 3 where all indicators have outer loading values above 0.6.

Table 3. Convergent Validity Result

Variable	Indicator	Loading Factor	AVE
Instagram Marketing Activities	IN1	0,914	0,857
	IN2	0,889	
	EN1	0,854	
	EN2	0,831	
	CU1	0,818	
	CU2	0,820	
	TR1	0,870	
	TR2	0,856	
Brand Awareness	BA1	0,847	0,665
	BA2	0,819	
	BA3	0,779	
Brand Image	BI1	0,825	0,612
	BI2	0,709	
	BI3	0,809	
Perceived Quality	PQ1	0,731	0,608
	PQ2	0,804	
	PQ3	0,803	
Positive e-WoM	PE1	0,732	0,557
	PE2	0,716	
	PE3	0,739	
	PE4	0,796	
	PE5	0,746	
Brand Instagram Reusage Intention	BRI1	0,868	0,648
	BRI2	0,807	
	BRI3	0,751	
	BRI4	0,789	

Sumber Output SmartPLS 3 (2024)

It can be concluded that all statements have factor loading value above 0.7 so that the data obtained can be used for further analysis.

In this research, the influence of endogenous variables consisting of brand awareness, brand image and perceived quality to positive e-wom amounted to 0.535 (53.5%) and to variables brand instagram reuse intention amounted to 0.585 (58.5%) and it can be categorized that the contribution of endogenous variables is stated as moderate, while the contribution of variables instagram marketing actvities to brand awareness amounted to 0.317 (31.7%) and to variables brand image amounting to 0.450 (45%) so it can be concluded that the contribution of endogenous variables is weak, while the contribution of variables instagram marketing actvities to variables perceived quality amounted to 0.520 (52%) so it can be classified as moderate.

Importance performance map model (IPMA) analysis is an analysis of the level of importance of each dimension to the construct of brand reuse intention and the value of the level of performance and importance of each indicator. The results of the important performance map model (IPMA) analysis can describe the results of the analysis of brand reuse intentions. IPMA results for the brand reuse intention variable can be seen in Figure 2.
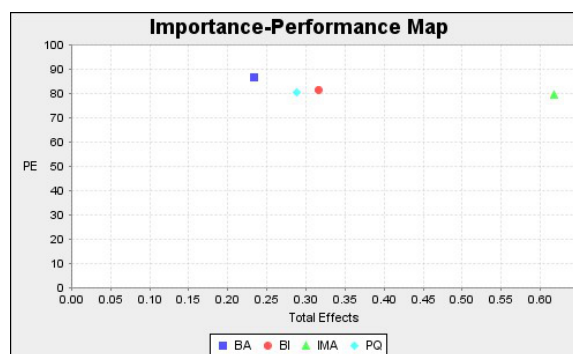
Figure 3. Matrix Importance Performance Map Model (IPMA) Brand Reusage Intention
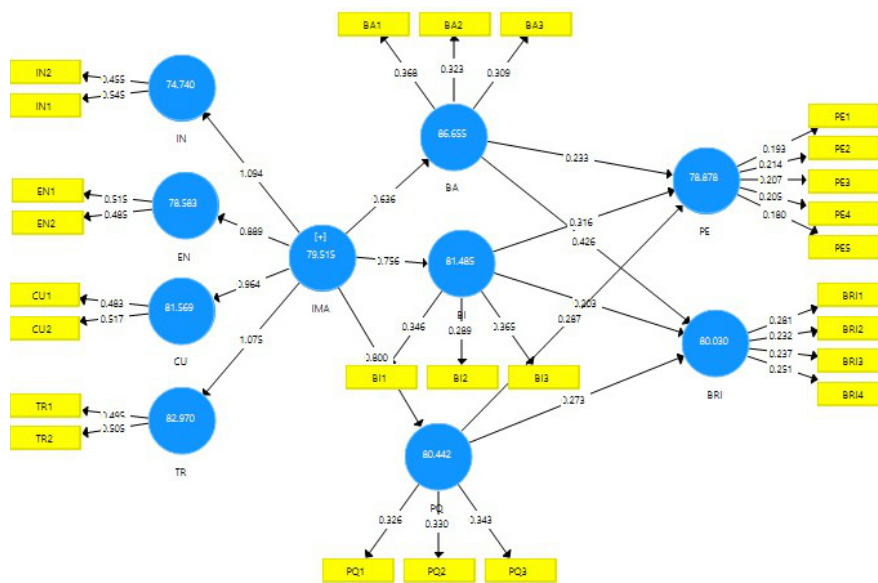
Figure 2 and figure 3 explain that based on the

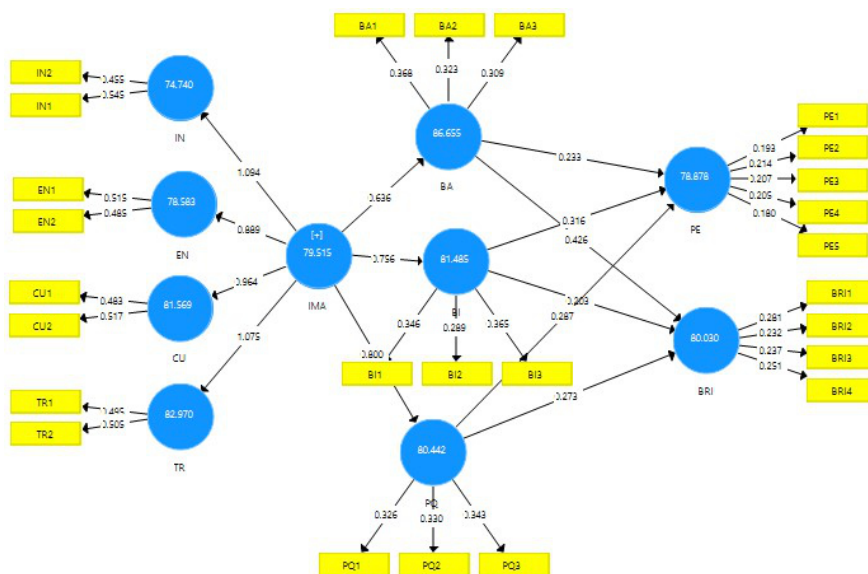**Figure 2.** Importance Performance Map Model (IPMA) Variabel BRI

Figure 4. Importance Performance Map Model (IPMA) Variabel Positive E-Wom

results of the IPMA analysis of each construct regarding Instagram brand reuse intention, both based on the results of performance and importance, are the constructs of Instagram marketing activities, brand awareness, brand image and perceived quality. The brand awareness construct has the highest value and the Instagram marketing activities construct has the lowest value.

The results of the importance performance map model (IPMA) analysis of the positive e-wom
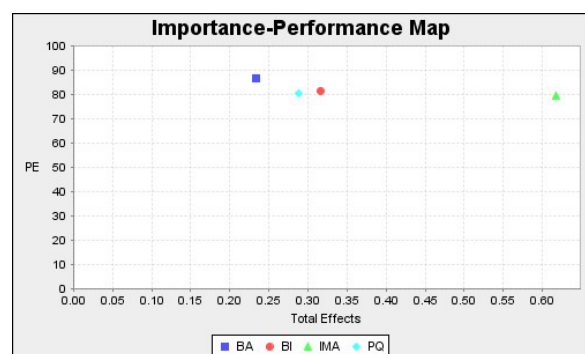
variable can be seen in figure 4.

Figure 5. Matrix Importance Performance Map Model (IPMA) Variabel Positive E-Wom

Figure 4 and figure 5 explain that based on the results of the IPMA analysis of each construct regarding positive e-eom, both based on the results of performance and importance, the constructs are Instagram marketing activities, brand awareness, brand image and perceived quality. The brand awareness construct has the highest value and the Instagram marketing activities construct has the lowest value.

To find out the value of the construct of second order, researchers see factor loading value of each first order dimension and see the results second order construct namely Interaction, Entertainment, Customization and Trendiness, with criteria when value path coefficient has a positive value, indicating that there is a positive relationship between constructs, measurement results of first order and second order can be

seen in table 4.

Based on the table above, it can be seen that for all dimensions of the variables in the first order, which consist of interaction, entertainment, customization, and trendiness has a t-value above 1.65 with a positive coefficient so it can be concluded that there is a significant relationship between first order and second order.

To determine the significance of the entire research model and answer the research hypothesis, researchers look at the T-value, p-value and path coefficient with criteria when value path coefficient has a positive value, indicating that there is a positive relationship between variables which can be seen in table 5.

Table 4. First Order To Second Order Construct Measure

Second Order	First Order	Path Coefficients	T-Value	P-Value
Instagram Marketing Activities	Interaction	0,770	24,125	0.000
	Entertainment	0,789	22,891	0.000
	Customization	0,815	25,405	0.000
	Trendiness	0,827	28,419	0.000

Table 5. Weighting first order to second order

Hypothesis	Path	Original Sample	T Value	P Values	Conclusion
H1	Instagram Activities Marketing positive influence onBrand awareness	0,565	7,508	0,000	H1 Accepted
H2	Instagram Activities Marketing positive influence onBrand Image.	0,672	12,437	0,000	H2 Accepted
H3	Instagram Activities Marketing positive influence on Perceived quality.	0,723	16,109	0,000	H3 Accepted
H4	Brand awareness positive influence on Positive E-WoM.	0,424	6,214	0,000	H4 Accepted
H5	Brand awareness positive influence on Brand Instagram Re-Usage Intention.	0,583	9,669	0,000	H5 Accepted
H6	Brand awareness has a positive effect on Brand Instagram Re-Usage Intention.	0,303	3,925	0,000	H6 Accepted
H7	Brand Image positive influence on Brand Instagram Re-Usage Intention.	0,324	4,418	0,000	H7 Accepted
H8	Perceived quality positive influence on Positive E-WoM.	0,268	3,931	0,000	H8 Accepted
H9	Perceived quality positive influence on Brand Instagram Re-Usage Intention	0,291	4,420	0,000	H9 Accepted

Source: Research Results (2024)

The analysis results confirmed that instagram marketing activities can have a significant effect on brand awareness, brand image and perceived quality because the t value is above 1.65, whereas brand awareness, brand image dan perceived quality directly influence positive e-wom and Brand Instagram Re-Usage Intention, it can be concluded that the research results can support all research hypotheses. These results strengthen the findings of previous research from Park et al (2022) as well as research from Renwarin (2023) which found a positive influence between instagram marketing activities to brand awareness, this result is thought to be caused by the quality of the content shared by the Bright Gas Instagram account which is considered very good and easy to remember in the minds of consumers because the Instagram account and the background of the content shared use the pink color which is characteristic of the brand makes it easy for consumers to recognize Bright Gas products through shared Instagram content, this research found a positive influence between instagram marketing activities to brand image where these results are in line with previous research by Samosir et al., (2023) which found a positive influence between instagram marketing activities to brand image, this proves the effectiveness of using Instagram to improve image of Bright Gas in the eyes of consumers in accordance with the theory put forward by Aaker (1996) that brand image can be formed from experiences accumulated in the minds of consumers, and Instagram is one of the platform to form brand image, This research is also in line with research from Narsimha et al (2021) which found that marketing activities via Instagram media had a positive effect on perceived quality of Instagram users via social media platforms, nowadays consumers tend to first look for information about the product they are going to buy before making a purchase, Bright Gas always socializes the advantages of its products and value that consumers get through content shared on Instagram social media, as a positive

impact from this, this research proves that shared content is able to increase consumer perceptions of the quality of Bright Gas products, this research finds brand awareness can have a positive effect on positive e-wom which is in accordance with previous research by Nurhadi et al., (2023), this result is caused by the respondents in this study being Bright Gas users who always get information from their Instagram accounts so that consumers already know the advantages of Bright Gas products compared to competitors and give rise to them awareness about Bright Gas products, coupled with the quality of Bright Gas products that consumers experience, thus encouraging consumers to provide positive comments on the online platforms they have, brand awareness influence brand instagram re-usage intention where this result is in accordance with previous research by Du et al., (2022), this result is thought to be caused by level of awareness consumers towards Bright Gas, so that when there is a need for LPG products, consumers will continue to use Bright Gas products, brand image can positively influence positive e-wom where these results are in accordance with previous research by Nurhadi et al., (2023), these results shows brand image can be formed from awareness consumers towards a product, there is continuity of brand awareness and brand image, creating brand image can be a factor that influences consumers' desire to give positive word of mouth due to the accumulated positive experiences of consumers that form a separate image that can encourage consumers to share these opinions on online media,brand image positive influence on brand instagram re-usage intention which is in line with research by Putra and Purwanto (2024) which found similar results, this result is caused by the good image of Bright Gas in the eyes of consumers so that consumers will continue to use Bright Gas products, perceived quality able to influence positive e-wom where these results are in line with previous research from Souki et al. (2023), this result is caused by good consumer

perceptions formed from marketing activities via Instagram where consumers who are Instagram users will provide positive comments based on the experience they have from using Bright Gas, this research shows perceived quality influences brand instagram re-usage intention where the positive results obtained are in line with previous research conducted by Rachmawati and Damayanti (2022), these results are because the quality of a product can determine the consumer's desire to continue using the product, consumers who believe that the quality of the product used is better than competitors, are more likely to will not switch to other products, consumer perceptions of product quality as a result of marketing activities are found to have good results, this further encourages consumers to continue using Bright Gas products.

CONCLUSION

Based on the results and discussions that have been described,instagram marketing activities can be formed from dimensionsinteraction, entertainment, customization and trendiness, Wheretrendiness is the main factor that shapes itinstagram marketing activities, the research results found that instagram marketing activities can positively influence brand awareness, brand image and perceived quality, whereas brand awareness, brand image and perceived quality positively influence positive e-wom and brand instagram re-usage intention.

The research results provide managerial implications such as Instagram marketing activities which are predominantly shaped by the trendiness or newness of the content shared on the @brightgas Instagram account. Therefore, messages conveyed through posts on Instagram accounts will be more effective (wider reach) using type reels that follow trends and are always up to date. Next, to find out which reels are trending, company can use the reels trends feature and also carry out analysis using the Instagram analytics feature.

The research results found that Instagram

marketing activities were able to influence brand awareness, brand image and perceived quality. Based on this, management can maximize and optimize the use of Instagram media to increase Bright Gas product brand equity. Optimization is carried out by improving the quality of content uploaded via the Instagram account @brightgas.

Theoretical development can be carried out by conducting further research by considering other variables that are relevant to understanding positive e-WOM and Instagram brand reuse intention variables such as brand association variables to find out more details regarding Bright Gas brand equity. Where previous research from Azzari & Pelissari (2020) found that brand associations can influence reuse intention and become part of customer based brand equity (CBBE).

The research results show that brand awareness, brand image and perceived value formed from marketing via Instagram media can increase consumer loyalty. These results show that not only is it beneficial for people, but marketing via Instagram media is also very beneficial for society because it can increase awareness about the importance of using non-subsidized products through posts on Instagram, it is hoped that with this research marketing activities via Instagram can be followed by other government companies to increase sales and consumer loyalty.

This research still has many shortcomings and obstacles faced during the writing process. Apart from that, this research still requires suggestions, input and corrections. In conducting this research, the author experienced several limitations as follows, the contribution of exigebous variables which consist of brand awareness, brand image and perceived quality in forming positive e-wom amounted to 0.535 (53.5%) and towards brand instagram reuse intention amounted to 0.585 (58.5%) so there are still other factors or variables that can be studied apart from the variables in this research, further research can consider these variables or other variables that are relevant to

understanding positive e-wom and brand instagram reuse intention like a brand association or brand trust.

Further research is needed to strengthen the phenomena found by conducting similar research with the research object as well different social media platform for research comparison.

This research succeeded in finding a form of attitudinal loyalty with variable operation positive e-wom and behavioral loyalty on brand instagram reuse intention which specifically researches online platform users.

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