The Influence of Social Media Marketing and Self-Concept on Brand Loyalty by Applying the Flow Experience Theory in Islamic-Based Online Course

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A R T I C L E   I N F O

A B S T R A C T

This research investigates the correlation between social media marketing and self-concept on brand awareness, brand image, and brand loyalty among Generation Y and Z in the Muslim Creator Class, an online course that creates content based on Islamic values. The research employs a quantitative approach with convenience sampling, resulting in 290 samples. Structural Equation Modeling (SEM) analysis was carried out with the assistance of AMOS 26 Graphics software. The main findings reveal that social media marketing significantly correlates with brand awareness, brand image, and brand loyalty. A novel discovery in this research shows that social media marketing is significantly positively related to self-concept. Brand awareness has a significant positive association with brand loyalty, while self-concept does not significantly influence brand image, and brand image has a significant negative impact on brand loyalty. The implications of this research are relevant for companies like Muslim Creator Class to strategically utilize positive and value-aligned social media marketing to target Generation Y and Z, presenting inspirational, educational content that aligns with Islamic values.

A B S T R A C T

Riset ini hendak menginvestigasi korelasi sosial media marketing pada self-concept terhadap brand awareness, brand image, dan brand loyalty pada Generasi Y dan Z di kalangan member Muslim Creator Class, sebuah kursus online membuat konten berbasis islami. Metode penelitian mengadopsi pendekatan kuantitatif dengan teknik convenience sampling yang menghasilkan 290 sampel. Analisis Structural Equation Modeling (SEM) dilakukan dengan bantuan perangkat lunak AMOS 26 Graphics. Temuan utama memperlihatkan bahwa social media marketing memiliki hubungan positif signifikan dengan brand awareness, brand image, dan brand loyalty. Penemuan baru dalam penelitian ini menunjukkan bahwa social media marketing memiliki hubungan signifikan positif dengan self-concept. Brand awareness memiliki hubungan positif signifikan dengan brand loyalty, namun self-concept tidak memiliki pengaruh signifikan terhadap brand image, dan brand image memiliki pengaruh negatif signifikan terhadap brand loyalty. Implikasi penelitian ini relevan bagi perusahaan seperti Muslim Creator Class untuk secara strategis menggunakan pemasaran media sosial yang positif dan sesuai dengan nilai-nilai Generasi Y dan Z dengan menyajikan konten yang inspiratif, edukatif, dan selaras dengan nilai-nilai islami.

INTRODUCTION

The adaptation in daily life activities during the ongoing COVID-19 pandemic continues to persist until now. In education, the flexibility to learn anytime and anywhere has led to increased recognition of online learning systems (Zimmerman et al., 2020).In its implementation, various platforms have been harnessed by both educators and students to engage in remote learning. Findings from a survey conducted by the Association for Education and Teachers in Indonesia

(P2GI) through the KataData portal revealed that 42% of respondents opted for Zoom, 31% used Google Meet, and a substantial 70% of respondents turned to social media for their distance learning needs (Bayu, 2020).

Apart from participating in compulsory school education via different platforms, today's students are allocating additional study hours to boost their skills using personalized learning techniques created and imparted by expert mentors. These methods enable them to delve more deeply into subjects or enhance their soft skills through online courses. Online courses have gained recognition as a method that can significantly improve students' competencies. This digital approach allows students to optimize the efficiency of in-depth learning due to the array of captivating learning materials and a more adaptable study timetable (Zhang et al., 2022)

The online courses available for students in Indonesia encompass a diverse range of subjects, employing various approaches from general to specific. One of these is an online course rooted in an Islamic perspective. The preliminary research in this study indicated that 30 respondents, generally aged between 15-26 years (Generation Y & Z), participated in an Islamic-based online course called the Muslim Creator Class. Generation Y and Z refer to individuals born between 1981-2012, currently constituting the largest age group in Indonesia, accounting for 25.87% or 69.38 million as Generation Y and 27.94% or 74.93 million as Generation Z (Jayani, n.d.).

Being a segmented online course, the Muslim Creator Class requires a suitable approach to ensure that learners participating in the course feel comfortable and achieve a high level of concentration (flow) during their learning experience. Based on the theory of flow experience, an individual is said to be in a state of "flow" when they are at their highest or optimal condition, completely immersed in a task and experiencing a heightened level of concentration and dedication to the ongoing activity (Csikszentmihalyi, 1988). The state of "flow" is undoubtedly crucial during the learning process. The Muslim Creator Class is a platform that provides various kinds of learning to increase the knowledge and skills of the younger generation in creating Islamic-based social media content (HOME PAGE - Muslim Creator Class, nd). Various supporting factors are needed to build student loyalty to the Muslim Creator Class. As an online course that aims to teach social media content production, the Muslim Creator Class must also carry out promotions through social media (social media marketing) with the right concept to form good brand loyalty.

Running marketing from the digital platform is the top choice by Asian advertisers to be adopted in a marketing approach that can build brand awareness and trust, strengthen consumer connections, and influence consumer purchase intentions (Cheung et al., 2020). Brand loyalty is the ultimate target of marketing action for long-term success targets. A person's tendency to remain loyal and loyal in the intensity of purchasing or supporting a particular brand can be understood as brand loyalty (Habib & Sarwar, 2021). An essential concept in social media marketing is proper understanding and analysis regarding which platform will better support the company in achieving its goals (Lim et al., 2020).

Various factors that can influence *brand loyalty* relate to the knowledge of society with brands and *image in* the eyes of society. *Brand awareness* is consumer awareness of a brand, in this case, Gen Y & Z awareness of its existence *in online courses* Muslim Creator Class. To increase *brand awareness*, you can also do it on social media by uploading quality posts to reach your

audience (Dabbous & Barakat, 2020). The temporary brand image is the perspective of the goods or services formed by the enterprise for the consumer (Savitri et al., 2022). Brand image is crucial for a brand, so it must be considered how consumers will perceive the brand because a good brand image is easier to accept and increases consumer confidence before making a purchasing decision; consumers analyze information on various choices of products or services to be purchased.

This research provides an element of novelty regarding self-concept or self-concept, namely a belief in a person regarding how others see him (Yang et al., 2022). In this study, self-concept refers to how the environment influences consumer perceptions of Islamic-based online courses. Self-concept analysis is essential for companies to reach the right and broader target market. Several previous studies have researched the correlation between social media marketing variables, brand awareness, brand image, and brand loyalty. This exploration tries to give novelty to the variables so that you can see the differences with previous studies, as in the following table:

Table 1. Research Gaps

Connection	Fetais et al., (2022)	Aljuhmani et al., (2023)	Lang et al., (2023)	Ahn, (2023)
Social media marketing – brand loyalty	*Insignificant*			
Social Media marketing – brand loyalty		*Significant*		
Brand awareness – brand loyalty			*Insignificant*	
Brand awareness – brand loyalty				*Significant*

Source: Researcher, 2023

Based on the description in the table above, Fetais et al. (2022) researched the influence of social media marketing through community engagement and love marks involving account followers from various luxury brands on social media. The findings indicate that social media marketing does not affect brand loyalty. Meanwhile, Aljuhmani et al. (2023) found that social media marketing significantly impacts brand loyalty based on the SOR Theory. In the brand awareness variable, Lang et al. (2023) show that brand awareness does not affect brand loyalty, and Ahn (2023) show that brand awareness greatly influences brand loyalty because buyers of goods abroad prioritize their prior knowledge of a platform that provides product advertisements rather than the quality of the product itself. Based on this, it has been proven in several cases that social media marketing and brand awareness affect brand loyalty (Ahn, 2023). Researchers added a new variable, self-concept, in this study so that the research was carried out again to investigate the correlations of social media marketing, brand image, brand awareness, and brand loyalty developed on the theory of flow experience.

This research model is inspired by Ebrahim (2019), involving four variables: social media marketing activities, brand trust, brand equity, and brand loyalty. In this research, researchers added self-concept variables to gain new insight into consumer choices regarding Islamic-based online course objects. Therefore, this study consists of five variables: social media marketing, self-concept, brand awareness, brand image, and brand loyalty.

Flow experience theory is measured through four dimensions: pleasure; Skills; challenge; and curiosity. Flow experience is the condition of someone immersed in the activities being carried out and followed by pleasant feelings, so they tend to ignore what is happening around them (Hyun et al., 2022). This theory is adapted from positive psychology to define consumer behavior in electronic markets. Flow experience theory is essential for understanding or describing online consumer behavior and online experience processes (Zarei et al., 2021).

As an interactive medium with lower costs, social media is a powerful technique for marketers to strengthen product value and recognition. Social media marketing is an advancement from traditional marketing methods. Online marketing enables marketers to express their thoughts through sharing, commenting, and other strategic approaches carried out by a company with profit or non-profit goals. Social media marketing is currently the foremost tactic to connect with a broad range of consumers while minimizing expenses." (Hanaysha et al., 2021)**.**

Self-concept can be seen as a personal definition formed by a person by looking at himself objectively in an environment. These views shape a person's definition and help shape their identity (Jeong & Ko, 2021). In the corporate environment, self-concept can attract consumers by presenting facilities that provide satisfaction for consumers to meet their expectations following the self-concept of each consumer. Products that fit the self-concept tend to make them comfortable and decide to make repeat purchases (Bagaskara & Marsasi, 2023).

Brand awareness is the possibility that a customer is aware of and accustomed to the existence of a product from a particular brand or brand (Guha et al., 2021). Their recognition refers to how easily consumers recognize, accept, and remember a brand under any circumstances. Marketers who understand this, of course, will develop a strategy in stages to focus on brand awareness to bring up insight for consumers about their brand. The existence of social media has facilitated the process of this brand recognition. Social media serves as a crucial channel of brand-related information for consumers, enhancing brand recognition (Bilgin, 2020)**.**

Brand image is related to the way consumers perceive and retain a brand. The impression comes from perceptions that are influenced by brand communication because marketing aims to build a good communication strategy for consumers to create a perception in the thoughts of consumers to enhance the company (Gómez-Rico et al., 2023). Brand image is critical to distinguish one company from another and is an effective marketing tool for attracting consumers (Dam & Dam, 2021).

Brand loyalty is a bond formed through consumer confidence in a business (Kwon et al., 2020). Consumer trust is achieved by the process so that they become loyal. Companies must carry out the right strategy to maintain this loyalty because maintaining loyal customers will not be as expensive as adopting or finding new customers. Brand loyalty can show consumer preference for a particular brand even though there are offers from other brands, even with more profitable lures, for example, price discounts and others. (Zhou et al., 2021).

Social media marketing is a means to build interactive relationships between brands and consumers so that consumers feel closeness with the brand (Burnasheva & Suh, 2020). In several studies, it was demonstrated that social media marketing has a substantial correlation with self-concept. Social media marketing affects consumers' self-concept by effectively sharing brand-

related information and interacting with consumers on digital platforms (Nyadzayo et al., 2020). The formulation of the hypothesis based on these findings is as below:

H1: There is a positive relationship between social media marketing and self-concept

Effect of Social Media Marketing on Brand Awareness

The role of platforms for marketers currently has a significant favorable effect on building brand awareness and influencing consumer behavior (Salem & Salem, 2019). Research on the marketing effect of digital platforms on brand awareness was carried out by Angelyn & Kodrat (2021) and showed positive and significant results. In this exploration, the context of social media marketing refers to what marketing activities and strategies are carried out by an Islamic-based online course on the social media they use to reach their consumers. The hypothesis based on these findings are:

H2: There is a positive relationship between social media marketing and brand awareness

The Effect of Social Media Marketing on Brand Loyalty

Research from Ibrahim (2021) indicates that social media marketing positively and significantly influences loyalty. Results also show various ways brands can achieve customer loyalty through social media platforms. Even big brands like McDonald's, use digital platform marketing to increase their loyalty even though they have achieved brand trust because it is now proven that social media marketing affects their loyalty. The hypothesis for this finding is:

H3: There is a positive influence between social media marketing on brand loyalty

The Effect of Social Media Marketing on Brand Image

The improvement of social media greatly influences the advertising reach of a brand. Digital marketing through social media contributes to shaping a brand's perception (Barreda et al., 2020). Various strategies that can be used, such as interactive advertising, personal selling, direct consumer selling, paid ads, and creating a relationship with the community, will significantly positively affect brand image (Jasin, 2022). Based on this, the subsequent hypothesis is derived:

H4: There is a positive relationship between social media marketing and brand image

Effect of Self-Concept on Brand Image

Chieng et al. (2022) found research results that social self-congruity, or self-concept and its suitability with brand personality, directly affect brand image. This relationship shows a significant favorable influence. Based on that, we can conclude:

H5: There is a positive influence between self-concept on brand image

The Effect of Brand Awareness on Brand Loyalty

Brand awareness has a significant relationship to brand loyalty, directly affecting consumer loyalty to a brand. This was shown by several previous researchers on various subjects, including those carried out by Karim et al. (2022). Therefore, the hypothesis for this finding is formulated as follows:

H6: There is a positive influence between brand awareness and brand loyalty

The Effect of Brand Image on Brand Loyalty

Xu et al. (2022) researched several variables to see their effect on brand loyalty. The consequences of this inquiry reveal brand image has a significant and positive influence on brand loyalty. For example, Cuesta-Valiño et al. (2022) illustrated that brand image affects brand loyalty in the fashion sector. The results become a reference for forming the subsequent hypotheses:

H7: There is a positive relationship between brand image and brand loyalty

This research framework outlines how the theoretical variables, recognized as significant concerns, interrelate. The model can be described
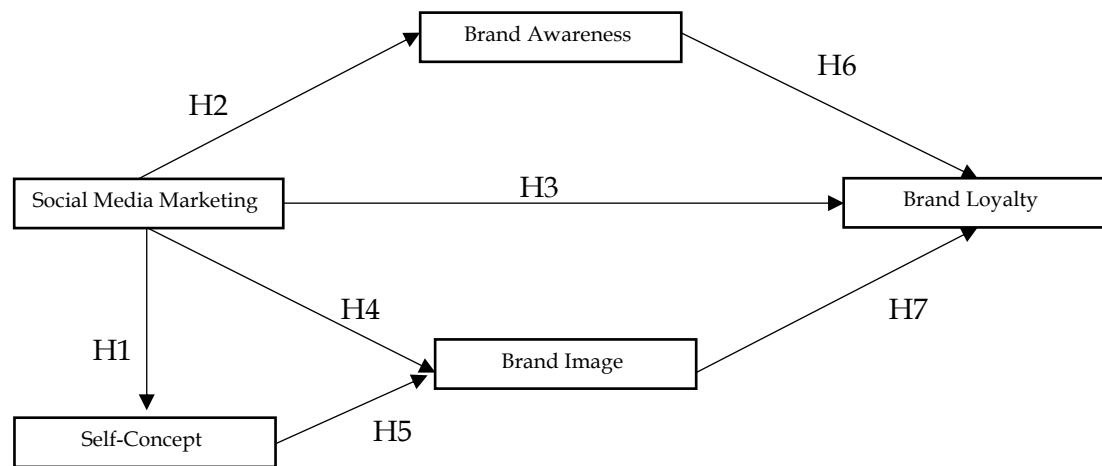
RESEARCH METHODS

Quantitative methodology was used in this research, meaning it will use numerical data to describe phenomena systematically and structure (Zikmund et al., 2009). The sample group of the subjects in this research comprised Muslims aged 15-43 years who used the Muslim Creator Class online course and lived in the DKI Jakarta, Bandung, Semarang, Yogyakarta, and Surakarta areas as distribution targets. This study employed convenience sampling as the chosen sampling method. The researcher selected convenience sampling because the data comes from members of the population willing to be studied. The rationale behind selecting convenience sampling is that the subjects of this research have a sampling frame, specifically the presence of account ownership as a member of the Muslim Creator Class online course (Creswell & Creswell, 2018).

The research data was analyzed using Structural Equation Modeling (SEM). This technique combines analysis and regression factors, allowing the examiner to evaluate the latent and observed variables (Hair et al., 2019)—overall data analysis using IBM SPSS and AMOS 26 software. SEM testing is carried out after several stages: normality and Outlier Tests, Measurement Model Tests, Validity and Reliability Tests, Structural Model Tests, Goodness of Fit Tests, and Hypothesis Tests.

RESULTS AND DISCUSSION

Based on the pilot test, 275 respondents met the research sample criteria. In general, the work of the respondents who took part in the Muslim Creator Class class was among students, with 189 men (69%) and 86 women (31%). This shows that men are more interested in participating in the Muslim Creator Class online course than women. As for the age group, 204 respondents (74%) were in the 15-26 year age range, and 71 people (26%) were in the 27-43 year age group. Most respondents who participated in the creator class in the Muslim Creator Class were at the most undergraduate level, namely 119 people (43%), and high school level, namely 37% or 102 people. In addition, there are also junior high school, diploma, and masters. This research shows that most of the respondents are located in DKI Jakarta, amounting to a total of 35% (94 respondents), followed by Yogyakarta at 22% (59 respondents), Bandung at 20% (56 respondents), Surakarta at 12% (35 respondents), and Semarang as much as 12% (31 respondents).

Validity and Reliability Test

According to Pearson Correlation, the instrument is deemed valid when the Pearson correlation worth is more than 0.5, and the significance level is less than 0.05. Instrument validity analysis in this study used IBM SPSS Version 29 with the following results:

Table 3. Instrument Validity Test Results

Variable	Statement	p-values	Sig.	Status
Social Media Marketing(SMM)	SMM1: I think the content shared by the Muslim Creator Class is the latest information	.685**	.000	Valid
	SMM2: I find it easy to leave a review about the program offered by the Muslim Creator Class	.682**	.000	Valid
	SMM3: I see the Muslim Creator Class actively building communication with their followers	.665**	.000	Valid
	SMM4: I can easily obtain information regarding the content creation skills offered by the Muslim Creator Class through social media platforms (e.g., Instagram, Facebook, and Websites)	.616**	.000	Valid
	SMM5: I feel the information about the program offered by the Muslim Creator Class is quite clear	.662**	.000	Valid
	SMM6: I think that social media marketing has a positive impact on the development of the Muslim Creator Class business in the future	.574**	.000	Valid
Brand Awareness(BA)	BA1:I need information about the Mulslim Creator Class and the programs it offers	.641**	.000	Valid
	BA2: I am interested in the Muslim Creator Class and the program it offers	.657**	.000	Valid
	BA3:I am familiar with the Mulslim Creator Class logo and symbol on social media.	.545**	.000	Valid
	BA 4: I know and am familiar with the Muslim Creator Class	.646**	.000	Valid
	BA5: I know and understand the uniqueness and specifics of the program offered by the Muslim Creator Class	.581**	.000	Valid
	BA6: I can differentiate the program offered by Muslim Creator Class compared to its competitors in the online course industry	.698**	.000	Valid
	BA7: I am very familiar with the various programs offered by the Muslim Creator Class	.735**	.000	Valid
Brand Image(BI)	BI1:I see Muslim Creator Class always presenting innovative products according to consumer needs	.691**	.000	Valid

	BI2:I feel that Muslim Creator Class has better program quality than its competitors	.732**	.000	Valid
	BI3:I was interested in joining the program offered by the Muslim Creator Class after seeing information on social media	.629**	.000	Valid
	BI4:I can understand the latest program offered by Muslim Creator Class	.738**	.000	Valid
	BI5:I feel that I have progressed continuously to take part in the Muslim Creator Class	.517**	.000	Valid
	BI6:I believe Muslim Creator Class programs and mentors can improve content creation skills)	.589**	.000	Valid
Brand Loyalty(BL)	BL1:I am enthusiastic about taking part in the program offered by the Muslim Creator Class	.704**	.000	Valid
	BL2:I am willing to recommend Muslim Creator Class to others	.757**	.000	Valid
	BL3:I want to take the Muslim Creator Class in the future	.559**	.000	Valid
	BL4:I prefer Muslim Creator Class over its competitors	.720**	.000	Valid
	BL5:I intend to buy the program offered by Muslim Creator Class	.650**	.000	Valid
	BL6:I will be loyal to the program offered by the Muslim Creator Class	.752**	.000	Valid
	BL7:I give priority to the programs offered by the Muslim Creator Class	.751**	.000	Valid
Self-Concept(SC)	SC1:I chose the Muslim Creator Class even though others didn't	.732**	.000	Valid
	SC2:I am interested in following the latest information from the Muslim Creator Class regarding the program being offered	.692**	.000	Valid
	SC3:I can choose quality online courses to improve my content creation skills	.739**	.000	Valid
	SC4:I consider an important factor in choosing an online course in the field of content rounding	.591**	.000	Valid
	SC5:I consider the Muslim Creator Class to be in line with the values that apply to oneself	.496**	.000	Invalid
	SC6:I find it easy to learn new things in the field of content creation in the Muslim Creator Class program	.647**	.000	Valid

Source: primary data, processed in 2023.

Test results validity in **Table 3** shows that out of a total of 32 instruments, 1 is not valid on the self-concept variable, so it is not used to measure respondents' answers. Subsequently, assess the reliability of each variable using the formula of Cronbach Alpha with the results in the following table:

Table 4. Instrument Reliability Test Results

| Variable	Croncbach's Alpha value	Status
Social Media Marketing (SMM)	0.729	Reliable
Brand Awareness (BA)	0.755	Reliable
Brand Image (BI)	0.721	Reliable
Brand Loyalty (BL)	0.773	Reliable
Self-Concept (SC)	0.726	Reliable

Source: primary data, processed in 2023.

The research instrument is said to be reliable or has a consistent value for use in subsequent research and must have a value of *Cronbach Alpha* >0.70. From the outcome of the reliability test, it can be inferred that the instrument within the variable possesses a value exceeding > 0.60, thus confirming its reliability.

Confirmatory Factor Analysis test, to determine the validity of the indicators used in the study. Through this stage, invalid indicators will be removed. Each variable was tested using the AMOS Graphic with a summary of the results on the SMM variable with one invalid indicator *loading factor*< 0.5, namely QMS 2. In variables *brand awareness,* indicators BA3 and BA5 fail this test. Other indicators failing this test are variable *brand image*BI6 indicator and variable *brand loyalty* indicators BL3 and BL5. At the same time, all indicators on the variable's *self-concept* meet the value *loading factor.*

Normality and Outlier Test, The initial data the researchers processed showed that there were not normally distributed data because the normality test results showed a Critical Ratio (CR) of more than 2.58. Data abnormalities can often occur in a study with more than 200 samples. However, researchers may consider continuing to use these abnormal variables(Sarstedt et al., 2017). In addition, the outcome of the outlier test also showed some data that was not appropriate, but the researchers did not abort the respondent's data because it had shown quite good results.

Measurement Model Test, Test the measurement model using the AMOS Graphic, where all variables are connected with double-headed curved arrows (Sarstedt et al., 2017). The research data test results are as follows:
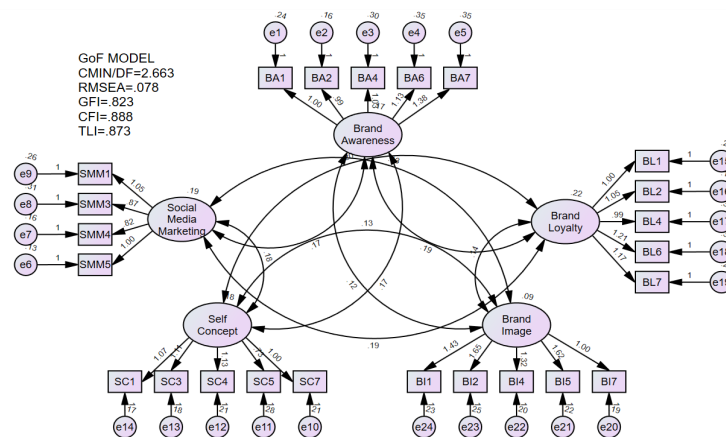
Figures1. Measurement Model Test

The thing that needs to be considered in this test is the loading factor value, where the data will be valid if the value is ≥ 5. 32 factors in the research data are declared valid, but the SMM2, SMM7, BA3, BA5, BI6, BL3, and BL5 indicators do not pass. Furthermore, it is important to consider the test data acquired as follows:
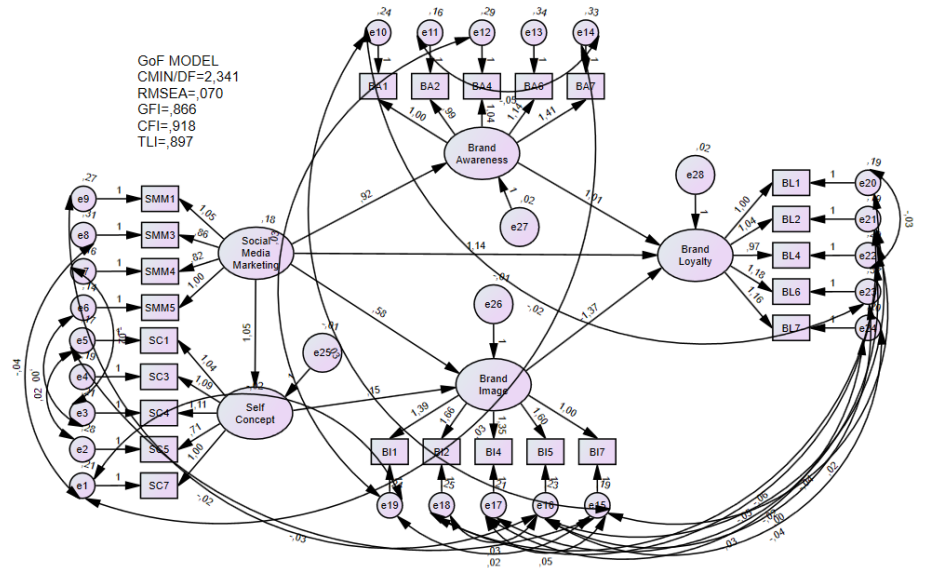
Table 5. Results of Goodness of Fit

No	Index	Criteria	Results	Information
1.	CMINDF	CMIN/DF ≤ 3	2,663	*Good Fit*
2.	RMSEA	RMSEA ≤ 0.08	0.078	*Good Fit*
3.	GFI	GFI 0.8 – 0.9	0.823	*Marginal Fit*
4.	TLI	TLI 0.8 – 0.9	0.873	*Marginal Fit*
5.	CFI	CFI 0.8 – 0.9	0.888	*Marginal Fit*

(Source: Research Processed Data, 2023)

Structural Model Test (*Modification Indices*)

The structural framework test determines the correlation among the unobservable variables that consist of the measurement framework and other construct variables. In the structural model test, dependency arises because the contingent variable in one correlation can become the independent variable in the following relationship (Sarstedt et al., 2017). The initial hypothesis test results were weak. Namely, only two were accepted, and five were not accepted. Therefore a modification was made using the AMOS 26 software. In that modified structural framework, the correlation among the variables to be tested is described in a flowchart with a two-way arrow. The result is as follows:

Figures 2. Structural Framework Test Results (Modification Indices)

The subsequent process aims to evaluate the appropriateness of the empirical data and the structural framework assessed through the Goodness of Fit (GoF) rating index after being modified. The outcomes from this process provided as follows:

Table 6. Findings of the Goodness of Fit Structural Framework Modification Test

No	Index	Criteria	Results	Information
1.	CMIN/DF	CMIN/DF < 3.0	2,341	*Good Fit*
2.	RMSEA	RMSEA < 0.08	0.070	*Good Fit*
3.	GFI	GFI 0.8 – 0.9	0.866	*Marginal Fit*
4.	TLI	TLI 0.8 – 0.9	0.918	*Good Fit*
5.	CFI	CFI 0.8 – 0.9	0.897	*Marginal Fit*

(Source: Research Processed Data, 2023)

Table 6 shows that the research model indicated marginal fit. The values used are indicated to meet the requirements so that the proposed model can be accepted. Therefore, the test results indicate that all the research indices are great.

**Hypothesis testing (*Modification Indices*)**

After the modified structural model test is declared eligible, it can be repeated to test the research hypothesis. Using the modification index method on the AMOS 26 system suggests further study regarding *regression* and *standardized regression weights*. Results suggest output *modification indices* is to connect the entire error section using a two-way arrow. Therefore, the results of the research hypothesis test were obtained as follows:

Table 7. Hypothesis Test (*Modification Indices*)

hypothesis	Path	std. Estimation	CR	P	std. Reg Weight	Information
H1	SMM – SC	1,049	11,896	***	.088	H1Supported
H2	SMM – BA	,924	10,486	***	.088	H2 Supported
H3	SMM – BI	,581	2,867	,004	,203	H3 Supported
H4	SC – BI	,148	,775	,438	, 191	H4 Not Supported
H5	BA – BL	1.005	3,040	,002	,331	H5 Supported
H6	SMM – BL	1,140	1,906	,057	,598	H6 Supported
H7	BI – BL	-1.372	-1,707	.088	,804	H7 Supported

(Source: Processed Data, 2023)

Based on the outcomes of the hypothesis test in Table 7, there are five hypotheses, namely H1, H2, H3, H5, and H6, which show positive and significant results. While on H7, it shows a significant negative relationship. The H4 hypothesis does not show a significant relationship, meaning H4 is rejected. This means that in this study, self-concept cannot influence consumer brand image. The hypothesis can be seen in the final model chart of the study as follows:

*** = P$\leq$0.001
** = P$\leq$0.05
* = P$\leq$0.100
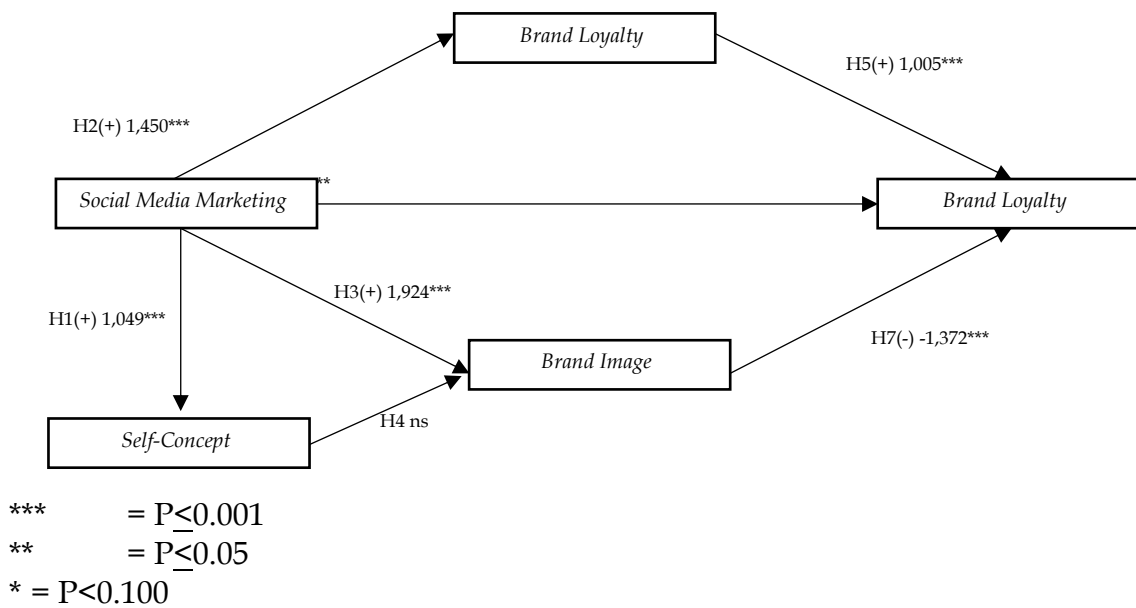
Hypothesis Discussion

H1: Effect of Social Media Marketing on Self-Concept

The research outcomes show that social media marketing positively influences self-concept with a p-value of 0.000 <0.05. It can be understood that when the Muslim Creator Class brand actively builds communication with its followers, this can be a strategy to attract members'

interest. Through active marketing activities, members' self-perceptions are increasingly integrated with the values held by the Muslim Creator Class. These results support previous research conducted by Marsasi & Yuanita (2023), which also shows that interactions between brands and consumers on a social media platform help form interactive relationships so that consumers feel an affinity with the brand, and it is easier to judge themselves.

H2:   Effect of Social Media Marketing on Brand Awareness

The social media marketing variables in the research also have a positive significant relationship with Muslim Creator Class brand awareness. As explained in the research (Salim, 2021), utilizing social media marketing is crucial for marketers aiming to enhance brand awareness to a broader range by building an effective communication strategy. In the Muslim Creator Class context, they also run online ads to reach their consumers. This is important because consumers need information related to a brand. Before they can know the existence of a brand, with information about the programs and what values the Muslim Creator Class offers, consumer awareness and knowledge about it will also increase.

H3:   The Effect of Social Media Marketing on Brand Image

The correlation value between *social media marketing* (SMM) and *brand image* (BI) shows a figure of 0.004. This still means less than 0.05, so there is a significant positive effect between *social media marketing* and *brand image*. Previous research by Jasin (2022) also shows that QMS positive*ly affects the brand image* depending on the activity they display on social media.

H4:   Effect of Self-Concept on Brand Image

Based on the outcomes of the hypothesis testing after being modified, the 4th hypothesis (H4), which tests the relationship between self-concept and brand image, reveals a p-value of 0.438, meaning that the relationship between the two variables is insignificant. It can be understood that self-concept or a member's self-concept does not influence the Muslim Creator Class image. This finding aligns with research from (Zhang et al., 2022), which states that not all consumers have the same values or characteristics as their chosen brand.

If you look at the profiles of some of the respondents who are students and students, which includes the Z generation, they are a group that easily adapts to technology (Sari, 2022). Although members choose Muslim Creator Class as a place to study, it is not solely because they have the same overall self-concept. So the insignificant results between self-concept and brand image can be caused by different preferences in choosing online courses, but they choose because of other factors beyond that. According to the conclusions of this research, the study concluded that the self-concept of members does not have an impact on the brand image of the Muslim Creator Class.

H5:   The Effect of Brand Awareness on Brand Loyalty

In this study, brand awareness shows a positive and significant relationship to brand loyalty with a p-value of 0.049. This aligns with and supports the outcomes of previous findings by

(Karim et al., 2022) that their awareness will directly affect consumer loyalty. The Muslim Creator Class has characteristics in its products or programs, so this uniqueness can attract members' attention to choose it as an online course. Loyalty shows that consumers continue to buy products from the same brand consciously, even though the price may be more expensive than competitors, because they already know the quality of the products provided. In this context, there are members of the Muslim Creator Class who take part in more than one class choice and are consciously enthusiastic even though they have to buy a class license.

H6: The Effect of Social Media Marketing on Brand Loyalty

The relationship between social media marketing variables and brand loyalty has a p-value of 0.057, which means positive and significant influence. When a brand presents a new product, sharing information through social media as a marketing medium is very important to interact directly with consumers (Dani & Susanto, 2023). Based on the outcomes of this research, it can be understood that if the Muslim Creator Class often involves consumers or their members to obtain accurate information about their various new programs and involve consumers in making decisions, this will create a sense of consumer loyalty to the Muslim Creator Class.

H7: The Effect of Brand Image on Brand Loyalty

The last hypothesis shows the effect of *brand image* on *brand loyalty* which has a negative value of -1.707 and a p-value of 0.088. A negative value means consumer loyalty decreases when brand perception and image increase. These findings align with the research Abror (2019) that in some cases, brand image can negatively influence consumer loyalty.

This can be related to consumer satisfaction. When they gain experience to develop while participating in the Muslim Creator Class program, it will shape their perception of the class. However, when they are satisfied with the Muslim Creator Class, they can look for opportunities to study at a higher level in other online courses. In cases like this, the brand image can, of course, reduce the brand loyalty of the Muslim Creator Class. Therefore, the Muslim Creator Class must be able to improve each of its programs according to the needs of consumers or members.

Theoretical Discussion

This research contributes to applying the Theory of Flow Experience in the context of Generation Y and Z's interest in Islamic-based online courses. The theory of Flow Experience is a theory that states that when individuals feel fully involved and immersed in an activity that is challenging and requires skill, they will experience flow or "flow". In the context of this research, this theory is utilized to understand how Generation Y and Z feel about the brand experience of the Muslim Creator Class online course. Generations Y and Z are generations skilled in technology and highly interact with social media. By understanding their interests and habits, company managers must note that their target market is people who are active on social media,

CONCLUSION

According to the conclusions of the analysis of this exploration data conducted on 275 respondents, social media marketing significantly impacts the self-concept, brand awareness,

brand image, and brand loyalty of the Muslim Creator Class. At the same time, self-concept as a renewal variable in this study does not significantly affect brand image. This is understandable due to the different preferences of each Muslim Creator Class online course member. In addition, this study uses several mediating variables to analyze other factors that influence brand loyalty, namely the influence of brand awareness and brand image on brand loyalty. Based on the practical evidence of this study, social media marketing carried out by companies can directly impact a broad reach to consumers and brand image formation. It can increase the loyalty of Muslim Creator Class members. The better social media marketing strategy companies implement is directly proportional to their brand awareness, brand image, and brand loyalty. In future research, the researcher hopes to see improvements in the research object if there is a similar topic to this study. Future research can select research objects while considering aspects relevant to existing phenomena and long-term aspects. One industry has emerged as a new development after the COVID-19 pandemic is the e-learning industry. Previously, people were not accustomed to distance learning, but it became a common practice after the pandemic. The e-learning industry will continue to evolve, with various innovations such as the opportunity to obtain academic degrees through e-learning. Choosing a research object with these characteristics will help ensure the sustainability of research relevance and enable its implementation by businesses in the future.

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