

## Can Social Advertising and Internet Meme Enhance Consumer Trust and Satisfaction?

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### ABSTRACT

Despite some companies using social advertising and internet meme on social media, less research focuses on the impact of both brand image and also its effect on customers trusts and satisfaction. In fashion industry in Indonesia some of companies used social advertising and internet meme for enhancing their brand image. This research focus on Zoya which produce Moslem wear and in the top position in the market, but recently many new competitor entrants in this market. The objective of this research is to examine the effect of social advertising and internet memes on brand image, and the effect of brand image on customer trust and customers satisfaction. The research was designed by survey which. Involved 232 respondents. Data were analyzed using the *Partial Least Square method*. The research found that *social advertising* and internet memes have a positive significantly effect on Brand Image, and Brand Image has positive significantly affect consumer trust and satisfaction. The implication of the research is that company should manage internet meme and social advertising effectively and always improve the content fit in the trend and customer expectation.

Keywords: Brand Image, Customer Satisfaction, Internet Memes, Social Advertising, Trust



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### INTRODUCTION

The Muslim fashion industry worldwide is growing rapidly and it's promising market opportunities. Data from Thomson Reuters predicts that the Islamic economy market share will continue to grow, reaching 3,007 billion USD by the year 2023.(Nabilah, 2022), This is in line with the fact that in 2023, Islam is the second-largest religion in the world, with a total of 2.01 billion followers, with 232.55 million Muslim residents in Indonesia alone (Munawar, 2023),. It means that the situation will become an opportunity if the company conduct marketing strategy effectively.

One of the top Muslim fashion brands in Indonesia is the Zoya. Zoya once held the number one position in the TOP Brand Award in 2016 in the category of Muslim fashion and hijab, which can be further illustrated in Table 1. Top Brand itself is a title given as a manifestation and proof of

consumer trust in a brand.(Apriliani, 2019), However, this performance has continued to decline, and by the year 2023, Rabbani, initially ranked second in the Muslim fashion category, and Elzetta in the hijab category have also followed suit in becoming Top Brand number one. Both of these brands have successfully chased and taken over Zoya's position.

**Table 1. Percentage of Top Muslimah Fashion Brands in 2016**

| Category        | Brand   | TBI    |
|-----------------|---------|--------|
| Muslem Clothing | Zoya    | 25,30% |
|                 | Rabbani | 17,90% |
|                 | Dannis  | 7,20%  |
|                 | Elzatta | 7,10%  |
| Hijab           | Zoya    | 44,80% |
|                 | Rabbani | 21,30% |
|                 | Elzatta | 12,60% |

Source: TOP Brand Award ([www.topbrand-award.com](http://www.topbrand-award.com))

Referring Table1, Zoya is in the top ranking of Moslem clothing, followed by Rabbani as market challenger and Dannis, Elzatta. Even though they got 25,3% in top brand index but the intensity of competition can influence it position in the future, like on 2023, Rabbani become the top. Keeping this position is not easy due to the competitor promoting their product in many formal media and social media. All brands in this fashion use advertising and social media for building their images.

It is known that one of the factors contributing to the decline in the index is the brand image of the renowned Zoya brand, which is sold at a high price. This fact is evident from the evidence found in the *social media* advertising conducted by Zoya. In essence, consumers have expectations regarding the relationship between price and quality.(Dara, 2018). When the price is high, consumers will doubt the quality of a product, whether it can provide comparable quality or not. This is evidenced by several comments found on social media.

**Table 2. Percentage of Top Muslim Fashion Brands in 2023**

| Category        | Brand   | TBI    |
|-----------------|---------|--------|
| Muslim Clothing | Rabbani | 25,30% |
|                 | Zoya    | 19,60% |
|                 | Attena  | 7,80%  |
|                 | Azka    | 7,60%  |
| Hijab           | Elzetta | 29,00% |
|                 | Rabbani | 20,70% |
|                 | Zoya    | 19,30% |

Source: TOP Brand Award ([www.topbrand-award.com](http://www.topbrand-award.com))



**Figure 1. Public comments on the Zoya brand in Indonesia**

Source: <https://vt.tiktok.com/ZSFPkuEYV/>

In the current digital era, social media is a tool easily accessible to everyone for social interaction, where social media can transform communication into a dialogue of interaction. (Akbar, 2019).

Brand image arises from various sources, including the marketing communication employed by a brand and people's own experiences as well as others' experiences with a brand. One form of marketing communication that is easily memorable is entertaining content, in the form of memes. Memes have now regained popularity by being disseminated through the internet, allowing them to be quickly embraced by consumers. Internet memes typically consist of text, images, or videos and are widely promoted with the aim of raising online users' awareness of the information conveyed through humorous content. (Miltner, 2018), In the case of generation, and millennials, humorous marketing content captures their attention, ensuring they view the content to the end, making the information conveyed more effectively absorbed by the consumers themselves. Research conducted by IDN Times and involved millennial and Gen-Z on September 29-30, 2022, in Jakarta revealed that 75% of millennials in Indonesia prefer video content (Cabrera, 2020) that Generation Z primarily engages in digital communication presented through images or trendy expressions created online, making their communication more efficient. Whenever something goes viral on social media, they are always a part of it.

Entertaining content is closely related to social marketing, where it serves as a platform for a brand to promote its products or brand. The ultimate goal of social advertising is to acquire new customers, increase sales, strengthen word-of-mouth communication, and foster consumer loyalty. (Tsimonis & Dimitriadis, 2010), In research conducted by (A. Abdullah, 2015) it was revealed that social media advertising has an impact on brand image. Brand image itself is crucial to reinforce in order to achieve customer satisfaction and trust. Satisfaction will be evaluated based on the extent to which customer expectations are met. Therefore, in the event of a crisis, a company with a strong brand image will be better positioned to endure compared to a company with a poor image. (Waluya et al., 2019), In addition to satisfaction, consumer trust can also influence commitment and brand loyalty, thereby enabling a company to sustain its presence in the eyes of the public.

Referring from previously reserach, less research focus on the which mediated by brand image ans the consequences on customer satisfaction and trust. So, the novelty of this research is the integrated model which explained effect of social advertising and internet memes on brand image and the impact on customer satisfaction and trust in the Zoya brand. Beside it, the object also very specific, fashion industry which is is growing recently.

## II THEORETICAL BACKGROUND

### *Social Advertising*

In the digital era, social advertising plays a crucial role in influencing consumers. Social advertising is the process of gaining access to social networking sites through content that can capture the audience's attention. (S. U. Rehman et al., 2019). The dimensions of social advertising include: (1) Informativeness (Aydin, 2016) mentions that social media serves as a good source for providing timely, relevant, and informative information; (2) Entertainment. Entertainment is the ability to fulfill the audience's needs for escape, diversion, aesthetic or emotional enjoyment, and it has characteristics of being enjoyable, exciting, imaginative, and attention-grabbing. This can enhance consumer loyalty and add value to an advertisement. (Padmanabhan & Anand, 2015),; (3) *Credibility* (Dinh, 2016) states that the credibility of an advertisement lies in it being trustworthy, honest, having trustworthy campaign messages, being sincere, convincing, and promotional; (4) *Ease of Use*. An advertisement that is flexible and easy to use or understand can facilitate someone in obtaining useful information about a business. (Rauniar et al., 2014), (5) *Privacy*, Privacy is the ability to control physical, interactional, psychological, and access-related aspects of oneself or a group on social media. (Jung, 2017),; and (6) *Contents*, Good content should be able to provide valuable, relevant, and consistent content to attract and retain a clearly defined audience for profit. (Ahmad et al., 2016), Social networks serve as a means of conveying information that can be received by many people.

Online social networks are easily understood by consumers and serve as a source of diverse digital information. (Chauhan & Pillai, 2013),

Social advertising, or social media advertising, is another way that can serve as a tool to convey information about products and brands. Social advertising, or social media advertising, is another way that can serve as a tool to convey information about products and brands (Zeb, 2023). Previously research also found that social advertising through endorser mediators influences brand image (Fink et al., 2018). The use of social media content to influence consumers must be approached carefully because the posts used can impact consumer perceptions of the brand image, especially for premium or high-end brands.(Godey et al., 2016). In other research conclude that *social advertising* is a crucial tool in building brand image. It means that marketing activities on social media significantly influence brand image (Suryani et al., 2021) . However, social advertising has its weaknesses, as it lacks precise boundaries and has limited business intervention opportunities (Kohliet al., 2015). Based on these points, the following hypotheses can be formulated:

H1: Social Advertising effect positively on Brand Image

### ***Internet Memes***

In line with the evolving techniques in social media advertising, it has been found that humor can captivate the interest of consumers in viewing an advertisement. Internet memes are content that contains jokes or rumors distributed to others through the internet. (Shifman, 2013), Furthermore,(Grundlingh, 2018) defines internet memes as multimedia tools mixed comprehensively and shared with diverse audiences on social media.

Today, social advertising used by various businesses incorporates content that includes elements of comedy and entertainment. This is because internet memes themselves are inherently entertaining. When consumers see them, they feel engaged and repost the memes because they find them amusing. Another characteristic described by (Wong, 2021) is that internet memes should be easily shareable. This is because simple content is more likely to be shared due to its ease of comprehension. Therefore, this research connects internet memes with brand image because when content that appeals to consumers' sense of humor is present, there is potential for higher interaction intensity. Consumers will share such content, leading to more people seeing it and potentially creating a more positive brand association, ultimately enhancing the brand image.

H2: Internet Memes effect positively on Brand Image

### **The Contribution of Brand Image on Consumer Satisfaction and Trust**

The image of a brand represents the perception and serves as a reference for consumers when recalling a brand. This image consists of brand uniqueness or differentiation, brand personality, and brand benefits. (Nisar, 2016), Brand image and brand reputation are interconnected and determinants, with brand image serving as a determinant in building a positive brand reputation. Based on this, brand image is something that can influence consumer attitude and behavior.

Consumer satisfaction is a form of consumer attitudes. Like other attitudes, satisfaction can be influenced by information and customer experience. Consumer satisfaction is a crucial factor for companies (Abror et al., 2019) Consumer satisfaction is defined as an individual's feelings of pleasure or contentment related to the alignment between product performance and expectations. (Kotler, 2018), Consumer satisfaction is viewed as a positive state of mind that tends to influence patronage intentions. This is supported by the theory mentioned by (María Fuentes-Blasco, 2017) stating that consumer satisfaction is generally utilized to measure overall satisfaction through effective and cognitive evaluation after making a purchase. As such, high-quality products or services can generate a sense of satisfaction for consumers who have experienced them.

Consumer satisfaction can be influenced by brand image. Consumer satisfaction represents the emotional response of consumers that describes whether a company's performance aligns with consumer expectations. Satisfaction will be assessed based on the extent to which consumer

expectations are met. Therefore, in the event of a crisis, a company with a good image will be better equipped to withstand it compared to a company with a poor image (Waluya et al., 2019) Therefore, brand image can contribute significantly on consumer satisfaction.

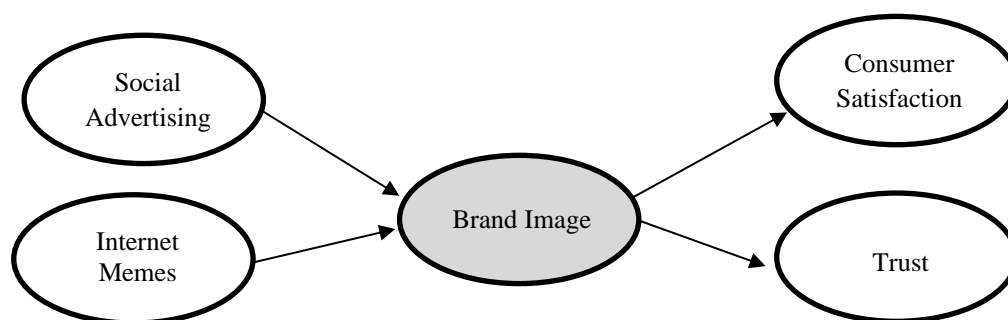
Trust is one of the key elements in a company's success in building a brand image and reputation. This is because, as mentioned in (Ramadhan, 2020) consumer trust can influence consumer commitment and loyalty. It is stated by (Astuti & Alfarizky, 2020) that brand trust is the ability of a brand to be trusted, with its source based on consumer belief in a brand's ability to fulfill promised values and the goodwill of the brand based on consumer belief that a brand can prioritize consumer interests.

To enable a business or company to grow, trust is one of the key factors that must be the primary focus. As stated in (Dewi Untari, 2018) a brand that is well-known or recognized by consumers is considered to have greater strength in meeting consumer expectations. A brand with a good brand image and a distinctive identity is seen as more trustworthy. (Yunaida, 2018),

H3: Brand Image affects positively on Consumer Satisfaction

H4: Brand Image affects positively on Consumer Trust

Based on the theoretical review, the conceptual frame work is presented in Figure 2.



**Figure 2. conceptual frame**  
Source : Previously Researches

## METHODS

This research was designed by a quantitative approach. Quantitative research is a form of research in which data presentation is in numerical form, and the analysis process involves statistical processing (Abdullah, 2015). The population in this study consisted of 232 consumers in Indonesia who has purchased the Zoya brand. In this research, the instrument used was a Likert scale questionnaire with values ranging from 1 to 7. A seven point of Likert scale can minimize measurement errors and provide greater precision. (Munshi, 2014),

The scoring is as follows: 1 - "Strongly Disagree"; 2 - "Disagree"; 3 - "Somewhat Disagree"; 4 - "Neutral"; 5 - "Somewhat Agree"; 6 - "Agree"; 7 - "Strongly Agree." The questionnaire items used in this research are summarized in the table below:

**Table 3. Questionnaire Blue prints**

| Variable           | Code | Indicator  | Source      |
|--------------------|------|--|-------------|
| Social Advertising | SA01 | Social media advertising has value for consumers as it is timely, accurate, and informative. | (Zeb, 2023) |
|                    | SA02 | Credibility is the extent to which consumers understand that the "claims" about a brand or   |             |

|                       |      |  |                     |
|-----------------------|------|--|---------------------|
|                       |      | product in advertisements are honest and trustworthy.  |                     |
|                       | SA03 | Social advertising is flexible, easy to use, and user-friendly. This makes it easier for someone to do what they want to do and serves as a source of obtaining useful information from businesses.                        |                     |
|                       | SA04 | The concept of content marketing has become a new trend in social media marketing. Content marketing creates and distributes valuable, relevant, and consistent content to attract and retain a clear audience for profit. |                     |
| Internet Memes        | IM01 | It is engaging, creates a sense of happiness, and provides relaxation.   | (Teng et al., 2022) |
|                       | IM02 | Its content is easily understandable, allowing the audience to immediately grasp its meaning.  |                     |
|                       | IM03 | It entertains me, excites me, arouses curiosity, enables interaction with others, and reduces loneliness.  |                     |
|                       | IM04 | It makes others feel interesting, inspires them to transform and spread the word, and serves as a representative brand meme.   |                     |
| Brand Image           | BI01 | This brand can be relied upon.   | (Teng et al., 2022) |
|                       | BI03 | This brand is familiar to me.  |                     |
|                       | BI04 | This brand is very enjoyable.  |                     |
|                       | BI06 | This brand catches my attention differently from competing brands.   | (Nguyen, 2022)      |
|                       | BI07 | This brand entertains me.  |                     |
| Trust                 | TR01 | This brand cares about my needs.   | (Santos, 2021)      |
|                       | TR02 | This brand is an honest brand.   |                     |
|                       | TR03 | This brand guarantees satisfaction.  |                     |
|                       | TR04 | This brand has never disappointed me.  |                     |
|                       | TR06 | This brand is sincere with me.   |                     |
|                       | TR07 | I can rely on this brand.  |                     |
| Customer Satisfaction | CS01 | I like visiting this online shop.  | (Olivia, 2022)      |
|                       | CS02 | I prefer this online store over other Muslim fashion online stores.  |                     |
|                       | CS03 | I feel satisfied when trying products from this online store.  |                     |
|                       | CS04 | I am happy that this online store exists.  |                     |

Source: Data Processed (2023)

## RESULTS AND DISCUSSION

### Validity and reliability test results

The validity test is carried out to measure the ability instruments for carrying out a function (Maslakçi, 2020). The reliability test is carried out to measure the instrument's consistency in

producing measurements at different times. (Sarucu & Malakci, 2020), There are several steps to ensure question items are valid, the first thing to do is to delete variables that have a loading value below 0.6. Although (Hair et al, 2021) revealed that the acceptable loading item is 0.708, researchers can still consider other loading items as long as they are still above 0.6.

**Table 4. The Result of Validity Test**

| Variables             | Code | Loading | Conclusion |
|-----------------------|------|---------|------------|
| Social Advertising    | SA01 | 0,709   | Valid      |
|                       | SA02 | 0,718   | Valid      |
|                       | SA03 | 0,741   | Valid      |
|                       | SA04 | 0,711   | Valid      |
| Internet Memes        | IM01 | 0,794   | Valid      |
|                       | IM02 | 0,857   | Valid      |
|                       | IM03 | 0,745   | Valid      |
|                       | IM04 | 0,823   | Valid      |
| Brand Image           | BI01 | 0,654   | Valid      |
|                       | BI03 | 0,707   | Valid      |
|                       | BI04 | 0,724   | Valid      |
|                       | BI06 | 0,663   | Valid      |
|                       | BI07 | 0,612   | Valid      |
| Customer Satisfaction | CS01 | 0,743   | Valid      |
|                       | CS02 | 0,719   | Valid      |
|                       | CS03 | 0,633   | Valid      |
|                       | CS04 | 0,751   | Valid      |
| Trust                 | TR01 | 0,618   | Valid      |
|                       | TR02 | 0,607   | Valid      |
|                       | TR03 | 0,650   | Valid      |
|                       | TR04 | 0,708   | Valid      |
|                       | TR06 | 0,687   | Valid      |
|                       | TR07 | 0,679   | Valid      |

Source: Data Processed (2023)

Referring table.4, It shows that all items have factor loading above 0.6. Then all variables show more than 50% indicator variance and show the reliability of the question items. Convergent validity testing on each variable generally must have an AVE value > 0.05. (Hair et al, 2021),

**Table 5 Average Variance Extracted (AVE) and Composite Reliability**

| Variables                 | Code | AVE          | Composite Reliability | Cronbach Alpha |
|---------------------------|------|--------------|-----------------------|----------------|
| <i>Social Advertising</i> | SA01 |              |                       |                |
|                           | SA02 |              |                       |                |
|                           | SA03 | <b>0,453</b> | <b>0,805</b>          | <b>0,697</b>   |
|                           | SA04 |              |                       |                |
| Internet Memes            | IM01 |              |                       |                |
|                           | IM02 |              |                       |                |
|                           | IM03 | <b>0,508</b> | <b>0,805</b>          | <b>0,682</b>   |
|                           | IM04 |              |                       |                |
| Brand Image               | BI01 |              |                       |                |
|                           | BI03 |              |                       |                |
|                           | BI04 | <b>0,649</b> | <b>0,881</b>          | <b>0,821</b>   |
|                           | BI06 |              |                       |                |
| Customer satisfaction     | BI07 |              |                       |                |
|                           | CS01 | <b>0,518</b> | <b>0,811</b>          | <b>0,691</b>   |

|       |      |              |              |              |
|-------|------|--------------|--------------|--------------|
|       | CS02 |              |              |              |
|       | CS03 |              |              |              |
|       | CS04 |              |              |              |
|       | TR01 |              |              |              |
|       | TR02 |              |              |              |
| Trust | TR03 | <b>0,434</b> | <b>0,821</b> | <b>0,741</b> |
|       | TR04 |              |              |              |
|       | TR06 |              |              |              |
|       | TR07 |              |              |              |

Source: Data Processed (2023)

Table 5 reveals that Internet Memes, Brand Image, and Customer Satisfaction, have AVE values above 0.50. According to the criterion requiring at least 50% of the construct's variance, the instruments used to measure Internet Memes, Brand Image, and Consumer Trust demonstrate convergent validity. In contrast, the other two variables, Social Advertising and Trust, still exhibit convergent validity despite their AVE values being below 0.50. This aligns with the findings in (Rahman & Al-Emad, 2018) which suggest that an AVE value of 0.4 is still acceptable, provided that the composite reliability exceeds 0.70. As displayed in Table 5, the composite reliability meets these requirements, indicating that the AVE values for Social Advertising and Trust are acceptable. Additionally, to further validate the assessment of internal consistency through composite reliability, we can examine the Cronbach's Alpha values. Table 5 also presents the results for two variables, Brand Image and Trust, which have Cronbach's Alpha values  $> 0.70$  but  $< 0.95$ . Meanwhile, the other three variables, Social Advertising, Internet Memes, and Customer Satisfaction, have Cronbach's Alpha values  $< 0.70$ . This corresponds to the range suggested in (Pupo et al., 2020) indicating that acceptable consistency, as measured by Cronbach's Alpha, falls between 0.65 and 0.86. Therefore, the variables Social Advertising, Internet Memes, and Customer Satisfaction are considered to have discriminant validity. Results for discriminant validity are presented in Table 6.

**Table 6. Discriminant validity**

|                             | Brand Image | Customer satisfaction | Internet Memes | <i>Social Advertising</i> | Trust |
|-----------------------------|-------------|-----------------------|----------------|---------------------------|-------|
| 1 Brand Image               | 0,673       |                       |                |                           |       |
| 2 Customer satisfaction     | 0,633       | 0,713                 |                |                           |       |
| 3 Internet Memes            | 0,512       | 0,483                 | 0,806          |                           |       |
| 4 <i>Social Advertising</i> | 0,613       | 0,544                 | 0,390          | 0,720                     |       |
| 5 Trust                     | 0,668       | 0,649                 | 0,447          | 0,598                     | 0,659 |

Source: Data Processed (2023)

### R-Square Testing Results

This test is applied to demonstrate the extent to which the exogenous variable (X) influences the endogenous variable (Y). The R-Square value is considered strong when it exceeds 0.67. The R-Square value is considered moderate when it is greater than 0.33 but less than 0.67. Conversely, the R-Square value is categorized as weak when it surpasses 0.19 but is less than 0.33.

**Table 7. R-Square Test**

| Variables             | R Square | R Square Adjusted |
|-----------------------|----------|-------------------|
| Brand Image           | 0,462    | 0,457             |
| Customer Satisfaction | 0,400    | 0,398             |
| Trust                 | 0,446    | 0,443             |

Source: Data Processed (2023)

Based on the results of the test table above, the conclusion is that both Internet Meme and Social Advertising variables collectively influence Brand Image with an Adjusted R-Square value of 0.457,



which is considered Moderate. Meanwhile, the Brand Image variable influences customer satisfaction with Adjusted R-Square values of 0.398 and 0.443, respectively, which are also considered Moderate.

### Hypothesis Testing Results

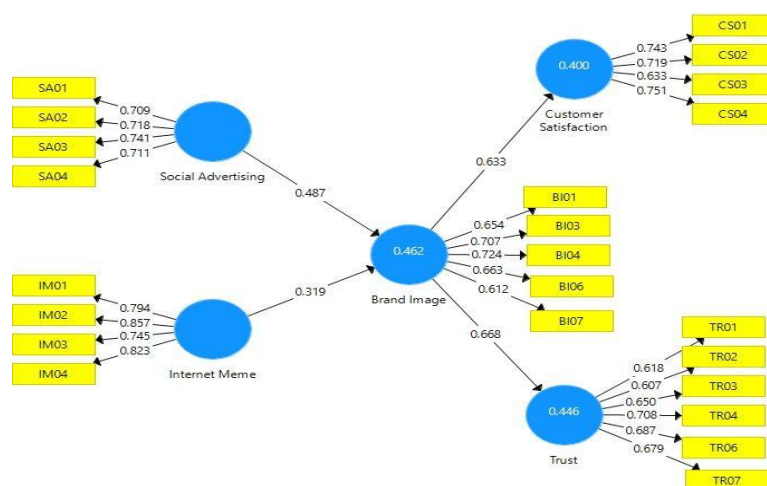
In hypothesis testing, the bootstrapping technique was implemented. As mentioned in (Irawan Wingdes, 2019) Bootstrapping is a method where resampling is performed from existing data with the aim of demonstrating the significance level of the existing relationship. In hypothesis testing, this is done by comparing the t-value or t-statistics determined through bootstrapping, where the value must be greater than the t-table.

**Table 8. Results of Hypothesis Testing**

| Hypothesis                                | Path Coefficient | t-value | p-value | Conclusion |
|---|------------------|---------|---------|------------|
| H1 : Social Advertising -> Brand Image    | 0.487            | 7.188   | 0.000   | Supported  |
| H2 : Internet Meme -> Brand Image         | 0.319            | 4.926   | 0.000   | Supported  |
| H3 : Brand Image -> Trust                 | 0.668            | 10.964  | 0.000   | Supported  |
| H4 : Brand Image -> Customer Satisfaction | 0.633            | 9.476   | 0.000   | Supported  |

Source: Data Processed (2023)

Based on Table 8 above, all hypotheses in the study are supported. Social advertising has a significant positive effect on Brand Image (0.487,  $p < 0.001$ ). Internet memes also exhibit a significant positive effect on Brand Image (0.319,  $p < 0.001$ ). Furthermore, Brand Image demonstrates a significant positive impact on trust (0.668,  $p < 0.001$ ) and customer satisfaction (0.633,  $p < 0.001$ ). The results also is presented in Figure 2.



**Figure 2. Structural Model Evaluation Result**

Source: Data Processed (2023)

### Discussion

The results of this study indicate that *Social Advertising* and internet memes have a positive effect on Brand Image. The results showed that *Social Advertising* has a significant positive effect on Zoya's Brand Image. This is evidenced by the results shown in the hypothesis test results, where the path coefficient is 0.487,  $p < 0.001$ .

The strategy in social advertising carried out by Zoya that is appropriate and credible (honest and trustworthy) makes consumers develop a positive perception of the Zoya brand. Apart from that, the content of the advertisement is easy to understand, relevant and useful for consumers, able to attract consumers' attention. Consumers who often see Zoya's social advertising will increasingly understand the benefits and advantages of the Zoya brand, which strengthens the association with the brand image that has been formed. This is in line with the previously research findings that *Social Advertising* can influence consumer perceptions of brands. In the digital age, consumers are often exposed to advertisements on social media, it can influence their perception of brands. (Seo, 2018), (Godey, 2016), (Schivinski & Dabrowski, 2015), and (Stojanovic et al., 2018). Brand image will be strong if consumers often interact with social advertising. Therefore, companies need to pay attention to the use of Social Advertising in their marketing strategy. Further, the implication for promotional strategy by using social advertising, Zoya must innovative and manage content of it's social advertising. The content must credible and expose the value and advantage of it's brand with stucture message understandable by consumers.

The results also show that Internet Memes have a significant positive effect on Zoya's Brand Image, where the study shows the results of path coefficient 0.319,  $p < 0.001$ . Internet Memes can be an effective way to introduce brands to consumers and build a positive brand image. In this study, researchers found that Internet Memes that contain elements of humor and creativity can be a factor that influences consumer perceptions of the brand . In creating a *meme* to promote a product or service, the company must know the target consumer, the right *meme*, and also be interesting so as not to become a failed meme . This finding is in line with the results of research (Teng et al., 2022) and (Procházka, 2019) which show that internet memes have a significant positive effect on brand image. Therefore, this study connects internet memes with brand image because when there is content that arouses consumers' sense of humor, it will potentially have a higher intensity of interaction, where consumers will share the content so that more consumers can see it and can create more positive brand associations and thus brand image can be improved.

The results showed that Brand Image has a significant positive effect on Customer Satisfaction, as evidenced by the path coefficient of brand image on customer satisfaction 0.633,  $p < 0.001$ . This is supported by research conducted (Yana, 2015) and (Khan et al., 2020) where the results state the same thing, namely brand image has a significant positive effect on customer satisfaction. When consumers have positive brand image, they know well about the products and it' attributes. Their perception influence their expectation. Consumers who have strong brand image perception usually more satisfy with the brand due to less gap between their perception anf the brand performance. Brand image is very important. If a crisis occurs, companies that have a good image will be able to survive compared to companies that have a bad reputation (Waluya et al., 2019). Also mentioned in (Yana, 2015) that customer satisfaction is formed by the brand having a positive image, the brand has distinctive characteristics and the product brand is widely recognized, the better the brand image in the minds of consumers, the more satisfied consumers will feel in using the product. This statement is also supported by research (Walsh, 2015), (Gul, 2014) and (Liung & Syah, 2017) which states that customer satisfaction is important to build and maintain a brand image within the company. Therefore, companies should strengthen it's brand image by utilizing social advertising by proving credible content and delivering information completely to consumers.

A positive brand image will have a good influence on consumer trust so that it can trigger loyalty for consumers and provide good feedback for the Zoya Company. This is supported by the results of the study which show that the path coefficient of brand image on consumer trust is 0.668,  $p < 0.001$ . A positive Brand Image can increase consumer confidence in the brand and ultimately increase consumer satisfaction. Therefore, companies need to pay attention to how they build a positive and consistent brand image. Brand Trust is an important factor in building long-term relationships between brands and consumers. (Fandy Tjiptono, 2014) defines trust in a brand as the willingness of consumers to trust or rely on a brand in a risk situation because of the expectation that the brand in question will provide positive results. In this study, researchers found that a positive

Brand Image can increase consumer trust in the brand. This is supported by research (Faizal & Nurjanah, 2019) and (Sudirman et al., 2020) states that brand image has an effect on consumer trust.

## CONCLUSION

This research found that Social Advertising and Internet Memes positive significantly influence Brand Image. This implies that public advertising can provide comprehensive information about a product and its advantages, attracting consumer interest. This reserach also found that Brand Image as mediating variabels of the influence of Social Advertising and memes on consumer trust and customer satisfaction. The other findings of this reserach is that the effect of brand image on consumers trust and satisfaction ios significant. It means that the stronger brand image, the higher consumer trust ans brand image.

The results of this study have significant managerial implications for Muslim fashion companies, particularly the Zoya brand. Companies should focus on the utilization of Social Advertising and Internet Memes within their marketing strategies. Furthermore, it is crucial for companies to carefully cultivate a positive and consistent brand image to enhance consumer trust and satisfaction. Satisfied consumers are more likely to engage in repeat purchases, spread positive word-of-mouth about the company, pay less attention to competitors' brands or advertisements, and explore other products offered by the same company.

This research has a limitations encompass constraints of the scope of respondents and variables . In this models the author not elaborate the effect of consumer satisfaction on consumers trust. Based on this constraint, the author suggest for the research further to examine the effect of consumer satisfaction on consumers . The future research also better involve more size sampling as representative of Indonesian Islamic consumers.

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