

## The Effect of Social Media Marketing on Brand Awareness and Purchase Intention of Vocational School

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**Abstract.** This study examines the effect of social media marketing on brand awareness and purchase intention of vocational schools in Tangerang. The object of this research is 178 junior high school students in Tangerang. The method used in this research is quantitative with Structural Equation Modeling (SEM) approach with PLS approach with data processing aids SmrtPLS 3.0 software. Data retrieval using an online questionnaire. The results of this study state that social media marketing has a significant effect on vocational school purchase intentions. Social media marketing through creating vocational school brand awareness. The novelty of this research is a model of social media marketing on brand awareness and purchase intention of vocational school.

**Keywords:** Social Media Marketing; Brand Awareness; Purchase Intention; Vocational School

## INTRODUCTION

Social media is a communication tool that is in great demand by the public. This development is becoming increasingly rapid after the internet can be accessed via smart phones. Reporting from Kompas.com, in 2021 the number of internet users in Indonesia will reach 143.26 million. This number increased compared to the previous year, namely 2016 which was recorded at 132.7 million people. By region, more than half or 58.08 percent of internet users in Indonesia in 2017 were on the island of Java. About 19% were in Sumatra, 7.97% in Kalimantan, 5.63% in Bali and Nusa Tenggara, 6.73% in Sulawesi, and 2.49% in Maluku and Papua. The survey proves that mobile internet is the most accessed by 92.8 million users (69.9%), the second most home internet with 17.7 million (13.3%), and the

office is in the third position with 14.9 million (11.2%). Meanwhile, internet access in cafes is used by 1.2 million (0.9%). Regarding mobile internet, smartphones are used by 63.1 million users, while the combination of smartphones and laptops reaches 67.2 million. Desk computers are getting smaller portions. This year only 2.2 million users (1.7%). There are three major types of internet content consumed by users, namely social media as much as 129.2 million (97.7%), entertainment 128.4 million (96.8%), and news 127.9 million (96.4%). The rest are educational content 124 million users, commercial 123.5 million and public services 121.5 million

The Covid-19 pandemic has had an impact on the world of education and has implications for educational institutions in Indonesia. Learning from home is a solution

offered by the government in saving and maintaining the health of the nation's generation. This has been going on for almost a year with various technical and non-technical risks, both psychological and social. However, it must be meaningful learning to always think creatively and innovatively in every situation. Educational institutions are required to continue to develop in a pandemic situation like this to give full trust to the community. According to Abzari et al. (2014) Marketing is one of the drivers of the progress of educational institutions by offering and convincing the public that schools have quality that can be utilized. Some marketing advantages that can advance institutions in the pandemic era include Creating School Brands. Branding can be interpreted as a combination of skills, experience, and an effort to create unique and specific brands and image characteristics. This is one of the attractions of the community to give more trust to educational institutions. Among the simple things for school branding are making cool uniforms, elegant school logos, taglines/slogans that can hypnotize the public, utilizing online media such as; website, Facebook, Twitter, Instagram, blog, marketplace, email marketing.

Online media in the digital age, especially during a pandemic, is more effective for school promotion by displaying the best school programs so that people can choose the best from the best.

Creating Difference, Some people are still allergic when they hear the word "difference", because in the subconscious will appear cynical words, hostility, mutual suspicion. Even though that difference gives birth to grace, it means that there will be a lot of creativity and innovation. Differences do not have to be elite level, but rather must be rooted or part of the character of the school itself. In example, an ICT-based school will display a learning style with online media and school administration based on a Management Information System (MIS). According to Brocato et al. (2015), This is in accordance with the demands of Education in the Industrial Revolution Era 4.0 to illustrate how to integrate cyber technology, both physical and non-physical. The digital era requires us to adapt to the environment, especially in the world of education which is always developing in line with technological developments. Strengthening Internal Solidarity, The marketing world which

is full of dynamics requires team solidity. Consistency and consequences are the keywords that must be a force in building success. This also applies to school marketing which must support each other in every school program so that it can be promoted or best presented to the community. Providing constructive suggestions and input will also strengthen the school's mission. Generating Excellence, Every school must have their respective advantages as expected. School excellence includes two things. First, Academic Excellence which revolves around numeracy and literacy. By conducting psychological tests at the beginning of new student entry, schools will find out earlier about students' abilities in the academic field plus tests for certain subjects that the school wants. Furthermore, schools can provide private material according to students' academic abilities, so that every official and non-service event can compete for academic achievement. Second, non-academic excellence directs students to the skill aspect through extracurricular activities.

Internet users in Indonesia have increased every year. The APJII survey noted that internet users in Indonesia in 2018 were 171 million people, of which 150 million (86%) internet users accessed social media (Katadata, 2019). The most widely used social media is Facebook followed by Instagram and YouTube. According to Bilgin et al. (2018) Brocato et al. (2015) Social media users are a concern for business owners or companies to market their products through social media marketing. Social media marketing is a marketing strategy for goods and services using social media to build relationships, communities, transactions and exchange information with consumers and potential customers. . Social media marketing can affect the interest, interest, consumer decisions, in choosing a product or service, consumers choose products that are familiar or familiar. According to Bilgin et al. (2018), Brocato et al. (2015) Social media marketing is used by business owners or companies to strengthen brand awareness and increase purchase intention of a product. Brand awareness is the ability of consumers to recognize or remember a part of a product called a brand. Strong brand awareness is created through social media marketing in the form of interactions between brands and consumers. Purchase intention or buying interest is the

desire to have a product that appears in the consumer as a result of consumer observation and learning of a product. According to Ahmed et al. (2014); Bilgin et al. (2018) Brocato et al. (2015) stated that purchase intention is the desire of consumers to buy a product or service in the future. High purchase intention is created from the company's excellence in managing social media marketing. One of the basic human needs Today, the development of the world in the field of information technology, especially internet technology has grown so rapidly. The internet has become a part of life for most people. With this fantastic number of internet users, it has resulted in shifts and changes in various aspects of life. Current technological developments have expanded the ideas of marketing strategies. Lately, many companies have used online media as a means of promotion, compared to a few decades ago which still used a door to door or person to person system. This makes the competition between businesses even tighter, thus encouraging customers to replace old products with similar new products due to attractive promotions via social media.

#### Social Media Marketing

The definition of social media according to Abzari et al. (2014); Ardiansyah et al. (2020) Social media is a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa. According to Bilgin et al. (2018) Brocato et al. (2015) social media is content containing information, created by people who utilize publishing technology, very accessible, and intended to facilitate communication, influence and interaction with others and with the general public. In essence, with social media, we can carry out various two-way activities in various forms of exchange, collaboration, and get to know each other in the form of writing, visuals, and audio-visuals. According to Almohaimmeed et al. (2019), Social media speeds up the conversation as opposed to traditional media, which deliver content but do not allow media consumers, such as readers, viewers, or listeners to participate in the development and dissemination of content.

#### Brand Image

According to Karman, M. A. (2015); Moran et al. (2011) Brand image (brand image)

is the impression that a brand gets from its market shares, often the image about the brand is associated with an abstract image. about that product. Such an image may be the result of a pre-planned marketing action or simply the result of market interactions and perceptions. According to Clark et al. (2017); Constantinides et al. (2011); Ceyhan et al. (2019); Crittenden et al. (2015); Dutta et al. (2016) where "brand image is the set of consumer beliefs about various brands". The point is the brand image or brand description, which is a description of the associations and beliefs of consumers towards a particular brand. From a product can be born a brand if the product according to consumer perception has a functional superiority (functional brand), creates the desired association and image consumers (brand image), and evoke certain experiences when consumers interact with them (experiential brand). Brand image (brand image) According to Clark et al. (2017) mentions perceptions and beliefs are stored in the minds of consumers.

According to Clark et al. (2017); Constantinides et al. (2011); Ceyhan et al. (2019); Crittenden et al. (2015) stated that brand image is the consumer's response to the overall offer provided by the company. The image relates to the business name, architecture, variety of products, traditions, ideology, and the impression on the quality of communication made by each employee who interacts with the company's clients. Levels of Brand Meaning and Branding Criteria According to Hutter et al. (2013); Jamali, M., & Khan, R. (2018); Karman, M. A. (2015); Moran et al. (2011) states six levels of meaning of a brand with respect to attributes, benefits, values, culture, personality, and users, as explained as follows: 1. Attributes: a brand reminds certain attributes. Attributes need to be managed so that consumers understand and know for sure what attributes are contained in the brand. 2. Benefits: brands also have benefits because basically consumers do not buy attributes but buy benefits. Manufacturers must be able to translate attributes into functional benefits as well as emotional benefits. 3. Value: the brand also states something about value for producers, the brand also has a high value that will be appreciated by consumers as a classy brand, so that it can reflect who the users of the brand are. 4. Culture: the brand also reflects a certain culture, whether it is the culture of the producer or the culture of its users. 5. Personality: the

brand has a personality that is personality for its users. And it is hoped that by wearing it is reflected in conjunction with the brand that he will use. 6. User: the brand also shows the type of consumer using the brand who buys or uses the product.

#### Purchase Intention

According to Clark et al. (2017); Constantinides et al. (2011); Ceyhan et al. (2019) Purchase intention is the tendency to buy a brand and is generally based on the suitability of the purchase motive with the attributes or characteristics of the brand that can be considered. According to Moran et al. (2011) purchase intention can be measured through the likely dimension, namely the consumer's purchase plan for a product, which definitely would refer to consumer certainty in a product, and probably refers to the possibility of consumers buying a product. Purchase intention is related to 2 (two) categories, namely the first category is purchase intention towards product category only or commonly called planned purchase even though the choice of brand is made at the time of purchase (point of sales). The first category is the result of products with high involvement (high involvement) and broad problem solving (extended problem solving). In this case, consumers will be more willing to spend time and energy in shopping. The second category is the final decision will probably depend on promotions such as discounts, special displays, and others. Purchase Intention is something that represents consumers who have the possibility, will, plan or are willing to buy a

product or service in the future. This increase in purchase intention means an increase in the probability of purchase.

#### METHOD

This study uses quantitative analysis (Purwanto et al, 2021). Variables are described by using the average value of respondents' answers. Partial Least Square (PLS) as a data analysis technique with Structural Equation Model (SEM) based on variance. The approach used in this research is to use a quantitative approach, namely a research methodology that seeks to quantify data, and usually applies certain statistical analyzes (Purwanto et al, 2020). The research method used is the survey method, which is a research design that provides quantitative and numerical descriptions of a number of population fractions (samples) through the data collection process using a questionnaire as a data collection tool (Purwanto et al, 2021). Specific hypothesis testing and the existence of causal relationships of various variables through hypothesis testing, the type of research used is Explanatory research, which is a method that not only states the conditions of the variables or the relationship between variables, but also to determine the effect of inter-variables (Purwanto et al. , 2019). The object of this research is 178 junior high school students in Tangerang. The method used in this research is quantitative with Structural Equation Modeling (SEM) approach with PLS approach with data processing aids SmrtPLS 3.0 software. Data retrieval using an online questionnaire

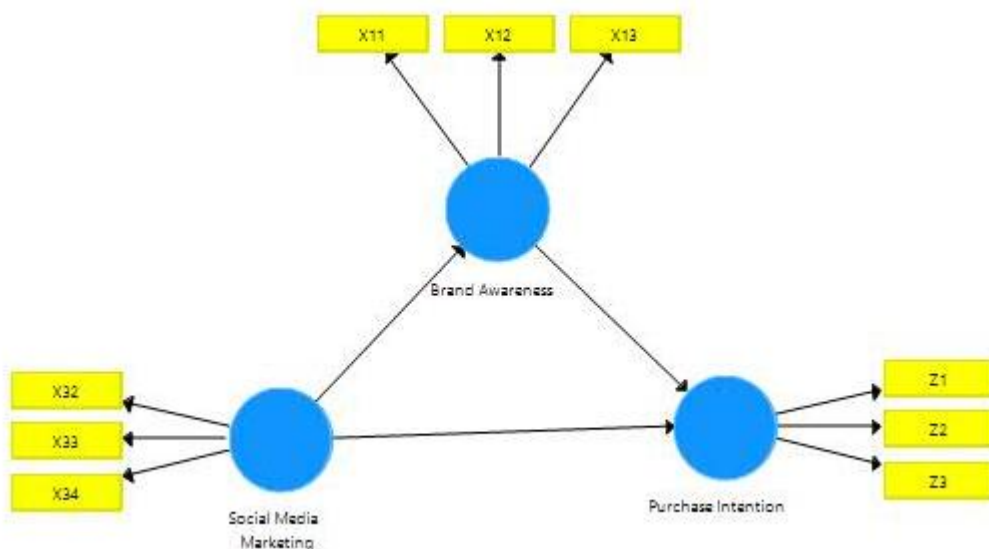


Figure 1. Research Model

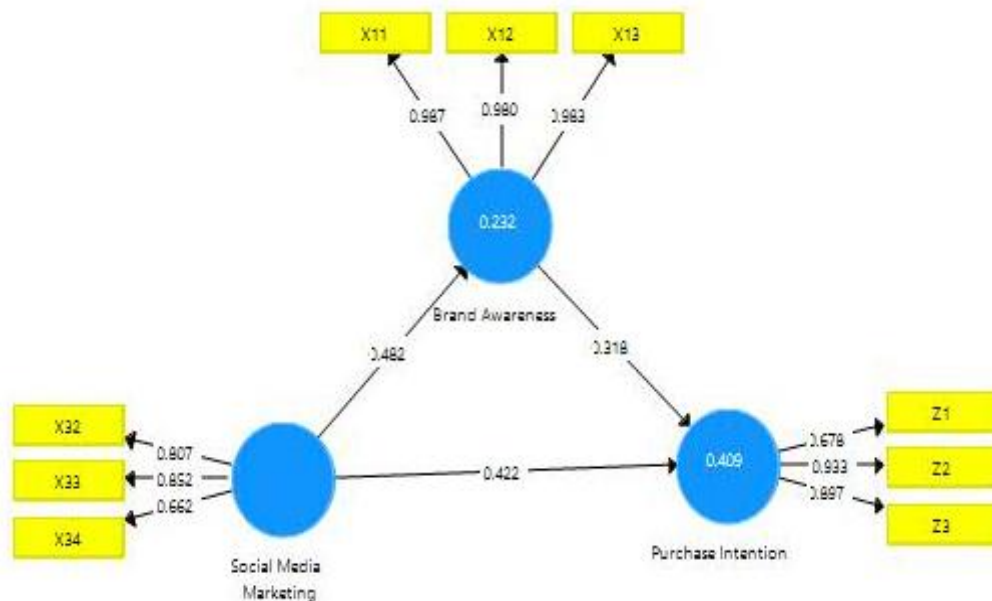
The hypothesis proposed in this study:

- H1: Social media marketing has a significant effect on Brand Awareness of vocational school
- H2: Social media marketing has a significant effect on Purchase Intention of Vocational School
- H3: Brand awareness has a significant effect on purchase intention of vocational school

H4: Social media marketing has a significant effect on purchase intention through brand awareness of vocational school

## RESULT AND DISCUSSION

Part of the analysis of the results of this study is testing the validity and reliability of the instrument, where at the stage of preparing the questionnaire one of the criteria for a good questionnaire is the validity and reliability of the questionnaire.



**Figure 2.** Validity Testing

A construct or variable is said to be reliable or has a high level of consistency and accuracy if it gives a Cronbach Alpha value above 0.60 (Ghozali, 2009). The results of reliability testing in this study indicate that all research variables are reliable. The variables in this study were valid and reliable. The results of the validity and reliability tests can be seen in Table 1.

The validity test is measured from the AVE (Average Variance Extracted) value. The AVE value  $> 0.5$  means that the variable is able to describe the variance of each indicator. The reliability test was measured from the composite reliability value. Composite reliability value  $> 0.7$  means that all question items in this study are reliable.

**Table 1.** Items Loadings, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
Social Media Marketing	0.853	0.872	0.875	0.535
Brand Awareness	0.862	0.864	0.892	0.593
Purchase Intention	0.855	0.856	0.895	0.633

**Table 2.** *R Square*

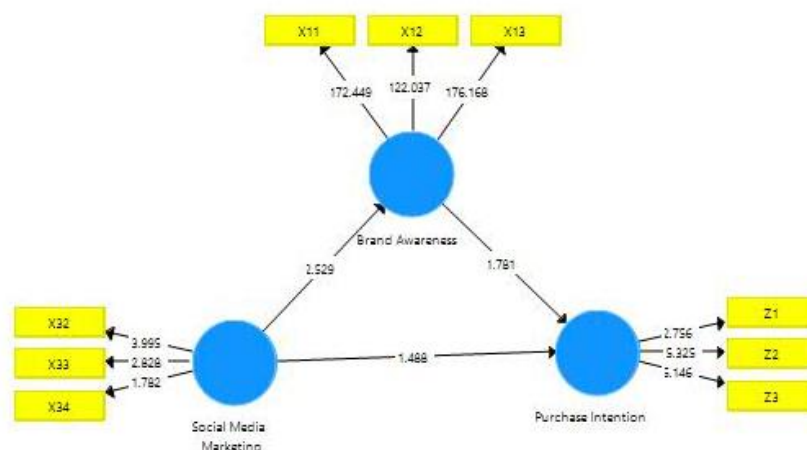
	R Square	R Square Adjusted
Brand Awareness	0.232	0.224
Purchase intention	0.406	0.396

The R-square value explains the effect of exogenous (independent/independent) variables in explaining endogenous (dependent/bound) variables. The value of R Square can be seen in Table 2. This study has a relevant value where 23.2% of the brand awareness variable can be explained by social media marketing variables while 76.8% is explained by other factors. 40.6% of the purchase intention variables can be explained by social media marketing variables while 59.4% are explained by other factors.

**Table 3.** Hypotheses Testing

Hypotheses	Relations hip	P Values	Decision
H1	Social Media Marketing -> Brand Awareness	0.000	Supported
H2	Social Media Marketing -> Purchase Intention	0.001	Supported
H3	Brand Awareness -> Purchase Intention	0.000	Supported

PLS path analysis test was performed using SmartPLS. The test results can be seen in

**Table 3.****Figure 3.** Hypotheses Testing

### Social media on Purchase intention of vocational school

Social Media Marketing (SMM) has a significant effect on Purchase Intention (PI), with a p-value of 0.000 > 0.050. This research is in accordance with research conducted According to Purwanto et al. (2019); Purwanto et al. (2021); Zehrer et al. (2012). which states that social media marketing has an effect on purchase intention. The cause of the discrepancy in this study is that the Sanjiwani Health Vocational School in Gianyar is an educational institution, to increase purchase intention it is not enough to do with social media marketing.

Vocational school managers must convince the public that this school is of high quality by exploring the advantages and uniqueness of the school. According to Ardiansyah et al. (2020); Almohaimmeed et al. (2019); Ahmed et al. (2014); Bilgin et al. (2018) Brocato et al. (2015) The advantage of using social media is that it is not only used by large companies, but also by small and medium businesses because there are many advantages that can be obtained from the use of social media. One of them is to reduce marketing costs which, if done manually/offline, will certainly cost a lot of money. Because manual marketing requires employees and a large budget. For this reason, small-to-medium-



sized businesses are looking at social media as one of the best promotional tools. In addition, consumers have now realized that their purchasing power has power, so they act and communicate with each other about the choices they make. Therefore, many companies are now changing their marketing practices by using social media, in order to be able to engage in such communication, position the company's brand and successfully collaborate with consumers. There are many kinds of online media, for example, social media which has become a familiar thing in today's society. For an individual, social media is used to seek information, share information, entertainment, relaxation, and social interaction.

#### **Brand awareness on purchase intention of vocational school**

Brand Awareness (BA) has an effect on purchase intention (PI), with a p value of  $0.000 > 0.050$ . so this is in accordance with research conducted by Purwanto et al (2021) which states that brand awareness affects purchase intention. According to Clark et al. (2017); Constantinides et al. (2011); Ceyhan et al. (2019); Crittenden et al. (2015); Dutta et al. (2016) where brand image is a set of consumer beliefs about various brands. The point is the brand image or brand description, which is a description of the associations and beliefs of consumers towards a particular brand. From a product, a brand can be born if the product according to consumer perception has a functional advantage (functional brand), creates associations and images that consumers want (brand image) and evokes certain experiences when consumers interact with it (experiential brand). Clark et al. (2017) mentions perceptions and beliefs stored in the minds of consumers. Researchers can also use purchase intention as an important indicator for predicting consumer behavior. When consumers have a positive intention to buy this is a form of commitment to a brand, that the brand is positive and good. This is what drives purchases that will ultimately be made by consumers. Purchase intention or buying interest According to Clark et al. (2017); Constantinides et al. (2011) is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers to make a purchase. Understanding buying interest According to Karman, M. A. (2015); Moran et al. (2011). is something that relates to the consumer's plan to buy a certain

product and how many units of the product are needed in a certain period. It can be said that buying interest is a mental statement from consumers that reflects the plan to purchase a number of products with a certain brand. This is very much needed by marketers to determine consumer buying interest in a product, both marketers and economists use interest variables to predict consumer behavior in the future.

#### ***Social media marketing on Brand Awareness of vocational school***

Social Media Marketing (SMM) has an effect on Brand Awareness of vocational school with a p value of  $0.000 > 0.050$ . This research is in accordance with research conducted According to Purwanto et al. (2019); Purwanto et al. (2021); Zehrer et al. (2012). which states that social media marketing has an effect on Brand Awareness of vocational schools. The cause of the discrepancy in this study is that SMK is an educational institution, to increase purchase intention it is not enough to do with social media marketing. Social media marketing (SMM) has an effect on purchase intention (PI) through brand awareness (BI), with p value  $0.000 > 0.050$ . This research is in accordance with research conducted by According Nyangau et al. (2012); Paladan et al. (2018); Purwanto et al. (2020); Purwanto et al. (2019) which states that social media marketing has an effect on purchase intention through brand awareness. Purchase intention (Purchase Intention) is part of the behavioral component in the attitude of consuming. According to Clark et al. (2017); Constantinides et al. (2011) buying interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before the buying decision is actually implemented. Meanwhile, repurchase interest is purchase intention based on past purchase experience. According to Abzari et al. (2014); Ardiansyah et al. (2020); Almohaimmeed et al. (2019); Ahmed et al. (2014); Bilgin et al. (2018) Brocato et al. (2015) There is a difference between actual purchase and purchase intention. If the actual purchase is a purchase that is actually made by the consumer, then buying interest is the intention to make a purchase in the future. According to Karman, M. A. (2015); Moran et al. (2011) Brand image (brand image) is the impression that a brand gets from its market shares, often the image about the brand is associated with an abstract picture of the product. Such an image

may be the result of a pre-planned marketing action or simply the result of market interaction and perception.

## CONCLUSION AND SUGGESTION

This study shows that social media marketing creates strong brand awareness of the Vocational School in Tangerang, brand awareness affects purchase intention and social media marketing affects purchase intention through brand awareness. This study states that social media marketing has an effect on purchase intention. The school to increase purchase intention must convince the public that this school is of high quality by exploring the advantages and uniqueness of the school. This study has a sample size that is too small so that further research is needed with a larger sample size in order to see the effect of social media marketing on purchase intention. From the discussion that has been described, the following conclusions can be drawn: 1) Social media is able to provide a competitive advantage for vocational schools. At least vocational schools can communicate directly with the community and attract prospective new students, so that vocational schools can survive in the midst of competition with other vocational schools. Vocational schools must develop into vocational schools that have high competitiveness by being built consistently starting from technological and information innovation. Therefore, vocational schools must optimize the use of technology, from the simplest to the most sophisticated technology. 2) Vocational schools must be able to market education services in a guerrilla manner. Social media with all its advantages and features is proven to be able to provide facilities that are no less attractive than other media that require high costs to use. It is not impossible, if social media can be used optimally, it can foster a positive image for the wider community. 3) In order to keep up with the development of technology and information, vocational schools must improve the understanding and capacity of Human Resources (HR) in the field of technology and information. For example, through trainings, workshops, seminars on technology and information

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