

The Influence of Social Media Marketing and Brand Experience on Genshin Impact Brand Loyalty with Brand Equity as a Supporting Factor in Indonesia

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Article Info	Abstract
Dates: Accepted: 3-08-2025 Revised: 8-09-2025 Published: 21-5-2026 Keywords: Brand Loyalty, Social Media Marketing, Brand Experience, Brand Equity, Genshin Impact, SEM, Game Marketing	The free-to-play <i>game industry</i> is growing rapidly in Indonesia, characterized by the high number of active players and the use of social media as the main source of gaming information. In this context, player loyalty is key to long-term success for game developers. Genshin Impact as one of the popular games in Indonesia uses <i>social media marketing</i> to build relationships with players while creating a strong brand experience. This study aims to analyze the influence of <i>social media marketing</i> and <i>brand experience</i> on <i>brand loyalty</i>, with <i>brand equity</i> as a mediating variable. This study uses a quantitative approach with the paradigm of pospositivism and descriptive design. Data collection was carried out through an online survey of 414 respondents of active Genshin Impact players who followed the game's official social media accounts. Data analysis was conducted using <i>Structural Equation Modeling</i> (SEM) techniques with WarpPLS 8.0. The results of the study show that <i>social media marketing</i> and <i>brand experience</i> have a significant positive effect on <i>brand equity</i> and <i>brand loyalty</i>. In addition, <i>brand equity</i> strengthens the relationship between independent variables and <i>brand loyalty</i>. These findings underscore the importance of social media-based marketing strategies and positive brand experiences in increasing players' long-term attachment to games.

Introduction

The gaming industry is one of the fastest-growing digital entertainment sectors in this era, especially in Indonesia. Indonesia itself ranks second with 96.4% of internet users playing video games (Share of internet users worldwide who play video games on any device as of the 3rd quarter of 2024, by region, 2025). According to Source of information about mobile games in Indonesia as of July 2023 (2023), 93% of mobile game players in Indonesia get information about mobile games through digital media such as YouTube and Instagram. One

company that has successfully capitalized on this opportunity is Genshin Impact, a popular game from the Hoyoverse studio. The game is popular not only for its quality gameplay but also for its effective marketing strategy, especially through social media.

An effective social media marketing strategy not only increases brand visibility but also creates enjoyable and relevant experiences for audiences. Genshin Impact uses social media not only to convey information about game updates but also to build a narrative, build a community, and foster an emotional connection between the brand and players. Regular interaction through visual content, storytelling, and community participation creates a meaningful brand experience. This positive experience strengthens players' sense of connection to the brand and fosters brand loyalty. Brand loyalty isn't the only factor that contributes to social media marketing and brand experience. Brand equity, encompassing brand awareness and brand image, plays a supporting role in strengthening this relationship.

Based on this background, this study aims to analyze how social media marketing and brand experience influence brand loyalty among Genshin Impact players in Indonesia. This research is crucial for providing insights into managing game brand communications in the digital era.

Zhang (2024) Zhang (2024) Wang & Yingzi (2024) " found that *content marketing* and *influencer marketing* has a significant role in promoting the video game Cyberpunk 2077. By using *trailer* Interestingly, the game can build enthusiasm and happiness for players who have potential. There is also a study conducted by the "Wang & Yingzi (2024)*Innovative Strategies of Mobile Game Marketing in Social Media Environment*" It is known that social media is a very important medium in marketing a game, especially mobile games. The researcher also proposed several innovative strategies in marketing mobile games such as interactive marketing, collaboration *influencer*, *content marketing*, and *community marketing*.

Genshin Impact is a game that has a large player base. The game also uses social media and content from its games to promote its products. It is not yet known exactly how Genshin Impact's activities in promoting the game are evaluated academically regarding its impact on the loyalty of its players in Indonesia. This ultimately raises the question of whether the content marketing style presented is in accordance with the preferences of the Indonesian audience and how much it affects players' loyalty to Genshin Impact.

Based on this phenomenon, researchers strongly suspect that the presentation of content on social media and the player's experience in playing the game have an important role in forming *brand loyalty* in Genshin Impact. Therefore, this study focuses on evaluating how Genshin Impact's communication strategy in implementing *social media marketing* that is in line with

brand experience to maintain *brand loyalty*. This research is expected to contribute to formulating a suitable communication strategy to increase and maintain Genshin Impact's brand loyalty in the Indonesian game market.

Literature Review

Social Marketing Theory

Social Marketing Theory emphasizes the process of creating, communicating, and delivering benefits to the target audience to encourage behavioral change that benefits society. This theory was developed in the 1970s and is widely used in public communication campaigns. The approach includes raising awareness, targeting messages, strengthening messages through various channels, image formation, and audience activation. In the context of Genshin Impact, this theory explains how digital communication strategies on social media can shape player behavior and attachment to game brands.

Elaboration Likelihood Model (ELM)

ELM describes how individuals process persuasive messages through two paths: the central route (deep and rational processing) and the peripheral route (superficial processing with a focus on emotional cues or the credibility of the source). The central path tends to result in a more lasting change in attitude, while the peripheral path is faster but shaking. In the context of Genshin Impact's social media, promotional content can shape perception and loyalty through either or both of these channels depending on the player's motivation and engagement.

Aaker's Brand Equity Model

Aaker's brand equity model describes the five main dimensions that shape brand equity: brand loyalty, brand awareness, perceived quality, brand association, and other proprietary brand assets. These dimensions form the added value of a brand and distinguish it from competitors. In the context of this study, brand equity is an important mediating factor between social media marketing and brand loyalty.

Oliver's Four Stage Loyalty Model

Oliver said that consumer loyalty develops through four stages: cognitive, affective, conative, and action loyalty. This process starts with a rational introduction to brand excellence, followed by emotional attachment, a commitment to repurchase intent, to actual loyal behavior. This model is used to explain how Genshin Impact player loyalty is formed and maintained as repeated interactions with the brand occur.

Brand Loyalty

Brand loyalty is the attachment of consumers to a brand that makes them more likely to make a repeat purchase even though there are cheaper or superior alternatives. This loyalty is an important factor in creating a competitive advantage and long-term value for the company. In the context of Genshin

Impact games, player loyalty reflects the success of digital marketing strategies and a positive gaming experience.

Brand Experience

Brand experience is a consumer's sensory, emotional, intellectual, and behavioral response to interactions with brand elements. These experiences are multidimensional (sensory, affective, intellectual, behavioral) and play a big role in strengthening positive perceptions and emotional attachment to brands. In the case of Genshin Impact, the fun gaming experience encourages player loyalty.

Brand Equity

Brand equity is the added value that a brand provides to a product or service through consumer perception. Its important dimensions include brand awareness, brand association, perceived quality, and brand loyalty. Brand equity strengthens the relationship between marketing strategy and consumer loyalty, becoming a strategic asset in building a competitive advantage.

Media Sosial & Social Media Marketing

Social media is an internet-based platform that allows user interaction and collaboration (Kaplan & Haenlein, 2010). Social media marketing leverages digital platforms to increase brand awareness, create two-way interactions, and build consumer loyalty. These strategies include raising awareness, building desire, encouraging trials, facilitating purchases, and strengthening loyalty.

Method

Research Paradigm

The post-positivist research paradigm views knowledge as tentative and based on empirical evidence. It emphasizes identifying and testing cause-and-effect relationships through systematic, rational, and empirical methods. Therefore, this study employs a quantitative post-positivist approach to produce objective and verifiable findings.

Types of research

This study uses a quantitative descriptive research design, which, according to Creswell (2023), tests objective theories by analyzing relationships between variables. It involves collecting, analyzing, and interpreting data to describe social phenomena. As Sugiyono (2013) explains, descriptive research focuses on exploring and illustrating conditions or relationships between variables without making comparisons or testing differences.

Research methods

This study uses the survey method, a quantitative approach described by Creswell (2023) that employs instruments such as questionnaires to collect data efficiently from a large population. The survey was conducted online and distributed through social media and relevant gaming communities.

Research Variables and Operational Variables

According to Creswell (2023), quantitative research involves measurable variables that differ among respondents. In this study, social media marketing and brand experience serve as independent variables, brand equity as a mediating variable, and brand loyalty as a dependent variable, each measured through defined dimensions and indicators to analyze their quantitative relationships.

Research Population and Sample

According to Creswell (2023), the study's population comprises Indonesian Genshin Impact players, with 793,231 downloads recorded on Google Play in Q3 2024. The sample includes community members from Facebook and Discord, aged 18 or older, who have played in the last six months and follow the game's official social media accounts.

Sampling Determination Techniques

This study uses purposive sampling, a technique where respondents are deliberately selected based on relevant knowledge or experience (Etikan, 2016). The population consists of Genshin Impact players who follow the game's official social media accounts. With an unknown total population, the researcher referred to 793,231 downloads on Google Play in Q3 2024 and applied the Slovin formula with a 5% significance level, resulting in a sample size of approximately 400 respondents.

Types and Techniques of Data Collection

This study uses quantitative data measured with a Likert scale to assess variables such as social media marketing, brand experience, brand equity, and brand loyalty (Creswell, 2023). Primary data were collected through online questionnaires distributed via Facebook and X (Twitter), allowing wider reach and faster responses (Fraenkel et al., 2019). Secondary data were obtained from books, journals, and relevant articles to provide additional references and contextual understanding.

Data Analysis Techniques

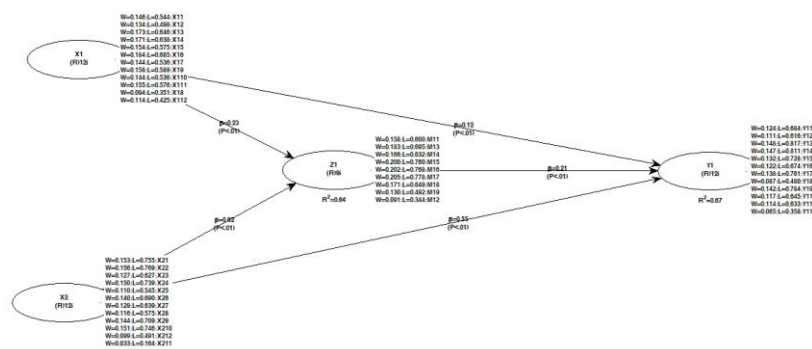
This study analyzes data using WarpPLS 8.0, employing several tests: validity, reliability, path coefficient, and hypothesis testing. Validity is assessed through convergent and discriminant validity, where factor loadings ≥ 0.6 and AVE values higher than inter-construct correlations indicate adequacy (Hair et al., 2022; Creswell, 2023). Reliability is tested using Composite Reliability and Cronbach's Alpha, both expected to exceed 0.7 (Sekaran & Bougie, 2016; Garson, 2016). The path coefficient test evaluates the strength and direction of relationships among latent variables, while hypothesis testing uses the bootstrapping method, where results are considered significant if $t > 1.96$ and $p < 0.05$ (Garson, 2016).

Results and Discussion

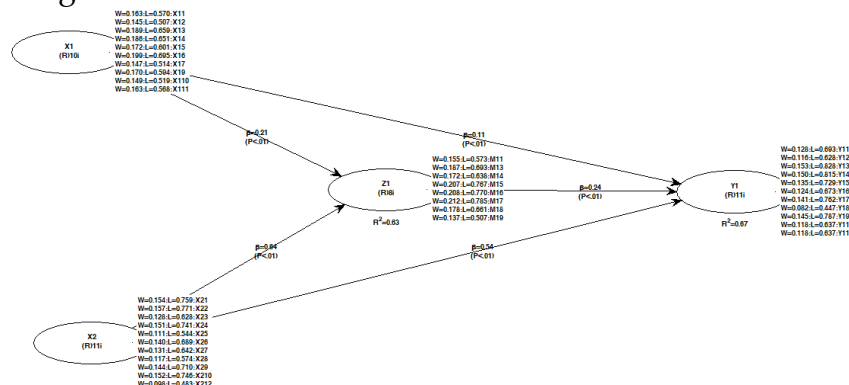
Validitas Konvergen

In this study, a convergent validity test was conducted to ensure the validity of each indicator by measuring the loading factor value against its construct. The standard used was a limit of 0.7, in accordance with common practice in confirmatory research (Hair et al., 2022). However, considering that the questionnaire instrument can be categorized as a new questionnaire, this study allows for a loading factor value in the range of 0.40 to 0.70 to be maintained (Sholihin & Ratmono, 2013). After this test, the following are the Partial Least Squares (PLS) estimation results:

Figure 1. Overall PLS Model Estimation



Based on the analysis, several indicators had loading factor values below the 0.4 threshold and were therefore deemed invalid. These indicators were then removed from the model. The following are the revised model estimation results after removing these indicators.



Based on the PLS model estimation results presented, all indicators meet convergent validity requirements because their loading factor values are above 0.4. Furthermore, convergent validity is also measured through the Average Variance Extracted (AVE) value for each construct. The AVE values for each construct can be seen in Table 1.

Table 1. Average Variance Extracted (AVE)

Variabel Konstruk	Average Variance Extracted
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Social Media Marketing	0.350
Brand Experience	0.447
Brand Equity	0.463
Brand Loyalty	0.493

Validitas Diskriminan

Table 2. shows that all existing variables meet the criteria for discriminant validity, with higher cross-loading values for the target variable compared to the cross-loading values for the other variables. This confirms that each variable measures a unique concept.

Table 2. Discriminant Validity

Variabel	Social Media Marketing	Brand Experience	Brand Equity	Brand Loyalty
SMM1	0.570	-0.039	0.034	-0.192
SMM2	0.507	-0.122	0.171	-0.213
SMM3	0.659	0.121	0.155	-0.162
SMM4	0.651	0.669	-0.094	-0.316
SMM5	0.601	-0.026	-0.165	0.057
SMM6	0.695	-0.092	-0.024	0.085
SMM7	0.514	0.227	0.172	0.120
SMM9	0.594	-0.311	0.040	0.077
SMM10	0.519	-0.148	-0.081	0.305
SMM11	0.568	-0.363	-0.177	0.302
BEx1	0.069	0.759	0.006	-0.045
BEx2	0.007	0.771	0.138	-0.117
BEx3	-0.077	0.628	-0.046	-0.471
BEx4	-0.017	0.741	0.030	0.205
BEx5	-0.274	0.544	0.489	-0.164
BEx6	-0.192	0.689	0.156	0.005
BEx7	0.190	0.642	-0.207	0.144
BEx8	0.232	0.574	-0.187	-0.148
BEx9	-0.055	0.710	-0.180	0.044
BEx10	0.092	0.746	-0.178	0.400
BEx12	-0.002	0.483	0.049	0.035
BEq1	-0.019	0.257	0.573	-0.463
BEq3	-0.157	-0.105	0.693	0.068
BEq4	-0.061	-0.165	0.638	-0.310
BEq5	-0.019	0.073	0.767	-0.162
BEq6	-0.075	-0.080	0.770	-0.028

BEq7	0.012	0.142	0.785	0.270
BEq8	0.019	0.098	0.661	0.189
BEq9	0.412	-0.274	0.507	0.444
BL1	0.123	-0.237	0.165	0.693
BL2	0.349	-0.141	0.032	0.628
BL3	0.028	-0.048	0.054	0.828
BL4	-0.125	0.289	0.052	0.815
BL5	-0.176	0.371	0.124	0.729
BL6	-0.075	-0.217	-0.075	0.673
BL7	-0.087	-0.060	-0.130	0.762
BL8	0.050	0.012	-0.225	0.447
BL9	0.000	0.058	-0.134	0.787
BL10	-0.047	-0.276	-0.001	0.637
BL11	0.042	0.161	0.069	0.637

Uji Reliabilitas Komposit

The primary purpose of reliability testing is to ensure that research instruments are reliable and produce consistent data, thus ensuring scientific research (Creswell, 2023; Sekaran & Bougie, 2016). Reliability testing can be conducted using two main approaches: Cronbach's Alpha coefficient and composite reliability (Garson, 2016; Hair et al., 2022). An instrument is considered reliable if both values are above 0.7 (Garson, 2016). However, in the case of development research that uses a lower factor loading limit (0.5), composite reliability and Cronbach's Alpha values below 0.7 are still acceptable, provided that the requirements for convergent and discriminant validity have been met (Hair et al., 2022).

Table 3. Reliability Test Value

Variabel	CA	CR
Social Media Marketing	0.790	0.842
Brand Experience	0.861	0.890
Brand Equity	0.830	0.871
Brand Loyalty	0.893	0.913

The results of the reliability test in the table show that all constructs have met the Cronbach's alpha and composite reliability values > 0.7.

Uji Path Coefficient

Based on the results of the path coefficient test aimed to identify the strength and direction of the relationship between variables, it can be concluded that

brand experience has the strongest positive influence on brand equity with a path coefficient of 0.638. Furthermore, brand experience also has a significant positive influence on brand loyalty with a coefficient of 0.535. The relationship between brand equity and brand loyalty shows a smaller positive influence with a coefficient value of 0.238. The influence of social media marketing on brand equity is 0.212. Finally, the influence of social media marketing on brand loyalty has the smallest path coefficient, namely 0.114. All of these path coefficients indicate a positive direction of the relationship.

Table 4. Path Coefficient Test Results

Variabel	Path Coefficient
<i>Social Media Marketing → Brand Equity</i>	0.212
<i>Social Media Marketing → Brand Loyalty</i>	0.114
<i>Brand Experience → Brand Equity</i>	0.638
<i>Brand Experience → Brand Loyalty</i>	0.535
<i>Brand Equity → Brand Loyalty</i>	0.238

Uji Hipotesis (t-statistics)

Table 5. Hypothesis test results (t-statistics)

Variabel	t-statistics	p value	Keterangan
<i>Social Media Marketing → Brand Equity</i>	4.457	0.000	Hypotheses supported
<i>Social Media Marketing → Brand Loyalty</i>	2.370	0.009	Hypotheses supported
<i>Brand Experience → Brand Equity</i>	14.207	0.000	Hypotheses supported
<i>Brand Experience → Brand Loyalty</i>	11.754	0.000	Hypotheses supported
<i>Brand Equity → Brand Loyalty</i>	5.024	0.000	Hypotheses supported

Based on table 5. regarding the results of the hypothesis test (t-statistics), the results obtained can be concluded as follows:

1. The results of the hypothesis test on social media marketing and brand equity indicate a positive effect. This is evidenced by a t-statistic of 4.457 (greater than 1.96) and a p-value of 0.000 (less than 0.05). Therefore, the hypothesis is supported.
2. The results of the hypothesis test on social media marketing and brand loyalty indicate a positive effect. This is evidenced by a t-statistic of 2.370

(greater than 1.96) and a p-value of 0.009 (less than 0.05). Therefore, the hypothesis is supported.

3. The results of the hypothesis test on brand experience and brand equity indicate a positive effect. This is evidenced by a t-statistic of 14.207 (greater than 1.96) and a p-value of 0.000 (less than 0.05). Therefore, the hypothesis is supported.
4. The results of the hypothesis test on brand experience and brand loyalty indicate a positive effect. This is evidenced by a t-statistic of 11.754 (greater than 1.96) and a p-value of 0.000 (less than 0.05). Therefore, the hypothesis is supported.
5. The results of the brand equity hypothesis test on brand loyalty indicate a positive effect. This is evidenced by a t-statistic of 5.024 (greater than 1.96) and a p-value of 0.000 (less than 0.05). Therefore, the hypothesis is supported.

The Influence of Social Media Marketing on Brand Equity

The findings of this study indicate that social media marketing has a significant positive influence on brand equity. This finding aligns with previous research. This is consistent with the findings of Haudi et al. (2022), who stated that social media marketing has a positive influence on brand equity. The study also explained that continuous social media marketing activities can create positive impressions and views of a brand. Furthermore, this finding is reinforced by Miller's (2024) study, which also concluded a positive and significant relationship between social media marketing and brand equity. The study indicates that effective use of social media platforms by brands can increase brand awareness, brand image, brand loyalty, and overall brand equity. Engaging content, interactive communication, and consistent brand messaging were identified as key factors contributing to this positive influence. Furthermore, social media's ability to facilitate direct interactions between brands and consumers can foster trust and emotional connections, ultimately leading to stronger brand equity.

The Influence of Social Media Marketing on Brand Loyalty

The findings of this study indicate that social media marketing has a positive and significant impact on brand loyalty. This finding is supported by previous literature, which shows that social media marketing is an effective tool for building and maintaining customer loyalty beyond traditional methods. A study by Erdoğan & Çiçek (2012) concluded that customer brand loyalty is positively influenced when a brand offers profitable campaigns, relevant content, popular content, and is featured on various platforms and provides social media applications. Their study also found that consumers who interact with a company on social media are more likely to discuss, recommend, or purchase its

products. Similarly, research by Puspaningrum (2020) shows that social media marketing has an impact on increasing brand loyalty. This finding is reinforced by Haudi et al. (2022), who also found that social media marketing has a positive impact on brand loyalty. This can be explained because promotions through social media make it easier for consumers to obtain information about products and companies. Interactions that occur on social media can also help companies build brand loyalty through conversations and community formation. In addition, brand loyalty can also be mediated by brand trust, where effective social media marketing can increase customer trust which will ultimately strengthen brand loyalty.

The Influence of Brand Experience on Brand Equity

The findings of this study indicate that brand experience has a positive and significant influence on brand equity. These results are consistent with previous studies, such as those by Sohaib et al. (2023) and Syamsuddin & Fadhillah (2024), which concluded that a positive brand experience significantly increases brand equity. A good experience can increase customer engagement and create greater value, especially in a competitive market. Furthermore, the study explains that a positive brand experience can foster positive brand associations, emotional connections, and consumer loyalty, ultimately resulting in higher brand equity. Brand experience also provides an authentic foundation for overall brand evaluation and builds long-term relationships between customers and the brand. Thus, these findings strengthen the argument that a satisfying brand experience is a crucial factor in building strong brand equity.

The Influence of Brand Experience on Brand Loyalty

The findings of this study also indicate that brand experience has a positive and significant influence on brand loyalty. This finding is supported by research by Brakus et al. (2009), which found that brand experience positively influences consumer loyalty, both directly and indirectly through brand personality associations. Essentially, a pleasant experience encourages consumers to repeat it, thus making them more loyal to the brand, more likely to repurchase, and recommend it to others. Brakus et al. (2009) themselves define brand experience as a consumer's subjective internal response (sensations, feelings, cognitions, and behaviors) evoked by brand-related stimuli. On the other hand, research by Iglesias et al. (2011) presents a different perspective. Although this study also proposed a relationship between brand experience and brand loyalty, their findings indicate that this relationship is entirely mediated by affective commitment. This means that a superior brand experience by consumers will only result in true brand loyalty if an affective commitment has been established between the brand and its customers. This study explicitly

found that brand experience influences customer loyalty only through affective commitment, and there is no significant direct relationship between the two. Overall, although both studies agree that brand experience is an important factor in building loyalty, one study by Brakus et al. (2009) shows a direct relationship, while the other study (Iglesias et al., 2011) confirms that the effect is entirely mediated by consumers' emotional commitment to the brand. Research by Syamsuddin & Fadhilla (2024) also supports this by concluding that a good brand experience is crucial for building customer engagement and brand value that can increase customer loyalty.

The Influence of Brand Equity on Brand Loyalty

The findings of this study indicate that brand equity has a positive and significant influence on brand loyalty. These results align with the findings of Makatita et al. (2022), who stated that brand equity has a positive and significant impact on brand loyalty of a smartphone brand. According to the study, high brand equity can increase the likelihood of a brand being chosen, which ultimately triggers brand loyalty and protects the brand from market competition. This finding is consistent with previous research that also shows that brand equity has a significant and positive influence on customer loyalty. However, another study by Nam et al. (2011) provides a more in-depth perspective on the mechanism of this relationship, where they found the relationship between brand equity and brand loyalty to be mediated, either partially or fully, by customer satisfaction. The study explained that brand equity dimensions such as physical quality and lifestyle suitability are fully mediated by customer satisfaction in influencing brand loyalty.

Conclusion

Based on the findings of this study on the influence of social media marketing and brand experience on brand loyalty toward Genshin Impact in Indonesia, it can be concluded that both factors play a significant positive role in shaping consumer perceptions and loyalty. Social media marketing significantly enhances both brand equity and brand loyalty, indicating that effective online engagement strengthens consumers' trust and emotional connection with the brand. Similarly, brand experience has a strong positive effect on brand equity and brand loyalty, emphasizing the importance of memorable and satisfying interactions between users and the game. Furthermore, brand equity itself significantly contributes to brand loyalty, demonstrating that a well-established brand image leads to sustained consumer commitment and long-term preference for Genshin Impact in Indonesia.

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