

ROLE OF SOCIAL MEDIA TOWARD BRAND PERFORMANCE THROUGH MEDIATION OF CUSTOMER'S SATISFACTION

Vicentsius Felix Reynaldi

Management Department, Widya Mandala Catholic University, Indonesia
v1centsius@gmail.com

Lena Ellitan *

Management Department, Widya Mandala Catholic University, Indonesia
lena@ukwms.ac.id

Maria Mia Kristanti

Management Department, Widya Mandala Catholic University, Indonesia
Maria-mia@ukwms.ac.id

**Corresponding author*

Abstract

This study aims to examine the effect of social media communication, interaction, and motivation toward BBQ Frenzy Brand Performance with the mediating role of customer's satisfaction and moderating role perceived service quality and trust during COVID-19 Pandemic. To achieve the purpose of the study, the study uses quantitative methods and collecting data in the form of online questionnaire using Google forms from 150 responses of selected group of people which are 18 years old or older, had an Instagram Account, had seen the advertisement about BBQ Frenzy, had visited BBQ Frenzy, and lived in Surabaya, Indonesia during this covid-19 pandemic. The data then analyzed using PLS-SEM in SMART PLS 3.3.3 to test the hypothesis of the study. The result shows that for direct effect social media communication, interaction, and motivation all have a positive and significant effect on the BBQ Frenzy customer's satisfaction, customer's satisfaction also shown to have a very strong positive and significant effect on brand performance. As for mediating (indirect) effect it was shown that customer's satisfaction has a positive and significant effect in mediating social media communication, interaction, and motivation toward BBQ Frenzy brand performance.

Keywords: Communication, Interaction, Motivation, Customer's Satisfaction, Brand Performance

INTRODUCTION

COVID-19 has been with us for more than one year now ever since the outbreak back in December 2019. Up to January 2021, there are around 170 million people are active social media users. During the corona virus pandemic, Indonesia experienced a significant growth of digital media usage since people are forced to work from home. Compared to 2019 statistical data, Indonesia

had gained around 10 million users or equivalent to 6.3% of social media users. This significant growth also shows huge opportunity for businesses to get creative and maximize their digital marketing effort since people had more time to spend in the digital world now.

Instagram as one of the most popular social media in Indonesia for young generation. Instagram experience significant increase of users during COVID-19 pandemic in 2020. As of January 2021, it was reported that there are around 85 million Instagram users in Indonesia, which had increased by around 23 million compared to 2020 data. According to the statistics data, potential users of Instagram that can be reach by advertisers on Instagram which had buying power (age 13+) are around 39.9% out of the total population which also had an increase around 9.9% compared to 2020 data. And according to the quarter-on-quarter change in Instagram reach, there has been an increase of around 7 million people that had been reaches the advertisement on Instagram which had increased from 5 million in 2020 data. These information shows interesting information, because more people are using Instagram and the usage of Instagram ads also gain significant increase to reach potential customers for the advertisers.

With the information stated earlier, many businesses become more active in taking advantage of Instagram to reach and connect with their customers. Those efforts are mainly to strengthen their brand performance. Since most of people are more active in the digital world now, social media was chosen by many businesses. Social media is not only they could reach more people but also cost efficient, further more social media marketing is easy to plan and execute, make a two-way communication so brands could interact directly with the audiences to educate them about the brands.

The study of Zoubi & Al-Harazneh (2021) believes that social media benefits such as communication, interaction, and motivation have positive impact customer's satisfaction. In their studies, they stated that few were found aimed to measure the effect of social media benefits such as communication, interaction, and motivation indeed have an impact on social media which could increase brand loyalty of the customers. But social media factors alone are not enough to create satisfaction of the customers. According to Jhandir (2012) Perceived Service Quality play important role also in creating customer's satisfaction. A services quality with met the customer expectation strongly affecting customer's satisfaction. Chaudhary, Chaudhary, & Ali (2020) found that satisfaction in turn, improved the brand performance because the higher the satisfaction, the better image of the brand will be developed in mind. Therefore, it can be concluded that the customer's satisfaction plays a significant mediating role between social media and brand performance. Aside from customer's satisfaction, trust from customers toward brand performance according to the study of (Chaudhary et al., 2020). In his study confirms that higher trust of the customer with brand has the potential to improve certain brand outcomes. Therefore, higher trust can help enhance the positive role of satisfaction in increasing brand performance. Ignoring social media means staying away from your customers and taking away their chance

of identifying closer with your brand (SolveoCo, 2019).

BBQ Frenzy as one of the most popular All You Can Eat restaurants in Surabaya, Indonesia. They are one of the most active brands which use social media as their main marketing strategy even before the pandemic. They usually create some short content every once or twice a day to educate their audiences about their product and services and advertise it in the social media such as Facebook and Instagram. To strengthen the brand and attract potential customers to come and convince current or former customers to revisit BBQ Frenzy, the management use ads as a promotion strategy such as discounted price, in the form of a fun content in social media such as post and story which occasionally appear on potential customers according to social media algorithm. Their effort in attracting new customers seems to be very successful which can be seen from the increase of visitors for the BBQ Frenzy. However, even though BBQ Frenzy experience and increase in visitors, the number of visitors is still somewhat lacking when compared to some other All You Can Eat restaurants. It might be because the BBQ Frenzy didn't delivery better service quality as they had promoted in social media which leads to weak brand performance compared to other brands, especially in this time of pandemic situation. The customers will be more likely to be less trusting to the brand of they are not satisfied enough with the perceived service quality like what was promoted in the social media. A company should consider the benefits, values, and advantages they offer to the consumers in their campaigns if they want to run effective social media campaigns which makes the consumers more likely to become loyal to their brands (Desai, 2019).

The research seeks to find if there is a relation between social media communication, interaction, motivation, and customer's satisfaction toward BBQ Frenzy brand performance. This research is aimed to find out if social media communication, interaction, and motivation have a positive impact on customer's satisfaction; to find out if brand performance customer's satisfaction have a positive impact on brand performance; and to find out if customer's satisfaction does mediate the relation between communication, interaction, and motivation toward brand performance.

According to Agnihotri, Dingus, Hu, & Krush (2016) Communication could provide a responsive source of information to the consumer, which is often necessary when buying a complicated product or solution. According to Hoffman (2018). If brands can effectively communicate and understand the customer's needs, the communication could increase the customer's expectation and perception toward the brands. If the brands could meet the expectations from the customers, then customer's satisfaction could be achieved. With the findings above, the first hypothesis:

H1: Social media Communication have a positive effect on Customer's Satisfaction.

In the study of Agnihotri et al., (2016) it was argued that social media opens up new avenues for two-way communication and provides "possibilities" for more meaningful interactions between buyers and sellers. This new approach allows potential customers to ask questions and convey

their desires more easily, while also allowing sales people to uncover additional selling opportunities, monitor customer behavior, and share success stories in a more natural way. Customers will not be satisfied with their relationship with the brand if the information is not conveyed correctly or clearly, even if salespeople have the right and appropriate expertise. Interactions with salespeople are often the source of customers' satisfaction. The buyer is more likely to be satisfied if the salesperson's actions match the buyer's expectations. With the findings above, the second hypothesis:

H2: Social media interaction has a positive effect on Customer's Satisfaction.

Bazi, Filieri, & Gorton (2020) quoted that brand influence, brand passion, connecting, supporting, like-minded conversation, incentives, finding assistance, up-to-date knowledge, and community support are among the eleven reasons that motivate customers to engage with online brand communities. Social media unites people from all over places and background in a common ground. In this case, a brand social media become the common ground for their community of customers to interact and communicate to each other. The community then become a great motivation for the customers as a place to find a friend that have a like-minded thought of the brand, places that they belong, finding assistance, etc. Brand should provide the customers with any means of motivation to maintain their high esteem toward the brand. A highly motivated customer means satisfied customers. With the findings above, the third hypothesis:

H3: Social media motivation has a positive effect on Customer's Satisfaction.

A satisfied customer tends to have a positive perception about the brand performance. Many studies had confirmed that when a business could meet the customer's expectation, the customers will be more likely to think highly of the brand and want to keep using the product or services of the brand. In the previous study from Chaudhary et al., (2020), it was found that there is significant impact of satisfaction toward brand performance. It was stated that the higher customer's satisfaction with the brands will leads to higher brand performance. This statement is confirmed by other study by Torres & Tribó (2011) which stated that the more loyal the customers on a brand, the less vulnerable that brand is toward competitive pressures. It was further found in the study that brands can obtain continued support from customers and access to valuable resources by taking responsibility, which helps build favorable, solid, unique brand relationships and boost brand awareness. So, from statements above it means that the customer satisfaction plays an important role in the performance of a brand. However, most of the studies that were found by the author examine the relation of customer satisfaction with different branding outcomes like brand loyalty, brand equity, brand love etc. while the direct impact of student's satisfaction on brand performance is hard to find. With the findings above, the fourth hypothesis:

H4: Customer's satisfaction has a positive effect on brand performance.

Leane (2014) said how a brand communicate on social media determines how people perceive the brand. If a brand provides the customers with regular, up to date, clean, and engaging posts it will most likely create a good image

from the customers towards the brand. Soewandi (2015) argued that communication on social media could help companies engage with their loyal consumers, stimulate people's perceptions toward their product, share information, and to understand more about the consumers. Nowadays, customers do not rely on brand names alone anymore, but instead they will look for information about products and interact with other customers who are willing to share their experience relating to certain products or just what they think about the products. A good communication of information from the brands toward the customers could create factors such as satisfaction of the customers toward the brand because the brand has met the customer's expectation and creating assurance for the customers which later on could highly create positive image of the brand, hence increasing customers valuation on the brand performance. With the findings above, the fifth hypothesis:

H5: Customer's satisfaction mediates the relation between social media Communication toward Brand Performance.

According to Montgomery (2018) the next important thing to do on social media after providing enough information for the customers are interaction. She argued that Interaction on social media is vital for the brand because it lets the customers know that the brand care for them. Furthermore, she also points out that the customers are expecting that the brand does care about what the customer's thinks, wants, and needs. So, according to the argument people have expectation from the brand not to just as a business serve the customer's needs but also act as a friend who they can interact with. An active interaction from the brand with their customers shows that a brand does care for their customers and when the brand could meet the expectation from the customer's then satisfaction from the customers could be achieved. Copypress (2013) stated that brands have been able to get their audiences fully engaged and enthusiastic about their products by using games, surveys, contests, and participation-based promotions. Companies that take advantage of interactive approach in social media could gain valuable insight, build relationships, and encourage organic growth meaning an increase in brand performance. The previous study from Chaudhary et al. (2020) it was found that there is significant impact of satisfaction toward brand performance. It was stated that the higher customer's satisfaction with the brands will leads to higher brand performance. This statement is confirmed by other study by Torres & Tribó (2011) which stated that the more loyal the customers on a brand, the less vulnerable that brand is toward competitive pressures. It was further found in the study that brands can obtain continued support from customers and access to valuable resources by taking responsibility, which helps build favorable, solid, unique brand relationships and boost brand awareness.

With the findings above, the sixth hypothesis:

H6: Customer's satisfaction mediates the relationship between social media Interaction toward Brand Performance.

In the study of Bazi et al. (2020) motivation of using social media is divided into two sides. On the company's side is to improve brand image,

promoting brand awareness, and facilitating customer engagement. On the other hand, the motivation of using social media on the customer side is for information acquisition, personal identity, integration and social interaction, entertainment, empowerment, and remuneration. From the findings above, it can be said that the motivation for customers to visit social media is to find information, sense of affiliation, and interaction according to their expectation that the brand provided them with. As it said before, when the brand could fulfill the customer's expectation, then customers would be satisfied. Satisfied customers in the brand's social media usually finding themselves actively supporting the brand by promoting the brand by sharing the information of the brand to other people, help answering other people question about the brand, and create a lively community for the brand. This lively and active community could increase awareness, image, and engagement of the brand because of the well-known friendly and fun community. With the findings above, the seventh hypothesis:

H7: Customer's satisfaction mediated the relation between social media motivation toward Brand Performance.

RESEARCH METHODS

This research is a theory-testing research, meaning the interpretations of the theories employed were put to the test. It is also designed to establish the causality between the variables in the model. The research was conducted using quantitative methods where online questionnaires are put to use as the data collection tool to analyze the causal impact between the variables. So, the data used in the research are primary data that are collected directly from respondents.

In this research, the targeted population is anyone who knows BBQ Frenzy. This research the targeted sample of population will be targeted to be the minimum amount of 150 to undecided maximum numbers of respondents. This research will use simple purposive sampling technique. The following are the criteria for sample selection in this research study: Should be at least 18 years old or older, had Instagram Account, Had seen the advertisement of and had visited BBQ Frenzy in the last 6 months, and last, Lived in Surabaya, Indonesia during covid-19 pandemic.

The Variables which will be used in this re- search are: Independent Variables: Communication (interaction and motivation), mediating variable is customer satisfaction, and dependent variable is Brand Performance. To measure the variable, the author will use five points Likert scale. Data analysis technique that being used in this research is SEM-PLS with the help from a program called SMART PLS 3. Validity test is used for testing the degree of the research or the tool used for this research to see whether if it's really measuring the intended research object or not. Convergent validity can be measured by looking at the loading factor from each construct indicator. A good convergent validity is where the loading factor value $\geq 0,6$ for exploratory and $\geq 0,7$ for confirmation research. Discriminant validity measurements are

by checking the cross-loading indicator. The value for the cross-loading of each variable must be $\geq 0,7$. Reliability test is done to prove the accuracy, consistency, and instrument consistency when measuring the construct. If the Alpha Cronbach value is $\geq 0,7$, the construct is reliable. The other way of testing the reliability is looking at the composite reliability value. Reliable construct value is should be $\geq 0,6$ for exploratory and $\geq 0,7$ for confirmation research.

Inner model portrays the connection between latent variable based on substantive theory. According to Ghozali & Lathan (2015) there are some criteria used to test the inner model which are R-Square for each dependent variable where the model is strong when the R-square value is on 0,75, medium on 0,50 and weak on 0,25; *f*-square value to understanding the effect latent variable inside of constructive model where latent variable has strong impact when the *f*-square value is 0,25, medium on 0,15 and weak on 0,02; Q-square to measure how good the value that been observe and created by the model and the estimation parameter. If the value of the Q-square >0 , it shown that the model has productive relevance while the Q-square value <0 will imply to the predictive relevance.

Hypothesis measurement is explaining the structural pattern between variable. The PLS hypothesis measurement can be done by comparing the statistic value with t-table which use 1,96 value. The connection between variable can be seen by this number especially if the t-statistic is $\geq 1,96$ which make the connection between two variables become significant and the hypothesis can be accepted (Ghozali & Latan, 2015).

RESULTS & DISCUSSION

In this research, Communication was measured using 5 indicators. As what can be seen on Table 1, it was shown that most of the respondents think that BBQ Frenzy had successfully provide good communication through Instagram to inform, persuade, and remind their customers according to operational definition from Zoubi & Al-Harazneh (2021) which can be seen from high mean score of (4.456). Interaction variable was also measured with 5 indicators. In the Table 1, it can be seen that most of the respondents think that the BBQ Frenzy provide good interaction with their customers where they had provided feedbacks, complaints resolve, and effort in relationship maintenance with their customers, also ease interaction for the customers to interact with them, which can be seen from the high mean score of (4.371).

Table 1.
Descriptive Test Result

No	Variable	Mean	Std. Dev	Description
1	Communication	4.456	0.680	Strongly Agree
2	Interaction	4.371	0.720	Strongly Agree
3	Motivation	4.487	0.642	Strongly Agree
4	Customer's Satisfaction	4.440	0.711	Strongly Agree
5	Brand Performance	4.428	0.699	Strongly Agree

Motivation refers to increasing publicity, possessing competitive intelligence, cutting costs, and implementing the brand strategy (Zoubi & Al-Harazneh, 2021), and is measured using 5 indicators in this study. As what can be seen on Table 1, it was shown that most of the respondents think that BBQ Frenzy have interesting motive for their customers through Instagram from their reputation that is well-known for great customer's service excellence, good service quality, understand what the customer needs, and provide great promotional offers which can be seen from high mean score of (4.487). Customer's Satisfaction variable in this study was measured with 5 indicators. In the table 1, it can be seen that most of the respondents think that the BBQ Frenzy guarantee great customer's satisfaction for their customers with the product or services that they had provide according to the operational definition by Jhandir (2012) from providing great service, service speed, relationship maintenance, and great experience needed especially during this covid-19 pandemic, which can be seen from the high mean score of (4.440). Brand Performance was also measured using five indicators. As what can be seen on Table 1, it was shown that most of the respondents think that BBQ Frenzy have a good brand performance from being reliable, trustworthy, and keeping good reputation which in accordance with operational definition by Chirani, Taleghani, & Moghadam (2012) that said brand performance points out that how successful a brand is in the market and aims to evaluate the strategic successes of a brand, which can be seen from high mean score of (4.428).

Table 2.
Hypothesis Test

Hypothesis	t-stat	p-value	Result
Communication → Customer's Satisfaction	4.344	0.000	Positive
Interaction → Customer's Satisfaction	2.695	0.007	Positive
Motivation → Customer's Satisfaction	2.935	0.003	Positive
Customer's satisfaction → brand performance.	37.455	0.000	Positive
Communication → Customer's satisfaction → Brand Performance.	4.407	0.000	Positive
Interaction → Customer's satisfaction → Brand Performance	2.695	0.007	Positive
Motivation → Customer's satisfaction → Brand Performance	2.840	0.005	Positive

Based on the test result on table 2, it can be concluded that the t-statistics value is 4.344 with p-value of 0.000 for the first hypothesis. This result has not transgressed the tolerance of both t-statistics and p-value, meaning that social media communication has a positive significant impact on customer's satisfaction of BBQ Frenzy, thus it can be interpreted that good communication provided will increase customer's satisfaction of BBQ Frenzy customers. Therefore, hypothesis 1 is accepted.

Based on the test result it can be concluded that the t-statistics value is 2.695 with p-value of 0.007 for the second hypothesis. This result has not transgressed the tolerance of both t-statistics and p-value, meaning that social media interaction has a positive significant impact on customer's satisfaction

of BBQ Frenzy, thus it can be interpreted that good interaction provided will increase customer's satisfaction of BBQ Frenzy customers. Therefore, hypothesis 2 is accepted.

Based on the test result it can be concluded that the t-statistics value is 2.935 with p-value of 0.003 for the third hypothesis. This result has not transgressed the tolerance of both t-statistics and p-value, meaning that social media motivation has a positive significant impact on customer's satisfaction of BBQ Frenzy, thus it can be interpreted that good motivation provided will increase customer's satisfaction toward BBQ Frenzy customers. Therefore, hypothesis 3 is accepted.

Based on the test result it can be concluded that the t-statistics value is 37.455 with p-value of 0.000 for the fourth hypothesis. This result has not transgressed the tolerance of both t-statistics and p-value, meaning that customer's satisfaction has a positive significant impact on brand performance of BBQ Frenzy, thus it can be interpreted that high level of customer's satisfaction will increase BBQ Frenzy brand performance. Therefore, hypothesis 4 is accepted.

Based on the test result it can be concluded that the t-statistics value is 4.407 with p-value of 0.000 for the fifth hypothesis. This result has not transgressed the tolerance of both t-statistics and p-value, meaning that customer's satisfaction has a positive significant impact in mediating social media communication on brand performance of BBQ Frenzy, thus it can be interpreted that good communication provided will increase the level of customer's satisfaction and high level of customer's satisfaction will increase BBQ Frenzy brand performance. Therefore, hypothesis 5 is accepted.

Based on the test result it can be concluded that the t-statistics value is 2.840 with p-value of 0.005 for the sixth hypothesis. This result has not transgressed the tolerance of both t-statistics and p-value, meaning that customer's satisfaction has a positive significant impact in mediating social media interaction on brand performance of BBQ Frenzy, thus it can be interpreted that good interaction provided will increase the level of customer's satisfaction and high level of customer's satisfaction will increase BBQ Frenzy brand performance. Therefore, hypothesis 6 is accepted.

Based on the test result it can be concluded that the t-statistics value is 2.695 with p-value of 0.007 for the sixth hypothesis. This result has not transgressed the tolerance of both t-statistics and p-value, meaning that customer's satisfaction has a positive significant impact in mediating social media interaction on brand performance of BBQ Frenzy, thus it can be interpreted that good interaction between a brand and its customers will increase the level of customer's satisfaction and high level of customer's satisfaction will increase BBQ Frenzy brand performance. Therefore, hypothesis 7 is accepted.

This research seeks to investigate the role of social media communication, interaction, and motivation on Instagram toward brand performance of BBQ Frenzy Surabaya using mediation of customer's satisfaction amid covid-19 pandemic. There are five variables used in this research, namely

Communication (CO), Interaction (IN), Motivation (MO), Customer's Satisfaction (CS), and Brand Performance (BP). From these variables, the author proposed 7 hypotheses to test the relationships of the variables and which include 4 direct effects and 3 indirect effects to explain the observed phenomena.

According to the data analysis and discussion, the conclusions of this research are as follows:

Communication in social media is proven to be positively and significantly affecting the Customer's Satisfaction, which mean that the communication on Instagram between BBQ Frenzy and their customers has an influence on their Costumer's Satisfaction. The good communication from BBQ Frenzy is shown in the up-to-date, interesting, accurate, and easy to access information which has met the expectation set by the customers, hence creating customer's satisfaction.

Interaction in social media is proven to be positively and significantly affecting the Customer's Satisfaction, meaning that the interaction on Instagram between BBQ Frenzy and their customers has an influence on the Costumer's Satisfaction. An active interaction from BBQ Frenzy is shown in the effort in providing feedbacks, easiness of interaction, possibility to share information, and efforts in maintain good relations which has met the expectation set by the customers, hence creating customer's satisfaction.

Motivation in social media is proven to be positively and significantly affecting the Customer's Satisfaction, meaning that BBQ Frenzy have good and interesting motive on Instagram that attract the customers which has an influence on the Costumer's Satisfaction. A good and interesting motive that BBQ Frenzy can be seen in their renown reputation for offering good product and customer service excellence, understand what the customer's needs, and providing interesting promotional offers such as discounted price or new concepts which has met the expectation set by the customers, hence creating customer's satisfaction.

Customer's Satisfaction is proven to be positively and significantly affecting the BBQ Frenzy Brand Performance, meaning that BBQ Frenzy had met the expectation for the customer's to be satisfied and with that will increase the BBQ Frenzy value in the customers mind hence increasing the Brand Performance as a whole. Customer's Satisfaction of BBQ Frenzy can be seen from how their customers feel satisfied with their service, quick response, effort to maintain relationships, and also effort to provide best experience which has met the expectation set by the customers, hence increasing their brand performance.

Customer's Satisfaction is proven to be positively and significantly mediating the effect of the Communication on social media toward the Brand Performance, meaning that Customer's satisfaction indeed plays important role in mediating BBQ Frenzy communication on Instagram to increase their brand performance. Good communication alone might have a positive and significant impact toward brand performance, however good communication that fulfill the expectation customer's satisfaction standard could increase the

brand performance even higher instead of the providing good communication alone.

Customer's Satisfaction is proven to be positively and significantly mediating the effect of the Interaction on social media toward Brand Performance, meaning that customer's satisfaction indeed plays important role in mediating interaction on Instagram to increase brand performance of BBQ Frenzy. An active interaction from BBQ Frenzy and their customers on Instagram alone might have a positive and significant impact toward brand performance, however a good and interactive interaction that fulfill the expectation customer's satisfaction standard could increase the brand performance even higher instead of the providing good interactive interaction alone.

Customer's Satisfaction is proven to be positively and significantly mediating the effect of the Motivation provided on social media toward the Brand Performance, meaning that customer's satisfaction indeed plays important role in mediating motivation that BBQ Frenzy have on Instagram to increase their brand performance. By having good motivation alone might have a positive and significant impact toward brand performance, however good motivation that fulfill the expectation customer's satisfaction standard could increase the brand performance even higher instead of the having good motivation alone.

During the making of this research, the author faced several limitations which affecting the research conditions. The limitations include: Due to the limited time taken, the author must limit the data collection time and analysis methods therefore the data received for this re- search might not fully picture the true condition of the research object. Due to the government policy in Indonesia during this pandemic that restrict the in and out access especially around Madura Island and Surabaya in Java Island, limiting the author observation toward the re- search object condition since the author lived in Madura Island while the research object (BBQ Frenzy) is located in Surabaya.

For future research, the author would suggest adding new variables or changing on the existing one such as perceived service quality, expectation, or trust as mediating variable or even moderating variable to explore new possibilities of the proposed hypothesizes. The author would also suggest to increase minimum amount of sample to get more diverse responses and results therefore creating clearer image of the actual condition of the re- search object if the research have more time to spend in collecting the data.

CONCLUSION

The result shows a high score which means BBQ Frenzy already do a good job in communicating with their customers through Instagram. However, out of all indicators used to measure the communication targeted acquisition has the lowest score meaning that it would be better for BBQ Frenzy to reconstruct their information for the right customer segments so the customers would feel that the information shared is rightly addressed to them. For interaction, the result shows

a high score however it's has the lowest score out of all variable which mean even though BBQ Frenzy had finely interacted with their customers on Instagram the customers still feel that the interaction that they get is lacking and the customers expected higher effort from the BBQ Frenzy. Therefore, BBQ Frenzy should try increasing effort to interact with their customers. For motivation, the result shows a high score also meaning BBQ Frenzy had also do a great job in creating motive for the customers to come and visit them. However, to take into consideration, out of all indicators in this variable the lowest score came from the customers service excellence. With that information, the author would suggest BBQ Frenzy at least to keep on providing great customer service excellence or if possible, to improve it. For customer's satisfaction, it was shown BBQ also had making sure that their customers stay satisfied in this covid-19 pandemic situation which can be seen from the high score result for the variable. However, if observe closely it can be seen out of all other variables this one is having more diverse result where it was observed that some of the responses give low scores in the satisfaction variable meaning that some people felt that they are not satisfied enough with BBQ Frenzy. Therefore, the author would suggest for BBQ Frenzy to increase their effort in improving customer's satisfaction from keeping good relation with the customers, speed and quality of services provided. Lastly, for brand performance it was shown that BBQ Frenzy had a good brand performance. However, there is still room for improvement to make the customers valued them more over other brands and making BBQ Frenzy to be on top of the mind of their customers by improving factors from earlier variables. Therefore, the author would suggest for BBQ Frenzy to keep improving their communication, interaction, and motivation between them and their customers to increase the customer's satisfaction hence increasing the brand performance as a whole.

REFERENCES

- Agnihotri, R., Dingus, R., Hu, M. Y., & Krush, M. T. (2016). Social media: Influencing customer satisfaction in B2B sales. *Industrial Marketing Management*, 53, 172–180.
- Bazi, S., Filieri, R., & Gorton, M. (2020). Customers' motivation to engage with luxury brands on social media. *Journal of Business Research*, 112, 223–235.
- Chaudhary, M. A., Chaudhary, N. I., & Ali, A. Z. (2020). Enhancing university's brand performance during the COVID-19 outbreak: The role of ICT orientation, perceived service quality, trust, and student's satisfaction. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 14(3), 629–651.
- Chirani, E., Taleghani, M., & Moghadam, N. E. (2012). Brand performance and brand equity. *Interdisciplinary Journal of Contemporary Research in Business*, 3(9), 1033–1036.
- Copypress. (2013). The Power of Social Media Interaction. Retrieved from Copypress.com website: <https://www.copypress.com/blog/the-power-of-social-media-interaction/>
- Desai, V. (2019). Digital marketing: A review. *International Journal of Trend in Scientific Research and Development*, 5(5), 196–200.

- Ghozali, I., & Lathan, H. (2015). *Partial least squares: Konsep, teknik, dan aplikasi menggunakan program smart PLS 3.0* (2nd ed.). Semarang: BP Undip.
- Hoffman, L. (2018). Three Ways Effective Communication Improves Customer Satisfaction. Retrieved from [mojomedialabs.com](https://www.mojomedialabs.com/blog/effective-communication-strategies) website: <https://www.mojomedialabs.com/blog/effective-communication-strategies>
- Jhandir, S. U. (2012). Customer satisfaction, perceived service quality and mediating role of perceived value. *International Journal of Marketing Studies*, 4(1), 68–78.
- Leane. (2014). Why Is Social Media Communication Important? Retrieved from [socialmediaspecialist.com.au](http://www.socialmediaspecialist.com.au) website: <http://www.socialmediaspecialist.com.au/why-is-social-media-communication-important/>
- Montgomery, E. T. (2018). The Importance of Interacting on Social Media. Retrieved from <https://www.business2community.com/> website: <https://www.business2community.com/social-media/the-importance-of-interacting-on-social-media-02128088>
- Soewandi, M. (2015). The impact of social media communication forms on brand equity dimensions and consumer purchase intention. *IBuss Management*, 3(2), 204–213.
- SolveoCo. (2019). Social Media vs. other Digital Marketing: Which should you focus on? Retrieved from solveoco.medium.com website: <https://solveoco.medium.com/social-media-vs-other-digital-marketing-which-should-you-focus-on-8ecd289769c4>
- Torres, A., & Tribó, J. A. (2011). Customer satisfaction and brand equity. *Journal of Business Research*, 64(10), 1089–1096.
- Zoubi, F. H., & Al-Harazneh, D. M. (2021). The impact of social media on customers' loyalty toward hotels in Jordan. *International Journal of Business and Management*, 14(5), 123.