



The Effect of Social Media Marketing Efforts on Brand Loyalty Through Mediating Roles of Cognitive and Emotional Engagement

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ABSTRACT

This study investigates the impact of Social Media Marketing Efforts (SMMEs) on Brand Loyalty, with Cognitive Engagement and Emotional Engagement acting as mediating variables among Oemah Etnik's Instagram followers. The research adopts a quantitative explanatory design using a survey method, with data collected from 398 respondents through an online questionnaire. The analysis is conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS), which allows for the examination of complex relationships between variables as well as mediation effects. The findings reveal that SMMEs have a positive and significant influence on Brand Loyalty, both directly and indirectly through engagement mechanisms. Social Media Marketing Efforts also significantly enhance both Cognitive Engagement and Emotional Engagement. Among the two mediating variables, Emotional Engagement demonstrates a stronger effect on Brand Loyalty compared to Cognitive Engagement, indicating that emotional attachment plays a more dominant role in shaping customer loyalty. These results suggest that while informative and interactive content is important in stimulating cognitive processing, building emotional connections through engaging and meaningful social media content is more critical in fostering long-term brand loyalty. This study provides both theoretical contributions by reinforcing the applicability of the Stimulus–Organism–Response (S-O-R) framework in digital marketing contexts and practical implications for brands aiming to strengthen customer relationships through emotionally driven social media strategies.

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INTRODUCTION

The development of digital technology has significantly transformed contemporary marketing practices. Social media platforms have become central channels through which brands communicate with consumers, deliver value, build communities, and strengthen long-term relationships. In this digital environment, social media marketing is no longer limited to promotional activities; rather, it functions as a strategic mechanism for interaction, engagement, brand meaning formation, and customer relationship management. Prior studies have emphasized that social media enables firms to foster

customer engagement, enhance brand equity, and influence consumer responses through interactive and personalized communication (Chen & Lin, 2019; Dwivedi et al., 2021; Kaplan & Haenlein, 2010).

Oemah Etnik (OE) is an Indonesian local fashion brand that focuses on traditional batik and woven textiles. The brand emphasizes cultural preservation, sustainability, timeless fashion, and the empowerment of local artisans. Its products integrate Indonesian traditional materials into modern ready-to-wear designs, supporting the idea that ethnic garments can be used not only for formal occasions but also as part of everyday fashion. Through its tagline, "Indonesia, on Everyone," Oemah Etnik seeks to reposition Indonesian ethnic textiles as culturally meaningful yet contemporary fashion products.

Instagram plays an important role in Oemah Etnik's digital marketing strategy. Through visual content, product narratives, styling inspiration, storytelling, customer reviews, and collaborations, Instagram allows the brand to reach broader audiences and communicate its cultural and sustainability values. Social media platforms such as Instagram are particularly relevant for fashion brands because visual presentation, trend responsiveness, and emotional storytelling are central to shaping consumer perceptions and preferences. Previous research suggests that Social Media Marketing Efforts consist of several dimensions, including entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM), all of which contribute to consumer engagement and brand outcomes (Kim & Ko, 2012; Cheung et al., 2020; Godey et al., 2016).

Despite the extensive attention given to Social Media Marketing (SMM) in influencing customer engagement and brand outcomes, several research gaps remain. Previous studies have primarily focused on the direct relationship between social media marketing and brand loyalty, with limited emphasis on the underlying psychological mechanisms that explain this relationship, particularly the distinct roles of Cognitive Engagement and Emotional Engagement (Hollebeek et al., 2014; Vivek et al., 2012). In addition, existing research has largely concentrated on global or luxury brands, while studies examining local ethnic fashion brands, especially within the Indonesian context, remain limited (Godey et al., 2016). From a theoretical perspective, there is still insufficient clarity regarding how different dimensions of engagement contribute to loyalty formation within the Stimulus–Organism–Response (S-O-R) framework (Mehrabian & Russell, 1974). Practically, Oemah Etnik faces challenges in transforming high levels of social media exposure and interaction into sustained customer loyalty, as consumer engagement does not always translate into long-term commitment or repeat purchase behavior (Dwivedi et al., 2021).

Based on these gaps and problems, this study aims to analyze the influence of Social Media Marketing Efforts on Brand Loyalty among Instagram users of Oemah Etnik, with a particular focus on the mediating roles of Cognitive Engagement and Emotional Engagement. Specifically, the study examines the effects of social media marketing on both cognitive and emotional involvement, evaluates their impact on brand loyalty, and investigates their mediating roles. The novelty of this research lies in its integration of Social Media Marketing Efforts, Cognitive Engagement, Emotional Engagement, and Brand Loyalty within a comprehensive S-O-R framework, while also distinguishing between the cognitive and emotional dimensions of engagement. Furthermore, this study extends prior research by focusing on an Indonesian ethnic fashion brand, thereby contributing to the limited literature on culturally driven fashion consumption and digital marketing strategies (Kim & Ko, 2012; Cheung et al., 2020).

Accordingly, this research aims to examine the influence of Social Media Marketing Efforts on Brand Loyalty through the mediating roles of Cognitive Engagement and Emotional Engagement among Instagram users of Oemah Etnik. The study contributes to the literature by integrating social media marketing, customer engagement, and brand loyalty within the context of Indonesian ethnic fashion. It also provides practical insights for fashion brands seeking to strengthen customer loyalty through emotionally engaging digital communication.



LITERATURE REVIEW

Social Media Marketing Efforts

Social Media Marketing Efforts refer to brand activities conducted through social media platforms to create interaction, deliver information, build relationships, and influence consumer behavior. Kotler, Keller, and Chernev (2022) define social media marketing as online activities and programs designed to engage customers and potential customers directly or indirectly, with the aim of increasing brand awareness, enhancing brand image, and supporting sales. Social media also functions as a two-way communication platform that allows brands to exchange information, reduce misunderstandings, and improve consumer-brand relationships (Haudi et al., 2022).

Kim and Ko (2012) identify five main dimensions of Social Media Marketing Efforts: entertainment, interaction, trendiness, customization, and e-WOM. Entertainment refers to the ability of content to provide enjoyment and attract attention. Interaction reflects two-way communication between brands and consumers. Trendiness refers to the ability of a brand to deliver current and relevant information. Customization represents the degree to which content and messages are adjusted to individual consumer preferences. Meanwhile, e-WOM refers to consumer-generated communication and information sharing about a brand through digital platforms. These dimensions are widely used in social media marketing studies and are relevant to the Instagram-based activities of fashion brands (Cheung et al., 2020; Godey et al., 2016; Yadav & Rahman, 2017).

Customer Brand Engagement

Customer Brand Engagement refers to a consumer's psychological state and behavioral investment in brand interactions. Hollebeek et al. (2014) conceptualize customer brand engagement in social media as a multidimensional construct comprising cognitive, emotional, and behavioral dimensions. Brodie et al. (2011) further explain that engagement emerges from interactive experiences between consumers and brands, while Vivek et al. (2012) emphasize that engagement reflects customers' broader relationship with a brand beyond purchase transactions.

In this study, customer engagement is represented by Cognitive Engagement and Emotional Engagement. Cognitive Engagement refers to consumers' attention, concentration, and mental processing related to brand content. Consumers with high cognitive engagement tend to think about the brand, pay attention to product information, and actively process brand-related messages. Emotional Engagement reflects consumers' affective responses, such as enjoyment, pride, enthusiasm, comfort, and positive feelings toward the brand. These two engagement dimensions are important because they represent the internal psychological processes through which social media marketing may influence Brand Loyalty.

Brand Loyalty

Brand Loyalty refers to consumers' commitment to repeatedly purchase, recommend, and maintain a relationship with a particular brand. Oliver (1999) describes loyalty as a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future. Kotler and Keller (2022) also emphasize that loyal consumers show repeated purchasing behavior, preference toward a specific brand, and resistance to switching despite competing alternatives. In the context of social media, brand loyalty may be reflected through repeat purchase intention, positive word of mouth, recommendation, advocacy, and continued interest in brand activities.

Previous studies have shown that customer engagement contributes significantly to brand loyalty. Leckie et al. (2016) found that consumer brand engagement influences brand loyalty, while France et

al. (2016) proposed that customer-brand engagement serves as an important mechanism linking brand experiences to loyalty outcomes. In social media contexts, engagement is particularly important because consumers continuously interact with brand content, reviews, comments, and visual narratives that can reinforce loyalty over time.

Stimulus–Organism–Response Framework

The S-O-R framework explains that external environmental stimuli affect internal psychological states, which subsequently shape behavioral responses. In digital marketing research, social media marketing can be understood as an external stimulus that influences consumers' cognitive and emotional states. These internal states then affect behavioral outcomes such as purchase intention, advocacy, and loyalty. In this study, Social Media Marketing Efforts serve as the stimulus, Cognitive Engagement and Emotional Engagement serve as organismic states, and Brand Loyalty serves as the response. This framework is appropriate because it explains not only the direct influence of marketing stimuli on loyalty but also the psychological process through which this influence occurs.

HYPOTHESIS DEVELOPMENT

Social Media Marketing Efforts are expected to influence Cognitive Engagement because informative, interactive, and relevant content encourages consumers to pay attention, think about, and process brand-related information. When Oemah Etnik presents meaningful content about product quality, styling, cultural values, and sustainability, consumers may become more cognitively engaged with the brand. Therefore, the following hypothesis is proposed:

H1: Social Media Marketing Efforts have a positive and significant effect on Cognitive Engagement.

Social Media Marketing Efforts are also expected to influence Emotional Engagement. Entertaining visuals, cultural storytelling, customer testimonials, and authentic brand narratives can create positive feelings and emotional attachment. This is especially relevant in fashion, where symbolic meaning, identity expression, cultural pride, and affective connection influence consumer responses. Therefore:

H2: Social Media Marketing Efforts have a positive and significant effect on Emotional Engagement.

Social Media Marketing Efforts may directly influence Brand Loyalty by strengthening relationships with consumers, increasing brand visibility, encouraging interaction, and reinforcing positive brand perceptions. Previous studies have found that social media marketing activities can enhance brand loyalty through engagement, trust, and value perception (Ebrahim, 2020; Hafez, 2021; Aljuhmani et al., 2023). Therefore:

H3: Social Media Marketing Efforts have a positive and significant effect on Brand Loyalty.

Cognitive Engagement is expected to influence Brand Loyalty because consumers who actively process brand-related information are more likely to understand the brand's value, evaluate its advantages, and maintain a rational preference for the brand. Therefore:

H4: Cognitive Engagement has a positive and significant effect on Brand Loyalty.

Emotional Engagement is expected to influence Brand Loyalty because consumers who feel emotionally connected to a brand are more likely to show commitment, repeat purchase intention, and recommendation behavior. Prior research suggests that emotional attachment and affective engagement play important roles in strengthening long-term brand relationships (Gligor et al., 2022; Leckie et al., 2016). Therefore:

H5: Emotional Engagement has a positive and significant effect on Brand Loyalty.

Framework

This study develops a conceptual framework based on the Stimulus–Organism–Response (S-O-R) theory, where Social Media Marketing (SMM) functions as the external stimulus that influences consumers' internal psychological states, namely Cognitive Engagement and Emotional Engagement,



which subsequently lead to Brand Loyalty as the response. Social Media Marketing is conceptualized through key dimensions, including entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM), which collectively represent how social media activities create engaging and meaningful brand experiences. These activities are expected not only to directly enhance Brand Loyalty but also to indirectly influence it through the mediating roles of Cognitive Engagement, which reflects consumers' rational involvement such as attention and information processing, and Emotional Engagement, which captures affective responses such as enjoyment and positive feelings toward the brand. Thus, the framework proposes that effective social media marketing efforts can strengthen consumer engagement at both cognitive and emotional levels, ultimately fostering stronger brand loyalty.

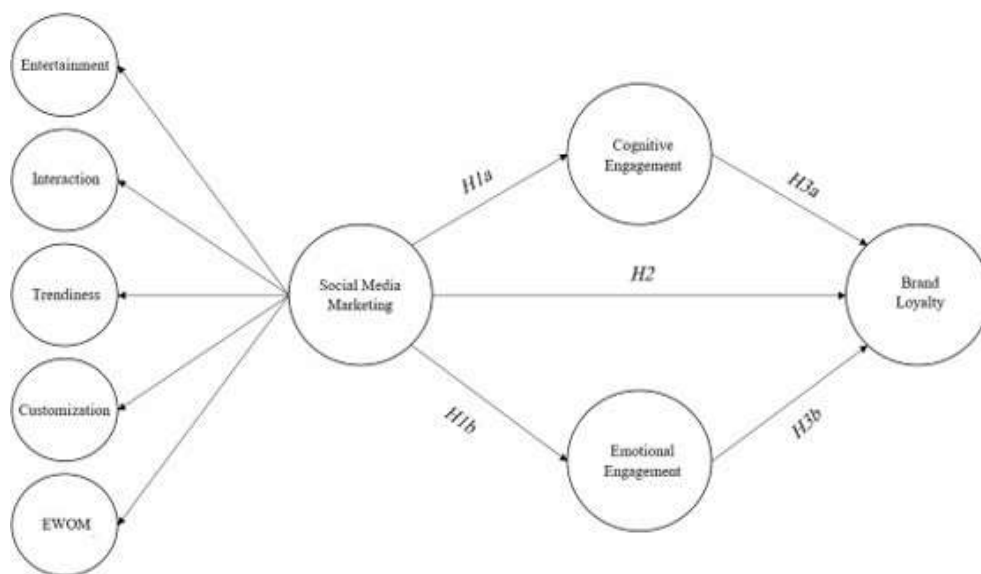


Figure 1. Framework
Source: Aljuhmani et al.(2022)

METHOD

This study adopted a quantitative explanatory research design to examine the causal relationships among Social Media Marketing Efforts, Cognitive Engagement, Emotional Engagement, and Brand Loyalty, using the Stimulus–Organism–Response (S-O-R) framework, where Social Media Marketing Efforts act as the stimulus, Cognitive and Emotional Engagement represent internal psychological states, and Brand Loyalty serves as the response. The population consisted of Instagram users exposed to Oemah Etnik's content, with data collected from 398 respondents through purposive sampling based on criteria such as exposure, interaction, or purchase intention toward the brand. Data were gathered an online questionnaire using a five-point Likert scale, with constructs measured through indicators reflecting key dimensions such as entertainment, interaction, emotional responses, and loyalty behaviors. The data were analyzed using SEM-PLS with SmartPLS 4, which is appropriate for complex models involving multiple constructs and mediation effects, with evaluation conducted in two stages: measurement model assessment using outer loadings, AVE, cross-loadings, HTMT, Cronbach's alpha,

and Composite Reliability, followed by structural model assessment using path coefficients, R-square, Q-square, F-square, and bootstrapping for hypothesis testing.

RESULTS

Respondent Profile

This study was conducted on the Instagram account of Oemah Etnik, with data collection carried out through the distribution and completion of questionnaires by Instagram users who met the research criteria. The research instrument was structured as an online questionnaire using Google Forms, selected for its flexibility, ease of access, and efficiency in facilitating data collection within a specified period. The questionnaire distribution process took place from June 5 to June 7, 2026, and a questionnaire was considered valid only if all statements were completed by the respondent and each statement received a single response. The detailed distribution of the questionnaire is presented in the following table.

Table 1. Distribution of Questionnaires

Questionnaire Classification	Total
Number of questionnaires distributed	398
Number of questionnaires returned	398
Number of valid questionnaires	398

Source: Author's processed data (2026)

The study involved 398 valid respondents. Based on gender, 218 respondents were female and 180 were male. Based on age, the largest group was respondents aged 26–35 years, followed by respondents aged 17–25 years, above 45 years, and 36–45 years. In terms of education, most respondents had completed senior high school or equivalent, followed by postgraduate and undergraduate levels. Respondents also came from diverse occupational backgrounds, including entrepreneurs, private employees, civil servants or state-owned enterprise employees, students, and other occupations.

The respondent profile indicates that Oemah Etnik's Instagram audience includes individuals from varied demographic and socioeconomic backgrounds. This diversity is relevant because fashion consumption and digital engagement are not limited to one specific occupational or educational group. The dominance of productive-age consumers also aligns with previous findings that younger and digitally active consumers are more likely to engage with online shopping and social media-based brand communication.

Descriptive Analysis

The descriptive results indicate that all research variables were evaluated in the “very good” category. Social Media Marketing Efforts received highly positive responses across key indicators, including content attractiveness, enjoyment, interaction, responsiveness, trendiness, relevance, customer reviews, and information-sharing interest. These findings are consistent with prior research suggesting that well-executed social media marketing elements such as entertainment, interaction, and e-WOM can effectively enhance customer perceptions and engagement levels (Kim & Ko, 2012; Cheung et al., 2020; Godey et al., 2016). Cognitive Engagement was also rated very positively, indicating that Oemah Etnik's Instagram content successfully encouraged respondents to think about the brand, seek further product information, and pay close attention to the information presented. This aligns with engagement theory, which highlights the role of informative and relevant content in stimulating consumer cognitive processing and attention toward brand-related information (Brodie et al., 2011; Liu et al., 2021).

Furthermore, Emotional Engagement received high ratings, particularly in relation to enjoyment, pride, and positive affect when interacting with or using Oemah Etnik products. This finding supports previous studies that emphasize the importance of emotional attachment in social media interactions, where visually appealing and meaningful content can foster affective responses and strengthen consumer–brand relationships (Gligor et al., 2022; Hollebeek et al., 2014). Brand Loyalty was also rated very positively, as reflected in respondents' willingness to express positive opinions about the brand,



recommend it to others, encourage others to use it, and engage in repurchase behavior. This is in line with established literature indicating that strong engagement both cognitive and emotional translates into higher levels of loyalty, advocacy, and long term commitment (Leckie et al., 2016; Oliver, 1999; Ebrahim, 2020). Overall, these results suggest that Oemah Etnik's Instagram marketing activities have effectively generated favorable consumer perceptions, strong engagement, and positive behavioral intentions among its audience.

Measurement Model Assessment

Convergent Validity

Table 2. Cross Loadings

indicator	Social Media Marketing	Cognitive Engagement	Emotional Engagement	Brand Loyalty
SMM1	0.585	0.511	0.436	0.932
SMM2	0.323	0.297	0.194	0.569
SMM3	0.543	0.472	0.371	0.699
SMM4	0.580	0.440	0.434	0.864
SMM5	0.453	0.415	0.333	0.768
SMM6	0.589	0.514	0.445	0.781
SMM7	0.647	0.645	0.496	0.933
SMM8	0.552	0.557	0.434	0.856
SMM9	0.535	0.528	0.431	0.867
SMM10	0.619	0.610	0.461	0.934
CE1	0.656	0.830	0.491	0.563
CE2	0.504	0.826	0.465	0.452
CE3	0.520	0.837	0.501	0.504
EE1	0.550	0.445	0.856	0.403
EE2	0.689	0.574	0.921	0.472
EE3	0.703	0.556	0.932	0.471
BL1	0.920	0.617	0.715	0.533
BL2	0.788	0.616	0.620	0.590
BL3	0.822	0.531	0.551	0.558
BL4	0.908	0.581	0.589	0.614

Source: Author's calculation using SmartPLS 4 (2026).

The outer model assessment showed that all constructs met the required validity and reliability criteria. The AVE values shows in Table 1 were above the recommended threshold of 0.50, indicating satisfactory convergent validity. Specifically, the AVE values were 0.685 for Social Media Marketing, 0.690 for Cognitive Engagement, 0.816 for Emotional Engagement, and 0.742 for Brand Loyalty. These results suggest that each construct explains more than half of the variance in its respective indicators.

Table 3. Average Variance Extracted (AVE)

Variable	AVE	Threshold	Evaluation
SMM	0.685	>0.5	Valid
Cognitive Engagement	0.690		Valid
Emotional Engagement	0.816		Valid
Brand Loyalty	0.742		Valid

Source: Author's calculation using SmartPLS 4 (2026).

Reliabilities

Reliability was confirmed through Cronbach's alpha and Composite Reliability values. Social Media Marketing obtained a Cronbach's alpha of 0.946 and Composite Reliability of 0.958. Cognitive Engagement obtained values of 0.778 and 0.786, Emotional Engagement obtained values of 0.888 and 0.900, while Brand Loyalty obtained values of 0.882 and 0.886. Since all values exceeded the recommended threshold of 0.70, the constructs can be considered reliable and internally consistent.

Table 4. Construct Reliability

Variable	Cronbach's alpha	Critical Value	Composite Reliability	Critical Value	Model Evaluation
SMM	0.946	>0.7	0.958	>0.7	Reliable
CE	0.778		0.786		Reliable
EE	0.888		0.900		Reliable
BL	0.882		0.886		Reliable

Source: Author's calculation using SmartPLS 4 (2026).

Discriminant validity was assessed using cross-loadings and HTMT. The HTMT values were below the conservative threshold of 0.90, indicating that the constructs were empirically distinct. However, as noted earlier, the cross-loading table should be carefully rechecked because some indicators appear to load higher on different constructs than expected. This technical issue should be corrected before journal submission to ensure consistency between the statistical output and the reported interpretation.

Table 5. Heterotrait–Monotrait Ratio (HTMT)

Variable	Brand Loyalty	Cognitive Engagement	Emotional Engagement	Social Media Marketing
Brand Loyalty				
Cognitive Engagement	0.811			
Emotional Engagement	0.807	0.698		
Social Media Marketing	0.724	0.700	0.534	

Source: Author's calculation using SmartPLS 4 (2026).



Structural Model Assessment

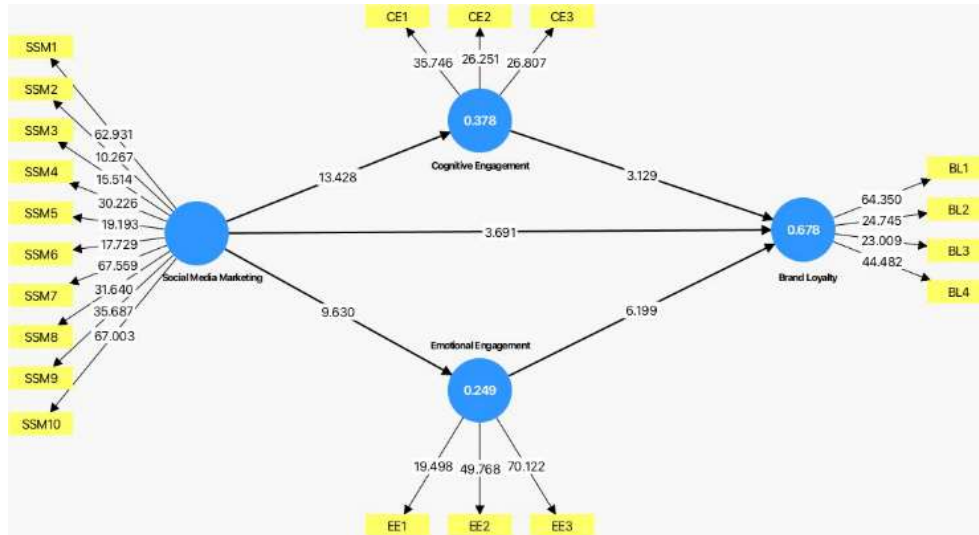


Figure 2. Measured Structural Model

Source: Author's calculation using SmartPLS 4 (2026).

The structural model results indicate that Social Media Marketing Efforts positively influenced Brand Loyalty, Cognitive Engagement, and Emotional Engagement. The path coefficient from Social Media Marketing to Brand Loyalty was positive and significant, indicating that stronger Instagram marketing activities were associated with higher brand loyalty. The path from Social Media Marketing to Cognitive Engagement was also positive and significant, suggesting that informative, relevant, and interactive content increases consumers' attention and cognitive processing. Similarly, the path from Social Media Marketing to Emotional Engagement was positive and significant, showing that social media activities can strengthen consumers' affective attachment to the brand. Figure 1 depicts the structural model utilized to evaluate the direct relationships between Social Media Marketing, Cognitive Engagement, Emotional Engagement, and Brand Loyalty.

Table 6. Path Coefficients

Variable	Social Media Marketing	Cognitive Engagement	Emotional Engagement	Brand Loyalty
Social Media Marketing		0.615	0.499	0.301
Cognitive Engagement				0.248
Emotional Engagement				0.427
Brand Loyalty				

Source: Author's calculation using SmartPLS 4 (2026)

The R-square results showed that the model explained 67.8% of the variance in Brand Loyalty, 37.8% of the variance in Cognitive Engagement, and 24.9% of the variance in Emotional Engagement. These

values indicate that the model has moderate to strong explanatory power, particularly for Brand Loyalty. The Q-square value of 0.850 further indicates strong predictive relevance, suggesting that the model has substantial predictive capability for the endogenous constructs.

Table 6. R-Square

Variable	R-square
Brand Loyalty	0.678
Cognitive Engagement	0.378
Emotional Engagement	0.249

Source: Author's calculation using SmartPLS 4 (2026)

The F-square results indicated that Social Media Marketing had a strong effect on Cognitive Engagement, a moderate effect on Emotional Engagement, and a moderate effect on Brand Loyalty. Emotional Engagement also had a stronger effect on Brand Loyalty than Cognitive Engagement. This indicates that although rational processing contributes to loyalty, emotional connection plays a more dominant role in shaping loyal behavior toward Oemah Etnik.

Table 7. F-Square

Variable	Social Media Marketing	Cognitive Engagement	Emotional Engagement	Brand Loyalty
Social Media Marketing		0.608	0.331	0.166
Cognitive Engagement				0.099
Emotional Engagement				0.354
Brand Loyalty				

Source: Author's calculation using SmartPLS 4 (2026).

Hypothesis Testing

The hypothesis testing results show that all proposed hypotheses were supported. Social Media Marketing Efforts had a positive and significant effect on Brand Loyalty with a coefficient of 0.666 and a t-statistic of 12.119. Social Media Marketing Efforts also had a positive and significant effect on Cognitive Engagement with a coefficient of 0.615 and a t-statistic of 13.428. In addition, Social Media Marketing Efforts positively and significantly influenced Emotional Engagement with a coefficient of 0.499 and a t-statistic of 9.630.

Table 8. Hypothesis Testing

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Hypothesis Result
Social Media Marketing → Brand Loyalty	0.666	0.671	0.055	12.119	0	Supported
Social Media Marketing → Cognitive Engagement	0.615	0.621	0.046	13.428	0	Supported
Social Media Marketing → Emotional Engagement	0.499	0.504	0.052	9.630	0	Supported
Cognitive Engagement → Brand Loyalty	0.248	0.248	0.079	3.129	0	Supported
Emotional Engagement → Brand Loyalty	0.427	0.429	0.069	6.199	0	Supported

Source: Author's calculation using SmartPLS 4 (2026).



Cognitive Engagement positively and significantly influenced Brand Loyalty with a coefficient of 0.248 and a t-statistic of 3.129. Emotional Engagement also positively and significantly influenced Brand Loyalty with a coefficient of 0.427 and a t-statistic of 6.199. These results confirm that both cognitive and emotional engagement contribute to loyalty, although Emotional Engagement has a stronger effect.

Table 9. Direct Effects

Relationship	Path Coefficient (β)	Result
SMM $\rightarrow$ Cognitive Engagement	0.696	Positive
SMM $\rightarrow$ Emotional Engagement	0.659	Positive
SMM $\rightarrow$ Brand Loyalty	0.279	Positive
Cognitive Engagement $\rightarrow$ Brand Loyalty	0.279	Positive
Emotional Engagement $\rightarrow$ Brand Loyalty	0.533	Positive

Source: Author's calculation using SmartPLS 4 (2026).

Table 10. Specific Indirect Effects

Indirect Relationship	Indirect Effect (β)
SMM $\rightarrow$ Cognitive Engagement $\rightarrow$ Brand Loyalty	0.194
SMM $\rightarrow$ Emotional Engagement $\rightarrow$ Brand Loyalty	0.351
Total Indirect Effect	0.546

Source: Author's calculation using SmartPLS 4 (2026).

DISCUSSION

The findings demonstrate that Social Media Marketing Efforts significantly influence Brand Loyalty among Instagram users of Oemah Etnik. This result supports previous studies emphasizing that social media marketing activities can strengthen customer relationships, enhance brand responses, and encourage loyalty (Chen & Lin, 2019; Ebrahim, 2020; Hafez, 2021; Aljuhmani et al., 2023). In the context of Oemah Etnik, Instagram functions not only as a promotional channel but also as a medium for cultural communication, product education, visual storytelling, and relationship building.

The positive influence of Social Media Marketing on Cognitive Engagement indicates that Oemah Etnik's Instagram content encourages consumers to pay attention to, think about, and process brand-related information. This finding is consistent with the idea that informative and relevant social media content can stimulate consumers' cognitive involvement. Content that explains product meaning, material quality, cultural origin, styling ideas, and sustainability values can encourage consumers to form deeper knowledge about the brand.

The positive influence of Social Media Marketing on Emotional Engagement shows that Instagram content can also evoke affective responses. This is particularly important for an ethnic fashion brand because fashion consumption is often connected to identity, pride, lifestyle, and emotional symbolism. Oemah Etnik's use of cultural narratives, visual aesthetics, artisan empowerment, and sustainability messages can foster positive emotional responses and personal connection among consumers. This supports Gligor et al. (2022), who highlighted the role of emotional attachment and trust in achieving customer engagement through social media marketing.

The findings also reveal that both Cognitive Engagement and Emotional Engagement significantly influence Brand Loyalty. However, Emotional Engagement has a stronger effect than Cognitive Engagement. This suggests that while consumers' understanding and attention are important, emotional

attachment is more powerful in encouraging loyalty. Consumers who feel proud, happy, and emotionally connected to a brand are more likely to recommend it, repurchase its products, and maintain a long-term relationship with the brand. This finding is consistent with engagement and loyalty literature, which emphasizes the importance of affective bonds in strengthening brand relationships (Hollebeek et al., 2014; Leckie et al., 2016; France et al., 2016).

The mediation analysis provides further insight into the mechanism through which Social Media Marketing Efforts influence Brand Loyalty. The results reveal that both Cognitive Engagement and Emotional Engagement serve as mediating variables in the relationship between Social Media Marketing Efforts and Brand Loyalty. The indirect effect through Emotional Engagement ($\beta = 0.351$) was stronger than the indirect effect through Cognitive Engagement ($\beta = 0.194$), indicating that emotional attachment is the dominant mechanism through which social media marketing activities enhance customer loyalty. Furthermore, the direct effect of Social Media Marketing Efforts on Brand Loyalty remained positive and significant ($\beta = 0.279$), while the indirect effects through both mediators were also present. This finding suggests that Cognitive Engagement and Emotional Engagement provide partial mediation, meaning that Social Media Marketing Efforts influence Brand Loyalty both directly and indirectly through consumers' psychological engagement. These findings support the Stimulus–Organism–Response (S-O-R) framework, where Social Media Marketing Efforts function as the stimulus, Cognitive Engagement and Emotional Engagement represent the organism, and Brand Loyalty serves as the behavioral response.

In practical terms, the findings suggest that Oemah Etnik should continue to develop Instagram content that combines information and emotional meaning. Informative content supports Cognitive Engagement, while storytelling, cultural narratives, customer testimonials, artisan stories, and visual aesthetics support Emotional Engagement. The stronger role of Emotional Engagement indicates that Oemah Etnik should not rely only on product promotion or hard-selling content. Instead, the brand should emphasize emotionally meaningful experiences that connect consumers with Indonesian culture, sustainability, and personal identity.

CONCLUSION AND SUGGESTIONS

This study examined the effect of Social Media Marketing Efforts on Brand Loyalty through Cognitive Engagement and Emotional Engagement among Instagram users of Oemah Etnik. Using the S-O-R framework and SEM-PLS analysis, the study found that Social Media Marketing Efforts positively and significantly influence Cognitive Engagement, Emotional Engagement, and Brand Loyalty. The results further confirm that Cognitive Engagement and Emotional Engagement serve as mediating mechanisms through which Social Media Marketing Efforts enhance Brand Loyalty. Among the two mediators, Emotional Engagement demonstrates a stronger contribution, indicating that emotional attachment plays a more dominant role than cognitive involvement in fostering customer loyalty. Furthermore, the mediation analysis revealed a partial mediation effect, indicating that Social Media Marketing Efforts influence Brand Loyalty both directly and indirectly through Cognitive Engagement and Emotional Engagement.

These findings confirm that social media marketing contributes to brand loyalty not only directly but also through psychological engagement mechanisms. In the case of Oemah Etnik, Instagram activities that are attractive, interactive, relevant, personalized, and supported by e-WOM can stimulate consumers' cognitive and emotional engagement. Among the two engagement dimensions, Emotional Engagement plays a more dominant role, highlighting the importance of affective connection in building loyalty within the fashion industry.

The study contributes to the literature by applying the S-O-R framework to explain how social media marketing influences loyalty through cognitive and emotional pathways. It also provides empirical evidence from the Indonesian ethnic fashion context, where cultural storytelling, identity, and emotional value are particularly important in shaping consumer-brand relationships.



Practical Implications

This study has several limitations. First, the research focused on a single brand, Oemah Etnik, which may limit the generalizability of the findings to other fashion brands or industries. Second, the study focused on Instagram as the main social media platform, while other platforms such as TikTok, Facebook, or marketplaces may show different engagement patterns. Third, the study used a quantitative survey approach, which may not fully capture the deeper emotional and cultural meanings behind consumer-brand relationships.

Future research is recommended to examine multiple ethnic fashion brands or compare different social media platforms. Further studies may also include additional variables such as Brand Trust, Brand Image, Customer Satisfaction, Brand Experience, or Purchase Intention. A qualitative or mixed-method approach could also be used to explore how cultural narratives, sustainability values, and consumer identity shape emotional engagement and loyalty in greater depth.

Limitations and Future Research

This research is confined to a single brand and social media platform, which may restrict the extent to which the findings can be generalized. Future research is recommended to investigate a wider range of industries and platforms, while also integrating additional constructs such as Brand Trust and Customer Satisfaction. Furthermore, the use of qualitative or mixed-method designs may contribute to a more comprehensive understanding of consumer behavior.

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