

## **Analysis the Impact of Social Media Marketing and Brand Credibility on Brand Equity at Telkom University Jakarta and Purwokerto**

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### **Abstract**

In this digital age, social media marketing plays a crucial role in shaping the brand equity of higher education institutions. Telkom University utilizes *User-Generated Content* (UGC) and *Firm-Generated Content* (FGC) as the main digital marketing strategies to increase its attractiveness for prospective students. UGC, created by regular users, reflects a more authentic experience, while FGC is managed directly by the university to maintain a professional image. This study aims to analyze the influence of UGC and FGC on Telkom University's brand equity, with brand credibility as a mediating variable. The object of the research includes two Telkom University campus locations, namely Jakarta and Purwokerto, to explore the dynamics of digital marketing strategies in different local contexts. The method used is a quantitative approach through the distribution of questionnaires to 397 active students from Telkom University Jakarta and Purwokerto. Structural Equation Modeling–Partial Least Squares (SEM-PLS) was used to test the direct and indirect relationships between variables. The results show that both UGC and FGC have a positive and significant effect on brand credibility, which then mediates their influence on *Customer-Based Brand Equity* (CBBE). FGC shows a more dominant influence on brand credibility in Purwokerto, while in Jakarta, the two types of content provide a relatively balanced influence. It was also found that students' perception of CBBE was in the high category. Based on the results, strategic implications for higher education institutions in optimizing digital communication were identified.

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**Keywords:** Social Media, User Generated Content, Firm Generated Content, Brand Credibility, Brand Equity, Telkom University

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### **INTRODUCTION**

In the rapidly growing digital era, the transformation of information and communication technology has fundamentally changed the global marketing landscape. Digitalization is no longer just a trend but a strategic need that affects almost all aspects of human life, including in the world of higher education. This phenomenon creates a new paradigm where educational institutions must adapt to drastically changing information consumption patterns to remain relevant and competitive in the global market (Lahtinen et al., 2023). This digital transformation has revolutionized the way higher education institutions communicate, interact, and build relationships with their stakeholders, especially prospective students as the main target in marketing strategies.

Digital marketing strategies have become a crucial element in determining the competitiveness of higher education institutions in the contemporary era. Digital marketing is defined as a way of thinking and a method of putting customers at the center of all online activities by utilizing digital technology and the internet to reach a wider audience (Chaffey and Smith,

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2017). In the context of higher education, marketing is not only limited to promotion but also includes strategies to increase attractiveness and build the image of the university in the eyes of prospective students. This aligns with modern marketing concepts that emphasize the importance of building long-term relationships with consumers through meaningful experiences and ongoing engagement (Kotler and Keller, 2021).

Based on the latest data in 2025, the use of social media ranks first as the most frequently used media by Indonesians over 16 years old, with a percentage of 97.8%. This data shows an extraordinarily high penetration, where almost the entire Indonesian adult population actively uses social media platforms in their daily lives. Furthermore, the use of the internet occupies the second position with a percentage of 96.6%, with the main reason for its use being to collect information, shown from a percentage of 82.7%. This trend reflects a major change in people's information consumption patterns and digital behavior, which certainly has a significant impact on marketing strategies in the modern era, including the higher education sector.

The social media platforms most used by the Indonesian people show diverse preferences, where Instagram is the second most used social media and TikTok is in the fourth position as the most frequently accessed social media by internet users in Indonesia. Interestingly, social media users are dominated by the age range of 17-24 years, which is the right age segment for higher education institutions in recruiting prospective students. This phenomenon indicates that digital marketing strategies through social media are not only relevant but also a must for higher education institutions that want to remain competitive in attracting the interest of the digital native generation.

In the context of *Higher Education Institutions* (HEI), especially private universities, the competition to attract prospective students is increasingly fierce and complex. In addition to academic quality, which is the main concern, communication and digital marketing strategies are also determinants that determine the attractiveness of institutions. Seeing the current digital trend that is increasingly competitive, educational institutions are required to adapt marketing approaches to the digital behavior of prospective students that continue to grow dynamically (Bencheikroun et al., 2024). One of the main challenges faced is how the branch campus can adopt a marketing strategy that aligns with the local characteristics of each region while still consistently strengthening the image of the parent institution.

In this competitive environment, higher education institutions need to build strong brand equity to differentiate themselves from competitors and effectively attract prospective students. Brand equity is an important asset that reflects the added value that a brand provides to its customers, in this case prospective students and their parents (Keller, 1993). Brand equity in the context of higher education can be measured through prospective students' perception of the quality of education, the institution's reputation, and trust in the brand. Institutions with strong brand equity tend to be more likely to attract prospective students, retain enrolled students, and build ongoing alumni loyalty (Tammubua, 2022).

Social media marketing has become one of the factors that can significantly affect brand equity. According to Chaffey and P.R. Smith (2017), social media has become an important

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platform for institutions to communicate with customers, disseminate information, and build strong relationships—in this context, colleges to prospective students. Social media allows institutions to reach a wider audience at a relatively low cost while facilitating two-way interactions between institutions and prospective students that can increase engagement and brand awareness.

In the context of social media marketing, there are two main types of content that have different characteristics and impacts on consumer perception: *User-Generated Content* (UGC) and *Firm-Generated Content* (FGC). UGC refers to content created and shared by social media users, such as students, alumni, or other parties related to the institution. UGC is often considered more authentic and trustworthy because it comes from the user's first-hand experience, reflecting a genuine and unbiased perspective of the commercial (Schivinski and Dabrowski, 2014). For example, student testimonials about the university experience or photos of campus activities shared by students can influence the perception of prospective students with a high level of trust.

In contrast, Firm-Generated Content (FGC) is content that is officially created, managed, and published by the institution, such as information about programs, academic achievements, campus facilities, or official campus activities. This content usually has a consistent visual design, starting from the use of logos, identity colors, and messages conveyed that are both informative and persuasive, aiming to build a professional and credible image of the institution (Schivinski and Dabrowski, 2015). FGC allows institutions to control the narrative and message that they want to convey to the target audience in a conceptual and structured manner.

Brand credibility is also a crucial factor in building sustainable brand equity. In the context of HEI or higher education institutions, brand credibility means the extent to which the university can fulfill its promises and provide quality educational services in accordance with stakeholder expectations (Kotler et al., 2023). Brand credibility can be enhanced through information transparency, consistent interaction on social media, and positive testimonials from students or alumni. As explained by Perera et al. (2023), social media marketing allows higher education institutions to interact with prospective students, share relevant information, and build trust in the quality of academic services offered. High brand credibility will increase the trust of prospective students in the institution, ultimately influencing their decision to enroll and choose the institution.

Telkom University, as one of the leading private universities in Indonesia, has shown a strong commitment to adopting a digital marketing strategy to strengthen its position in the national higher education market. This research focuses on Telkom University with case studies on the Jakarta and Purwokerto campuses, both of which have unique characteristics and challenges in the implementation of digital marketing strategies. Telkom University Jakarta is a branch campus established in 2002 with a total of 1,557 active students, offers five study programs, and is strategically located in the country's capital. Meanwhile, Telkom Purwokerto University is a transformation of Telkom Purwokerto Institute of Technology (*ITTP*), which has also been established since 2002 as the oldest branch of Telkom University, with a total of 4,723 active students and offers 14 study programs.

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The selection of Telkom Jakarta and Purwokerto Universities as the research objects was based on strong representativeness and historical considerations. These two campuses have been established since 2002 and have sufficient experience in managing higher education institutions, so they can provide reliable data for analysis. Jakarta, as a metropolitan city with high dynamics, and Purwokerto, as an educational city in Central Java, provide different geographical and demographic contexts, which can generate insights into how digital marketing strategies can be adapted according to specific local characteristics. The difference in the number of students between the two locations also provides an interesting variation to analyze in the context of the effectiveness of digital marketing strategies.

The urgency of this research is even higher considering that, even though Telkom University is managed centrally and integrated as a national entity, in practice, the marketing communication strategy—especially through social media—is managed independently by each branch campus. Telkom University Jakarta and Telkom Purwokerto University have different official social media accounts and separate content management teams. This leads to variations in the type of content presented, the intensity of interactions, and the communication style used, potentially creating differences in perceptions of brand credibility and equity in each location.

Several relevant studies have been conducted to explore the relationship between social media content, brand credibility, and brand equity in a variety of contexts. Perera et al. (2022), in their study entitled "The Impact of Social Media Marketing and Brand Credibility on Higher Education Institutes' Brand Equity in Emerging Countries," found that brand credibility plays a crucial role in mediating the influence of social media content on brand equity in higher education institutions. The study is set in developing countries and shows that higher education institutions that are able to build credibility through social media activities tend to have stronger brand equity. Lee et al. (2023) also confirm the importance of social media communication in shaping consumer-based brand equity, especially in the context of a pandemic that is changing patterns of interaction and communication.

Schivinski and Dabrowski (2014) make significant contributions to understanding the difference in impact between UGC and FGC on consumer perception. Their research shows that the two types of content have different influences on consumers' attitudes towards brands, with UGC tending to have a higher level of trust but FGC having better quality control. Raji et al. (2019), in their research on the automotive industry, found that company-generated content (FGC) on social media can increase brand equity and consumer response, but its effectiveness is highly dependent on the quality and relevance of the content produced.

The novelty of this research lies in several aspects that distinguish it from previous studies. First, this study specifically uses the context of higher education institutions in Indonesia with a focus on branch campuses that have autonomy in managing social media content but remain under the same brand. Second, this study conducts a comparative analysis between two different geographical locations (metropolitan Jakarta and the educational city of Purwokerto) to see how geographical and demographic factors affect the effectiveness of digital marketing strategies. Third, this study integrates the analysis of UGC and FGC simultaneously with brand credibility as

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a mediating variable in one comprehensive model, which has not been widely done in the context of higher education in Indonesia.

The main purpose of this study is to analyze the influence of social media marketing through User-Generated Content (UGC) and Firm-Generated Content (FGC) on *Customer-Based Brand Equity* (CBBE) at Telkom University, considering the mediating role of brand credibility. Specifically, this study aims to determine the influence of brand credibility mediation in the relationship between UGC and FGC on CBBE, analyze the direct influence of UGC and FGC on brand credibility in each location, and identify differences in influence patterns between Telkom Jakarta and Purwokerto University.

The benefits of this research can be seen from both theoretical and practical perspectives. From the theoretical side, this research is expected to contribute to the development of science in the field of digital marketing and brand management, especially in the context of higher education institutions. The results of this study are also expected to be a reference for future studies, especially on the influence of digital marketing for universities and the relationship between UGC, FGC, brand credibility, and brand equity variables.

## **METHOD**

### **Types of Research**

This study uses a quantitative descriptive approach that aims to explain the influence of two types of social media content, namely UGC and FGC, on brand *credibility* and customer-based brand *equity* (CBBE). The quantitative approach was chosen because it allows for an objective and statistically measurable test of the relationship between variables.

### **Population and Sample**

The research population is active students from Telkom University Jakarta and Purwokerto. The sampling technique used is *purposive sampling* with the following criteria: (1) active students at Telkom University Jakarta or Purwokerto, (2) have social media accounts, and (3) are active followers of Telkom Jakarta or Purwokerto Instagram accounts.

The number of samples was determined using the Slovin formula with a confidence level of 96% and a margin of error of 4% and the result got minimum sample of 397 respondents.

### **Variable Operationalization**

The variables in this study consisted of:

1. Variable independent: *Firm-Generated Content* (FGC) dan *User-Generated Content* (UGC)
2. Variable dependent: *Customer-Based Brand Equity* (CBBE)
3. Variable mediator: *Brand Credibility*

The research instrument used a 7-point Likert scale, where the number 1 indicates "strongly disagree" and the number 7 indicates "strongly agree".

### **Data Analysis Techniques**

Data analysis using *Structural Equation Modeling* (SEM) with a *Partial Least Squares* (PLS) approach through SmartPLS 4 software. Model evaluation includes the outer model (validity and reliability) and the inner model (path coefficient and significance).

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## RESULT AND DISCUSSION

### Research Overview

This study was conducted to analyze the influence of social media marketing through User-Generated Content (UGC) and Firm-Generated Content (FGC) on Customer-Based Brand Equity (CBBE) with Brand Credibility as a mediating variable at Telkom Universities Jakarta and Purwokerto. Data collection was carried out through an online survey of 397 active students from the two campuses in the June-July 2025 period using purposive sampling techniques.

Data was collected using questionnaires that were disseminated online through social media platforms to reach respondents who met the research criteria, namely active students, have social media accounts, and are active followers of the campus's official Instagram account. Data analysis uses the Structural Equation Modeling approach with the Partial Least Squares (SEM-PLS) method through SmartPLS 4 software.

### Respondent Characteristics

#### *Distribution of Respondents Based on Campus Location*

Of the total 397 respondents who participated in the study, the distribution by campus location showed an almost balanced composition:

- 1) Telkom University Jakarta: 201 respondents (50.6%)
- 2) Telkom Purwokerto University: 196 respondents (49.4%)

This balanced distribution allows for valid comparative analysis between the two campus locations and meets the minimum sample requirements for multigroup analysis in SEM-PLS.

#### *Respondent Demographic Profile*

##### a. By Gender:

The composition of respondents by gender shows:

- 1) Male: 215 respondents (54.2%)
- 2) Female: 182 respondents (45.8%)

This distribution reflects a fairly balanced representation of both genders, which is important for the generalization validity of the research results.

##### b. By Age:

The majority of respondents were in the age range of active undergraduate students:

- 1) Age 20: 163 respondents (41.1%)
- 2) Age 19: 112 respondents (28.2%)
- 3) Age 21: 63 respondents (15.9%)
- 4) Age 18: 37 respondents (9.3%)
- 5) Age 22 and over: 22 respondents (5.5%)

This age profile shows that respondents are the main target of the university's digital marketing strategy, namely the digital native generation who actively use social media and have high digital content consumption characteristics.

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## Descriptive Analysis of Research Variables

### *Descriptive Analysis of Firm-Generated Content (FGC)*

The results of the descriptive analysis for the FGC variable showed a total percentage value of 82.40% which was included in the "Agree" category. This indicates that students respond positively to the content officially produced by the institution.

**Table 1. Descriptive Analysis Results of Firm-Generated Content**

Yes	Indicator	Total Score	Ideal Score	Percentage	Category
FGC1	Follow the information published through official accounts on social media	2488	2779	89.56%	Strongly agree
FGC2	Have contacted the official account to get information about the campus	2027	2779	72.49%	Simply Agree
FGC3	Interested in following the official account because the content about the campus is interesting	2355	2779	84.76%	Agree
<b>Total Variable</b>		<b>6870</b>	<b>8337</b>	<b>82.40%</b>	<b>Agree</b>

The FGC1 indicator obtained the highest score (89.56%), indicating that students actively follow the official information published by the university. This indicates the effectiveness of official communication strategies in reaching the target audience. On the other hand, the FGC2 indicator obtained the lowest score (72.49%), indicating that two-way interaction between students and official accounts still needs to be improved.

### *Descriptive Analysis of User-Generated Content (UGC)*

The UGC variable obtained a total percentage of 80.58% in the "Agree" category, showing students' appreciation for content created by other users.

**Table 2. Results of Descriptive Analysis of User-Generated Content**

No	Indicator	Total Score	Ideal Score	Percentage	Category
UGC1	Follow content shared by other communities or users to find out activity information	2363	2779	85.05%	Agree
UGC2	Content shared by other users matches expectations about the university	2297	2779	82.65%	Agree
UGC3	Content from other users about the university is interesting	2196	2779	79.02%	Agree
UGC4	Content shared by other users is better than content from other campuses	2101	2779	75.61%	Simply Agree

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No	Indicator	Total Score	Ideal Score	Percentage	Category
	<b>Total Variable</b>	<b>8957</b>	<b>11116</b>	<b>98.26%</b>	<b>Strongly Agree</b>

Source: Data processed

The UGC1 indicator received the highest response (92.26%), indicating that students rely on user-generated content to obtain information on campus activities. The UGC4 indicator obtained the lowest score (75.61%), indicating that the perception of UGC's comparative advantage still needs to be strengthened through student community empowerment strategies.

### *Descriptive Analysis of Brand Credibility (BC)*

The Brand Credibility variable reached a percentage of 80.10% with the category "Agree", indicating a fairly high level of trust in the institution.

**Table 3. Results of Descriptive Analysis of Brand Credibility**

No	Indicator	Total Score	Ideal Score	Percentage	Category
BC1	The University has fulfilled the promises that have been made	2084	2779	74.98%	Simply Agree
BC2	The quality promoted by the university is trustworthy	2069	2779	74.45%	Simply Agree
BC3	Trust in the university	2388	2779	85.94%	Agree
BC4	The university reminds graduates that they have adequate skills and knowledge	2363	2779	85.05%	Agree
	<b>Total Variable</b>	<b>8904</b>	<b>11116</b>	<b>80.10%</b>	<b>Agree</b>

Source: Data processed

The BC3 indicator obtained the highest score (85.94%), indicating students' fundamental trust in the institution. However, the BC2 indicator obtained the lowest score (74.45%), indicating the need for increased transparency and consistency in the quality communication offered.

### *Descriptive Analysis of Customer-Based Brand Equity (CBBE)*

The CBBE variable obtained the highest percentage of 83.83% in the "Agree" category, indicating a strong perception of the university's brand value.



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**Table 4. Results of Descriptive Analysis of Customer-Based Brand Equity (Sample Indicators)**

No	Indicator	Total Score	Ideal Score	Percentage	Category
CBBE1	Have an expectation that the quality of teaching will be good	2472	2779	88.95%	Strongly agree
CBBE4	Feel proud to have chosen to study at university	2395	2779	86.18%	Agree
CBBE7	A degree from a university has valuable value	2476	2779	89.10%	Strongly agree
CBBE8	By considering tuition fees, believing you will benefit more	2449	2779	88.13%	Agree
CBBE16	Have positive feelings towards the university	2377	2779	85.53%	Agree
<b>Total (17 indicators)</b>		<b>39602</b>	<b>47243</b>	<b>83.83%</b>	<b>Agree</b>

Source: Data processed

The CBBE7 indicator obtained the highest score (89.10%), indicating that students assess a degree from a university to be of valuable value for their future. This reflects the fundamental strength of university brand equity in student perception.

### Validity and Reliability Testing

#### *Evaluation of the Outer Model*

##### **Convergent Validity**

Convergent validity testing was carried out through loading factor evaluation and Average Variance Extracted (AVE). All indicators met the convergent validity criteria with a loading factor of  $\geq 0.70$  and  $AVE > 0.50$ .

**Table 5. Convergent Validity Results**

Variable	AVE	Loading Factor Range	Status
Firm-Generated Content	0.707	0.762 - 0.865	Valid
User-Generated Content	0.602	0.758 - 0.880	Valid
Brand Credibility	0.693	0.814 - 0.869	Valid
Customer-Based Brand Equity	0.659	0.708 - 0.884	Valid

Source: Data processed

AVE calculation formula:

$$AVE = \sum \lambda_i^2 / n$$

Where:

1.  $\lambda_i^2$  = square of the standardized factor loading for each its indicator
2.  $n$  = number of indicators in a latent construct

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## ***Discriminant Validity***

Discriminant validity tests using the Fornell-Larcker Criterion method showed that the square root of AVE of each construct was greater than the correlation with the other constructs.

**Table 6. Fornell-Larcker Criterion Results**

Variable	FGC	UGC	BC	CBBE
Firm-Generated Content	0.832			
User-Generated Content	0.634	0.812		
Brand Credibility	0.584	0.574	0.842	
Customer-Based Brand Equity	0.627	0.615	0.765	0.776

Source: Data processed

Additional testing using the Heterotrait-Monotrait Ratio (HTMT) method showed all values < 0.85, confirming the validity of the good discriminant.

**Tabel 7. Hasil Heterotrait-Monotrait Ratio (HTMT)**

Variable	FGC	UGC	BC
User-Generated Content	0.777		
Brand Credibility	0.690	0.722	
Customer-Based Brand Equity	0.712	0.690	0.827

Source: Data processed

## ***Composite Reliability***

All constructs show excellent reliability with Cronbach's Alpha and Composite Reliability values > 0.70.

**Table 8. Reliability Test Results**

Variable	Cronbach's Alpha	Composite Reliability	rho_A
Firm-Generated Content	0.802	0.871	0.802
User-Generated Content	0.835	0.885	0.835
Brand Credibility	0.870	0.963	0.870
Customer-Based Brand Equity	0.958	0.965	0.960

Source: Data processed

## **Evaluation of Structural Models (Inner Model)**

### ***Coefficient of Determination ( $R^2$ )***

The model demonstrated moderate to strong predictive capabilities for both study sites.

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**Table 9. R-Square Results**

Location	Variable endogenous	R <sup>2</sup>	R <sup>2</sup> Adjusted	Category
Jakarta	Brand Credibility	0.457	0.452	Moderate
Jakarta	Customer-Based Brand Equity	0.598	0.596	Moderate
Purwokerto	Brand Credibility	0.396	0.390	Moderate
Purwokerto	Customer-Based Brand Equity	0.570	0.568	Moderate

Source: Data processed

The model in Jakarta shows slightly higher predictability than in Purwokerto, with the R<sup>2</sup> for CBBE reaching 59.8% in Jakarta versus 57.0% in Purwokerto.

### *Effect Size (f<sup>2</sup>)*

Effect size analysis shows the relative contribution of each exogenous variable to the endogenous variable.

**Table 10. Effect Size Results**

Connection	Jakarta	Purwokerto	Interprets
FGC → BC	0.138	0.119	Small
UGC → BC	0.139	0.151	Moderate
BC → CBBE	1.486	1.327	Big

Source: Data processed

Interpretation criteria f<sup>2</sup>:

1. 0.02 = small effect
2. 0.15 = moderate effect
3. 0.35 = big effect

Brand Credibility had a large influence on CBBE in both locations (f<sup>2</sup> > 1.3), while FGC and UGC had a small influence on Brand Credibility (f<sup>2</sup> ≈ 0.14).

### *Predictive Relevance (Q<sup>2</sup>)*

A positive Q<sup>2</sup> value indicates that the model has good predictive relevance.

**Table 11. Q-Square Results**

Location	Brand Credibility	Customer-Based Brand Equity
Jakarta	0.440	0.408
Purwokerto	0.373	0.462

Source: Data processed

All values of Q<sup>2</sup> > 0 indicate that the model has predictive capabilities that are relevant to both endogenous constructs at both locations.

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## Goodness of Fit

Overall evaluation of the model using Goodness of Fit (GoF):

$$\text{GoF} = \sqrt{(\text{Avg AVE} \times \text{Avg R}^2)}$$

1. Jakarta:  $\text{GoF} = \sqrt{(0.685 \times 0.528)} = \mathbf{0.60}$  (Large Effect)
2. Purwokerto:  $\text{GoF} = \sqrt{(0.685 \times 0.483)} = \mathbf{0.54}$  (Large Effect)

GoF interpretation criteria:

1. 0.10 = small effect
2. 0.25 = medium effect
3. 0.36 = large effect

Both models show a very good fit (large effect) in explaining the phenomenon studied.

## Hypothesis test

### Hypothesis Test Results

Hypothesis testing aims to find out whether the hypothesis that has been formulated can be accepted or rejected based on the results of statistical analysis. This test was carried out using the bootstrapping method on the path coefficient analysis to determine the direct and indirect influence between variables. The assessment is carried out based on p-value and t-statistic, where the effect is considered significant if the p-value < 0.05. The following are the results of hypothesis testing using the bootstrapping method with a 5% sensitivity rate.

**Table 12. Hypothesis Testing Results**

Hypothesis	Jalur	Location	Path Coefficient	Standard Error	T-Statistic	P-Value	Results
H1	UGC → BC CBBE	Jakarta	0.285	0.058	4.885	0.000	Accepted
H1	UGC → BC CBBE	Purwokerto	0.282	0.060	4.687	0.000	Accepted
H2	FGC → BC → CBBE	Jakarta	0.286	0.064	4.466	0.000	Accepted
H2	FGC → BC → CBBE	Purwokerto	0.250	0.068	3.677	0.000	Accepted
H3	UGC → BC	Jakarta	0.370	0.080	4.604	0.000	Accepted
H4	UGC → BC	Purwokerto	0.374	0.078	4.825	0.000	Accepted
H5	FGC → BC	Jakarta	0.369	0.071	5.212	0.000	Accepted
H6	FGC → BC	Purwokerto	0.755	0.197	3.837	0.000	Accepted

Source: Data processed

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Based on the results of the hypothesis calculation in table 12 above, it can be seen that

### **Indirect Influence**

**H1:** Brand Credibility mediates the influence of User-Generated Content (UGC) on Customer-Based Brand Equity (CBBE)

Answer: The test results showed that UGC had an indirect influence on CBBE through brand credibility at both research sites. At the Telkom University Jakarta location, a path coefficient value of 0.285 was obtained with a T-statistic of 4.885 and a p-value of 0.000, while at Telkom University Purwokerto it was 0.282 with a T-statistic of 4.687 and a p-value of 0.000. A p-value below 0.05 indicates that this indirect influence is significant at both locations. Based on these results, it can be said that the higher the student's perception of user-generated content, the higher the value of brand credibility, which ultimately increases the university's brand equity in students.

**H2:** Brand Credibility mediates the influence of Firm-Generated Content (FGC) on Customer-Based Brand Equity (CBBE)

Answer: The results of the analysis show that FGC has an indirect effect on CBBE through brand credibility. At the Telkom University Jakarta location, the path coefficient value is 0.286 with a T-statistic of 4.466 and a p-value of 0.000. And at Telkom Purwokerto University, the value is 0.250 with a T-statistic of 3.677 and a p-value of 0.000. These two results show statistical significance. Based on these results, it is indicated that official content published by the university is able to form brand credibility, which will then have a positive impact on increasing the perception of brand equity in students.

### **Direct Influence**

**H3:** The influence of User-Generated Content (UGC) on brand credibility is positive and significant for students at Telkom University Jakarta.

Answer: UGC has a direct influence on brand credibility in Jakarta. Where the test results showed a path coefficient of 0.370 with a T-statistic of 4.604 and a p-value of 0.000. These results state that there is a positive and significant relationship, so it can be concluded that student participation in creating and disseminating content about the university has a real impact in shaping the perception of brand credibility in the eyes of other students at Telkom University Jakarta.

**H4:** The influence of User-Generated Content (UGC) on brand credibility is positive and significant for students at Telkom University Purwokerto

Answer: UGC has a direct influence on brand credibility in Purwokerto. It can be seen that the path coefficient of UGC on brand credibility is recorded at 0.374 with a T-statistic of 4.825 and a p-value of 0.000. These results state that there is a positive and significant relationship, so it can be concluded that student participation in creating and disseminating content about the university has a real impact in shaping the perception of brand credibility in the eyes of other students at Telkom Purwokerto University.

**H5:** The influence of Firm-Generated Content (FGC) on brand credibility is positive and significant for students at Telkom University Jakarta

## **Analysis the Impact of Social Media Marketing and Brand Credibility on Brand Equity at Telkom University Jakarta and Purwokerto**

Answer: FGC has a direct influence on brand credibility in Jakarta. This can be seen in the results obtained in the hypothesis test, where the path coefficient is 0.369 with a T-statistic of 5.212 and a p-value of 0.000. Thus, it can be concluded that official university-managed content such as information on social media contributes positively and significantly to building brand credibility in students.

**H6:** The influence of Firm-Generated Content (FGC) on brand credibility is positive and significant for students at Telkom University Purwokerto.

Answer: FGC has a direct influence on brand credibility in Purwokerto. This can be seen from the hypothesis test, where the path coefficient was recorded at 0.755 with a T-statistic of 3.837 and a p-value of 0.000, showing that the influence of FGC on brand credibility is strong and significant. From these results, it can be concluded that students in Purwokerto respond positively and significantly to the university's official content in forming trust in the institution.

### **CONCLUSION**

This study concludes that brand credibility is proven to mediate the influence of *UGC* and *FGC* on *CBBE* at Telkom Universities Jakarta and Purwokerto. All relationships between variables showed positive and significant influences, with differences in the strength of influence between locations. FGC shows a more dominant influence in Purwokerto, while UGC has a relatively balanced influence in both locations. These results provide strategic implications for higher education institutions in optimizing their digital communications. Suggestions for practitioners include improving the quality of official content (FGC), empowering students to produce positive content (UGC), and developing strategies tailored to the local characteristics of each campus. For further research, it is recommended to expand the scope to other institutions and add variables such as brand experience and brand engagement.

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