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

Afdhal Mulya Putra¹, Susi Evanita*¹

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

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**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.

**Keywords:** Social Media Marketing, Electronic Word of Mouth, Purchase Intention, Brand Image.

**DOI:** 10.24036/mms.xxxxxxxxx

**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 media sosial dengan niat beli melalui citra merek 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.

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* 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 to have 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 better for the community will make it easy for community members to communicate (Hermawan, 2012:207). Internet is a wide public network that originates from computers and connects all types of users around the world by linking them with information stores that are so large (Kotler and Armstrong, 2008b:237).

![Internet usage growth in Indonesia](source: Indonesian Internet Service Provider Association)

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 termed word of mouth (WOM).

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 placetto
don several things. Can just for chatting and or on Duty by together, as well as only for spent hours
swapping thoughts and informationat 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. Suntill 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 appearsit 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 coffee shop 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 improve 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 defined as a perception that reasonable consumers or emotionally which attaches a certain brand to and emphasizes the importance of brand image for the company's service because when customers or consumers use a product or service, they see the company and resources based on their evaluation of the interaction between them and their product or service provider (Dirsehan & Kurtuluş, 2018).

**METHOD**
The population in this study are social media users who have not made a purchase at Kopibanafallen kitchen 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 this is that According to Kotler & Keller (2013: 77) measuring brand image can be done based on aspects of a brand, namely, Strength, Uniqueness, and liking.

![Conceptual Framework](image)

Figure 2 Conceptual Framework

Seen from conceptual framework above, then hypothesis 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 nntention 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](image)

Based on Table 1, the Output Cross Loading value showsnonexistenceadiscriminant validity the good oneebecause the correlation value nilaiindicator againstptmore constructshigh comparednindicator correlation valuewith 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>
<thead>
<tr>
<th>Table 1. Output Cross Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image (Z)</td>
</tr>
<tr>
<td>X1.1 0.728</td>
</tr>
<tr>
<td>X1.10 0.700</td>
</tr>
<tr>
<td>X1.11 0.757</td>
</tr>
<tr>
<td>X1.12 0.670</td>
</tr>
<tr>
<td>X1.12 0.679</td>
</tr>
<tr>
<td>X1.13 0.757</td>
</tr>
<tr>
<td>X1.14 0.835</td>
</tr>
<tr>
<td>X1.15 0.804</td>
</tr>
<tr>
<td>X1.16 0.719</td>
</tr>
<tr>
<td>X1.17 0.781</td>
</tr>
<tr>
<td>X1.18 0.807</td>
</tr>
<tr>
<td>X1.19 0.820</td>
</tr>
<tr>
<td>X2.1 0.637</td>
</tr>
<tr>
<td>X2.10 0.683</td>
</tr>
<tr>
<td>X2.11 0.734</td>
</tr>
<tr>
<td>X2.12 0.743</td>
</tr>
<tr>
<td>X2.13 0.686</td>
</tr>
<tr>
<td>Variable</td>
</tr>
<tr>
<td>---------------------------</td>
</tr>
<tr>
<td>Social Media Marketing</td>
</tr>
<tr>
<td>E-WOM</td>
</tr>
<tr>
<td>Brand Image</td>
</tr>
<tr>
<td>Purchase Intention</td>
</tr>
</tbody>
</table>

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 construct pass through 0.7, if seen from rules of thumb compost value it's reliability and cronbachs alpha 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 path 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

<table>
<thead>
<tr>
<th>Variable</th>
<th>R-Square Nilai Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image</td>
<td>0.860</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>0.964</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th></th>
<th>Original Sample (O)</th>
<th>sampel Mean (M)</th>
<th>Standard Deviation (STDEV)</th>
<th>T Statistics (O/STDEV)</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image (Z) -&gt; Purchase Intention (Y)</td>
<td>0.240</td>
<td>0.249</td>
<td>0.094</td>
<td>2.559</td>
<td>0.011</td>
</tr>
<tr>
<td>E-Word Of Mouth (X2) -&gt; Brand Image (Z)</td>
<td>0.510</td>
<td>0.514</td>
<td>0.093</td>
<td>5.502</td>
<td>0.000</td>
</tr>
<tr>
<td>E-Word Of Mouth (X2) -&gt; Purchase Intention (Y)</td>
<td>0.363</td>
<td>0.358</td>
<td>0.059</td>
<td>6.128</td>
<td>0.000</td>
</tr>
<tr>
<td>Social Media Marketing (X1) -&gt; Brand Image (Z)</td>
<td>0.437</td>
<td>0.433</td>
<td>0.094</td>
<td>4.669</td>
<td>0.000</td>
</tr>
<tr>
<td>Social Media Marketing (X1) -&gt; Purchase Intention (Y)</td>
<td>0.407</td>
<td>0.403</td>
<td>0.074</td>
<td>5.468</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th></th>
<th>Original Sample (O)</th>
<th>sampel Mean (M)</th>
<th>Standard Deviation (STDEV)</th>
<th>T Statistics (O/STDEV)</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-WOM (X2) -&gt; Brand Image (Z) -&gt; Purchase Intention (Y)</td>
<td>0.123</td>
<td>0.127</td>
<td>0.051</td>
<td>2.402</td>
<td>0.000</td>
</tr>
<tr>
<td>Social Media Marketing (X1) -&gt; Brand Image (Z) -&gt; Purchase Intention (Y)</td>
<td>0.105</td>
<td>0.110</td>
<td>0.052</td>
<td>2.015</td>
<td>0.044</td>
</tr>
</tbody>
</table>

**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 mediasial significant influence to purchase intention through brand image on KopibanaXFallensKitchen. Then peclthes so mediasial 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.

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