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The effect of social media marketing, electronic word-of-mouth, brand image on purchase intention

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ABSTRACT

Social media has the huge impact nowadays era. Every sector uses social media as one tool to engaged with to viewer instead of marketing. This research focuses on the process of selecting a coffee shop, exploring the influence of factors such as social media marketing, brand image, and eWOM on consumer purchase intention. The study employs the SEMPLS method to investigate the relationships between Social Media Marketing, eWOM, Brand Image, and Purchase Intention among consumers in Kuningan. Data were collected from consumer responses in Kuningan. This research is using quantitative approach, data collected using a questionnaire with the sample size comprises 150 consumers in Kuningan. Whereas it. Findings indicate that social media marketing significantly influences purchase intention, brand image, and electronic word-of-mouth (eWOM) within the coffee industry of Kuningan. Positive eWOM correlates with higher purchase intentions. However, contrary to expectations, brand image did not demonstrate a significant impact on purchase intention. For coffee shop owner, these findings offer actionable insights into crafting effective marketing strategies tailored to the unique dynamics of smaller town contexts. By understanding and leveraging these nuances, businesses can better position themselves amidst fierce socicompetition, ultimately enhancing their market presence and consumer appeal.



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Introduction

The urgency of understanding the effect of social media marketing, electronic word-of-mouth (eWOM), and brand image on purchase intention is paramount in today's digital age. As consumers increasingly rely on online platforms for information and recommendations, businesses must adapt their marketing strategies to leverage these digital tools effectively. Social media marketing and eWOM play crucial roles in shaping consumer perceptions and brand image, directly influencing purchase intentions. In a competitive market, companies that fail to optimize these elements risk losing customer engagement and market share. Therefore, comprehensively studying their impacts is essential for businesses aiming to thrive in a digitally driven economy.

Coffee, with its unique flavor and aroma, is a globally consumed beverage, integrated into daily life. Global coffee consumption reached approximately 166 million bags in 2021 (Santika, 2023), with Indonesia contributing 5 million bags in 2020-2021 (Mahmudan, 2022). (Snapcart, 2023), data shows that 79% of Indonesians enjoy coffee as part of their lifestyle. In smaller towns like Kuningan, coffee consumption thrives.

Kuningan, with its 1,194 km² area and 1,196,017 population, hosts at least 40 coffee shops, making the coffee sector densely saturated. Comparatively, Kuningan's coffee shop-to-population ratio of 1:2397 rivals that of Miami (Zoma, 2023), reflecting the town's high industry saturation akin to coffee-centric regions like America. This study focuses on the dynamics of coffee shop selection in Kuningan, considering the intense competition. Exploring factors like social media marketing, brand image, and eWOM, it aims to understand consumer preferences in this competitive landscape.

The development of digital technology has opened up possibilities for humans to interact without being limited by space and time. According to an article published by (Hasya, 2023) on Goodstat.id in January 2023, the number of social media users in Indonesia reached 167 million, representing about 60% of the total population. The article also mentions that the most popular social media platforms among Indonesians are WhatsApp with a percentage of 92.1%, Instagram at 86.5%, and Facebook reaching 83.8%. Instagram, developed by Meta and launched in 2010, is a social media platform whose main feature is sharing photos with users worldwide. As the second-largest social media platform in Indonesia (Hasya, 2023), Instagram helps business actors share information about their products and services through visual media, making it more attractive to potential consumers. Moreover, according to (Alkhowaiter, 2016), Instagram is specifically developed for smartphones, making it easier for businesses to advertise their products anywhere and anytime. This explains why more than 50% of business actors use Instagram to market their products and services.

The use of social media is not limited to individuals sharing moments and communicating with friends and family. Business actors also utilize social media as a tool to enhance business activities and reach a wider audience compared to traditional media. According to Kotler et al. (2022), social media is a place where consumers can share information in various forms with each other or even with a business. Digital marketing, as described by (Ahmad, 2021), involves business efforts to promote products or services to individuals or groups through various social media channels. These channels include email marketing, online advertising, search engine optimization, pay-per-click, viral marketing, and others (James, 2021).

Recent study from Johnson, L., & Kim, H. (2022) showed this comprehensive study integrates the three elements to provide a holistic view of their combined effect on purchase intention. It finds that when social media marketing efforts are aligned with positive eWOM and a strong brand image, the impact on purchase intention is significantly amplified. In addition to digital marketing strategies, social media also brings new innovations in how customers share their experiences regarding products or services they receive from a business. Through the phenomenon of eWOM (electronic Word of Mouth) on social media platforms, consumers' positive or negative experiences can quickly spread, significantly impacting public perception of a brand. EWOM, or Electronic Word of Mouth, includes social media users discussing or sharing opinions about a product or service with other social media users.

This can be in the form of product or service reviews on social media, organically sharing information about a brand, leaving reviews on Google, and so on. According to Sian and Brandinie (2022), eWOM is a form of digital communication by consumers involving views, judgments, and experiences regarding a product or service, which can serve as recommendations for other consumers. (Kartajaya et al., 2019) reinforce the idea that most consumers trust the "f-factor" (friends, family, Facebook, and followers) more than marketing communications from a brand. With the presence of digital platforms, information about a brand can spread widely without being limited by distance and time, especially through the phenomenon of eWOM (electronic Word of Mouth). Positive interactions resulting from online consumer reviews have a significant impact on shaping a business's brand image.

Extensive exposure on social media helps shape a positive perception of a brand, which in turn influences consumers' purchase intentions. Therefore, brand image is not only derived from dispersed information but also influenced by experiences and recommendations expressed through eWOM, creating a solid foundation for brand success in the digital era. (Hien et al., 2020) explain that brand image encompasses what consumers think and feel about a brand, which can come from their past experiences with a product or service and the information they obtain about a product or service.

With various online media as a means of sharing information, potential consumers use them to evaluate which products are considered high quality and meet their needs. This process becomes the initial step that influences consumers' purchase intentions, where the information obtained through online media can form a positive perception of the product and encourage the decision to make a purchase. (Peña-García et al., 2020), believe that a person will have a higher desire to buy if there is someone providing a positive review of a product.

This research has several hypotheses such as:

H1: Social Media Marketing can influence Purchase Intention

H2: Social Media Marketing can influence Brand Image

H3: Social Media Marketing can influence Electronic Word-of-Mouth

H4: Electronic Word-of-Mouth can influence Purchase Intention

H5: Brand Image can influence Purchase Intention

Literatur Riview

Marketing Management

In their book, Kotler et al. (2022) define marketing as the process of identifying and fulfilling human and societal needs through various activities, such as the creation of products and services, communication, delivery, and providing offerings that hold value for consumers, clients, and other stakeholders. Marketing facilitates the introduction and acceptance of a new product in society, and moreover, effective marketing activities can create demand for products and services, leading to job creation. Most experts define marketing as the way a business attracts consumers to generate profit. (Blythe & Martin, 2019) criticize this definition because marketing is not only used by for-profit companies but also by governments and non-profit organizations. This criticism is further strengthened by the notion that this definition fails to consider the role of marketing in a broader social context and regards consumers as passive agents in the marketing process.

Social Media Marketing

According to Kotler et al. (2022), social media is a tool used by consumers or companies to share various information, such as audio, images, text, and video. Social media marketing is a process that empowers individuals and companies to promote their websites, products, or services online through social channels, enabling communication with a much larger community that is not easily reached through traditional marketing channels (Taan et al., 2021). According to (Prasetio et al., 2022), social media comprises various categories such as social networks, blogs, wikis, microblogs, and more. (Bushara et al., 2023) state that social media marketing can change consumer behavior, thus companies are advised to use social media marketing. Previously, eWOM was considered one of the dimensions of social media marketing, but (Bushara et al., 2023; Cheung et al., 2021) argue that eWOM is not an indicator of social media marketing, but rather a behavioral outcome of social media marketing activities.

H1: Social Media Marketing can influence Purchase Intention

H2: Social Media Marketing can influence Brand Image

H3: Social Media Marketing can influence Electronic Word-of-Mouth

Electronic Word-Of-Mouth

(Reyes-Menendez et al., 2019) define eWOM as information spread about a product through various applications such as social media, blogs, or review websites like Facebook, Twitter, Instagram, Amazon, or TripAdvisor. (Hariono, 2018) states that eWOM is a highly effective medium for increasing a product's popularity, surpassing traditional WOM in terms of effectiveness and reach. This is supported by (Hamdani et al., 2018), who assert that eWOM is far more effective than traditional WOM due to its high accessibility and broader reach. According to (Widyastuti, 2017), eWOM can help marketers reduce advertising costs and provide more effective marketing campaigns. (Kartajaya et al., 2019) mention that most consumers trust information about a product more when it comes from the f-factor (friends, family, Facebook, and followers) rather than from brand marketing communications.

H4: Electronic Word-of-Mouth can influence Purchase Intention

Brand Image

(Leong et al., 2019) define brand image as the perception customers have of a brand, shaped by affective, cognitive, and evaluative processes. (Hu et al., 2019) state that, based on psychological research, a good brand image can generate consumer trust in a brand. (Arianty & Andira, 2021) argue that if a company has a good brand image, it will encourage consumers to make purchase decisions. (Mahiri, 2020) also states that a company with a good brand image will be remembered by consumers and increase their interest in buying the company's products or services.

H5: Brand Image can influence Purchase Intention

Purchase Intention

(Moslehpour et al., 2021) define purchase intention as an indication of how confident a consumer is in purchasing a product or service. This occurs after a consumer obtains information about a product or service that they feel meets their needs and desires. According to (Alfanur & Kadono, 2019), purchase intention encompasses not only a consumer's desire to use or buy a product or service but also their desire to recommend it and to seek more information about it. Eagly and Chaiken (Khalid et al., 2018) describe intention as a person's motivation or desire to exert effort to obtain something they want, in this case, the desire to obtain a product or service.

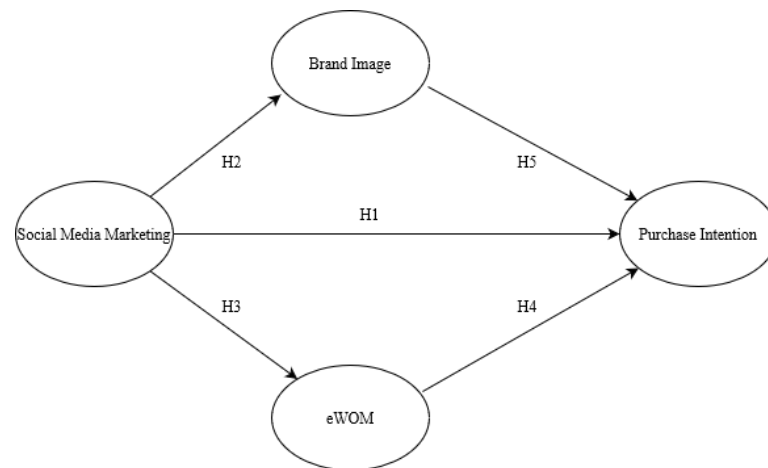


Figure 1. Conceptual Framework

Method

Data and Sampling

This research used quantitative approach with the population consists of consumers in Kuningan Regency. The sample for this study includes residents of Kuningan who have seen the social media accounts of coffee shop X and its paid advertisements, whether on Instagram or Facebook. (1) (Kock & Hadaya, 2018) recommend the use of the gamma-exponential method, which suggests a minimum sample size of 146 for studies using SEM-PLS. (2) A total of 150 samples were selected through non-probability purposive sampling technique. (3) Screening was conducted to ensure participants had seen the social media accounts of Coffee Shop X and its paid advertisements.

Data Analysis Procedure

This study conducts structural equation modelling (SEM) with SmartPLS 3 using VB-SEM. PLS-SEM is a statistical analysis tool that falls under the category of VB-SEM. PLS-SEM is frequently used because it allows researchers to analyze the relationships between observed variables and latent variables within a complex model and to perform robustness assessment (Memon et al., 2021). Reliability and validity are assessed in several ways. The outer model will use three methods for validity and reliability: Convergent Validity with a loading factor > 0.5 (Ghozali & Latan, 2015) and AVE > 0.5 ; Discriminant Validity according to (Hair Jr et al., 2021) using the Fornell-Larcker Criterion, where the square root of the AVE should be greater than the correlation of the latent variables, and the HTMT value should preferably be ≤ 0.85 ; and Reliability with composite reliability > 0.7 , indicating a high level of reliability. Additionally, reliability testing can be done using Cronbach's Alpha with an expected value > 0.6 for all constructs (Hair Jr et al., 2021). The inner model can use R-square values, where 0.67 is substantial, 0.33 is moderate, and 0.19 is weak (Chin, 1998).

Research Instrument

The research instrument is a questionnaire with a 5-point Likert scale. The questionnaire items were adapted from previous research to suit the object of this study, which is the respondents are consumers of coffee shops in Kuningan Regency. Validity and reliability of the items were tested using SPSS 20 with a sample group of 30. It was found that the items had R values above the R table value (0.349), and were therefore deemed valid (Sugiyono, 2019). Additionally, it was found that all variables had Cronbach's Alpha values above 0.7, thus deemed reliable (Sugiyono, 2019).

Results and Discussions

Outer Model

Table 1. Convergent Validity

Variabel	ITEM	Loading Factor	AVE	Reference
SMM	Advertisement 1	0.659	0.515	Aji <i>et.al</i> (2020)
	Customization 1	0.706		Aji <i>et.al</i> (2020)
	Customization 2	0.672		Moslehpour <i>et.al</i> (2021)
	Entertainment 1	0.761		Aji <i>et.al</i> (2020)
	Entertainment 2	0.763		Aji <i>et.al</i> (2020)
	Entertainment 3	0.736		Bushara <i>et.al</i> (2023)
	Interaction 1	0.769		Moslehpour <i>et.al</i> (2021)
	Interaction 2	0.63		Aji <i>et.al</i> (2020)
	Trendiness 1	0.718		Bushara <i>et.al</i> (2023)
	Trendiness 2	0.747		Moslehpour <i>et.al</i> (2021)
Electronic Word-of-Mouth	EWOM 1	0.809	0.695	Bambauer-Sachse and Mangold (2011)
	EWOM 2	0.86		
	EWOM 3	0.831		
	EWOM 4	0.884		
	EWOM 5	0.78		
	EWOM 6	0.834		
Brand Image	Brand Image 1	0.718	0.594	Shen Y <i>et.al</i> (2022)
	Brand Image 2	0.744		Shen Y <i>et.al</i> (2022)
	Brand Image 3	0.809		Shen Y <i>et.al</i> (2022)
	Brand Image 4	0.793		Yi-Shuang Wu <i>et.al</i> (2013)
	Brand Image 5	0.785		Yi-Shuang Wu <i>et.al</i> (2013)
Purchase Intention	Purchase Intention 1	0.747	0.696	Bushara <i>et.al</i> (2023)
	Purchase Intention 2	0.902		Bushara <i>et.al</i> (2023)
	Purchase Intention 3	0.843		Bushara <i>et.al</i> (2023)
	Purchase Intention 4	0.838		Aji <i>et.al</i> (2020)

Table 1. shows that all social media marketing item have loading factor value >0.5 . All electronic word-of-mouth item have loading factor value >0.5 . All brand image item has loading factor value >0.5 . All purchase intention item has loading factor value >0.5 . Because there is no item <0.5 no item needs to be deleted.

Table 2. Fornell Larcker Criterion

Variabel	Brand Image	EWOM	Purchase Intention	SMM
Brand Image	0.771			
EWOM	0.535	0.834		
Purchase Intention	0.557	0.621	0.834	
SMM	0.697	0.66	0.665	0.718

Table 2. shows that each variable has akar AVE(?) that is higher than their correlation with another latent variable.

Table 3. HTMT

Variabel	Brand Image	EWOM	Purchase Intention	SMM
Brand Image				
EWOM	0.611			
Purchase Intention	0.66	0.697		
SMM	0.804	0.726	0.749	

Table 2. shows that all variable has HTMT value ≤ 0.85 . According to Hair *et.al* (2021) need to have a value ≤ 0.85 to be considered valid.

Table 4. Composite Reliability

Variabel	Composite Reliability	Cronbach Alpha	Rule of Thumb	Reference
Brand Image	0.88	0.828	> 0.7	Hair <i>et.al</i> (2021)
EWOM	0.932	0.912	> 0.7	
Purchase Intention	0.901	0.852	> 0.7	
SMM	0.914	0.895	> 0.7	

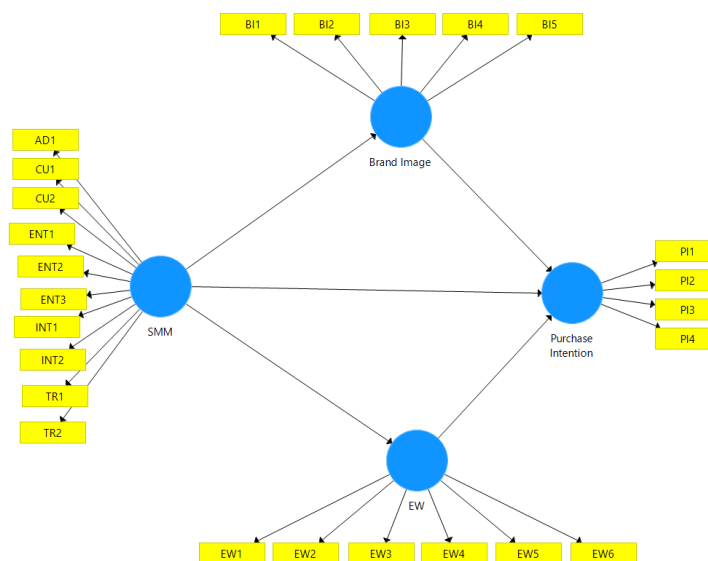
Table 3. shows that all variable has composite reliability and cronback alpha value >0.7, therefore the variable for this research is considered reliable. According to (Hair Jr et al., 2021), variable need to have composite reliability and Cronbach alpha value >0.7 to be considered reliable.

Inner Model

Tabel 5. RSquare

Variabel	RSquare	RSquare Adjusted	Rule of Thumb	Reference
Brand Image	0.485	0.482	0.67 substantial,	Chin (1998)
EWOM	0.435	0.432	0.33 moderate	
Purchase Intention	0.511	0.501	dan 0.19 weak	

Table 4. shows that purchase intention has R Square Adjusted value of 0.501 or 50.1%, it means that social media marketing, electronic word-of-mouth, and brand image have 50.1% influence over purchase intention while the rest 49.9% are by variable outside the scope of the research. Electronic word-of-mouth have RSquare Adjusted value of 0.432 or 43.2%, it means that social media marketing 43.2% influence over electronic word-of-mouth while the rest 56.8% are by variable outside the scope of the research. Brand image have RSquare Adjusted value of 0.482 or 48.2% it means that social media marketing 48.2% influence over brand image while the rest 51.8% are by variable outside the scope of the research.

**Figure 2.** Final Model

Hypotesis Testing

Hypothesis testing is using bootstrapping method with 5000 subsamples. What determined if a hypothesis is supported or not is by looking at the value of T-statistic and P-value of each relationship. A hypothesis is supported if the value of T-statistic is >1.95 and P-value <0.05.

Tabel 6. Result

Variabel	T-Statistic	P-Value	Rule of Thumb	Result
H ₁ SMM -> PI	3.76	0	T-statistic >1.95	Supported
H ₂ SMM -> BI	22.387	0	P-Value <0.05	Supported
H ₃ SMM -> EW	15.127	0		Supported
H ₄ EW -> PI	3.246	0.001		Supported
H ₅ BI -> PI	1.649	0.099		Not Supported

H1 proposed that social media marketing have a significant effect on purchase intention, which is supported by the t-statistic ($3.76 > 1.95$) and the p-value ($0 < 0.005$). H2 proposed that social media marketing have significant effect on brand image, which is supported by the t-statistic ($22.387 > 1.95$) and p-value ($0 < 0.05$). H3 proposed that social media marketing have significant effect on electronic word-of-mouth, which is supported by the t-statistic ($15.127 > 1.95$) and p-value ($0 < 0.05$). H4 proposed that electronic word-of-mouth have significant effect on purchase intention, which is supported by the t-statistic ($3.246 > 1.95$) and p-value ($0.001 < 0.05$). H5 proposed that brand image have significant effect on purchase intention, which is not supported by the t-statistic ($1.649 < 1.95$) and p-value ($0.099 > 0.05$).

The hypotheses tested in the study reveal critical insights into the dynamics of social media marketing, electronic word-of-mouth (eWOM), brand image, and their effects on purchase intention.

H1: Social Media Marketing and Purchase Intention

Hypothesis H1 proposed that social media marketing significantly affects purchase intention. This hypothesis is supported by a t-statistic of 3.76, which is greater than the critical value of 1.95, and a p-value of less than 0.005. This strong statistical evidence confirms that effective social media marketing strategies can directly enhance consumers' likelihood to make a purchase. This aligns with prior research indicating that engaging and targeted social media campaigns can significantly drive consumer behavior.

H2: Social Media Marketing and Brand Image

Hypothesis H2 posited that social media marketing significantly impacts brand image. This is strongly supported by an exceptionally high t-statistic of 22.387 and a p-value of less than 0.05. The data clearly indicate that social media marketing efforts are critical in shaping and improving brand image. This finding is consistent with existing literature suggesting that well-executed social media campaigns can enhance brand perception and loyalty.

H3: Social Media Marketing and Electronic Word-of-Mouth (eWOM)

Hypothesis H3 suggested that social media marketing significantly affects eWOM. The t-statistic of 15.127, well above the critical threshold, and a p-value below 0.05, support this hypothesis. This underscores the role of social media marketing in generating buzz and conversations among consumers, which in turn can influence broader consumer perceptions and behaviors.

H4: Electronic Word-of-Mouth and Purchase Intention

Hypothesis H4 proposed that eWOM has a significant effect on purchase intention. This hypothesis is supported by a t-statistic of 3.246 and a p-value of 0.001, indicating a significant positive relationship. This finding highlights the power of consumer reviews and recommendations in influencing purchase decisions, reaffirming the importance of managing and encouraging positive eWOM.

H5: Brand Image and Purchase Intention

Hypothesis H5 suggested that brand image significantly affects purchase intention. However, this hypothesis is not supported by the data, with a t-statistic of 1.649 and a p-value of 0.099, both of which fall short of the threshold for statistical significance. This unexpected result suggests that while brand image is undoubtedly important, its direct effect on purchase intention may be less pronounced or perhaps mediated by other factors such as product quality, price, or customer service. This finding invites further investigation into the complexities of how brand image influences consumer behavior and the possible intervening variables that may play a role.

The hypothesis testing found that social media marketing has significant effect on purchase intention, shows that depending on how good or bad the marketing activity of coffee shop in social media can affect the purchase intention of consumer in kuningan, which is supported by (Aji et al., 2020), which stated that Indonesian consumer purchase intention can be influence by the activity of social media marketing. Also, the researcher found that social media marketing has significant effect on brand image, shows that social media marketing can affect how a consumer perceive a coffee shop depending if the content of the marketing activity is good or not, which is supported by (Sanny et al., 2020), which shows that social media marketing can increase brand image and brand trust. And the result also shows that social media marketing has significant effect on electronic word-of-mouth, shows that the marketing activity on social media can increase the activity of electronic word-of-

mouth, which is supported by (Bushara et al., 2023), which stated that a restaurant owner should focus on social media marketing and they should create an engaging content that can relate with their target audience.

Also, this research found that electronic word-of-mouth have significant effect on purchase intention, shows that a customer will have a higher purchase intention if the content or the review that is available on the digital space is positive and vice versa, which is supported by (Pentury et al., 2019), that stated a consumer often read a review on OTA which result in the intention to reserve a room in 3-star hotel in Bali. On the other hand, this research found that brand image doesn't have significant effect on purchase intention, which is opposed the finding by (Hermanda et al., 2019), that found brand image have a significant effect on purchase intention of BUMDES consumer. But, this finding is in line with (Pentury et al., 2019), which also found that brand image doesn't have a significant effect on purchase intention.

The results from the hypothesis testing provide a nuanced understanding of the relationships between social media marketing, eWOM, brand image, and purchase intention. While social media marketing proves to be a powerful tool influencing both eWOM and brand image, its direct impact on purchase intention is more significant than that of brand image alone. These insights suggest that marketers should prioritize strategic social media engagement and management of eWOM to enhance consumer purchase intentions effectively. Further research could explore the mediating factors between brand image and purchase intention to fully elucidate this relationship.

Managerial Implication

Based on the findings of the study, coffee shop owners in Kuningan should focus on enhancing their social media marketing efforts to drive purchase intentions and generate positive electronic word-of-mouth (e-WOM). Creating high-quality, engaging content that resonates with their target audience is crucial, along with maintaining a consistent and interactive social media presence. By actively engaging with customers through comments, messages, and sharing user-generated content, coffee shops can encourage positive e-WOM, which significantly impacts purchase intentions. Encouraging satisfied customers to leave reviews and share their experiences, and responding promptly to feedback, can further enhance the coffee shop's reputation. Additionally, targeted social media advertising campaigns should be utilized to reach specific demographics and geographic locations, with regular analysis and adjustments based on performance metrics. Integrating social media efforts with overall marketing strategies, such as cross-promotions and collaborations with influencers or local businesses, can create a cohesive and effective marketing approach. By implementing these strategies, coffee shop owners can leverage social media marketing to significantly influence consumer purchase intentions through enhanced e-WOM, ultimately driving business growth and customer loyalty, even if brand image itself does not directly affect purchase intention.

Conclusions

In conclusion, the findings of this study underscore the importance of social media marketing in shaping consumer behavior within the coffee industry of Kuningan. While the direct influence of brand image on purchase intentions (the t-statistic ($3.76 > 1.95$)) may be limited, the profound impact of social media marketing on generating electronic word-of-mouth (by the t-statistic ($15.127 > 1.95$) and p-value ($0 < 0.05$)) cannot be overstated. Coffee shop owners are encouraged to prioritize the development of engaging and high-quality content across social media platforms, maintaining consistent interaction with their audience, and actively soliciting positive reviews and user-generated content. Moreover, leveraging targeted advertising campaigns and integrating social media efforts with broader marketing strategies can enhance the effectiveness of these initiatives.

Looking ahead, future research endeavors could explore the implications of social media marketing across a diverse array of medium-small business enterprises (MSBEs) in different industries, thus offering a broader understanding of its impact in similar contexts. Additionally, considering changing advertisement from a dimension to a latent variable could provide deeper insights into its indirect influence on consumer behavior. Investigating consumer behavior and market dynamics in larger and more heterogeneous cities could also offer valuable insights into how MSBEs can optimize their social media marketing strategies in diverse environments. By expanding the scope of inquiry while staying rooted in the MSBE framework, researchers can provide nuanced insights that benefit businesses across various industries and geographic locations, aiding in their pursuit of sustainable growth and success.

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