

Influence of Social Media Marketing Activity Instagram Towards Purchase Intention in Le Bliss Bouquet Cirebon

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Abstract

Technology today has an important role in various aspects of life. Technology can make it easier for people to carry out daily activities without any limitations. One of the uses of this technology is the implementation of marketing activities that can be carried out through social media. This study aims to determine whether the influence of social media marketing activity carried out by Le Bliss Bouquet has an influence on brand equity, distribution of E-WOM on social media, and purchase intention. Some of the theories used include the theory of social media marketing activity, brand equity, E-WOM, and consumer behavior that can form interest in making purchases. The type of research conducted is causal. Respondent data was collected by distributing questionnaires through social media and the analytical technique used was Structural Equation Modeling (SEM) with the help of SmartPLS software. The sample used in this study were Instagram social media users who had accessed the Le Bliss Bouquet Cirebon Instagram social media account. The results show that the structural equation modeling supports the hypothesis contained in the study and shows a positive influence between social media marketing activity on purchase intention. In addition, brand equity is also considered to have a positive impact on E-WOM and E-WOM maintains a positive influence on purchase intention. It is hoped that the results of this study can be used as an evaluation of the implementation of social media marketing activities carried out by the company because it is considered capable of forming product brand equity and influencing purchase intention.

Keywords: technology, social media marketing activity, purchase intention, brand equity, E-WOM.

1. Introduction

The development of technology has experienced a very rapid development. Technology has an important role in aspects of life. Technology can support people in carrying out life activities so that they become easier and instant without limitations. Currently, there are various types of social media that have been known by the people of Indonesia. platform international social media of the survey reveal the order of the most used social media in Indonesia. The percentage of each use of social media is described in Figure 1.5. that Instagram is one of the most frequently used social media in Indonesia in third place with a presentation of 86.6%. Meanwhile, in the first place, Youtube is the most frequently used social media in Indonesia with a percentage of 93.8% (Datareportal, 2021). Instagram is a social media that focuses on photo and video sharing This social media was built by a company called Burbn, Inc which was founded by Kevin Systrom and Mike Krieger on October 6, 2010. The excellent features that Instagram has include the photo and video sharing feature so that it is considered effective for marketing (Kompasiana, 2018). This was utilized by Le Bliss Bouquet as one of the florists and as a pioneer of Korean Style in Cirebon and as florist who utilizes social media as the main means of marketing to foster purchase intention in consumers (purchase intention) activities social media marketing through social media, especially Instagram, are currently often carried out by various companies because they are able to reach a broad target of consumers. Some of the social media marketing includes the process of creating uploaded advertising content. The value and quality of marketing from a business profile can build brand equity, seen from how actively the account shares interesting content, the message conveyed is informative, how often the account interacts with followers, interesting or not the content being promoted or run and how the account follows trends that are developing in social media. According to Seo and Park in (Aji *et al.*, 2020) marketing marketing activities on social

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media have a significant influence in building brand equity, and brand equity positive E-WOM and shape consumer buying interest. Through social media, consumers can directly interact and share their personal experiences. Consumers who are loyal to a brand will share good experiences and provide positive recommendations that can influence buying interest for themselves and others. Brand equity can provide value in strengthening consumers' understanding of information, fostering confidence in purchasing and increasing the achievement of satisfaction (Latifa Isnaini *et al.*, 2017). One of the assessment factors that can be done in determining how good the value of a product is is by looking at the rate and review. The review contains consumer assessments and criticisms of the products being marketed. With this emerging phenomenon, it is necessary to conduct in-depth research on Le Bliss Bouquet Cirebon to find out how Social Media Marketing Activity conducted by Le Bliss Bouquet Cirebon affects Purchase Intention and see whether Brand Equity and E-WOM will also affect Purchase Intention in Le Bliss Bouquet Cirebon. Based on all the phenomena previously mentioned, this research was designed with a focus on 4 objectives including:

- a. To determine the effect of Social Media Marketing Activity Instagram on Purchase Intention at Le Bliss Bouquet Cirebon.
- b. To find out whether Social Media Marketing Activity has an influence on Brand Equity at Le Bliss Bouquet Cirebon.
- c. To find out whether Brand Equity has an influence on E-WOM on social media Instagram Le Bliss Bouquet Cirebon.
- d. To find out the magnitude of the influence of E-WOM on social media Instagram on Purchase Intention at Le Bliss Bouquet Cirebon.

2. Literature Review

2.1. Social Media Marketing Activity (SMMA)

Social Media is a means for consumers to share text, image, video and audio information between each other and with companies and vice versa. Social media allows marketers to build a voice and presence online. Social media consists of three platforms including online communities and forums, blogs and social networks. (Kotler dan Keller, 2016:642). Social media is also defined as an internet medium that allows users to present themselves and interact, collaborate, share information with other users, and form virtual social bonds (Nasrullah, 2017). The general goals of using social media according to Gunnelius dalam Nurhaqsanni (2018) include a) building relationships, b) building brands, c) publishing, d) promotion, e) market research.

Yadav & Rahman (2017:1296) which defines social media marketing as a process carried out by companies to create, communicate, and deliver offers or online marketing through platforms to build and maintain stakeholder relationships that increase stakeholder value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word of mouth creation among stakeholders regarding an existing product and service. Jo (2013) said that marketing activities are the impact of social media on Instagram on the ready-to-drink beverage industry with the tea category and classifies the characteristics of Social Marketing Activity into entertainment, interaction, trendiness, advertising and customization.

2.2. Brand Equity

According to Aaker (2020:22) brand equity is a set of brand assets and liabilities related to a brand name and its symbols that increase or decrease the value provided by an item or service to a company or its customers. Brand Equity is a positive differential effect where if the customer can recognize the brand, the customer will respond to the product or service (Kotler & Armstrong, 2019:282).

With brand equity, it can be a good opportunity for companies in making strategies, marketing decisions so as to get a competitive advantage for the company (Jafari Drabjerdi *et al.*, 2016). Brand Equity is divided into four dimensions including Brand Awareness, Perceived Quality, Brand Associations, and Brand Loyalty (Aaker, 2020:23).

2.3. E-WOM

Electronic word of mouth is a form of online word of mouth, or “word of mouse”, that encourages consumers to deliver company-developed products and services or audio, video, or written information to others online (Kotler dan Keller, 2016:646). Electronic Word of Mouth can be measured through several dimensions including Intensity, Positive Valance, Negative Valance, and Content (Goyette *et al.*, 2010:11).

2.4. Purchase Intention

According to Kotler dan Keller (2016:198), purchase intention is a form of consumer behavior in response to objects that show a desire to make a purchase. Purchase Intention can be measured through several indicators (Alalwan, 2017) including a) will buy products advertised on social media, b) buy products promoted through advertisements on social media, c) tend to buy products promoted on social media, d) plan to buy products that are promoted on social media. In addition, according to Kotler & Keller 2012:503) he dimension of buying interest can be measured through the AIDA stimulation model which seeks to describe the stages of stimulation that a person or consumer may go through to a stimulus provided by marketing, namely a) attention, b) interest, c) will, and d) action.

3. Theoretical Framework and Hypothesis Development

3.1. Social Media Marketing Activity on Brand Equity

The main characteristic of social media is the production and consumption of content that runs without time and region restrictions. This shows that the intensity of social media marketing with the active participation of consumers has an influence on the way consumers think and behave about a brand compared to unilateral communication from the company. (Aji *et al.*, 2020). This is supported by the influence of Social Media Marketing Activity on brand equity and on customer equity that Social Media Marketing Activity has a significant effect on Brand Equity (Seo & Park, 2018). Yadav & Rahman (2017), measuring consumer perceptions of social media marketing activities in e-commerce: Scale development & validation conducted research on the effect of Social Media Marketing Activities on Brand Equity in the journal Measuring consumer perceptions of ecommerce: Development & scale validation. The results of the hypothesis test show that Social Media Marketing Activities have a positive effect on Purchase Interest.

H₁ : Brand Equity Social Media Marketing Activity has a positive influence on Brand Equity

3.2. Brand Equity on E-WOM

With interactions with customers that support the company to communicate the brand equity through product marketing on social media can grow word of mouth and can create new customers. Brand equity can provide value in strengthening consumer understanding of information, fostering confidence in purchasing and increasing the achievement of customer satisfaction (Latifa Isnaini *et al.*, 2017). Brand Equity increases WOM (Seo & Park, 2018). With a good brand equity value, it will create better E-WOM and can quickly increase the spread of WOM in a positive way

H₂ : Brand Equity has a positive influence on E-WOM

3.3. E-WOM on Purchase Intention

E-WOM is one of the most influential marketing tools at the moment, because before buying a product or service, consumers tend to look for information uploaded by previous users to review information and answer the concerns of potential consumers (Seo & Park, 2018). Through social media, it allows consumers' thoughts or opinions to be more easily and quickly accessible to other consumers. Consumers will be interested in the product and want to have the product talked about well in advance. Creating a positive response through reviews can be one of the factors that influence purchase intention (Jalilvand & Samiei, 2012:461).

H₃ : E-WOM has a positive effect on Purchase Intention

3.4. Social Media Marketing Activity on Purchase Intention

As a platform, social media is very suitable for marketing. Marketing through social media will affect external factors that affect consumer perceptions of a product which will then affect consumer buying interest (Maoyan *et al.*, 2014). Social media is considered to be more honest with consumers, with the ability to communicate what is meant by a brand rather than trying to control its image. This type of interaction increases positive attitudes towards the brand, influences commitment, and stronger purchase intentions (Hutter *et al.*, 2013). Purchase Intention is influenced by Social Media Marketing Activity (Aji *et al.*, 2020)

H₄ : Purchase Intention Social Media Marketing Activity has a positive influence on Purchase Intention

From the explanations and findings of previous research above, it can be formulated that the research framework that will be used in this study refers to on the framework of the research conducted by (Aji et al., 2020). Figure 1 shows the research framework model that will be used, including the figure 1.

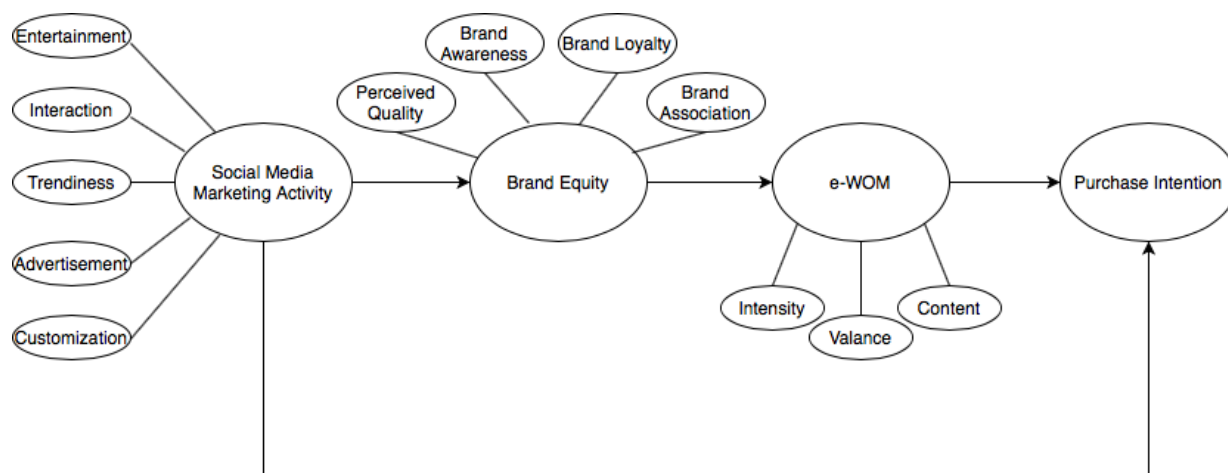


Figure 1. Framework

Source: The author's processed results were adopted from previous research theories *Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry* (Aji et al., 2020).

4. Results

4.1. Testing Outer Model

4.1.1. Convergent Validity

To test convergent validity, the outer loading or loading factor. An indicator is declared to meet convergent validity in the good category if the outer loading > 0.70 . The value outer loading of each indicator on the research variable can be seen in Table 1.

Based on the data presented in the table 1, it is known that each research variable indicator has an outer loading > 0.70 . It can be concluded if the variables used are considered sufficient to meet the requirements of convergent validity. In addition to observing the outer loading, validity can also be known through other methods, namely by looking at the average variant extracted (AVE) value for each indicator, a required value of more than 0.50 or > 0.50 for a good model. The AVE value of each variable in the table 2.

Based on the data in the table 2, it can be seen if the value of the Average Variant Extracted research variable is more than 0.5 or > 0.5 . This shows that each variable has met the validity requirements which show an AVE value greater than 0.5 so that it can be concluded that all variables can be said to be valid.

4.1.2. Discriminant Validity

Discriminant validity test, reflective indicators can be seen in the cross loading between indicators and their constructs. An indicator is declared valid if it has outer loading a greater. Thus, latent constructs predict indicators in their block better than indicators in other blocks. From the test table 3, it can be seen that all the correlations of the variable constructs in the study have a higher value than the correlations between variables in the study. From these results it can be concluded that all variable items are able to meet the requirements of discriminant validity. In addition, the determination discriminant validity test Fornell Larcker Criterion The test results can be seen in the table 4.

Table 1. Value of Outer Loading

Variable	Indicator	Outer Loading	Conclusion
Social Media Marketing Activity (SMMA)	SMM1	0.793	Valid
	SMM2	0.818	Valid
	SMM3	0.845	Valid
	SMM4	0.914	Valid
	SMM5	0.871	Valid
Brand Equity (BE)	BE1	0.902	Valid
	BE2	0.927	Valid
	BE3	0.875	Valid
	BE4	0.910	Valid
E-WOM (EW)	EW1	0.898	Valid
	EW2	0.902	Valid
	EW3	0.886	Valid
Purchase Intention (PI)	PI1	0.906	Valid
	PI2	0.931	Valid
	PI3	0.928	Valid
	PI4	0.972	Valid

Source: Research Processed Data (2022)

Table 2. Value of AVE

Variable	AVE
Social Media Marketing Activity	0.721
Brand Equity	0.817
E-WOM	0.801
Purchase Intention	0.873

Source: Research Processed Data (2022)

From the test table 4, it can be concluded that the value for the Fornell Lacker Criterion each construct is greater than the correlation between one construct and another in the model.criteria discriminant validity. In addition, from the results of the Fornell Larcker Criterion can be seen if the values obtained meet the test criteria that have been set.

4.1.3. Composite Reliability

Testing of Composite Reliability and Cronbach's Alpha aims to test the reliability of the instrument in a research model. Or measure internal consistency and the value must be above 0.60. If all latent variable values have Composite Reliability and Cronbach's Alpha 0.70, it means that the construct has good reliability or the questionnaire used as a tool in this study is reliable or consistent.

Based on the table 5, it can be seen that the results of testing composite reliability and Cronbach's alpha show good values, namely all latent variables are reliable because all values of latent variables have composite reliability and Cronbach's alpha ≥ 0.70 . So it can be concluded that the questionnaire used as a research tool has met reliability or consistency.

4.2. Testing Inner Model

4.2.1. Coefficient of Determination

Test of coefficient of determination test is carried out to find out how much the ability of endogenous latent variables can be explained by exogenous latent variables. Table 6 show the results of the coefficient of determination in this study.

Table 3. Value of Cross Loading

	Social Media Marketing Activity	Brand Equity	E-WOM	Purchase Intention
SMMA1	0.793	0.507	0.364	0.424
SMMA2	0.818	0.485	0.406	0.449
SMMA3	0.845	0.508	0.334	0.470
SMMA4	0.914	0.570	0.354	0.503
SMMA5	0.871	0.508	0.376	0.534
BE1	0.567	0.902	0.443	0.586
BE2	0.556	0.927	0.573	0.662
BE3	0.540	0.875	0.482	0.594
BE4	0.534	0.910	0.501	0.589
EW1	0.352	0.487	0.898	0.625
EW2	0.387	0.534	0.902	0.632
EW3	0.415	0.468	0.886	0.703
PI1	0.492	0.627	0.687	0.906
PI2	0.523	0.640	0.609	0.931
PI3	0.537	0.633	0.733	0.928
PI4	0.547	0.618	0.693	0.972

Source: Research Processed Data (2022)

Table 4. Fornell Lacker Criterion

Variable	Brand Equity	E-WOM	Purchase Intention	Social Media Marketing Activity
Brand Equity	0.904			
E - Wom	0.555	0.895		
Purchase Intention	0.674	0.731	0.935	
Social Media Marketing Activity	0.607	0.431	0.562	0.849

Source: Research Processed Data (2022)

Table 5. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
Brand Equity	0.925	0.947	Reliable
E-WOM	0.876	0.924	Reliable
Purchase Intention	0.952	0.965	Reliable
Social Media Marketing Activity	0.903	0.928	Reliable

Source: Research Processed Data (2022)

Table 6. Coefficient of Determination Test Results

Variable	Determination Coefficient (r^2)
Brand Equity	0.369
E-WOM	0.308
Purchase Intention	0.609

Source: Research Processed Data (2022)

Based on the test results in Table 6, it can be concluded that the Social Media Marketing Activity affects Brand Equity by 36.9%; then Brand Equity affects E-WOM by 30.8%; and Social Media Marketing Activity and E-WOM affect Purchase Intention by 60.9%.

4.2.2. Hypothesis Testing

Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values. The research hypothesis can be declared accepted if the t-table value < t-count or P-Values < 0.05. By using a sample of 100 respondents with $df = n - k - 1$ or $df = 100 - 4 - 1 = 95$, then obtained t table (1.9853) with a significance level (α) of 0.05. The results of hypothesis testing obtained in this study through testing inner model can be seen in Table 7.

Table 7. Hasil Pengujian Hipotesis Penelitian

Hypothesis	Effect	Original Sample	t-Statistic	Conclusion
H1	There is a positive influence between Social Media Marketing Activity via Instagram for Brand Equity Le Bliss Bouquet Cirebon	0.607	6.620	Accepted
H2	There is a positive influence between Brand Equity on E-WOM consumers of Le Bliss Bouquet Cirebon	0.555	7.640	Accepted
H3	There is a positive influence between E-WOM on Purchase Intention Consumers of Le Bliss Bouquet Cirebon	0.600	7.775	Accepted
H4	There is a positive influence between Social Media Marketing Activity on Purchase Intention Le Bliss Bouquet Cirebon	0.304	3.389	Accepted

Source: Research Processed Data (2022)

Based on the data presented in the table 7, it can be seen that of all the hypotheses proposed in this study can be accepted because the effect shown has a t-count value that is owned by each variable used in the study has a value greater than the t-table that has been determined in the study.

5. Discussion

a) Social Media Marketing Activity on Brand Equity Le Bliss Bouquet Cirebon

From the results of data testing that has been carried out, it can be seen that there is a positive influence between Social Media Marketing Activity via Instagram for Brand Equity Le Bliss Bouquet Cirebon. This statement is supported by the results of the t-test conducted and shows the t-count value of 6.620 which is greater than the t-table value of 1.9853, therefore H1 can be accepted.

b) Brand Equity on E-WOM Le Bliss Bouquet Cirebon

From the results of data testing that has been carried out, it can be seen that there is a positive influence between Brand Equity on E-WOM consumers of Le Bliss Bouquet Cirebon. This statement is supported by the results of the t-test conducted and shows the t-count value of 7.640 which is greater than the t-table value of 1.9853. Then H2 can be accepted in the study.

c) E-WOM on Purchase Intention Le Bliss Bouquet Cirebon

From the results of data testing that has been carried out, it can be seen that there is a positive influence between E-WOM on Purchase Intention Consumers of Le Bliss Bouquet Cirebon. This statement is supported by the results of the t-test conducted and shows the t-count value of 7.775 which is greater than the t-table value of 1.9853. Then H3 can be accepted in the study.

d) Social Media Marketing Activity on Purchase Intention Le Bliss Bouquet Cirebon

From the results of data testing that has been carried out, it can be seen that there is a positive influence between Social Media Marketing Activity on Purchase Intention Le Bliss Bouquet Cirebon. This statement is supported by the results of the t-test conducted and shows the t-count value of 3.3389 which is greater than the t-table value of 1.9853. So the hypothesis that is accepted in the study is H4.

6. Conclusions

Based on the results of research and discussion on the effect of social media marketing activity on Instagram purchase intentions at Le Bliss Bouquet Cirebon, which has been stated in the previous chapter, it can be concluded that researchers hope to provide answers to the problems formulated in this study. Such social media marketing activity affects the brand equity of Le Bliss Bouquet Cirebon. This shows that the implementation of marketing activities through social media carried out by Le Bliss Bouquet Cirebon products is able to increase brand equity. The intensity of social media marketing activities carried out with the active participation of consumers has an influence on the way consumers think and behave about a brand compared to unilateral communication from Le Bliss Bouquet Cirebon. Judging from how actively the account shares interesting content, the messages conveyed are informative, how often the account interacts with followers, whether or not the content being promoted or advertised and how the account follows trends, the value of the products being marketed will be positively formed in the community. The establishment of Brand Equity significantly influences the E-WOM Le Bliss Bouquet Cirebon. Consumers who have understood the value of a brand will share good experiences and provide positive recommendations that can influence the buying interest of others. Brand equity can provide value in strengthening consumer understanding of information, fostering confidence in purchasing and increasing the achievement of customer satisfaction. Activities E-WOM affect Purchase Intention Le Bliss Bouquet Cirebon. By looking at the reviews shared by consumers through social media that are included in E-WOM, consumers will be more confident in making purchasing decisions. Therefore, this condition allows consumers to be influenced by the content shared on social media and can build stronger buying interest. And social media marketing activity effect on Purchase Intention Le Bliss Bouquet Cirebon. This shows that marketing activities through social media carried out by Le Bliss Bouquet Cirebon products through Instagram social media are able to foster consumer interest in making purchases. Activities social media carried out are considered more honest to consumers because they communicate what is meant by the brand rather than trying to control its image. As well as marketing activities on social media that are carried out can influence external factors that affect consumer perceptions of a product. This type of interaction increases a positive attitude towards the brand, influencing commitment, and a stronger purchase intention.

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