The relationship of social media marketing, brand awareness and purchase decisions on somethinc products in padang city

Muthiah Dwi Utami¹, Ratni Prima Lita², Alfitman³

1,2,3Department of management/Faculty Of Economic and Business/Magister Managemet, Andalas University

ARTICLE INFO	ABSTRACT
	This study aims to determine the relationship between social media marketing, brand awareness and purchasing decisions for somethinc products in the city of Padang, the population in this study was 150 with a sample of 150 respondents. Data obtained by conducting a questionnaire, then processed and tested using SmartPLS. From the research conducted, it is known that based on the results of hypothesis testing, it is known that directly social media marketing has a significant effect on brand awareness and social media marketing and brand awareness has a significant effect on purchasing decisions. And indirectly brand awareness has a role between social media marketing and purchasing decisions.

Corresponding Author:

Prof. Dr Ratni Prima Lita, SE, MM,
Faculty Of Economic and Business/Magister Managemet,
Andalas University,
Limau Manis, Padang,West Sumatera, 25175, Indonesia,
Email: ratniprimalita.unand@gmail.com

INTRODUCTION

This study aims to determine the relationship between social media marketing, brand awareness and purchasing decisions for somethinc products in the city of Padang, the population in this study was 150 with a sample of 150 respondents. Data obtained by conducting a questionnaire, then processed and tested using SmartPLS. From the research conducted, it is known that based on the results of hypothesis testing, it is known that directly social media marketing has a significant effect on brand awareness and social media marketing and brand awareness has a significant effect on purchasing decisions. And indirectly brand awareness has a role between social media marketing and purchasing decisions. The use of social media has been proven to significantly increase brand awareness, increase the number of sales, and influence purchasing decisions (Ardiansyah & Sarwoko, 2020)

Social media marketing is a process that encourages a person or individuals to carry out promotions through websites, products or services through social media channels to communicate with greater benefits for marketing than through traditional advertising channels (Mileva & Fauzi 2018). The social media marketing approach provides new opportunities and challenges for companies to increase their customer purchases (Ismail, 2017).

Many marketers realize that consumer experience is a significant determinant for determining marketing strategy (Chattopadhyay and Laborie, 2005). Brand experience occurs when customers search for brands, interact with brands, evaluate them and make decisions to buy

(Hoch, 2002). Initially, customers will seek information about the brand before making a purchase to make a better choice decision (Darley and Smith, 1995). The process makes customers more familiar with the brand and also increases brand awareness and knowledge which helps customers in quick purchase decisions (Bloch, Sherrell and Ridgway, 1986). Therefore, it is very important for companies to understand the process of consumers in making purchase decisions, so that they can influence these purchasing decisions

Something is a local cosmetic brand that was released in 2019 under the auspices of PT Beaute Haul Indonesia. Has two product categories namely skin care and cosmetics. For the skin care category, Somethinc has released various products such as various types of serum, cream, and essence. As a local brand, Somethinc is committed to creating quality and halal beauty products at affordable prices.The journey of the Something brand which was released in 2019, was able to get several awards, namely becoming the top one skincare brand on tiktok, winning the female daily award in the category of best one eye cream and best one foundation and cushion and winning seven times in a row in one of e-commerce as the top one best-selling skincare brand (Katadata, 2020) .

Something was also able to become the best-selling cushion brand compared to other local brand brands that were first present in the beauty world with sales volume reaching 58.1% (compas.co.id). Somethinc's achievements from the year of launch to the following years were able to get several achievements so that the Somethinc brand was dubbed the Pioneer Personalized skincare. Cosmetics made by Beauty Haul have implemented social media marketing as a promotional medium with Facebook fanpage, Twitter and Instagram Official accounts and Youtube as options.

Anggrianto et al. (2017) product is just a means to convey this unique experience to consumers. Therefore, the unique experience offered must be unique and not shared by other brands. Strong promotional media can provide awareness to consumers about the existence of the types of products offered by Somethink. Research by Rachmawati et al. (2020) One of the variables that influence consumer decisions to make purchases is brand awareness of a product.

However, when an advertisement or marketing for a brand often appears and is seen, it is not certain that someone immediately decides to make a purchasing decision, so that the product or brand needs to be recognized first. Huang and Sarigöllü (2014) added that brand awareness will influence consumer decision making because many consumers use it as a basis for evaluating purchasing decisions. Therefore, the mediating role of brand awareness can influence the relationship between social media marketing and purchasing decisions.

Based on the background of the problems above, the authors are interested in conducting further research with the title "The Relationship Of Social Media Marketing, Brand Awareness And Purchase Decisions On Somethinc Products In Padang City".

RESEARCH METHOD

The object of research explains what and who is the object of research, where, when the research is carried out, the addition of other things needed (Umar, 2015). The object of this research is the employees of BPJS Kesehatan Padang Branch. The type of research used is causative, which is research with the aim of determining the causal relationship between the problem phenomena and those affecting the research variables. The research was conducted using quantitative methods, using statistical analysis by empirically testing the relationship between study variables (Seakaran, 2017).

The population in this study are consumers of Something's products in the city of Padang. The sample used amounted to 150 consumers who use Something products in the city of Padang. The number of samples in this study was determined using the model proposed by Hair et al. (2017).

This study uses purchase decisions as the dependent variable. There are two independent variables as factors that affect purchase decisions, namely social media marketing, and brand awarness. The questionnaire used uses a 5-point Likert scale and is guided by a questionnaire that has been developed by previous researchers and modified according to research needs described in Table 1. The questionnaire was given to respondents in the form of a Google Form by creating a web link.

Table 1. Questionnaire References

Research Variable	Indicator		Author	Number of questons
Social media Marketing	a)	Social media marketing is often seen.	Hanaysha (2018)	5
	b)	Social media ads are very attractive.		
	c)	Social media ads are performing well compared to those in other stores.		
	d)	The brand offers extensive advertising on social media.		
	e)	Social media ads can be easily remembered		
Brand Awaresness	a)	Be aware of certain products or brands that appear on social media.	Sasmita & Suki(2014)	5
	b)	Recognize certain products or brands compared to other competing products or brands.		
	c)	Knowing what this particular product or brand looks like.		
	d)	Some characteristics of a particular product or brand that appear on social media come to mind quickly.		
	e)	Can quickly remember a particular product or brand symbol or logo that appears on social media.		
Purchase Decision	a)	Feeling good about the decision to buy a product from a particular brand or store.	Hanaysha (2018)	5
	b)	Recommend a particular brand or store positively to others.		
	c)	Frequently buys from certain brands or stores.		
	d)	Intend to repurchase from a particular brand or store in the future.		
	e)	Overall, satisfied with the purchase of goods from a particular brand		

<div style="text-align:center">or store.</div>

After This study will use SmartPLS 3.0 for the data analysis method starting from the measurement model (outer model), model structure (inner model) and hypothesis testing (Ghozali, 2016). PLS according to Ghozali (2016) is an approach from covariance-based Structural Equation Modeling (SEM) to variant-based. Covariance-based SEM generally tests causality/theory, while PLS is more of a predictive model. PLS is the method and used as confirmation of the study theory.The measurement model test was conducted to measure the validity and reliability tests. While the structural model testing is carried out to test causality or to test hypotheses. Data analysis includes outer model, convergent validity, discriminant validity, reliability. and structural model testing (inner model) to test the hypothesis, coefficient of determination (R2), relevance of prediction (Q2), Path Coefficient to describe the results that affect the construct and test the mediation effect

RESULTS AND DISCUSSIONS

To analyze the data in this study, the LRA technique was used, namely the data for each variable in this study was calculated to determine the distribution of respondents' answers to each variable and indicator. Table 2 shows that the LRA of this research variable is in the range of the poor category to the good category. The highest LRA score is social media marketing variable with percentage (83.32%), purchase decisions variable (83.24%), and brand awarness (81.88%).

Table 2. Results of Descriptive Variables

Research Variable		N	Mean	TCR	Category
1.	Social media marketing	150	4.17	83.32%	Well
2.	Brand Awarness	150	4.09	83.24	Well
3.	Purchase decision	150	4.16	81.88	Well

Convergent Validity is construct validity that measures the extent to which a construct is positively correlated with other constructs (Hair et al., 2014). Convergent validity relates to the principle that measures of a construct should be highly correlated. Indicators with a high loading factor have a strong contribution to explain the latent variable and vice versa, indicators with a low loading factor have a weak contribution to explain the latent variable. The rule of thumb used for convergent validity is outer loading > 0.5. If the value of outer loading > 0.5 then it is said that the indicator is valid and otherwise an indicator must be removed from the measurement model when the value of outer loading is < 0.5 and then the model is calculated again. The outer loading value of each research variable can be seen in the figure and table below.
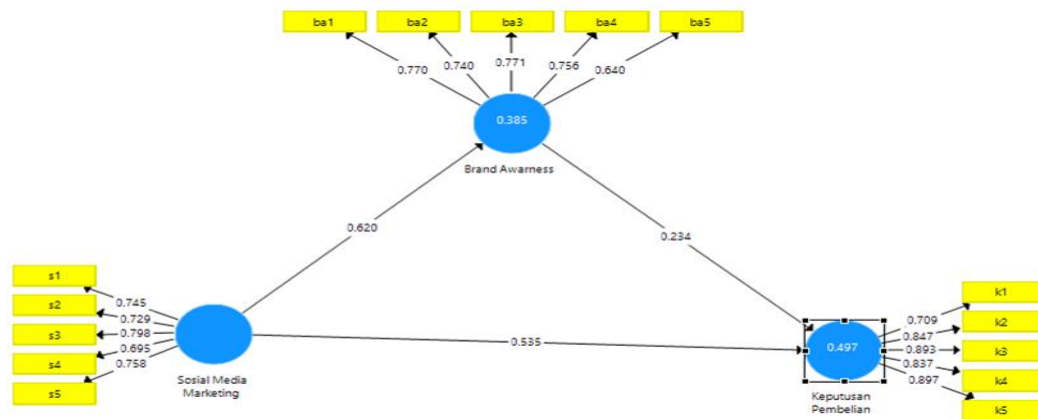
Figure 1. Outer Model

The AVE value describes the variance or diversity of the manifest variables that can be owned by the latent variable. Thus, the greater the variance or diversity of the manifest variables that can be contained by the latent variable, the greater the representation of the manifest variable on the latent variable. The AVE value is acceptable if the value is above 0.5, meaning that more than half the diversity of the indicators can explain the latent variable. The results show that all variables have an AVE value above 0.5 which can be seen in the table below :

Table 3. Discriminat Validity

Research Variable		AVE	AVE root
1.	Social media marketing	0,557	0,746
2.	Brand Awarness	0,543	0,737
3.	Purchase decision	0,705	0,839

Discriminant validity refers to the extent to which certain constructs in the same model differ from each other (Hair et al., 2014). To test discriminant validity there are three types of analysis used: Fornell and Larcker criteria, cross loading and heterotrait-monotrait ratio (HTMT). Based on the Fornel and Larcker criteria, cross loading and HTMT ratios have met the requirements of discriminant validity and are considered valid.

The reliability test is intended to regulate how much a measurement can measure with a stable or consistent instrument (Hair et al., 2014). A construct is declared reliable if the value of Cronbanch's Alpha and Composite Reliability > 0.7 (Hair et al., 2014). The results of Cronbanch's Alpha and Composite Reliability tests have met the criteria of greater than 0.7. Therefore, it can be concluded that all variables are considered reliable or have good reliability to measure the construct.

The next step in testing the structural model is to test the R-square which aims to find out how the relationship between variables, according to Hair et al., (2014) the R-square value of 0.67 is categorized as strong, then if the value is 0.33 it is categorized as moderate and 0.19 is said to be weak. The results of the R-square test show that the contribution of the influence given by social media marketing and brand awareness to purchase decision is 0.470, so it can be said that the contribution of the influence given by social media marketing and brand awareness to purchase decision is moderate so that shows moderate model prediction accuracy.

The path coefficient is used to determine whether the research hypothesis is accepted or rejected. The hypothesis is accepted or rejected can be seen on the value of the t-statistical test. If

the t statistic is above 1.96 (t-table) and the significance (p-value) is less than 0.05, the hypothesis is accepted. The test results can be seen in Table 4.

Table 4. Direct Hypotheses Testing

Hypotheses	ORIGINAL SAMPLE (O)	T Statistics (|O/STDEV|)	P Values	Explanation
H1 : Social media marketing -> Purchase decison	0,514	4,746	0,000	Significant
H2 : Social media marketing -> Brand Awareness	0,705	6,715	0,000	Significant
H3 : Brand Awareness -> Purchase decison	0,278	2,170	0,030	Significant

To interpret the results or hypothesis testing on the data of the inner model stage, it can be seen from the value of the direct influence of each independent variable on the dependent variable is shown in Table 4. The results of hypothesis testing are as follows :

H1: Social media marketing has posisitive and significant effect on purchase decision
The results of the first hypothesis test, namely the effect of Social Media Marketing on Purchase Decisions, obtained a T-count value of 4,746 > the T-statistic value of 1.96 and a significant value of 0,000. These results indicate that Social Media Marketing has a positive and significant effect on Purchase Decisions. This shows that the better Social Media Marketing is done, it can be concluded that a Purchase Decision can be achieved. The opposite happens when the value of Social Media Marketing increases, it can be concluded that the Purchase Decision will not be obtained. In other words, in this study, social media marketing has an influence on purchasing decisions, so the hypothesis is supported.

H2: Social media marketing has posisitive and significant effect on brand awareness
The second hypothesis test, namely the effect of Social Media Marketing on Brand Awareness, obtained a T-statistic value of 6,715 > the T-statistic value of 1.96 and a significant value of 0,000. These results indicate that Social Media Marketing has a positive and significant effect on Brand Awareness. This shows that the better Social Media Marketing is done, it can be concluded that Brand Awarness can be achieved. The opposite happens when the value of Social Media Marketing increases, it can be concluded that brand awareness will not be obtained. In other words, in this study, social media marketing has an influence on brand awareness, so the hypothesis is supported.

H3: Brand awareness has posisitive and significant effect on purchase decision
The results of the third hypothesis test, namely the effect of Brand Awarness on Purchase Decisions, obtained a T-value of 2.170 > the T-statistic value of 1.96 and a significant value of 0.030. These results indicate that Brand Awarness has a positive and significant effect on Purchasing Decisions. This shows that the better Brand Awarness is carried out, it can be concluded that Purchasing Decisions can be achieved. The opposite happens when the Brand Awarness value increases, it can be concluded that the Purchase Decision will not be obtained. In other words, in this study, brand awareness has an influence on purchasing decisions, so the hypothesis is supported.

According to Ghozali (2018) path analysis is the use of regression analysis to estimate the causal relationship between variables (casual mode) that has been previously determined based on theory. Path analysis (path analysis) is used to examine the relationship between the independent

variables on the dependent variable and whether the relationship between the styles of the independent variables on the dependent variable is through intervening variables. In this study, the hypothesis test is as follows in Table 5.

Table 5. Indirect Hypotheses Testing

Hypotheses	ORIGINAL SAMPLE (O)	T Statistics (|O/STDEV|)	P Values	Explanation
H1 : Social media marketing -> Brand Awareness -> Purchase decison	0,187	2,381	0,018	Significant

H4: Social media marketing and brand awareness has posisitive and significant effect on purchase decision

The results of the fourth hypothesis test, Brand awareness has mediation between social media marketing and purchasing decisions, this is because the T-count value (2.381) > t-statistic value (1.96) and a significant value of 0.018 <0.05. so the hypothesis is supported.

CONCLUSION

Social media marketing has a positive and significant effect on purchasing decisions for Somethinc products in Padang city. This supports the theory of consumer behavior which explains that social media marketing is a marketing stimulus which is a stimulus for consumers to make purchasing decisions. So that the better social media marketing is done, the greater the level of purchasing decisions can be achieved. This result is the same as the previous study conducted by Yogesh & Yesha (2014) reports that social media marketing plays an important role in shaping purchasing decisions.

Hypothesis testing analysis shows that Hypothesis 2 in this study is supported, because social media marketing has a positive and significant effect on brand awareness of Somethinc products in Padang city. This supports the theory of consumer behavior which explains that brand awareness is a consumer psychology where after getting stimulation from a marketing stimulus, in this case social media marketing, then consumers have perceptions of products or services. So that the better Social Media Marketing is done, the greater the formation of brand awareness on this Something product. Therefore, Barreda et al., (2015) end the argument by saying that social media activity proves to be important in strengthening brand awareness.

The analysis of hypothesis testing shows that Hypothesis 3 in this study is supported. Brand awareness has a positive and significant effect on purchasing decisions for Somethinc products in the city of Padang. This supports the theory of consumer behavior which explains that brand awareness is a consumer psychology that occurs through motivation, perception and memory of a product so that a purchasing decision process arises which causes the purchase decision to occur. So that the better brand awareness is formed, the higher the level of purchasing decisions can be achieved. According to Tajudin and Mulazid (2017) brand awareness influences customer confidence in purchasing decisions by reducing the perceived risk of a brand that is decided to buy.

There is a significant influence of the mediating effect of brand awareness between social media marketing and purchasing decisions, this is because brand awareness as a mediating variable influences social media marketing and purchasing decisions as the dependent variable. So this supports the theory of consumer behavior in which marketing stimulus can influence consumer psychology which then enters the purchasing decision stage. The higher the level of awareness and positive reviews from social media user interactions will positively influence consumer decisions Malik et al., (2013).

The limitations of this study are expected to be a lesson for further research in the future. The variables used in this study are limited and are expected to be expanded. Future research is expected to expand the research area because the number of respondents or samples is still relatively small, and expand this research model and add several factors that influence consumer purchasing decisions beyond the variables that researchers use.

References

Sekaran, U. (2017). Research Methods for Business A Skill Building Approach (14th ed.). New York: John Wiey & Sons Inc.

Seo, E.-J., & Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. Journal of Air Transport Management, 66, 36–41.

Rachmawati, E., Sulianto., & Suroso, A. (2020). A moderating role of halal brand awareness to purchase decision making. Journal of Islamic Marketing. 1759-0833 DOI 10.1108/JIMA-05-2020-0145

Hanaysha, J. R., & Majid, M. (2018). Employee motivation and its role in improving the productivity and organizational commitment at higher education institutions. Journal of Entrepreneurship and Business.

Ghozali, I. (2016). *Konsep, Teknik dan Aplikasi Menggunakan Program SMARTPLS 3.0.* Universitas Diponegoro.

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review, 26*(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Sarwoko E., & Ardiansyah F. (2020). How social media marketing influence consumer purchase decision ? A mediation analysis of brand awareness. Jurnal Ilmiah Bidang Akuntansi dan Manahemen. 17(2) 2020, 156-168

Jumiati Sasmita Norazah Mohd Suki. (2015) ."Young consumers insisght on brand equity".International Journal of Retail & Distribution Management, Vol.43 Iss 3 pp. 276 - 292

Tajudin, M. H, & Mulazid, A. S. (2017). Pengaruh promosi , kepercayaan dan merek terhadap keputusan nasabah menggunakan produk tabungan haji (mabrur) Bank Syariah Mandiri di Sawangan Kota Depok. Journal Ekonomi Islam. Volume 8 No. 1 Januari - Juno 2017

Helianthusonfri, J. (2019). Belajar Social Media Marketing. Elex Media Komputindo.

Haze´e1, S., Delcourt1, C., & Vaerenbergh, Y.V. (2017). Burdens of Access: Understanding Customer Barriers and Barrier-Attenuating Practices in Access-Based Services. Journal of Service Research 1-16.

Jenni Romaniuk, Samuel Wight, Margaret Faulkner, (2017) "Brand awareness: revisiting an old metric for a new world", Journal of Product & Brand Management, Vol. 26 Issue: 5, pp.469-476.

Supriadi, P. A., & Baturohmah, H. (2021). Social media in marketing of ride-hailing: A systematic literature review. Procedia Computer Science 102–109.

Zafar, A. U., Shen, J., Shahzad, M., & Islam, T. (2021). Relation of impulsive urges and sustainable purchase decisions in the personalized environment of social media. Sustainable Production and Consumption, 25, 591–603. doi:10.1016/j.spc.2020.11.020

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. B. (2019). Understanding purchase intention of university students towards skin care products. PSU Research Review, 3(3), 161–178. doi:10.1108/prr-11-2018-0031

Habib, D. M., & Sarwar, A. M. (2020). After-sales services, brand equity and purchasing intention to buy second-hand product. Rajagiri Management Journal Vol. 15 No. 2, 2021 pp. 129-14

Liu, C., Zhang, Y. and Zhang, J. (2020), "The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention", Journal of Product & Brand Management, Vol. 29 No. 6, pp. 783-801. https://doi.org/10.1108/JPBM-11-2018-2106

Jenni Romaniuk, Samuel Wight, Margaret Faulkner, (2017) "Brand awareness: revisiting an old metric for a new world", Journal of Product & Brand Management, Vol. 26 Issue: 5, pp.469-476.

Hall, A., Towers, N. and Shaw, D.R. (2017), "Understanding how Millennial shoppers decide what to buy: Digitally connected unseen journeys", International

Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B.-R. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. Asia Pacific Journal of Marketing and Logistics, ahead-of-print(ahead-of-print). doi:10.1108/apjml-07-2019-0442

Sun, Y., & Wang, S. (2019). Understanding consumers' intentions to purchase green products in the social media marketing context. Asia Pacific Journal of Marketing and Logistics, 32(4), 860–878. doi:10.1108/apjml-03-2019-0178

Palalic, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S., & Dana, L. (2020). Social media and consumer buying behavior decision: what entrepreneurs should know? Management Decision, ahead-of-print(ahead-of-print). doi:10.1108/md-10-2019-1461

Sari, D. K., Suziana, S., & Games, D. (2020). An evaluation of social media advertising for Muslim millennial parents. Journal of Islamic Marketing, ahead-of-print(ahead-of-print). doi:10.1108/jima-02-2020-0055

Prasad, S., Garg, A. and Prasad, S. (2019), "Purchase decision of generation Y in an online environment", Marketing Intelligence & Planning, Vol. 37 No. 4, pp. 372-385. https://doi.org/10.1108/MIP-02-2018-0070