

The Effect Of Social Media Marketing on Purchase Intention Through Brand Awareness as an Intervening Variabel at Chaa.id Store in Makassar

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Article Info	Abstract
Received July 31, 2023 Revised September 20, 2023 Published October 25, 2023	<i>This study aims to examine the influence of Social Media Marketing variables on Purchase Intention through Brand Awareness as an intervening variable. The analysis used is Structural Equation Modeling (SEM) with an analysis tool Partial Least Square (PLS) using the SmartPLS 3.0 application and hypothesis analysis using Path Analysis. The population in this study were Instagram followers from Chaa.id Store with 613 followers. The samples taken were 86 followers which were calculated using the Slovin formula and taken using the Simple Random Sampling technique. The results of this study indicate that Social Media Marketing has a significant positive effect on Brand Awareness, Brand Awareness has a significant positive effect on Purchase Intention, Social Media Marketing has no effect on Purchase Intention, and Social Media Marketing has a significant positive effect on Purchase Intention through Brand Awareness as an Intervening variable at Chaa.id Store</i>
Keywords : Social Media Marketing, Purchase Intention, Brand Awareness	

INTRODUCTION

Technological developments are now increasingly fast and easily accessible by the wider community. The internet is basically used to facilitate the process of communicating. The development of this era also affects society not only in communicating but in almost all aspects including buying and selling transactions. The rapid development of this technology also affects the needs and desires of society. The rapid development of this technology also gave birth to many platform which is not only used as a medium for communication but also for buying and selling transactions. This function transition is also well

utilized by business actors by switching from conventional (offline) to digital (online) by using platform available, such as social media.

The change from conventional to digital also occurs in business marketing. The changes that have occurred have not only affected businesses but also consumers. Changes in consumers will be seen from their behavior, lifestyle, and interests. So that marketers are also required to market products adaptively and adjust to these changes. Business actors take advantage of digital platforms in promoting their products through social media. On a broader scale, social media can function as a medium for engagement.

Usage social media as a media promotion is expected to generate interest in buying or purchase intention as well as brand awareness or brand awareness on consumers. Brand awareness according to Aaker (2020) is the consumer's ability to recognize or remember a brand based on a particular product category. Brands that have been remembered by consumers will raise someone's buying interest. This is in line with research conducted by Taufik et al., (2022) which said that brand awareness have a positive influence on purchase intention. Likewise with research conducted by Ulan et al. (2020) that brand awareness significant effect on purchase intention.

This research was conducted at Chaa.id Store with products in the field of fashion Muslim women, such as the hijab and also expanding into bouquet-making services, namely hijab bouquets and money bouquets. Digital promotion carried out through platform the internet, especially on Instagram social media, has not been fully utilized by the object of research. So the goal is to reach the stages top of mind on brand awareness still far from successful.

Usage social media maximally as a promotion platform is expected to increase brand awareness, so that it can be seen to what extent consumers' buying interest in the products offered by the Chaa.id store.

METHODS

1. Research Design

This research was conducted at the Chaa.id Store in Makassar. Chaa.id Store is a located business engaged in Muslimah fashion, namely hijab and also has other products such as hijab accessories, hijab bouquets,

gift packages, and money bouquets. This research was conducted from May to July. This study uses a quantitative approach. According to Napitupulu et al. (2022) the quantitative method is a research method that seeks to explain phenomena using existing theory by collecting numerical data which is then analyzed using statistical-based methods.

2. Hypothesis

Based on research conducted by Asnan (2023) regarding influence social media marketing to purchase intention mediated by brand awareness, found that social media marketing significantly influence purchase intention through brand awareness as a mediating variable. Additionally, variables social media marketing positive and significant effect on purchase intention and brand awareness and variables brand awareness positive and significant effect on purchase intention. The results of this study are also supported by research conducted by Ellitan et al. (2022) which found that social media marketing has significant effect on purchase intention through brand trust. Based on the conceptual framework and previous research, the research hypothesis and conceptual framework are as follows:

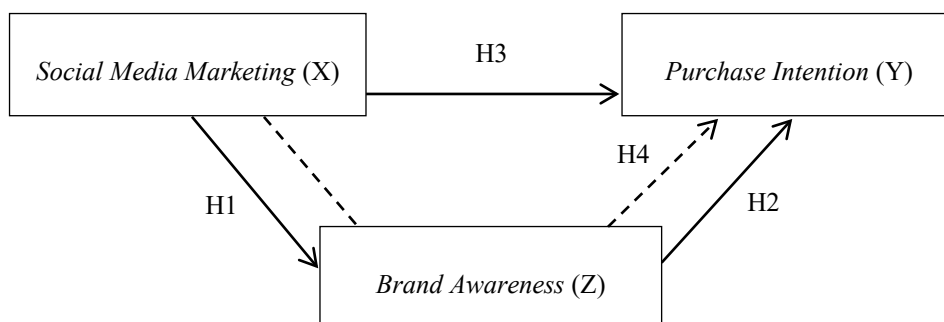
H1 : Digital Marketing (X) has an effect on Brand Awareness (Z)

H2 : Brand Awareness (Z) has an effect on Purchase Intention (Y)

H3 : Digital Marketing (X) effect on Purchase Intention (Y)

H4 : Digital Marketing (X) has an effect on Purchase Intention (Y) through Brand Awareness (Z)

Figure 1. Conceptual Framework



Source: Data Prosseced by author (2023)

3. Population and Sample

The population according to Sugiyono (2022) is a generalized area consisting of objects that have certain quantities and characteristics determined by researchers to study and draw conclusions. The population in this study are consumers at Chaa.id Store who follow Instagram social media as many as 613 followers. This study took samples with techniques probability sampling and using simple random sampling and calculated using the Slovin formula. The sample according to Koshti et al. (2013) is part of the population in the form of individuals in a group that can represent the population in a study. Based on calculations performed using the Slovin formula, a sample of 86 followers was obtained.

4. Data Collection Methods

Data collection in this study was carried out through a literature review by reviewing references through books, national and international journals. Besides that, observations were also made on the object of research by observing the object of research directly. According to Sekaran & Bougie (2016) observation is a data collection technique that is carried out by analyzing, recording, paying attention, and interpreting the habits and behavior of the research object. The questionnaire was used to get respondents' responses by distributing online questionnaires using the Google form. The measurement scale used is a Likert scale with intervals of 1-4.

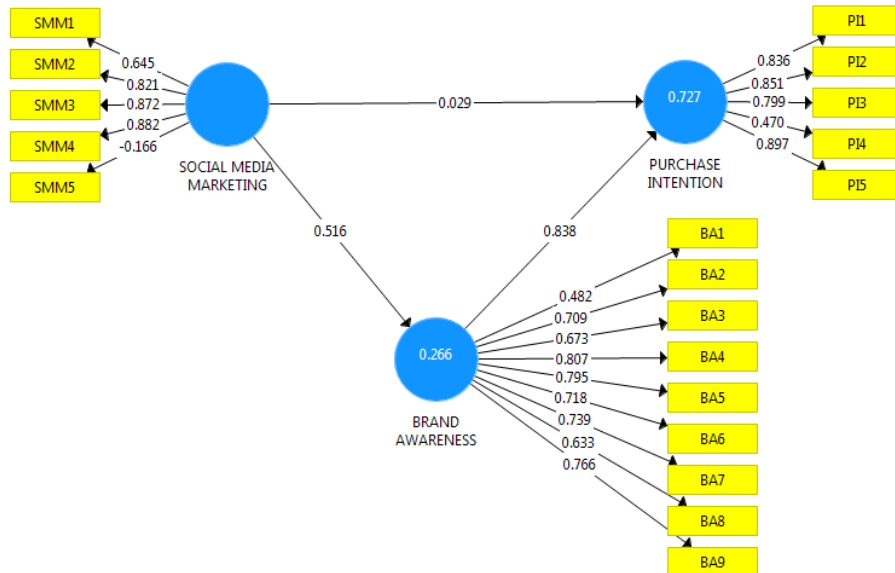
5. Data Analysis Techniques

This study uses the Structural Equation Modeling (SEM) method. According to Muhson (2022) SEM is a multivariate statistical analysis method for the development of regression and path analysis in which data processing is built by measurement models and structural models. The analysis tool used is PLS and uses SmartPLS 3.0 software by testing the outer model which consists of construct validity tests (convergent and discriminant) and reliability tests. In addition, testing of the structural model or inner model and path analysis was carried out.

RESULTS AND DISCUSSION

The research data were processed using SmartPLS 3.0 with the following chart:

Figure 2. The first step of Data processed using SmartPLS 3.0



Source: Data processed with SmartPLS 3.0 (2023)

1. Measurement Model (Outer Model)

a. Convergent Validity

The following is the first data that is processed based on 3 variables with a total of 19 statements

Table 1. Loading Factor

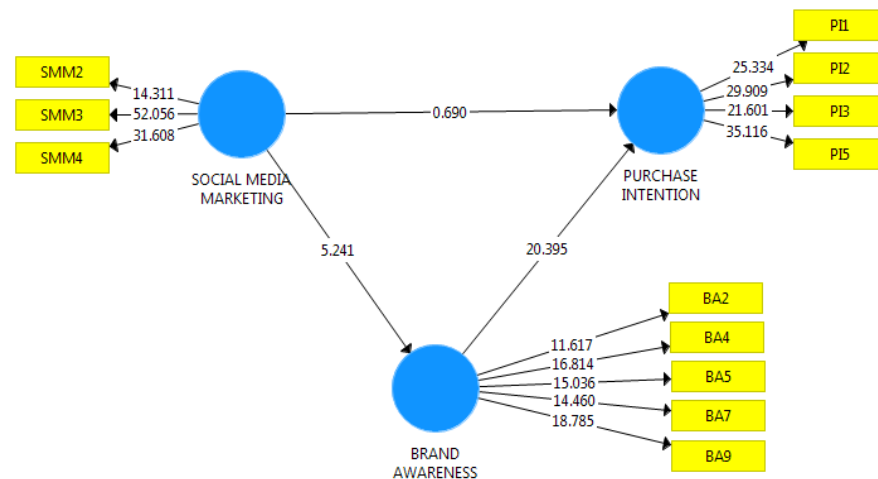
Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
Social Media Marketing (X)	SMM1	0.645	0.700	Not Valid
	SMM2	0.821	0.700	Valid
	SMM3	0.872	0.700	Valid
	SMM4	0.882	0.700	Valid
	SMM5	0.166	0.700	Not Valid
Purchase Intention (Y)	PI1	0.836	0.700	Valid
	PI2	0.851	0.700	Valid
	PI3	0.799	0.700	Valid
	PI4	0.470	0.700	Not Valid
	PI5	0.897	0.700	Valid
Brand Awareness (Z)	BA1	0.482	0.700	Not Valid
	BA2	0.709	0.700	Valid
	BA3	0.673	0.700	Not Valid
	BA4	0.807	0.700	Valid
	BA5	0.795	0.700	Valid
	BA6	0.718	0.700	Valid
	BA7	0.739	0.700	Valid

	BA8	0.633	0.700	Not Valid
	BA9	0.766	0.700	Valid

Source: Data Processed Using SmartPLS 3.0 (2023)

Based on the first data processing there are 2 invalid instruments on social media marketing, on purchase intention there is 1 invalid instrument and on brand awareness there are 3 invalid instruments. instruments whose loading factor values are below 0.7 or declared invalid must be eliminated or removed from the model in order to meet the expected convergent validity. The following are the results of the second test:

Figure 3. The Second step of Data processed using SmartPLS 3.0



Source: Data processed with SmartPLS 3.0 (2023)

The results of the second data processing after eliminating invalid instruments show that all instruments in 3 variables are valid with a loading factor value exceeding 0.70.

b. Discriminant Validity

Discriminant validity aims to test how far the latent constructs really differ from construct other. A high discriminant validity value indicates that a construct is unique and capable of explaining the phenomenon being measured. Another value criterion that can be used as a guideline for the validity of a construct is to look at the value on cross loading. According to Ghozali & Latan (2015) if the value cross loading above 0.70, then the indicator is declared valid.

Table 2. Fornell-Larcker Criterion Discriminant Vailidity

	Brand Awareness	Purchase Intention	Social Media Marketing
Brand Awareness (Z)	0.783		
Purchase Intention (Y)	0.851	0.855	
Social Media Marketing (X)	0.461	0.422	0.881

Source: Data Processed Using SmartPLS 3.0 (2023)

From the table above shows that the loading factor value of each indicator item to the construct is greater than the cross loading value. so that it can be concluded that all constructs or latent variables already have good discriminant validity.

c. Composite Reliability

Ghozali & Latan (2015) states that the reliability test is used to prove the accuracy, consistency, and precision of the instrument in measuring constructs. The reliability of a construct can be done in a way Cronbach’s Alpha and Composite Reliability. Composite reliability must be greater than 0.70.

Table 3. Composite Reliability

Variable	Composite Reliability	Rule of Thumb	Conclusion
Social Media Marketing (X)	0.912	0.700	Reliable
Purchase Intention (Y)	0.916	0.700	Reliable
Brand Awareness (Z)	0.893	0.700	Reliable

Source: Data Processed Using SmartPLS 3.0 (2023)

Based on the table above, the results of the composite reliability test show a value above 0.7, which means that all variables are declared reliable.

2. Inner Model Analysis

a. R Square

The inner model is evaluated by looking at the percentage of variance explained, namely by looking at the R Square Adjusted for the dependent latent construct.

Table 4. R Square

Variable	R Square Ajusted
Purchase Intention	0.731
Brand Awareness	0.213

Source: Data Processed Using SmartPLS 3.0 (2023)

Table 4 shows the R Square Adjusted value for the purchase intention variable (Y) of 0.731 and for the brand awareness variable (Z) of 0.213. These results indicate that the purchase intention variable (Y) can be influenced by the social media marketing variable (X) by 73.1%, the remaining 26.9% is influenced by other variables not examined in this study, while the brand awareness variable (Z) is influenced by social media marketing (X) of 21.3% and the rest is influenced by other variables.

3. Path Analysis

Path analysis according to Sarwono (2022) is an analytical technique used to analyze the inherent causal relationships between variables arranged in a temporary order using the path coefficient as a magnitude value in determining the magnitude of the influence of exogenous variables on endogenous variables

Method path analysis in this study used to determine the indirect effect of independent variables digital marketing (X) to the dependent variable purchase intention (Y) through variables intervening brand awareness (Z). Path analysis was carried out to determine the magnitude of the indirect influence of the independent variables digital marketing (X) to the dependent variable purchase intention (Y) through variables intervening brand awareness (Z).

a. Direct Effect

Testing the hypothesis of the path coefficient between variables by comparing the p-value with an alpha of 0.005. the magnitude of the p-value is obtained from the output on SmartPLS using the bootstrapping method.

Table 5. Direct effect

Variables	P-Value
Social Media Marketing → Brand Awareness	0.000
Brand Awareness → Purchase Intention	0.000
Social Media Marketing → Purchase Intention	0.763

Source: Data Processed Using SmartPLS 3.0 (2023)

Based on table 5 social media marketing variables on brand awareness and brand awareness variables on purchase intention have a P-Value of 0.000 <0.05, which means that social media marketing variables affect brand

awareness and brand awareness variables affect purchase intention. while the p value of social media marketing on purchase intention is 0.763 which means that social media marketing variables have no influence on purchase intention.

b. Indirect Effect

Variable	P-Value
Social Media Marketing→Brand Awareness→Purchase Intention	0.000

Source: Data Processed Using SmartPLS 3.0 (2023)

The table above shows the results of the indirect effect test with a p-value of 0.000, which is below 0.05. these results indicate that social media marketing variables affect purchase intention through brand awareness as an intervening variable.

CONCLUSION

The results of the study show that social media marketing has an effect on brand awareness. This means that the better the marketing carried out by business actors on social media, the more brand awareness will increase. this is in line with research conducted by Bilgin (2018), who said that the effect of social media marketing activities on customers is mostly appears in brand awareness. In other words, social media marketing activities are significant awareness tools in terms of reminding consumers and staying in their minds.

The brand awareness variable has an influence on purchase intention, which means that the higher the level of brand awareness achieved by a brand, the higher the consumer's desire to buy products from that brand because the brand has mastered the minds of consumers. this is in line with research conducted by Nursalim & Setianingsih (2023), Rahmi et al. (2022), and Chen et al. (2022).

Social media marketing has no effect on purchase intention. this shows that the Chaa.id Store needs to carry out even more massive marketing activities on social media, especially Instagram. by providing interesting and informative content so as to increase consumer buying interest in the products offered.

Social media marketing has a significant influence on purchase intention through brand awareness, which means that consumers have the intention to buy products because the chaa.id store already has good awareness of ts brand. so that the chaa.id store is in the consumer's choice if they want to buy hijab or

bouquet products. The result is in line with the research by Jasin (2022), Nudin (2023), and Mikhael & Susan (2022).

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