

The Effect of Social Media Marketing and Brand Awareness on Purchase Decisions through Purchase Intention in Kopiria

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ABSTRACT

This study aims to determine the effect of social media marketing and brand awareness to purchase decisions through purchase intention. The type of research used is explanatory research using a quantitative approach. The sample used is 100 respondents who are consumers of Kopiria Kartini Samarinda using a non-probability sample with purposive sampling technique. Analysis of the data used is path analysis. The results showed that the Social Media Marketing variable had a significant influence to the Purchase Intention variable, the Brand Awareness variable had a significant influence to the Purchase Intention variable, the Purchase Intention variable had a significant influence to the Purchase Decision variable, the Social Media Marketing variable didn't have a significant to the Purchase Decision variable, the Brand Awareness variable didn't have a significant effect to the Purchase Decision variable, the Social Media Marketing variable through Purchase Intention as the intervening variable has a significant influence to the Purchase Decision variable, and the Brand Awareness variable through Purchase Intention as the intervening variable has a significant influence to the Purchase Decision variable. Thus Kopiria Kartini Samarinda continues to strive to carry out marketing strategies that keep up with the times. This will make consumer interest in the brand will always increase and lead to purchasing decisions.

Keywords : Social Media Marketing; Brand Awareness; Purchase Intention; Purchase Decision

INTRODUCTION

The rapid development of technology makes experts call this a revolution. (Werner J. Severin, James W. Tankard 2005) state that there is a shift in the availability of media from limited to abundant media. A study by We Are Social entitled, "The Essential Headline Data You Need To Understand Mobile, Internet, And Social Media Use" published in January 2021 revealed a total of 202.6 million internet users out of 274.9 million population. This indicates that the majority of the Indonesian population is already using the internet of which 170.0 million users (61.8%) have used social media. It can be said that all internet users in Indonesia have accessed social media. In terms of marketing, one of the mostly used social media to build a brand is Instagram.



Figure 1 Essential Headlines For Mobile, Internet, and Social Media Use

In this digital era, one of the prominent marketing strategies is using social media. Using social media for marketing a product/service or commonly called social media marketing makes it easier for consumers to get information on the product which will lead to a purchase decision.

Besides social media marketing, brand awareness can be used to attract the consumer's purchase intention. (Tjiptono 2015) defines brand awareness as the ability of a prospective buyer to recognize or recall that a brand is part of a certain product category. Therefore, good brand awareness can attract consumer buying interest which will have a direct impact on purchasing decisions. Purchase intention is the process of determining whether consumers are willing to take action on a product or brand (Pandey and Sahu 2018). Purchase intention is used to understand the purpose of consumers in making a purchase decision. In this study, purchase intention can be seen through consumer interactions with the content posted on social media including the number of Likes, Views, and Comments.

The ultimate goal of marketing activity is to encourage consumers to decide to purchase a product or service. (Tjiptono 2014) defines purchase decision as a process where consumers recognize the problem, seek information about a particular product or brand, and evaluate how the alternative can solve the problem which then leads to a purchase decision.

Most Indonesian people like spending their time chatting with friends, family, and relatives in coffee shops. This makes the coffee shop business grow rapidly. One of the local coffee shops which are very popular in digital media in Samarinda is Kopiria. Kopiria is one of the coffee shops in Samarinda City managed by a native, Dian Tanjung Bara, the founder and CEO of Kopiria. Kopiria was officially opened in March 2018 on Jalan Cendrawasih Samarinda. Recently, this coffee shop has had many branches spread across the city and even outside the city. Kopiria focuses on promoting its business through social media based on its target segment. One of the most active social media used for marketing Kopiria products is Instagram. Kopiria often uploads interesting content including the Tiktokria competition on their Instagram account at @kopi.ria. The purpose of the content is to share the fun of enjoying coffee at Kopiria while shooting fun videos. The content also shows that Kopiria always creates trending content.

Kopiria not only has good social media management for attracting the attention of consumers but also has a fairly good Brand Awareness. Many consumers are aware of the Kopiria brand, especially young people or students. This is in accordance with Kopiria's target market where its market segment targets are young people, students, or college students. Indeed,

Kopiria is famous for its comfortable venue to hang out with friends or to do school or college assignments.

The reason the researcher chose Kopiria as the object of research was because Kopiria is one of the relatively new Samarinda local coffee shops, which was present in 2018. But now it is not difficult to find a similar coffee shop in Samarinda City. To be able to maintain the market share that is currently very tight, not only provides an opportunity but also the biggest challenge faced by this coffee shop to always find the best way to maintain their market share. Therefore, Kopiria still needs to maintain or increase its existence due to many competitors by utilizing social media marketing on Instagram and increasing brand awareness in order to be able to increase consumer awareness and increase build consumer interest or purchasing intention which leads to purchase decisions.

METHOD

This explanatory research used quantitative approach. In this type of research, the causal relationship has been predicted by the researcher so the researcher can classify the causal variable, the intervening variable, and the dependent variable. This research tried to explain the relationship between each Social Media Marketing (X1) variable and Brand Awareness (X2) on Purchase Decisions (Y) through Purchase Intention (Z).

The determination of the number of samples used a non-probability sample with purposive sampling technique. The criteria of the respondents were: 1) Male or female, 2) At least aged 18 years, 3) Know Kopiria, 4) Purchase products of Kopiria more than once, 5) Ever see Instagram post of Kopiria. The sample size was based on Lemeshow's formula with a minimum sample of 100 respondents. Thus, the questionnaire was distributed to 100 respondents selected based on the predetermined criteria above.

RESULTS AND DISCUSSION

Results of Path Analysis

Table 1

Results of Path Analysis

Exogenous Variable	Endogenous variable	Direct Effect	Inderect Effect	Total Effect	p-value	Notes
Social Media Marketing (X1)	Purchase intention(Z)	0.439	0.282	0.721	0.000	Significant
Brand Awareness (X2)	Purchase intention(Z)	0.395	0.254	0.649	0.000	Significant
Purchase intention (Z)	Purchase decision(Y)	0.644	0	0.644	0.000	Significant
Social Media Marketing (X1)	Purchase decision(Y)	0.147	0	0.147	0.126	Not significant
Brand Awareness	Purchase					Not

Exogenous Variable	Endogenous variable	Direct Effect	Inderect Effect	Total Effect	p-value	Notes
(X2)	decision(Y)	0.055	0	0.055	0.559	significant

Source: Data Processing Results using SPSS (Version 26), 2022

Discussion

The Effect of Social Media Marketing (X1) on Purchase Intention (Z)

The results of analysis using SPSS version 26 showed that Social Media Marketing (X1) directly had a significant effect on Purchase Intention (Z) indicated by $t_{count} > t_{table}$ values ($4.871 > 1.984$) with a significance level of lower than 0.05. Thus, it can be said that H_1 is accepted and H_0 is rejected. This means that the Social Media Marketing variable (X1) has a significant effect on the Purchase Intention variable (Z). This study is in line with the theory that states that when customers receive information and interact with brands on social media, they form relationships with brands which then lead to brand loyalty purchase intention (Khan in Widjaya 2020).

The results of this study are in line with a previous study by (Kurniasari and Budiatmo 2018) entitled 'The Effect of Social Media Marketing, Brand Awareness on Purchase Decisions with Purchase Intention as an Intervening Variable at J.CO Donuts & Coffee Semarang.' The study shows that Social Media Marketing (X1) has a significant effect on Purchase Intention (Z) indicated by $t_{count} (12.392) > t_{table} (12.392)$ with a significance level of <0.05 .

The Effect of Brand Awareness (X2) on Purchase Intention (Z)

The results of analysis using SPSS version 26 showed that Brand Awareness (X2) partially had a significant effect on Purchase Intention (Z) indicated by the $t_{count} > t_{table}$ ($4.381 > 1.984$) with a significance level of lower than 0.05. Thus, it can be said that H_2 is accepted and H_0 is rejected. These results are in line with the theory that increasing consumer brand awareness becomes a company's priority to build strong brand equity (Keller 2003). High brand awareness can increase consumers' purchase intentions (Aaker and Keller in Eliasari and Sukaatmadja 2017).

The results of this study are in line with a previous study by (Kurniasari and Budiatmo 2018) entitled "The Effect of Social Media Marketing, Brand Awareness on Purchase Decisions with Purchase Intention as an Intervening Variable at J.CO Donuts & Coffee Semarang." The result shows that Brand Awareness (X2) has a significant effect on Purchase Intention (Z) indicated by $t_{count} (6.678) > t_{table} (1.984)$ with a significance level of <0.05 .

The Effect of Purchase Intention (Z) on Purchase Decision (Y)

The results of analysis using SPSS version 26 showed that Purchase Interest (Z) partially had a significant effect on Purchase Decision (Y) indicated by $t_{count} > t_{table}$ ($6.694 > 1.984$) with a significance level of lower than 0.05. It can be said that H_3 is accepted and H_0 is rejected. Purchase intention is the process when a consumer determines his willingness to take action on a product or brand (Pandey and Sahu 2018). Purchase intention refers to the desire of consumers to buy a product. If consumers have an intention to purchase a product, then consumers can increase their purchase intention which leads to purchase decisions (Tjiptono in Maulidiyah 2021).

The results of this study are in line with a previous study by (Kurniasari and Budiatmo 2018) entitled "The Effect of Social Media Marketing, Brand Awareness on Purchase Decisions

with Purchase Intentions as Intervening Variables at J.CO Donuts & Coffee Semarang." The study shows that Purchase Intention (Z) has a significant effect on Purchase Decisions (Y) indicated by $t_{count} (5.454) > t_{table} (1.984)$ with a significance level of <0.05 .

The Effect of Social Media Marketing (X1) on Purchase Decision (Y)

The results of analysis using SPSS version 26 showed that Social Media Marketing (X1) partially had no significant effect on Purchase Decisions (Y) indicated by $t_{count} > t_{table} (1.543 < 1.984)$ with a significance level of $0.126 > 0.05$. Thus, it can be said that H_4 is accepted and H_0 is accepted. This study is not in line with the theory that content marketing is a marketing and business process to create and distribute valuable and interesting content to engage and acquire a clearly defined target audience with the aim of driving profitable consumer action (Pulizzi 2014).

The results of this study are in line with a previous study by (Maulidiyah 2021) entitled "The Influence of Brand Image, Content Marketing, and Trust on Purchase Decisions with Purchase Intention as an Intervening Variable in Gluta Collagen Soap (A Case Study on Consumers Using Tiktok and Gluta Collagen Soap)". The result shows that Content Marketing and Purchase Decisions have a negative or insignificant relationship indicated by $t_{count} (0.785) < t_{table} (1.96)$ with a significance level of $0.433 > 0.05$.

The Effect of Brand Awareness (X2) on Purchase Decision (Y)

The results of analysis using SPSS version 26 showed that Social Media Marketing (X1) partially had no significant effect on Purchase Decisions (Y) indicated by $t_{count} > t_{table} (0.586 < 1.984)$ with a significance level of $0.559 > 0.05$. Thus, it can be stated that H_5 is rejected and H_0 is accepted. This study is not in accordance with the theory of brand awareness referring to the level of consumer recognition, acceptance and recall of a brand in any case (BİLGİN 2018).

The results of this study are not in line with a previous study by (Febrian 2018) entitled "The Effect of Brand Awareness on Zara Product Purchase Decisions (A Study on Consumers of Zara Sun Plaza Medan)." The result shows that Brand Awareness has an effect on Purchase Decisions indicated by $t_{count} (6.827) > t_{table} (1.985)$ with a significance level of <0.05 .

The Effect of Social Media Marketing (X1) with Purchase Intention (Z) as the Intervening Variable on Purchase Decision (Y)

The effect of the intervening variable of Purchase Intention (Z) was tested using the Sobel Test which obtained the t-count value of the Social Media Marketing variable (X1) through Purchase Intention (Z) on the Purchase Decision (Y) of 4.034 and the t-table value of 1.984 with a significance level of 0.05. This means that t-count is higher than t-table so that H_6 is accepted and H_0 is rejected. Thus, it can be concluded that these results prove that the purchase intention variable (Z) mediates the relationship between the Social Media Marketing (X1) variable and the Purchase Decision (Y). The coefficient value of indirect effect is (0.282) higher than the direct effect (0.147). These results are in line with the theory that when customers receive information and interact with brands on social media, they form relationships with brands which then lead to brand loyalty and purchase intention (Khan in Widjaya 2020).

The results of this study are in line with a previous study by (Kurniasari and Budiatmo 2018) entitled "The Effect of Social Media Marketing, Brand Awareness on Purchase Decisions with Purchase Intentions as Intervening Variables at J.CO Donuts & Coffee Semarang" that purchase intention variable can be an intervening variable of Social Media Marketing (X1) on Purchase Decisions (Y).

The Effect of Brand Awareness (X2) and Purchase Intention (Z) as the intervening variable on Purchase Decision (Y)

The effect of the intervening variable of purchase intention (Z) was tested using the Sobel Test which obtained the t-count value of the Brand Awareness variable (X2) through Purchase Intention (Z) on the Purchase Decision (Y) of 3,446 and t-table value 1.984 with a significance level of 0.05. This means that t-count is higher than t-table so that H_1 is accepted and H_0 is rejected. These results prove that the variable of Purchase Intention (Z) mediates the relationship between the Brand Awareness variable (X2) and the Purchase Decision (Y). The coefficient value of indirect influence is (0.282) higher than the direct influence (0.147). These results are in line with the theory of high brand awareness that can increase consumer purchase intentions (Aaker and Keller in Eliasari and Sukaatmadja 2017)

The results of this study are in line with a previous study by (Kurniasari and Budiatmo 2018) entitled "The Effect of Social Media Marketing, Brand Awareness on Purchase Decisions with Purchase Intentions as Intervening Variables at J.CO Donuts & Coffee Semarang" that the purchase intention can be an intervening variable of Brand Awareness (X2) on Purchase Decision (Y).

CONCLUSION

1. Social Media Marketing has a positive and significant effect on purchase intention in Kopiria Kartini Samarinda.
2. Brand Awareness has a positive and significant effect on purchase intention in Kopiria Kartini Samarinda.
3. Social Media Marketing has no significant effect on purchase decisions in Kopiria Kartini Samarinda.
4. Brand Awareness has no significant effect on purchase decisions in Kopiria Kartini Samarinda.
5. Purchase Intention mediates the effect of social media marketing variable on the purchase decision in Kopiria Kartini Samarinda.
6. Purchase Intention mediates the effect of social media marketing variable on purchase decisions in Kopiria Kartini Samarinda.
7. Purchase Intention mediates the effect of brand awareness variable on purchase decisions in Kopiria Kartini Samarinda.

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