The influence of social media marketing and e-word of mouth in building purchase intention of kopibanaxfallenskitchen mediated by brand image.

Afdhal Mulya Putra[1], Susi Evanita[1*]

[1]Department of Management, Faculty of Economic, Universitas Negeri Padang, Padang, Indonesia

ARTICLE INFO	ABSTRACT

The purpose of this study is to analyze the extent to which the influence of Social Media Marketing and e-word of mouth in building purchase intention mediated brand image. A The point of this study is: (1) This a direct and up to and positive effect among social media and purchase intention on Kopibanaxfallenskitchen. (2) There is a direct and significant and positive influence between Electronic Word of Mouth and purchase intention on the Kopibanaxfallenskitchen object. (3) This a direct and up to and positive effect among social media and brand image on Kopibanaxfallenskitchen. (4) There is a direct and significant and positive influence between electronic word of mouth and brand image in Kopibanaxfallenskitchen. (5) there is a direct and significant and positive effect between brand image and purchase intention on Kopibanaxfallenskitchen. This means that Kopibanaxfallenskitchen consumers feel that the Kopibanaxfallenskitchen brand image can influence and increase their desire to buy the culinary. (6) There is an indirect and significant and positive influence between social media and purchase intention through brand image on Kopibanaxfallenskitchen.

DOI:10.24036/mms.xxxxxxxx	ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis sejauh mana pengaruh Social Media Marketing dan e-word of mouth dalam membangun citra merek yang dimediasi niat beli. Hasil dari penelitian adalah (1) pengaruh langsung dan positif antara media sosial dan niat beli pada Kopibanaxfallenskitchen. (2) Terdapat pengaruh langsung dan signifikan serta positif antara Electronic Word of Mouth dengan niat beli pada objek Dapur Kopibanaxfallens. (3) Ini adalah pengaruh langsung dan positif antara media sosial dan citra merek pada dapur Kopibanaxfallens. (4) Terdapat pengaruh langsung dan signifikan serta positif antara electronic word of mouth dengan brand image pada Kopibanaxfallens. (5) terdapat pengaruh langsung dan signifikan dan positif antara citra merek dengan niat beli pada dapur Kopibanaxfallens. Artinya konsumen dapur Kopibanaxfallens jatuh merasa bahwa citra merek dapur Kopibanaxfallens dapat mempengaruhi dan meningkatkan keinginan mereka untuk membeli kuliner tersebut. (6) Terdapat pengaruh tidak langsung dan signifikan dan positif antara media sosial dengan niat beli melalui citra merek pada dapur Kopibanaxfallens.

* *Corresponding author:* susievanita@fe.unp.ac.id

INTRODUCTION

Development from increasingly sophisticated technology from time to time has created the birth of the digital era, causing humans tohave dependence on technology, one of them is the use of the internet (www.merdeka.com, 2016). BornThe internet has changed the way humans communicate, the availability of internet networks is getting bettergus for the community willmake it easy community members to communicateHermawan, 2012 :207). Internet is a a wide public network that originates from computers and connects all types of users around the world by with each other and linking them with information stores that so large (Kotler and Armstrong, 2008b:237).
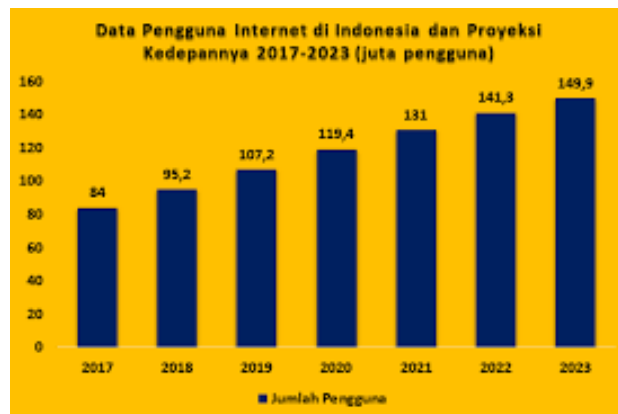
Source: Indonesian Internet Service Provider Association
Figure 1 Internet usage growth in Indonesia

The use of this technology does not escape the communication system long distance and computer the so-called internet that affects a lot of pattern life, political system, socio-cultural and economy which is widely supported and the influence of the internet, especially now that the marketing system is shifting from marketing by traditional (offline) to to marketing by modern (online).

The use of technology is also used by business people, promotional activities create new challenges for today's marketing profession, marketing is required to understand and learn new things, to influence the market and look for opportunities which of course will affect the marketing pattern of a company. Social media marketing or social media marketing is part of internet marketing. That is an online marketing technique that uses social media Facebook, Instagram, Twitter as a communication medium for a company or brand. Where as a channel of information exchange between customers and companies/brands, good communication. Where this system become a channel of information exchange between customers and companies/brands, communication good ones can't strengthen good relations with consumers. That matter will be satisfaction separately for consumers because consumers feel a noticed, when consumers get satisfaction then aconsumers will give feedback or testimonial positive then would recommend to people else or which is called tword of mouth (WOM).

The use of this technology does not escape the telecommunication and computer system called the internet which has influenced lifestyle, political, socio-cultural and economic systems, each of which is heavily supported and influenced by the internet, especially now that the marketing system is shifting from traditional (offline) marketing. to modern (online) marketing.

Now it's not only social media that has become a lifestyle, but hanging out in coffeeshops has become a lifestyle today. According to the International coffee organization Indonesia (2017), currently the development of coffee in Indonesia continues to experience a significant increase, several regions in Indonesia are the world's best coffee producers. Therefore, Indonesia is one of the largest coffee producers in the world and is related to agricultural commodities. , coffee is the fourth foreign exchange earner for Indonesia after palm oil, rubber and cocoa.

Increase a consumption rate coffee cannot be missed from society style Indonesian who likes to hang out with coffee consumption the big on it results in the rise of coffee shops. Seeing the

phenomenon of the existence of coffeeshops for young people seems to make coffee shop as a placeto donseveral things. Can just for chatting and or on Duty by together, as well as only for spent hours swapping thoughts and informationiat the coffee shop.

No different from other cities, the city of Bukittinggi, and even the province of West Sumatra, the coffeeshop trend has also been entertaining to sub-districts and even villages, in the city of Bukittinggi the number of coffee shops has been counted in the sixties, and there is a lot of competition between coffeeshops, and that is where we see how the coffeeshop shops are able to attract consumer interest to shop at the shop. Suntil pasar coffeeshop business is getting bigger Open, and the magnitude of coffee shop business. by looking at the coffeeshop competition that pretty good strict, things like social media of course too will help in effort coffeeshop, with appearits social media in coffeeshop business can reduce cost advertising, because society has made social media Becomes hidden style up. And effort will have consumers with reach that area without incurring the cost of doing advertising.

The researcher took one of the coffeeshops in the city of Bukittinggi, namely KopibanaxFallensKitchen which is located at Jl, Hafid Jalil No. 3, Birugo Tigo Baleh, Bukittinggi City. This business has been running for more than 2 years, this business was founded on January 6, 2018.

This business is built with the habit of young Bukittinggi people who like to get together or hang out, and at that time the coffeeshop business was booming, and became trending at that time.

KopibanaxFallensKitchen offers an atmosphere with a garden concept that is an attraction for all people, which is suitable for a place to hang out or gather with family.

KopibanaxFallensKitchen is open every day from 10.00-22.00 WIB, the products offered by KopibanaxFallensKitchen range from Rp.15000-Rp.35000, KopibanaxFallensKitchen has its own uniqueness in the eyes of its consumers, where the atmosphere is comfortable with a garden concept, by offering a variety of food and drinks. Not only that, KopibanaxFallensKitchen also sells using the e-commerce platform (gofood) and marketing through social media. Especially instagram. It is through these features that KopibanaxFallensKitchen attracts the attention of consumers.

LITERATURE REVIEW

Purchase Intention
Purchase intention is something that arises when finding criteria that match the desire, which appear after menget stimulation from goods which in got it, moma by it appears an interest to try goods that until the end appear interest to buy to have the item. Points which inwear in this study is the opinion of Schiffman and Kanuk, namely, interested in finding information about the product, interested in trying, wanting to know the product, wanting to have the product.

Social Media Marketing
Kotler and Keller (2016) mention Social Media Marketing is an activity relationship good marketing.user electronic media (online) for bring consumers or businesses in kind of way like (picturean, writing, etc.) to increase awareness, business image and to improveraise sales. The indicator used in this study is the opinion of Chris Heuer who argues that there are 4Cs in using social media (Solis, 2010), namely, Context, Communication, Collaboration, Connection.

Electronic Word of Mouth
According to (Hening Thurau et al., 2004; Duerte et al., 2018) eWOM is a positive or negative statement made by potential current customers, about a product or company that is available to many people and institutions via the internet. The substantial growth in online social networks has expanded the potential impact of eWOM on consumer purchasing decisions. eWOM is also useful for product marketing in the form of communication such as weblogs, discussion forums, social networks and websites (Guen et al., 2006; Duerte et al., 2018) The indicator used in this study is the opinion of Fang et al, (2016) there are several indicators of EWOM, namely, Positive Reviews/good impressions, buying confidence, buying consultation, self-confidence.

Brand Image

Brand Image identified as a representation of the brand in the minds of consumers or a set of perceptions about a brand, both objective and subjective. Hence, brand image can be definednasiperceptionireasonable consumernor emotionallwhich attaches a certain branduand emphasize the importance of brand image for the companynservice becauseawhenacustomers or consumers usenproduct or service, theyasee companynand resources based onntheir evaluationato the interaction betweenathem andntheir product or service provider (Dirsehan & KurtuluŞ, 2018).

METHOD

The population in this study are social media users who have not made a purchase at Kopibanaxfallenskitchen in the city of Bukittinggi. The method used is a non-probability sampling method, and the number of samples is 100 people. The data collected by distributing questionnaires using google form to Instagram social media users in the city of Bukittinggi, the data analysis used in this study is PLS (Partial) analysis technique. Least Square).

Points the indicator used in research thisi that is According to Kotler & Keller (2013: 77) measuring brand image can be done based on aspects of a brand, namely, Strength, Uniqueness, and liking.
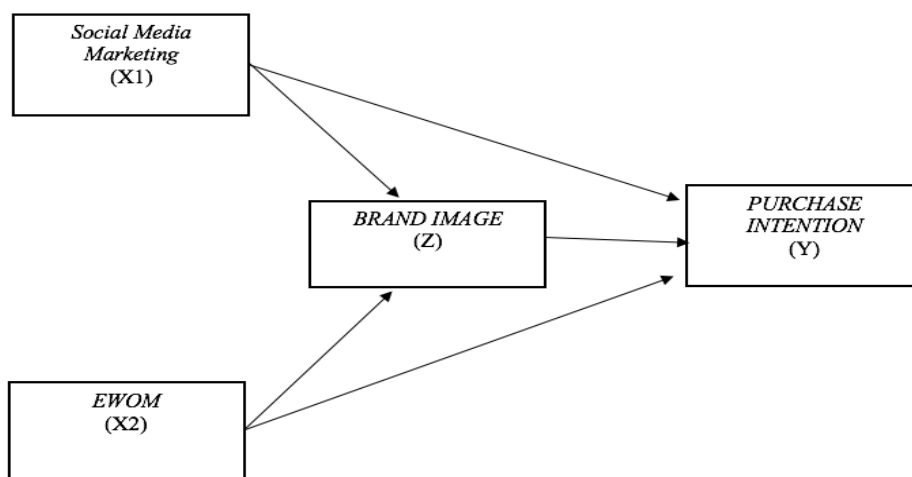

Figure 2 Conceptual Framework

Seen from conceptual framework above, then hypoththesis in research can be divided as follows:
H1: Social media marketing has a positive and significant influence to purchase intention.
H2: Electronic Word of Mouth (eWOM) positive and significant effect on Purchase Intention
H3: social media marketing positive and significant influence to Brand image
H4: eWOM positive and significant effect to Brand image
H5: brand image positive and significant influence on Purchase Intention
H6: social media indirect influence on Purchase Intention emailskip brand image
H7: eWOM indirect effect on Purchase Intention melskip brand image

RESULT AND DISCUSSION

The measurement model of the outer model is used to assess the validity and reliability of the model.
Convergent Validity
The validity test is carried out using Smart PLS 3.0, through the calculation of the PLS Algorithm by looking at the outer loading value, it is known that the Social media marketing variable, eWOM, Purchase nIntention and, Brand image correlation value which is greater than r-table which is greater

than 0.5 then can be interpreted as an explanation marker getting very good results, the AVE value for the Social media marketing indicator is 0.695, for the electronic word of mouth indicator. mouth is 0.638, for the Purchase intention indicator is 0.647, and for the brand image indicator is 0.638.
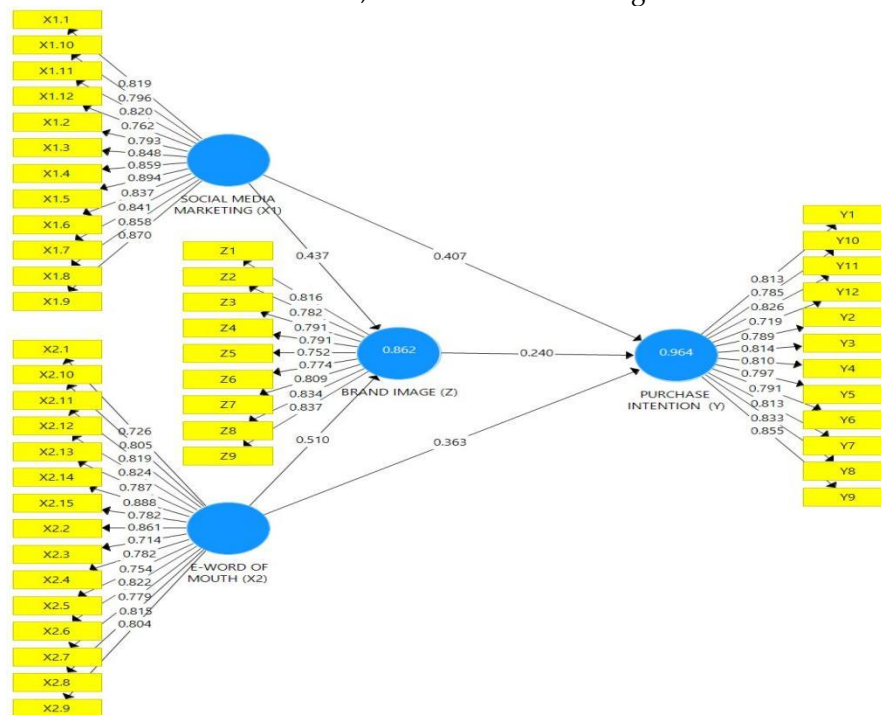

Figure 3 Variable Relationship Model Researched

Based on Table 1, the Output Cross Loading value showsnexistenceadiscriminant validity the good onekbecause the correlation value nilaiiindicator againstpmore constructhhigh comparednindicator correlation valuerwith constructkother.

Reliability Test (Reliability Test)

The reliability test aims to show that the instrument can be used if the instrument has reliable and reliable results. In this reliability test, there are two reliability measures that must be observed, namely the compositionite reliabillity and cronbachs allpha as seen below this.

Table 1. Output Cross Loading

	Brand Image (Z)	E-Word Of Mouth (X2)	Purchase Intention (Y)	Social Media Marketing (X1)
X1.1	0.728	0.879	0.812	**0.819**
X1.10	0.700	0.713	0.785	**0.796**
X1.11	0.757	0.796	0.826	**0.820**
X1.12	0.670	0.683	0.743	**0.762**
X1.2	0.679	0.781	0.732	**0.793**
X1.3	0.757	0.746	0.776	**0.848**
X1.4	0.835	0.794	0.831	**0.859**
X1.5	0.804	0.821	0.829	**0.894**
X1.6	0.719	0.744	0.753	**0.837**
X1.7	0.781	0.743	0.813	**0.841**
X1.8	0.807	0.754	0.833	**0.858**
X1.9	0.820	0.780	0.855	**0.870**
X2.1	0.637	**0.726**	0.674	0.652
X2.10	0.683	**0.805**	0.737	0.733
X2.11	0.734	**0.819**	0.738	0.748
X2.12	0.743	**0.824**	0.770	0.750
X2.13	0.686	**0.787**	0.712	0.700

X2.14	0.752	**0.888**	0.811	0.812
X2.15	0.689	**0.782**	0.728	0.786
X2.2	0.740	**0.861**	0.767	0.769
X2.3	0.682	**0.714**	0.686	0.681
X2.4	0.801	**0.782**	0.813	0.748
X2.5	0.746	**0.754**	0.789	0.739
X2.6	0.770	**0.822**	0.814	0.731
X2.7	0.769	**0.779**	0.810	0.714
X2.8	0.723	**0.815**	0.797	0.731
X2.9	0.753	**0.804**	0.791	0.751
Y1	0.801	0.782	**0.813**	0.748
Y10	0.700	0.713	**0.785**	0.796
Y11	0.757	0.796	**0.826**	0.820
Y12	0.638	0.703	**0.719**	0.644
Y2	0.746	0.754	**0.789**	0.739
Y3	0.770	0.822	**0.814**	0.731
Y4	0.769	0.779	**0.810**	0.714
Y5	0.723	0.815	**0.797**	0.731
Y6	0.753	0.804	**0.791**	0.751
Y7	0.781	0.743	**0.813**	0.841
Y8	0.807	0.754	**0.833**	0.858
Y9	0.820	0.780	**0.855**	0.870
Z1	**0.816**	0.783	0.796	0.741
Z2	**0.782**	0.683	0.704	0.688
Z3	**0.791**	0.763	0.743	0.673
Z4	**0.791**	0.694	0.707	0.648
Z5	**0.752**	0.742	0.716	0.636
Z6	**0.774**	0.757	0.731	0.688
Z7	**0.809**	0.694	0.762	0.795
Z8	**0.834**	0.692	0.768	0.791
Z9	**0.837**	0.755	0.824	0.845

Table 2. Cronbach Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability (0.7)	Information
Social Media Marketing	0.960	0.965	Reliable
E-WOM	0.959	0.963	Reliable
Brand Image	0.929	0.941	Reliable
Purchase Intention	0.950	0.956	Reliable

Source: Primary Data 2021

Based on the data from the Smart PLS processing, it can be seen that the Cronbach Alpha and Composite reliability values each cconstruct pass through 0.7, if seen from ruless of thumb compost valueiit's reliablellity and cronbachs allpha yang between one value memorei high of 0.7 (> 0.7) all variables from the researchers were declared reliable.

R-Square Nilai Value

Model testing structural or inner model is done for see relationship between constructs, significance value and R-Square of Research Model. Model structural evaluated by using R Square to dependent construct of t test and the significance of parameter coefficient pathr structural. In assessing the model

with PLS start by seeing R-Square for reach variable dependent latent. Here are the estimation results R-Square using SmartPLS.

Table 3 R-Square

Variable	R-Square Nilai Value
Brand Image	0.860
Purchase Intention	0.964

Source: Primary Data 2021

R-square value for the variable brand image of 0.860, this result shows that 86% of social media marketing and e-word of mouth variables contribute to the variable brand image, while the rest a influenced by variable other from outside research this. Se that other variablee purchase intention in could selevel 0.964, this is meshow 96.4% variable social media marketing, e-word of mouth and brand image contribute to the variable purchase intention and the rest influenced by other variables from outside the research this.

Table 4 Results Analysis Inner Model

	Original Samel (O)	sampel Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDE|)	P Values
Brand Image (Z) -> Purchase Intention (Y)	0.240	0.249	0.094	2,559	**0.011**
E-Word of Mouth (X2) -> Brand Image (Z)	0.510	0.514	0.093	5.502	**0.000**
E-Word Of Mouth (X2) -> Purchase Intention (Y)	0.363	0.358	0.059	6,128	**0.000**
Social Media Marketing (X1) -> Brand Image (Z)	0.437	0.433	0.094	4,669	**0.000**
Social Media Marketing (X1) -> Purchase Intention (Y)	0.407	0.403	0.074	5,468	**0.000**

Source: Processed primary data

Indirect Hypothesis

The indirect effect hypothesis can be accepted if it produces a t-statistic > 1.96.

Table 5 Specific indirect effects

	Original Samel(O)	sampel Mean (M)	Standardd Deviasion (STDEV)	T Statistics (O/STDEV|)	P Value
E-WOM (X2) -> Brand Image (Z) -> Purchase Intention (Y)	0.123	0.127	0.051	2,402	**0.017**
Social Media Marketing (X1) -> Brand Imagec (Z) -> Purchasse Intentiions (Y)	0.105	0.110	0.052	2.015	**0.044**

Source: Processed primary data

Based on the Table 5 know t-statistic value of the indirect influence of social media media to *purchase intention* melskip Brand image sebmany2.015 > 1.96. Can beknow if so mediacial significant influence to purchase intention through brand image on KopibanaXFallensKitchen. Then peclothes so mediacial increasingly more ride, so menok significantly brand image, which will further improve significantly increase *purchase intention* or the desire to buy a product on KopibanaXFallensKitchen.

CONCLUSION

Based on analysis and discussion on the previous section, then a can be drawn the following conclusions: Existence influence direct and significant positive between social media and purchase intention and eWOM with purchase intention to KopibanaXFallensKitchen. This means consumers KopibanaXFallensKitchen feel that the use of social media can increase their willingness to make a purchase. There is a direct and significant and positive influence between eWOM with brand image to KopibanaXFallensKitchen. Existence positive significant direct effect in between brand image and purchase intention on KopibanaXFallensKitchen. There is an indirect and significant and positive influence between electronic word of mouth and purchase intention through brand image and social media with purchase intention on KopibanaXFallensKitchen. The higher the level of electronic word of mouth on the object KopibanaXFallensKitchen, it will significantly affect the increase in brand image which will significantly increase purchase intention towards KopibanaXFallensKitchen.

REFERENCES

Barreda, AA, Bilgihan A., Nusair K., Okumus F. (2015). Generating Brand Awareness n Online Social Networks. Computers in Human Behavior, 50, 600-609. doi:10.1016/j.chb.2015.03.023

Berger, J., & Iyengar, R. (2013). Communication Channels and Word of Mouth: How the Medium Shapes the Message. Journal of Consumer Research, Inc., 40(9), 567-579.

Chan. YY, & Ngai, EWT (2011). Conceptualising electronic word of mouth activity. An input-process-output perspective. Marketing Intelligence & Planning, 29(5), 488-516.

Cheung, CMK, Chan, MKO, & Rabjohn, N. (2008). The impact of electronic word-of-mouth, Internet research, 18(3), p. 229.

Dahnil irwan mohd, Yi Jiunn wong, (2014). The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y. 9.

Elseidi, RI, & Baz, D. El. (2016). Electronic Word of Mouth Effects on Consumers' Brand Attidudes, Brand Image and Purchase Intention: an Empirical Study in Egypt. The Business and Management Review, 7(5), 268– 276

Eric WK See-To, Kevin KW Ho [b](2013). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust – A theoretical analysis.

Farzin Milad, Milad Farzin, Fattahi Majid, Majid Fattahi. 2018. eWOM through social networking sites and impact on purchase intention and brand image in Iran. Journal of Advances in Management Research 15:2, 161-183

Godey BN, Manthiou A., Pederzoli D., Rokka J., Aiello G., Donvito R., Singh R. (2016). Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior. Journal of Business Research, 69(12), 5833-5841. doi: 10.1016/j.jbusres.2016.04.181

Hamidun, MA (2018). The Effect of Electronic Word of Mouth on Purchase Intentions Through Brand Image (Study on Followers Instagram Account @Ouvalresearch). Journal of Business Administration (JAB), 61(2), 61–68

Hariyanti NT, Wirapraja A. (2018). The Influence of Influencer Marketing as a Digital Marketing Strategy for the Modern Era (A Literature Study). Executive Journal, (15), 133-146.

Husin sah1, Susi Evanita2 (2019). The Influence of Entrepreneurship Motivation, Online Marketing, and Success of Product Innovation of Micro Small Craft Industries Hand in Padang.

Hutter, K., Hautz, J., Dennhardt, S., Fuller, J. (2013), The impact of iser interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. Journal of Product and Brand Management, 22(5-6), 342-351

Ismail Erkan, Chris Evans. (2016). Social media or shopping websites, the influence of eWOM on consumers online purchase intention. 18.

Jalilvand, RM, Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention an empirical study in the automobile industry in Iran. Marketing Intelligence & Planning, 30(4), 460-476.

Jalilvand, Reza Mohammad. (2012). The Effect of Electronic Word Of Mouth on Brand Image And Purchase Intention. 22.

Kholik, Nadya. (2018). Lifestyle Study of Young Coffeeshop Enthusiasts (Case Study on Starbucks Coffeeshop at Mall Botani Bogor). 148

Kim, AJ, Ko, E. (2010), Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. Journal of Global Fashion Marketing, 1(3), 164-171.

Kotler, P., and Keller, KL (2012). Marketing Management (14th ed.). New Jersey: Prentice Hall

Kotler, Philip and Gary Armstrong, Translated by: Alexander Sindoro. 2004. Marketing Fundamentals Ninth Edition Volume I. Jakarta: PT Index.

Kotler, Philip. 1997. Marketing Management Indonesian Edition Volume 2. Jakarta, Prehalindo.

Kwandy, CP (2017). Effect of Brand Image and Price Towards Purchase Intention in Beef-Jerky Company. Review of Management and Entrepreneurship, 1(1), 50–55.

Lidia, EDP, & Prabowo, FSA (2015). Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention (Case study on Go-Jek Indonesia). E-Proceedings of Management, 2(3), 2865–287.

Millianyani. Happy, Giri Maulana Arief. (2015). The Influence of Social Media Marketing Through Instagram on Sugar Tribe Consumers' Buying Interest. 7

Naimatullah, C., Sharma., P., Shaikh., S., Hasseb., A., & Suyfa., MZ (2015). Determining the Impact of Ewom on Brand Image and Purchase Intention through Adoption of Online Opinions. International Journal of Humanities and Management Sciences (IJHMS), 3(1), 41–46

Nurgiyantoro Singgih. (2014). The Effect of Social Media Promotion Strategy on Garskin Purchase Decisions Mediated by Word-of-Mouth Marketing

Patricia, Admiral. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. International Review of Management and Marketing. 2018, 8(1), 13-18

R. Andika Deru, Jovita Cindy. (2017). Instagram social media as a Promotion Tool to Increase Consumer Buying Interest. 21

Tariq, Maryam, Abbas, Tanveer, Abrar, Muhammad, Iqbal, Asif. (2017). eWOM and brand awareness impact on consumer perchase intention mediating role of brand image. 20.

Wijaya, SB (2014). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. European Journal of Business and Management, 5(31)

Zhu, F., Zhang, X. (2010), Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. Journal of Marketing, 74(2), 133-148.