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The Effect of Social Media Marketing Activities on Purchase Intention: A Case Study on E-commerce Consumers

Viana Anantasiska[1], Usep Suhud[2], Osly Usman[3]

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Social media marketing activities

Abstract

This study aims to analyze the effect of social media marketing activities, brand image, brand awareness, and brand preference on purchase intentions of young e-commerce consumers. Data were obtained from online questionnaires which were distributed through social media. The sample selection technique used in this research is purposive sampling. Respondents in this study were 270 Shopee consumers aged 13-15 years who had seen shopee advertisements on social media and at least made two purchases. The endogenous variable used in this study is purchase intention while the exogenous variable is social media marketing activities. The intervening variables used are brand image, brand awareness, and brand preference. The analytical method in this study is Structural Equation Modeling (SEM) using AMOS 24 software. The results obtained are that social media marketing activities have a positive effect on brand image, brand awareness, and brand preference. Furthermore, brand image and brand awareness have a positive effect on brand preference. In addition, brand preference has a positive effect on purchase intention.

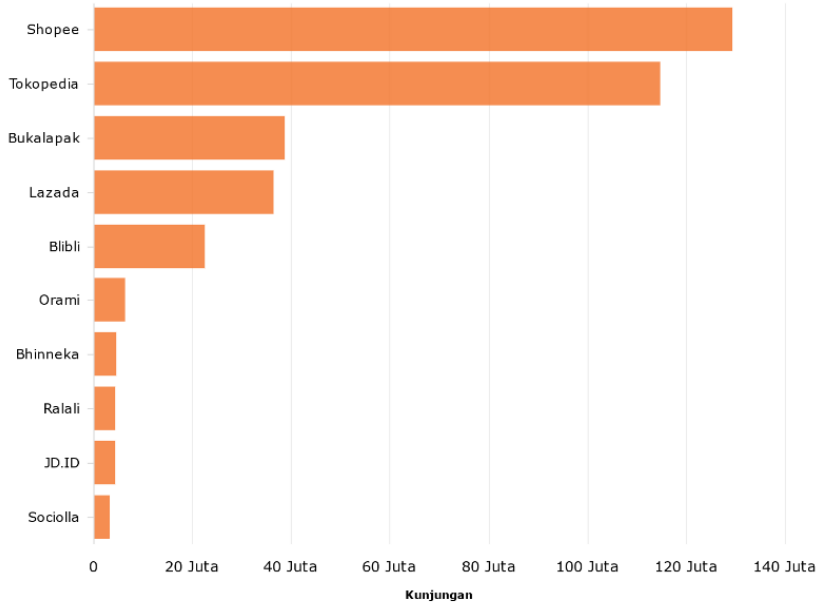
1. Introduction

E-commerce is the process of the occurrence of atransactions for exchanging goods, services, or information connected to the internet (Indrajit, 2002). The changing lifestyle of the Indonesian people who want everything to be fast and easy has driven the growth of e-commerce (Nursyirwan & Ardaninggar, 2020). Anyone who uses an electronic device connected to the internet can easily make purchasing decisions through fast transactions in e-commerce. This can be seen from the very fast

[1] *Universitas Negeri Jakarta, Jakarta, Indonesia. Email: viana.simanjuntak@yahoo.com*
[2] *Universitas Negeri Jakarta, Jakarta, Indonesia*
[3] *Universitas Negeri Jakarta, Jakarta, Indonesia*

growth of e-commerce in Indonesia, where the presence of various online platforms such as Shopee, Lazada, Tokopedia, Ralali, and others can be seen in the statistical data below.

Figure 1. E-commerce Site Monthly Visitors.



Source: (Statistics, 2021)

According to Asi and Hasbi (2021)Seeing the very fast growth of e-commerce and the increasingly fierce competition with various e-commerce platforms, the steps that can be taken in order to win the competition and to attract public interest is to raise the brand's fame by utilizing social media marketing and brand image. This is because nowadays, individuals are addicted to social media so that the popularity of social media is getting higher and it encourages a marketer to promote a brand through social networking sites to seduce the target audience (Parmar, 2019).

The phenomenon of social media comes with the development of technology and the internet (Asi & Hasbi, 2021). Generation Z is the generation born in 1995-2010 where they are very familiar with social media so that the presence of the internet and technology has become an important component of their lives and activities (Hastini et al., 2020). Katadata survey results (2021)shows, generation Z uses digital services, one of which is for online shopping in e-commerce where in the last three months 57% of generation Z have used e-commerce, and as many as 81% have made shopping transactions at least once a month on e-commerce platforms. . The characteristic of Generation Z in doing online shopping is that they will collect the opinions of their friends when shopping.

One example of e-commerce in Indonesia is Shopee Pte Ltd which is a Singaporean multinational technology companyfocuses on customer to customer and also business to customer with the presence of Shopee Mall, an online store where the seller is a well-known brand (Katadata, 2021a; Pradana, 2015). Shopee is a very familiar part of e-commerce and its features are very easy to apply on smartphones so Shopee is very popular with young people(Suroso & Setyanto, 2020). It is proven that Shopeeis ranked first for monthly visitors but for social media, Shopee only has the highest ranking on Instagram, as shown in the data in Figure 2.

Figure 2
E-commerce Visitors on the Website, Application Ranking and Social Media Followers

	Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook
1	Shopee	129,320,800	#1	#1	541,700	7,100,000	19,908,390
2	Tokopedia	114,655,600	#2	#4	710,400	2,400,000	6,372,160
3	Bukalapak	38,583,100	#7	#7	199,600	1,363,070	2,514,260
4	Lazada	36,260,600	#3	#3	411,400	2,600,000	30,461,740
5	Blibli	22,413,100	#6	#5	514,800	1,389,780	8,539,020
6	Orami	6,186,200	#27	#22	5,960	530	352,140
7	Bhinneka	4,442,600	#20	#20	68,900	41,910	1,048,380
8	Ralali	4,331,400	#26	n/a	2,940	412,000	91,950
9	JD ID	4,163,100	#8	#6	34,800	521,000	800,270
10	Sociolla	3,086,500	#5	#2	4,010	925,000	12,430

Source:(iPrice, 2021)

Social media marketing activities alreadywithout a doubt because it has changed the face of marketing and unlocked various benefits such as customer engagement, website traffic, brand awareness and brand preference.(Parmar, 2019). ActivityEffective marketing is one of them by using various technologies and online advertising which will cause*brand awareness*in the minds of consumers(Raharjo, 2018)so thatThe more active consumers are in social media activities for a brand, the higher the commitment and brand awareness of the brand will be (Hutter et al., 2013). *Social media marketing activities*This also increases awareness among consumers and creates a brand image where consumers will browse this social media to find information about a particular brand (Sehar et al., 2019). Conscious consumers have a higher purchase intention (Raharjo, 2018).

In addition, companies that can increase brand preference will also be able to survive the existing competition because brand preference can provide quality guarantees for their consumers(Halim, 2014). Preference is usually obtained from customers by comparing one e-commerce platform with other e-commerce platforms so that when a platform matches what they want, consumers will tend to like the e-commerce platform (Dharmayana & Rahanatha, 2017). Brand preference is one of the variables that directly affect purchase intention (Halim, 2014).

The success of e-commerce is the emergence of purchase intention in consumers(Suroso & Setyanto, 2020). Purchase intention is a consumer's decision to buy a product(Briliana & Andrianto, 2019).*Purchase intention* that is in the mind of the product user in making a purchase that is influenced by attitudes or other types of variables(Kusuma & Miartana, 2018). The creation of purchase intentions or consumer purchase intentions is the goal of online business actors so that e-commerce platforms really need to identify factors that can attract consumers so that they can influence purchase intentions and increase transactions (Suroso & Setyanto, 2020).

2. Methods

This study uses quantitative methods with survey methods for descriptive analysis and causality relationship techniques using the structural equation model (SEM) model. The population in this study are all people who have seen Shopee promotions through social media. Sampling with nonprobability sampling and by using purposive sampling method. The criteria used as respondents are: Shopee consumers aged 13-15 years and who have seen promotions on social media accounts and have made a minimum of two purchases.

In this study, the number of respondents was 270 respondents. The number of respondents was obtained from the estimated parameters, namely 10 multiplied by 27 indicators of the questionnaire questions so that the total number of respondents needed was obtained. The data collection method in this study is a questionnaire method distributed online with a Likert scale of six scores, namely one to six, which measures each item in the answer to the statement/question in the questionnaire. While the data analysis used Structural Equation Modeling (SEM) with AMOS 24 software.

3. Conclusion

Descriptive Analysis

The demographic profiles being analyzed include gender, age, pocket money, duration of social media usage, and most visited advertising ecommerce site.

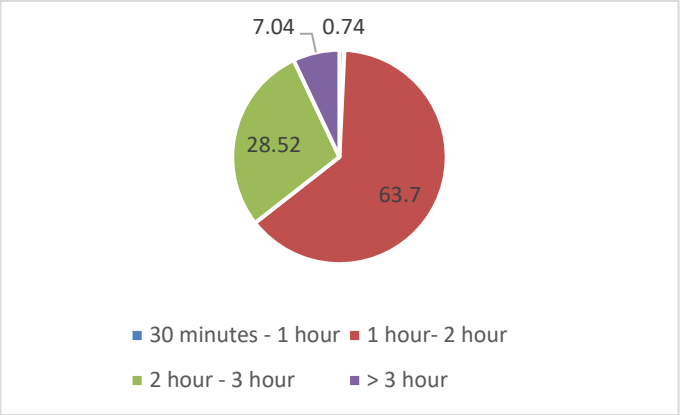
Table 1. Respondents Profile

Demographic	Characteristic	%
Gender	man woman	11.1 88.9
age	13 14 15	14.4 28.1 57.4
Snack money per month	<Rp. 300,000 Rp.301,000-Rp.650,000 Rp.651,000-Rp.850,000 >Rp.850.000	6.3 27.8 57.4 8.5
Social Media Usage Duration (average in 1 day)	30 minutes 30 minutes – 1 hour 1 hour- 2 hours 2 hours – 3 hours >3 hours	- 0.74 63.7 28.52 7.04

Source: Data processed by Researchers (2021)

The duration of the most use of social media is 1 hour - 2 hours, which is 63.7%. While the second highest is 2 hours - 3 hours by 28.52% and those who use social media more than three hours are 7.04%. In this study, none of the respondents answered using social media for less than 30 minutes. So at least they spend 30 minutes-1 hour using social media, which is 0.74%.

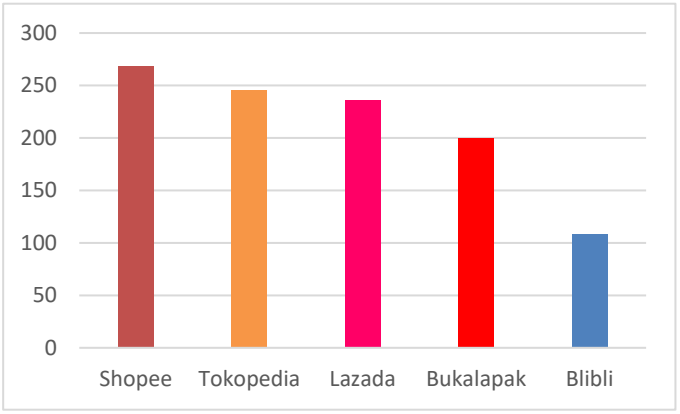
Figure 3. Duration of social media usage per day



Source: Data processed by Researchers (2022)

The most frequently seen e-commerce advertisement on social media is Shopee with 268 respondents, followed by Tokopedia with 245 respondents. Furthermore, there are Lazada with 236 respondents, then Bukalapak with 200 respondents, and the most rarely seen is Blibli with 108 respondents. From this data, it can be seen that the competition between e-commerce is very strong, where Shopee and Tokopedia only have a range of values that are not that much different. The results of these data can be seen in Figure 4.2.

Figure 4
E-commerce advertisements that are often seen on social media



Source: Data processed by Researchers (2022)

Validity test

This study uses Confirmatory Factor Analysis (CFA) on AMOS 24.0 software to test the validity. The indicator is declared eligible as a constituent of the variable if the probability significance is more than 0.05. Based on calculations using Confirmatory Factor Analysis, the results obtained are that all

variables are valid because the probability significance value is more than 0.05. The following are the results of the calculation of the validity test in Table 2

Table 2
Validity test results with Confirmatory Factor Analysis

Variable	Probability	Results
Social media marketing activities	0.466	Valid
Brand image	0.879	Valid
Brand awareness	0.975	Valid
Brand preference	0.486	Valid
Purchase Intention	0.471	Valid

Source: Data processed by researchers (2021).

Test Reliability

The reliability test in this study was carried out by looking at the value of construct reliability. A research instrument is declared reliable if the value of construct reliability > 0.7(Ghozali, 2012). Based on the calculation of construct reliability with AMOS 24 software, all variables are reliable because they have a Construct Reliability value of more than 0.7. Then based on the average variance extracted calculation, the results obtained are valid because the AVE value is more than 0.5. The following are the results of the calculation of the reliability test.

Constructs	Loading Factor	CR	AVE
Social Media Marketing Activities		0.888	0.613
I can post reviews and ratings on various products/services on Shopee	0.764		
I can download videos on Shopee	0.770		
Social media content on Shopee always provide the latest information			
Conversations/exchanges of opinion with others can be done on social media	0.803		
I like the ads on products published on Shopee	0.778		
	0.798		
Brand Image		0.887	0.611
Shopee is a leading luxury company	0.799		
Shopee is a customer-oriented company	0.768		
Shopee is the most popular company	0.799		
In my opinion, Shopee is the number one company among other e-commerce	0.764		
Shopee's forming organization can be trusted	0.778		
Brand Awareness		0.875	0.584
I'm always aware about the Shopee brand	0.761		
I always remember the Shopee logo	0.795		
I am aware of the characteristics of Shopee	0.745		
I can quickly recall the Shopee logo symbol	0.744		
I can distinguish the type of Shopee service from other models	0.776		
Brand Preference		0.892	0.580
Although other companies have the same features as Shopee, I prefer to buy on Shopee	0.809		
Even though there are better companies than Shopee, I will choose to buy at Shopee	0.755		
I find Shopee interesting to me	0.745		
I consider Shopee to be superior to other competing brands	0.738		
When I want to make a purchase, Shopee is my first choice	0.768		
Shopee is my favorite brand than any other company	0.753		
Purchase Intention		0.866	0.565
Interacting with Shopee brands increases my interest in buying their products and services	0.770		
I will definitely buy the products marketed on Shopee	0.809		
I have high intentions to become a Shopee customer	0.753		
I will add products that are on Shopee to my wish list on Shopee	0.718		
I will add products that are on Shopee to my wish list on Shopee	0.705		

Using AMOS, the initial model and all the indicators are formed. The research model after the respecification of the model is shown in following figure.

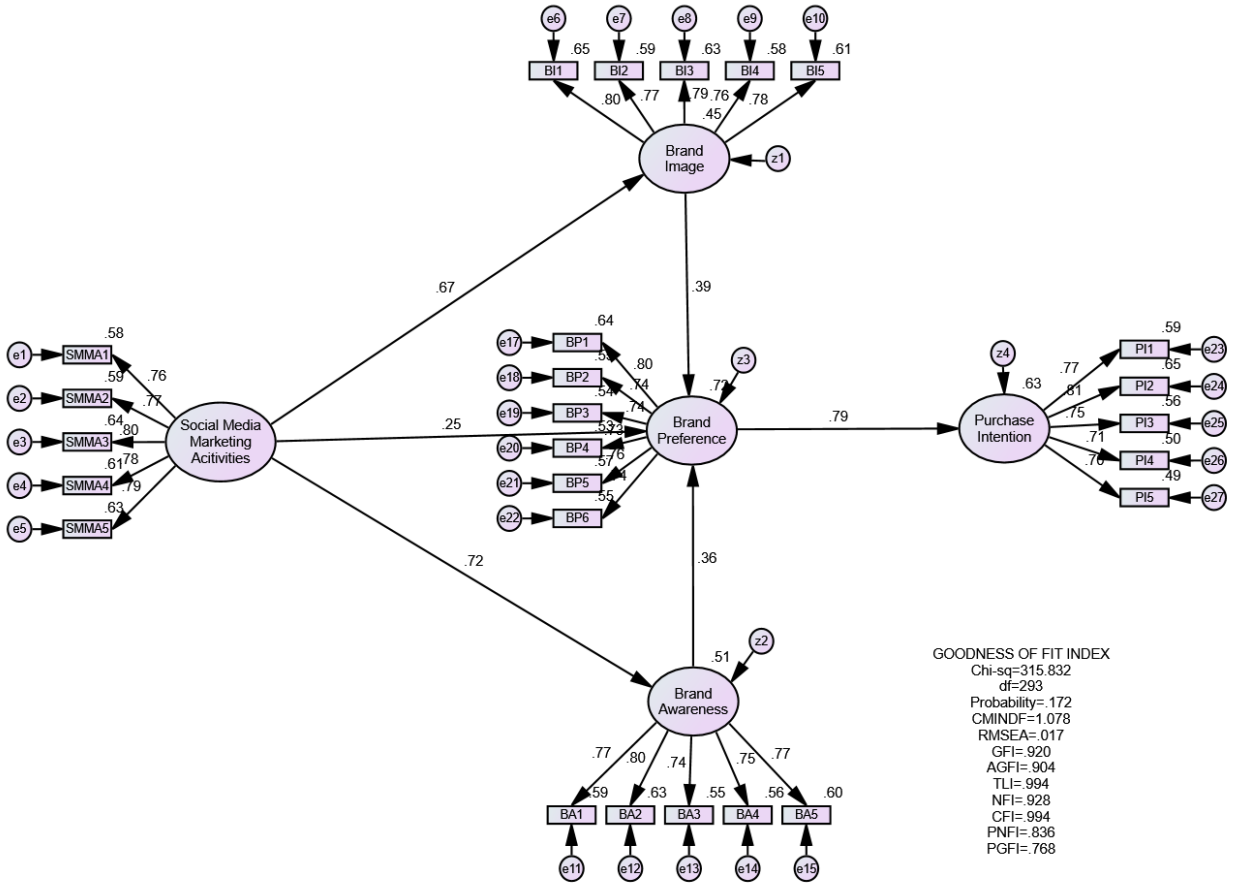


Figure 5. Structural model after re-specification

In Figure 5 after re-specification, the model has met the criteria for Goodness of fit. The following are the results of the second research model suitability test, which are listed in Table 4.

Table 4. The results of the second research model fit test

***Goodness of Fit* Indices**	***Cut off Value***	**Results**	**Model Evaluation**
Chi – Square	≤333.922	315.832	Good Fit
Probability	≥0.05	0.172	Good Fit
CMIN/DF	≤2.00	1.078	Good Fit
RMSEA	≤0.08	0.017	Good Fit
GFI	≥0.90	0.920	Good Fit
AGFI	≥0.90	0.904	Good Fit

TLI	≥0.90	0.994	Good Fit
NFI	≥0.90	0.928	Good Fit
CFI	≥0.90	0.994	Good Fit
PNFI	≥0.60	0.836	Good Fit
PGFI	0.00-1.00	0.768	Good Fit

Source: Data processed by Researchers (2021)

Based on table 4, it shows that after the re-specification of the model, all the constructs of the research model used have been included in the criteria for the good fit value, so there is no need to repair the model again. This indicates that the research model used is appropriate and can be used to answer the research hypothesis.

Hypothesis testing

Hypothesis testing was conducted to determine the effect of one variable on another variable. This test was conducted to determine the effect of variables on social media marketing activities, brand image, brand awareness, brand preference, and purchase intention. The conclusion of this hypothesis test is determined based on the critical ratio (CR) value and the P value which shows significance. The independent variable is declared to have a significant effect if it meets the criteria with a CR value greater than 1.96 and P less than 0.05. The significance test parameters in this model can be seen from table 5 below.

Table 5. Regression weights

				Estimate	SE	CR	P	Results
H1	Brand Image	<--	Social Media Marketing Activities	.752	.080	9,411	***	Received
H2	Brand Awareness	<--	Social Media Marketing Activities	.702	.073	9.572	***	Received
H3	Brand Preference	<--	Social Media Marketing Activities	.269	.087	3.096	.002	Received
H4	Brand Preference	<--	Brand Image	.378	.067	5.677	***	Received
H5	Brand Preference	<--	Brand Awareness	.400	.082	4,891	***	Received
H6	Purchase Intention	<--	Brand Preference	.717	.065	11.103	***	Received

Source: Data processed by Researchers (2022)

Based on the results of the validity and reliability tests, the results obtained by all variables and indicators have met the criteria and the results of hypothesis testing explain that all hypotheses (H1, H2, H3, H4, H5, H6) show significant positive results against the proposed hypothesis. The following is a more in-depth discussion of the results of hypothesis testing in this study:

H1: There is an influence of social media marketing activities on brand image

Based on table 5, it can be seen that social media marketing activities have an effect on brand image. This is indicated by the positive estimate value (0.752), the CR value = 9.411> 1.96 and also the p value = 0.000 (***) which is below 0.05. Therefore, the hypothesis is accepted in this study as in Bilgin's research (2018), Cheung et al.(2019), Godey et al.(2016), Hanaysha (2016), and Sehar et al.(2019)which states that social media marketing activities have an influence on brand image. With the existence of social media marketing activities, a brand image is created through the memory of a particular brand in the minds of consumers. The brand image arises one of them from a series of social media marketing activities including consumer experiences that are shared on social media.

H2: There is an influence of social media marketing activities on brand awareness

Based on table 5, it can be seen that social media marketing activities have an effect on brand awareness. This is indicated by a positive estimate value (0.702), the value of CR = 9.572> 1.96 and also the value of p value = 0.000 (***) is below 0.05. Therefore, the hypothesis is accepted in this study. This is in accordance with the research of Aji et al.(2020), Bilgin (2018), Godey et al.(2016), Samuel and Setiawan(2018), and Seo and Park(2018)which states that social media marketing activities have a positive effect on brand awareness. The more often consumers see social media marketing activities on a brand, the consumers will increasingly recognize or remember a brand in certain product category members so that brand awareness is created for these consumers.

H3: There is an influence of social media marketing activities on brand preference.

Based on table 5, it can be seen that social media marketing activities have an effect on brand preference. This is indicated by the positive estimate (0.269), the CR value = 3.096> 1.96 and also the p value = 0.002 or <0.05. Therefore, the hypothesis is accepted in this study. This is in accordance with research conducted by Godey(2016), Hanaysha(2016), Mateen Khan and Jalees(2016), Parmar(2019), and Wang et al.(2019)who said that social media marketing activities had an effect on brand preference. The more frequent exposure to social media marketing activities carried out by e-commerce will make consumers compare one e-commerce platform with other e-commerce platforms that suit consumer needs. This is what creates a preference for a brand or brand preference for consumers.

H4: There is an influence of brand image on brand preference

Based on Table 5, it can be seen that brand image has an effect on brand preference. This is indicated by a positive estimate value (0.378), the value of CR = 5.677> 1.96 and also the p value of 0.000 (***) which is below 0.05. Therefore, the hypothesis is accepted in this study. This is in line with research conducted by Godey et al.(2016), Halim(2014), Hardjanti (2011), Hu et al.(2012), and Sehar et al. (2019)which states that brand image has an influence on brand preference. A good brand image will be the main choice by consumers. If the brand image of a brand is known to be positive by consumers, then consumers will make a preference for that brand.

H5: There is an effect of brand awareness on brand preference

Based on Table 5, it can be seen that brand awareness has an effect on brand preference. This is indicated by a positive estimate value (0.400), the value of CR = 4.891> 1.96 and also the p value of 0.000 (***) which is below 0.05. Therefore the hypothesis is accepted in this study. This is in accordance with research conducted by Chen and Chang(2008), Godey et al.(2016), Hardjanti(2011), Kusuma and Miartana(2018), and Sehar et al.(2019)mentions that brand awareness has an effect on brand preference. The more often consumers remember a brand, the memory will affect the preferences that consumers will choose.

H6: There is an influence of brand preference on purchase intention.

Based on Table 5, it can be seen that brand preference has an effect on purchase intention. This is indicated by the positive value (0.717), the value of CR = 11.103 > 1.96 and the value of p value = 0.000 (***) which is below 0.05. Therefore, the hypothesis is accepted or proven in this study. This is in accordance with the research of Briliana and Andrianto(2019), Chang and Liu(2009), Chen and Chang(2008), Guzman et al.(2009), and Moradi and Zarei(2011)mentions that brand preference has an influence on purchase intention. This is because brand preference is the possibility that customers like a brand compared to other competitors so that purchase intentions will appear on the chosen brand. The preference of a brand or brand preference occurs because of past experience which has an intimate correlation with purchasing decisions.

4. Conclusion

This study aims to analyze the effect of social media marketing activities, brand image, brand awareness, brand preference on purchase intention. And the results of this study are all the variables tested positive significantly on purchase intention. It can be concluded that when customers have a desire to buy or purchase intention, it usually starts from looking at social media marketing activities. After seeing social media marketing activities, consumers will be more aware of the product so that there is brand awareness in the minds of consumers. This makes it easier and faster for consumers to recognize a product brand than other brands. After getting to know the brand more deeply, usually consumers will look for detailed information about a product so that a brand image appears against the brand. With the creation of a good brand image, Shopee will become one of the consumer's choices in purchasing a product. Therefore, this brand image and brand awareness will cause consumers to make a preference for a brand or brand preference and then the brand preference which will later be closely related to purchase intention.

This study resulted in the findings that social media marketing activities have a significant positive effect on brand image, brand awareness, and brand preference. In addition, brand image and brand awareness also have a significant positive influence on brand preference. Then brand preference has a significant positive effect on purchase intention.

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