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INFLUENCE OF SOCIAL MEDIA THROUGH INSTAGRAM (@tridaya. Cirebon) TO PURCHASE DECISION WITH BRAND AWARENESS AS VARIABLE INTERVENING (STUDY ON BIMBEL TRIDAYA BRANCH CIREBON 2019)

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Abstract

Tridaya is one of the tutoring service providers in Indonesia, has a spread of 26 branches throughout Java. One of the branches is in Cirebon city. Along with the development of the current digitalization, it can also affect the environment of the increasingly dynamic, one of which is the use of social media as a platform that supports the development of social relations through cyberspace. Due to the many users, making business people feel that with the development of the number of social media users today, can also support their business to remain sustainable. So researchers want to know the impact of social media through Instagram to purchase decisions through brand awareness as a variable intervening is the purpose of this research. The method of data analysis used in this research is Structural Equation Modeling (SEM), which uses data processing application SmartPLS. In the results of a descriptive study of the respondents responses to the social media variables, variable brand awareness and variable purchase decisions are in good category. As for the hypothesis testing conducted by looking at the T-Statistic value of the results of the data show that all the proposed hypothesis was received, so it can be concluded that in this study the impact of social media through Instagram @tridaya. Cirebon has a positive and significant effect on purchasing decisions with variable brand awareness as a Intervening medium.

Keywords: social media, brand awareness and purchase decision..

1. Introduction

Social Media is one of the most important components in digital marketing at the time of Kotler (596:2016). Ridwan (2017), indicating that the level of social media has only a 24.9% influence on the purchasing decision. Conducting marketing activities from improving branding, marketing communication and through social media. Testing on the influence of social media on purchasing decisions, another variable serves to become a broker so that it can be influential to strengthen the purchase decision level.

So it is necessary to insert a variable between social media and purchasing decisions. This Variable can bridge the two other variables that were previously proposed, but with this mediation stack expected to realize a more logical level of purchasing decisions. The intervening intervention used by researchers is brand

awareness, due to the high level of consumer awareness of the product, in line with the higher level of purchasing decision made, as quoted On Tumanggor (2019) Explaining the same thing that brand awareness has a significant positive effect on purchasing decisions that have a percentage of 71.8%.

Based on the background that has been described above, I as a writer decided focus research on the strategy of creation of social media marketing through Instagram is good and also increased brand awareness of the guidance of Learning Tridaya Cirebon Unit, with the research title "Influence Social Media through Instagram (@Tridaya. Cirebon) to purchase decisions with Brand Awareness as a variable intervening"

To strengthen the background of research, the authors conducted a survey of pre-research to 15 students of the Tridaya branch of Cirebon. So the result is as follows:

1. In the variable social media responds to negative statements as much as 46.7%, students of Tridaya feel that Instagram content does not attract the attention of Tridaya students.
2. In the variable brand awareness responded to the negative statement as much as 53.3%, the Tridaya students have used other tutoring services before using Tridaya tutoring services.
3. In the variable of the purchase decision to respond to this statement negative of 53.3%, the students Tridaya assumed that the location of Tridaya is considered less close to the activities of the students, considering there are several students who come from Panembahan even Majalengka.
4. A study conducted by Ridwan (2017), indicating that the level of social media has only an influence of 24.9% against the purchase decision.

The objectives of the study are as follows:

1. Knowing the social media situation through Instagram at the Tridaya Unit of study guide Cirebon.
2. Knowing the state of brand awareness at the Tridaya Unit Study guide Cirebon.
3. Knowing the condition of purchasing decision at the Tridaya Unit Study Guidance Institute Cirebon.
4. Knowing the impact of social media through Instagram to purchasing decisions in the mobile institution Tridaya Unit Cirebon.
5. Knowing the impact of brand awareness on the purchase decision at the Tridaya Unit of study guide Cirebon.
6. Knowing the impact of social media through Instagram to the purchasing decision in the Mobile institution Tridaya unit Cirebon
7. Knowing the impact of social media through Instagram to purchase decisions through brand awareness in the mobile institution Cirebon units.

2. Literature Review

Social media

The platforms are provided to get access anytime and anywhere. Social Media is one aspect to be considered by the company in marketing its products. According to the data quoted on We Are Social and Hootsuite, on Helianthusonfri (2:2018), it states that the average Indonesian people spent 3 hours and 23 minutes on Social media.

Brand Awareness

Keller in Arif Fadhilah (2015), brand awareness deals with brand strength or in-memory footprint that is reflected in the consumer's ability to remember or recognise a brand in different conditions.

Purchase decision

Kotler and Keller (198:2016) explain that at the evaluation stage, consumers form a preference between brands in an option set and can also form the intention to purchase the most preferred brand.

Framework

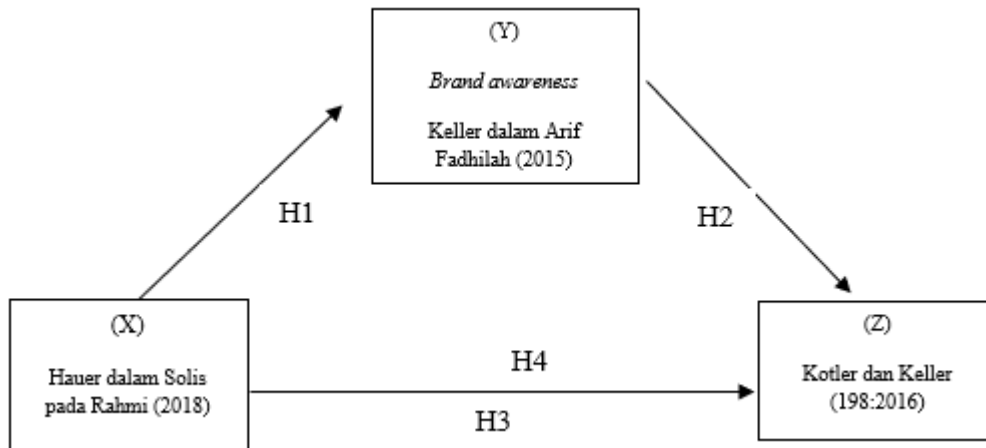


Figure 1. research framework

Source: Processed research data, 2019.

3. Methods

In order for this research to be more targeted and in accordance with the desired objectives, the object that was made by respondents in this research is the student of the Bimbel Tridaya institution that follows the Instagram Tridaya unit Cirebon (@tridaya. Cirebon). Based on the variables to be examined, the methods used in this research are quantitative methods, where researchers want to compare the fact of the topic raised with the existing theory. As for the type of research used in accordance with the purpose of research is a descriptive study with causal approach. This type of investigation is causal relationship, or cause of consequences. As quoted in Sugiyono (37:2018), it is said that causal relationship is a cause of consequence. So here there are independent variables (variables that affect) and dependent (influenced).

Variable Operational And Measuring Scale

Operational Variable Operations

Exogenous variable are represented by social media, variable intervening is represented by brand awareness, whereas for endogenous variables are represented by the purchase decision variable.

The Measurement Scale

as Sugiyono (131:2018) mentions that the answer of each instrument item using a Likert scale has a variety of gradations, from a very positive to a very negative one. The scale also has each value, if used for quantitative purposes.

Population And Sample

The Population

Population of this study is all students who become disciples of the Bimbel Tridaya Cirebon school year 2019/2020. 2.2.2 samples due to the known sample members, the authors use the formula Slovin, and obtained the population per July 2019 as many as 115 students and resulted in respondents as much as 89.320 because it is not a round result, then rounded into 90 people. However, in order to cope with the lack of questionnaires, the authors set the number of questionnaires to be 100.

Data Collection Techniques

For the data researchers collect, the data comes from primary and secondary sources.

Validity And Instrument Reliability

Test using SPSS 25 data program.

Validity

Can be concluded that a 30-reponcent validity test result states that the entire validity value of the existing statement has a value More than R-Statistic, so that all statements from this questioner are declared valid, so according to this research theory can be continued.

Reliability

Can be argued that from the test results the reliability instruments state that the entire instrument has a high value of Cronbach's alpha, then this research can be continued.

4. Results and Discussion

Social Media

Response respondents provided an overview of the responses to social media variables that had a total score of 3878 or an equivalent of 70.51% where this score belongs to a good category. The lowest statement "Admin time uploading posts on Instagram right" earns you 64.2% of results and belongs to the category quite well. The statement "Instagram Admin tridaya Cirebon unit gives a positive response to you" achieved the greatest result with a value of 79.4%. This is in accordance with the study that said social media entered into good category, namely a study of Baiq Khaulah (2017) in his research "influence Social Media Twitter and Experiential Marketing against the establishment of Brand awareness And the implications of purchasing decisions".

Brand Awareness

Response the respondent gave an overview of the response to the brand awareness variable that had a total score of 2618 or an equivalent of 74.8% of which this score belongs to the good category. The lowest statement "you would recommend Tridaya's Bimbel to others", earns 60.6% of the results. The highest statement "Tridaya is a mobile brand that is easy to remember" earns a yield of 80%. This is in accordance with the research stating the brand Awareness entered into good category, namely a research from Tumanggor (2019) in his research "influence Brand Awareness of purchase decisions".

Purchasing Decision

Respondents provided an overview of the response to a purchase decision variable that had a total score of 3500 or an equivalent of 77.78% of which this score belongs to the good category. The lowest statement "Variations on your existing package to your liking" earned 76% of the results. The biggest statement "the payment method in Tridaya has a lot of variation." Earns a yield of 81.2%. This is in accordance with the

research that states the decision of the purchase entered into a good category, i.e. a research from Artiar (2018) in his research "effect of price and quality of products on purchasing decisions".

Testing Structural Models (Outer Model)

Convergent Validity

Table 1. Convergent Validity

Variable	AVE	Critical Value	Model Evaluation
Social Media (X)	0,642	>0,5	Valid
Purchase Decesion (Z)	0,583		Valid
Brand awareness (Y)	0,585		Valid

Source : Processed Research data PLS, 2019

From the table above, indicates that all the above variables are Valid.

Reliability Test

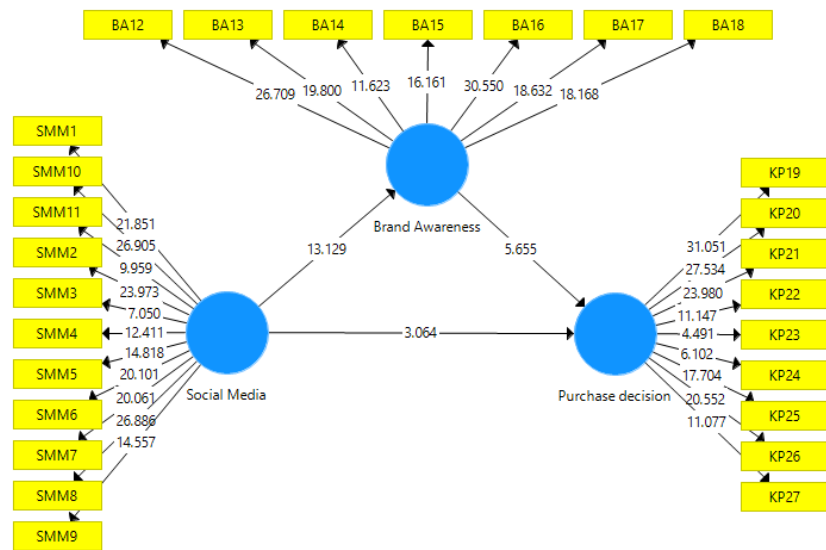
Table 2. Reliability Test

Variable	Composite Reliability	Critical Value	Cronbach Alpha	Critical Value	Model Evaluation
Social Media (X)	0,926	>0,7	0,906	>0,6	Realibel
Brand Awareness (Z)	0,925		0,908		Realibel
Purchase decision (Y)	0,939		0,927		Realibel

Source : Processed Research data PLS, 2019

Composite Realibility and Cronbach's Alpha values on each variable are each worth more than 0.7 and 0.6.

Structural (Inner Model) Testing



Source : Processed Research data PLS, 2019

Evaluation Of Structural Measurement (R-Square)

Table 3. R-Square

Variable	R-Square
Brand awareness (Y)	0,571
Purchase Decision (Z)	0,654

Source : Processed Research data PLS, 2019

The brand awareness variable has a value of 0.571 or an equivalent of 57.1%, while the purchase decision variable has a value of 0.654 or equivalent to 65.4%

Predictive Relevance

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$$

$$Q^2 = 1 - (1 - 0,571^2)(1 - 0,654^2)$$

$$Q^2 = 0,614$$

Q^2 (predictive relevance) of 0.641 means that Q^2 is greater than 0 (zero) explaining that the model has a predictive value that is relevant.

Hypothesis Test

Table 4. Hypothesis Test

Variable	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (Stdev)	T-Statistic ((O/Stdev))	P Values
Social media against brand awareness.	0,719	0,721	0,055	13,262	0,000
Brand Awareness against purchase decision.	0,584	0,580	0,103	6,068	0,000
Social media against purchase decision.	0,280	0,288	0,091	3,178	0,000
Social media to purchase decisions mediated by brand awareness	0,420	0,418	0,083	5,398	0,000

Source : Processed Research data PLS, 2019

Based on the above T-Statistic value, it can be concluded the entire H0 hypothesis is rejected and the H1 hypothesis is accepted, this is because the entire hypothesis has a T-Statistic value greater than the T-table.

5. Conclusion

In accordance with the results of the above research, it can be concluded that, respondents gave an overview of the response to a social media variable that has a total score of 3878 or an equivalent of 70.51% of which this score belongs to a good category. Respondents gave an overview of the brand awareness variable's response that had a total score of 2618 or an equivalent of 74.8% of which this score belongs to a good category. Respondents provided an overview of the response to a purchase decision variable that had a total score of 3500 or an equivalent of 77.78% of which this score belongs to a good category. The influence of social media on brand awareness has a T-Statistic value greater than T-table, so H₀ is rejected and H₁ is accepted. The influence of brand awareness on purchase decisions has a T-Statistic value greater than T-table, so, H₀ is rejected and H₁ is accepted. The influence of social media to purchase decisions has a T-Statistic value greater than T-table, so H₀ rejected and H₁ accepted. The influence of social media on purchasing decisions in mediation by brand awareness has a T-Statistic value greater than T-table, so H₀ is rejected and H₁ is accepted.

for the study conducted by subsequent researchers, the author submitted several suggestions, which are as follows, Expected in subsequent studies, can include several other variables that can affect the variable purchasing decision in Tridaya unit Cirebon, considering with the increasing purchase decision, then can help Tridaya unit Cirebon to compete in the learning tutoring market. Further studies can use other methods such as Path, and use the help of different softwares to be more clearly visible to the results, such as Lisrel, AMOS, or SPSS.

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