



The Effect Of Social Media Marketing, Word Of Mouth, And Effectiveness Of Advertising On Brand Awareness And Purchase Intention On Grab Application Users Domicile Of Tangerang

Ezra Aileen, Orlando Gaberamos, Innocentius Bernarto, Lamhot Henry Pasaribu

Faculty of Economics and Business, Pelita Harapan University, Jakarta

ARTICLE INFO

ABSTRACT

Keywords:

brand awareness, effectiveness of advertising, social media marketing, purchase intention word of mouth.

This study aims to determine the effect of social media marketing, word of mouth, and the effectiveness of advertising on brand awareness and purchase intention of Grab application users and to find out the partial relationship between the independent variable and the dependent variable. The sample in this study amounted to 100 respondents consisting of Grab application users domiciled in Tangerang who were selected using the convenience sampling technique. The data in this study were obtained using a questionnaire with a Likert scale. Based on the results of data analysis show that social media marketing and word of mouth. Do not have a positive effect on brand awareness, the effectiveness of advertising has a positive effect on brand awareness. In addition, social media marketing. Has a positive influence on purchase intention, while word of mouth does not have a positive influence on purchase intention. Effectiveness of advertising has a positive influence on purchase intention. Likewise, brand awareness has a positive influence on purchase intention..

E-mail: ezraaileen85@gmail.com
orlandogbrms@gmail.com

Copyright © 2021 Enrichment : Journal of Management.
All rights reserved.

1. Introduction

Competition in the business world in modern time is very fierce due to the many emerging entrepreneurs who are just starting a business. The high competitiveness among entrepreneurs occurs in domestic business, but also occurs in foreign business. The emergence of young entrepreneurs makes a company try to develop new innovations in order to survive in the midst of today's fierce competition. Companies need a strategy to maintain their goods or service so as not to drown with new brands that keep popping up.

Marketing is also one of the main keys in increasing sales, a product and increasing profits. According to (Triningtyas, 2016) in his book entitled "Dasar-dasar Wirausaha" marketing can be said to be successful if the activities carried out can attract the attention of the public or prospective consumers and make repeat purchases. Marketing must be done with a modern concept, namely market and customer-oriented marketing. Marketing success is also strongly supported by factors that affect marketing itself, this statement is supported by research from (Listyawati, 2016) in his research stating that promotion is a factors that determines the success of marketing such as the media used, the marketing strategy applied, until it's application to the company's products. Because if the customer has never heard of the product and does not know whether the product useful even though the product has quality, consumers will not buy the product.

In informing a product, service or brand, media is needed to reach the target audience so that it is widespread and acceptable. What is meant by the target audience here is the digital community so that in informing it can use video, audio, text or images that are easy to understand with the aim of making the marketing more attractive, and has the influence to entertain, to influence, educate or just provide information. One thing that is quite influential on the superiority of a company's brand (brand awareness) is advertising. The impact of using internet marketing, such as social media, can instill a brand or product into the minds of consumers, so that people understand the existence of the brand. According to (Kotler & Keller, 2016) that word of mouth is an activity by marketing a product or service by using human to human as an intermediary which can be done orally, using communication tools or in writing that has a relationship with the experience found by people.

Based on We Are Social in 2020 in January 2020, it was proven that 75% of internet users in Indonesia use mobile application that have a relationship with mapping (Astutik, 2020). A company

engaged in online transportation service such as Grab has excelled in terms of quality, but currently Grab competitors have also spread their wings such as Gojek and Maxim, so that brand awareness is needed to increase purchase intention (CNBC Indonesia, 2019). We can see this were in 2019 many people are more interested in Gojek, where Gojek has monthly active users reaching 22 million users while Grab only reaches 18 million users per month (Hamdani, 2019). So that the grab should take a strategy to increase brand awareness from the community in winning the existing competition. This statement is based on the fact that there are still many people who are not aware of the existence of this brand, compared to Gojek due to strategy, word of mouth and advertising which only has a low reach in certain areas. To introduce and instill the Grab brand in the minds of consumers, promotions in the form of advertising (social media marketing) are needed, and also word of mouth, especially regarding the various restaurant choices that are still lacking and various promotional options that cannot be used. The promotion increase aims to expand the reach of consumers so that it is possible for companies from aboard such as Grab to sell their services so that they are better known by the wider public.

These promotional activities are carried out to increase public awareness or potential consumers of Grab products because brand awareness is very important for the company given the intense competition in the same industry along with time. The intense competition demands the company's innovative movement in order to increase it's promotion by maximizing the use of technology, maximizing resources in introducing a company's brand and maintaining good relations with the company. The last thing that is no less important is to maintain and maintain the quality of transportation services because quality can be a very good impact, it can also be very bad for the company because every consumers who consumers the product will give his testimony to others. This study is a replication study of research conducted by (Maria, Pusriadi, Permadi, dan Darma, 2019) which aims to determine whether there is an influence of social media marketing on brand awareness, whether there is an effect of word of mouth on brand awareness, whether there is an effect on the effectiveness of advertising on brand awareness, whether there is an influence of social media marketing on purchase intention, the effect of word of mouth on purchase intention, the effect of the effectiveness of advertising on purchase intention, and the influence of brand awareness on purchase intention.

2. Literature Review

2.1 Social Media Marketing

Social media marketing is a strategy used in marketing a product with the help of social media in building relationship, communities, transactions and exchanging information with consumers and potential consumers (Godey, et al., 2016). Social media marketing can influence consumer interests, interests, decision, in choosing a product or service, consumers choose products that are familiar or familiar (Leviana, 2017). Social Media Marketing is used by business owners or companies to strengthen brand awareness and increase purchase intention of a product.

Based on (Priatni, Hutriyana, & Hindarwati, 2019) explains that in social mediamarketing there are several dimensions for measurement. The first is online communities, namely communities that are considered as communities around interests in the same product or business that are built through social media because the similarity of these interests will help members share information. Second, interaction, which is the ability to add or invite other people into the network that allows everyone to connect and establish communication. Third, sharing of content which is the scope of individual exchange and distribution where the content will be in the form of images or videos. Fourth, accessibility, which is the ease of access to start or participate. And the last is credibility, which is sending a clear message to articulate the brand in building credibility with the target audience.

2.2 Word of Mouth

Based on (Wicaksono & Seminari, 2016) explains that word of mouth is a form of message about the experience of consuming a product, about the company through word of mouth related to the function

of the product. Honestly, service performance and also other things that can be felt and the experience of someone later up to someone else.

Word of mouth can be in a positive or negative form in an era of increasingly significant competition, companies are always encouraged to provide the best quality and service related to the experience and what will be provided from one customer to another. This will affect the selling value of the company because there is an image that is valued by the public. According to (Nurvidiana & Hidayat, 2015) that Word of Mouth can occur when customers feel fast or not with the products or services which they then tell others about the experiences they get. Word of Mouth can have a positive impact on a business if the product can influence customers to use the product. However, Word of Mouth can also have a negative impact if customers have a bad experience with a product or service they use.

2.3 Effectiveness of Advertising

According to Lee & Johnson in (Widjaja, 2019) that forms of commercial and non-personal communication about a company or its product are then transmitted to the public with the help of media such as television, magazine, billboards, that is called advertising. Advertising aims to provide information in the form of products that are sold to attract consumers to make purchase as an invitation with the intention of influencing and as a reminder of a product. Provide an explanation of the product in order for buyers to feel interested in making basic requests in a product category. Furthermore, there is a selective demand for a particular brand, provide persuasion as well as advocacy in certain brand. Then the third is to give a maximum warning so that the buyers always remember the products they have bought.

Based on (Rini, 2018) that a company uses advertising as strategy to introduce products and service offered by the company. Advertising is also used by a company in providing exposure to their promotions to customers so that it can be conveyed. If the purpose of the ad is clear, then the effectiveness of the ad can be measured easily.

2.4 Brand Awareness

Brand Awareness means the strength of a potential buyer in recognizing and recalling brands that are part of a group of goods and services. Through brand awareness, customer confidence in goods and services is compared to other brands that have never been recognized because consumers feel familiar and comfortable with a brand and brands that are in the minds of customers for the first time have the possibility to be purchased and tell people about the brand. There are 4 elements of the level of brand awareness according to (Firmansyah, 2019) namely the lowest level called unaware of a brand (feeling foreign to the brand) then the second level, namely brand recognition (brand recognition) or the level of recalling with the help of features or characteristic logos. The third level is brand recall (recalling a brand). At this level consumers do not need help in improving the brand, then the highest level is called top of minds (peak awareness) namely the ability to remember consumers about products that cannot be doubted and is done without any help at all, even consumers will mention this brand for the first time in a product category.

2.5 Purchase Intention

Intention to transact or purchase intention is defined as the buyer's intention to engage in exchange relationship on shopping sites, such as sharing information, maintaining business relationship, and making business transaction (Dachyar & Banjarnahor, 2017). Consumer purchase intention is developed through a harmonious integration between all factors of the product and the consumer itself. The process of selecting and purchasing product is carried out when someone needs a tool that is intended to help meet their needs for household electronic goods (Imelia & Ruswanti, 2017).

The need from customers in making transactions to buy a service or product in the future is what is called purchase intention. High purchase intention is created from the company's superiority in managing social media marketing (Aristana & Putra, 2020). In increasing purchase intention, promoting a more profitable business for the industry especially when customers are satisfied with the

production, therefore purchase intention has been considered as one of the most significant parts in the business field (Xiao, Yang, & Iqbal, 2018). On another hand, purchase intention is responsible for determining whether a product meets the expectations and needs of customers to further explore their assessment of goods and services. This idea claims that customers will be more satisfied when production and service areas meet customer expectations.

2.6 Research Hypothesis

Social Media Marketing and Brand Awareness

Based on research conducted by Arif dan Purwanti (2018) it shows that there is a relationship between social media marketing and brand awareness, which in his research proves that social media marketing has a significant positive effect on brand awareness of services offered by tour and travel companies. In addition, it is also in line with research conducted by (Bilgins, 2018) proving that social media marketing has a significant positive influence on brand awareness. So from the explanation above, the hypothesis is formulated as follows:

H₁: Social media marketing has a significant positive effect on brand awareness for users of the Tangerang domicile Grab application.

Word of Mouth and Brand Awareness

Based on research on the relationship between word of mouth and brand awareness conducted at the Gojek company, it proves that word of mouth has a significant positive effect on brand awareness (Maria, Pusriadi, Permadi, & Darma, 2019), besides that it is also in line with research conducted by (Rahardja & Dewakanya, 2020) in the video game sector, the results show that word of mouth has a positive effect on brand awareness. In his research saying that an increase in word of mouth will increase brand awareness of a brand. So based on the explanation above, the hypothesis is formulated as follows:

H₂: Word of mouth has a significant positive effect on brand awareness of users of the Tangerang domicile Grab application.

Effectiveness of Advertising and Brand awareness

Effectiveness of advertising has a relationship with brand awareness. This is evidenced based on research conducted on the effectiveness of marketing advertising on brand awareness at the Gojek company, which has a positive and significant influence which is in line with research conducted by (Maria, Pusriadi, Permadi, & Darma, 2019). So based on the explanation above, the hypothesis is formulated as follows:

H₃: Effectiveness of advertising has a significant positive effect on brand awareness among users of the Tangerang domicile Grab application.

Social Media Marketing and Purchase Intention

Social media marketing has a relationship with purchase intention. This is evidenced by the results of research showing that social media marketing has a significant and positive effect on purchase intention which was found in research conducted by (Priatni, Hutriyana, & Hindarwati, 2019), which in this study stated that social media has a very impact for marketing in carrying out relationship with consumers so that it can help increase purchase intention. In addition, it is also in line with research conducted by (Laksamana, 2018) which shows that social media marketing has a significant positive influence on purchase intention. So from the explanation above, the hypothesis is formulated as follows:

H₄: Social media marketing has a significant positive effect on purchase intention for users of the Tangerang domicile Grab application.

Word of Mouth and Purchase Intention

Based on research conducted by (East, Romaniuk, Chawdhary, & Uncles, 2017) proves that there is a relationship between word of mouth and purchase intention, where the results of this study found that word of mouth has a positive influence on purchase intention of a brand. This is also supported by research conducted by (Maria, Pusriadi, Permadi, & Darma, 2019) that word of mouth has a positive significant influence on purchase intention. So based on the explanation above, the hypothesis is formulated as follows:

H₅: Word of mouth has a significant positive effect on purchase intention for users of the Tangerang domicile Grab application.

Effectiveness of advertising and Purchase intention

Based on the findings of research conducted by (Maria, Pusriadi, Permadi, & Darma, 2019) it is true that the effectiveness of advertising has a significant positive effect on purchase intention of users of an online transportation service application. On the other hand, in line with the research conducted (Saputro & Prihandono, 2018) proving that the effectiveness of advertising has a significant influence on purchase intention where in the study it was stated that the effectiveness of high advertising will ultimately increase the purchase intention of consumers based on the explanation above, the hypothesis is formulated as follows:

H₆: Effectiveness of advertising has a significant positive effect on purchase intention of Grab application users domicile in Tangerang.

Brand awareness and purchase intention

Brand awareness has a relationship with purchase intention, which is proven in research conducted by (Pandjaitan, 2018) which shows that brand awareness has a positive and significant influence on purchase intention. In line with research conducted by (Eliasari dan Sukaatmadja, 2017) proving that brand awareness has a positive and significant effect on purchase intention, the study states that if brand awareness is higher, consumer intentions to buy products for the brand will increase above, the hypothesis is formulated as follows:

H₇: Brand awareness has a significant positive effect on purchase intention for users of the Tangerang domicile Grab application.

Mindset Chart

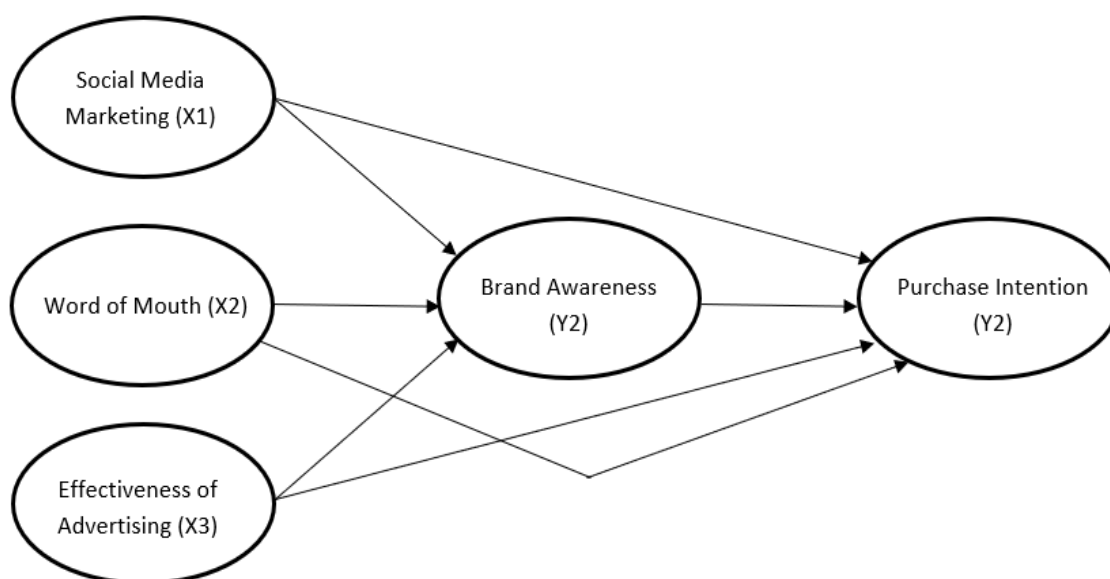


Figure 1 Research Model

Source: Maria, Pusriadi, Permadi, dan Darma, (2019)

3. Research Methods

This study aims to analyze the effect of the influence of social media marketing, word of mouth, and effectiveness of advertising on brand awareness and purchase intention on Grab application users domiciled in Tangerang. Where the independent variables in this study are social media marketing, word of mouth, and the effectiveness of advertising. While the dependent variables are brand awareness and purchase intention. The target population of this study are customers who use the Grab application service, domiciled in Tangerang, Banten. Who have purchased products as many as 134 people. In this study, the number of samples was determined based on the slavin formula which obtained a sample of 100 people.

In this study, the sampling technique used was convenience sampling. In this study, the samples used were users of the Tangerang, Banten Grab application. The form of data collection was carried out with the help of a questionnaire using a Likert scale 1) strongly disagree, 2) disagree 3) neutral 4) agree 5) strongly agree. The data was then analyzed using the SPSS application to determine the effect of Social media marketing, Word of mouth, and Effectiveness of advertising variables on Brand Awareness and Purchase Intention and the effect of Brand Awareness on Purchase Intention. Then the form of data analysis carried out is multiple linear regression to see the relationship between the multicollinearity and linearity as well as hypothesis testing, namely t-test and also see the coefficient of determination R^2 .

4. Results And Discussion

Table 1.
Descriptive Statistical Analysis

Responden Demographic	Percentage	Total (f)
Gender		
Woman	60%	60
Man	40%	40
Age		
≤ 20	19%	19
20 - 25 years	54%	54
26 - 30 years	17%	17
≥ 30 years	10%	10
Profession		
Student	54%	54
Private sector employee	15%	15
Entrepreneur	21%	21
Other	10%	10
Expenditure		
≤500.000	25%	25
500.000 - 1.000.000	46%	46
≥1.000.000	29%	29

Source: Data Processing Results

Classical Assumption

Table 2
Normality Test Results

Variable	Sig	Note
X1, X2, X3 against Y1	0,079	Normal Distribution

X1, X2, X3 against Y2	0,060	Normal Distribution
Y1 against Y2	0,077	Normal Distribution

Source: Data Processing Results

The normality test criteria for the Kolmogrov-Smirnov test is a significance > 0.05 , which means it indicates that the data from the variable is normally distributed based on the residual value. From the table above, it can be seen that the variables of social media marketing, word of mouth, and effectiveness of advertising on purchase intention are normally distributed with a significance value of 0.079 which exceeds a significance of 0,05 which proves that the variables are normally distributed. The variables of social media marketing, word of mouth, and effectiveness of advertising on purchase intention are normally distributed with a significance value of 0,060 which exceeds a significance of 0,05 which proves that the variable is normally distributed, and the brand awareness variable on purchase intention has a significance value of 0,077 exceeding a significance of 0,05 which is prove that the variable is normally distributed.

Table 3.
Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Social Media Marketing	0,399	2,506	There is no multicollinearity
Word of Mouth	0,419	2,388	There is no multicollinearity
Effectiveness of Advertasing	0,749	1,335	There is no multicollinearity

Source: Data Processing Results

The criteria for testing multicollinearity are tolerance values > 0.1 and VIF values < 10 , so it can be concluded that there is no multicollinearity. It can be seen from the table above that the social media marketing variable has a tolerance value of 0,399 and has a VIF value of 2.506. The word of mouth variable has a tolerance value of 0,419 and a VIF value of 2,388. The effectiveness of advertising variable has a tolerance value of 0,749 and a VIF value of 1,335. So it can be concluded that the three variables above do not occur multicollinearity.

Table 4.
Heteroscedasticity Test Results

Variabel X against Y1 (Brand Awareness)	Sig	Description
Social Media Marketing	0,094	Heteroscedasticity does not occur
Word of Mouth	0,555	Heteroscedasticity does not occur
Effectiveness of Advertasing	0,109	Heteroscedasticity does not occur
Variable X against Y2 (Purchase intention)	Sig	Description
Social Media Marketing	0,178	Heteroscedasticity does not occur
Word of Mouth	0,697	Heteroscedasticity does not occur
Effectiveness of Advertasing	0,781	Heteroscedasticity does not occur

Source: Data Processing Results

Heteroscedasticity test criteria using the glejser test where the significance value (Sig.) $> 0,05$. It can be seen from the table above that the social media marketing variable on brand awareness has a significance value of 0,094, the word of mouth variable on brand awareness has a significance value 0,555 and the effectiveness of advertising variable on brand awareness has a significance value of 0,109 so it can be concluded that these variables are not heteroscedasticity occurs. In addition, the social media marketing variable on purchase intention has a significance value of 0,178, the word of mouth variable on purchase intention has a significance value of 0,697, and the effectiveness of

advertising variable has a value of 0,781. Of all the significance values of these variable have a value > 0,05. It can be concluded that there is no heteroscedasticity.

Table 5
Linearity Test Results

Variable X against Y1 (Brand awareness)	Sig	Description
Social Media Marketing	0,459	Linear
Word of Mouth	0,440	Linear
Effectiveness of Advertasing	0,059	Linear
Variable X against Y2 (Purchase intention)	Sig	Description
Social Media Marketing	0,190	Linear
Word of Mouth	0,104	Linear
Effectiveness of Advertasing	0,243	Linear

Source: Data Processing Result

The criteria for linearity testing is where the significance value (Sig.) > 0,05. If seen from the table above which shows the significance value of each variable as follows. The social media marketing variable on brand awareness has a significance value of 0,459. The word of mouth variable on brand awareness has a significance value of 0,440 and the effectiveness of advertising variable on brand awareness has a significance value of 0,059. In addition, the social media marketing variable on purchase intention has a significance value of 0,190. The word of mouth variable on purchase intention has a significance value of 0,104 and the effectiveness of advertising on purchase intention variable has a significance value of 0,243. With all the significance values of each of these variables has a significance value > 0,05. So it can be concluded that there has been linearity in all variables.

Table 6.
Multiple Linear Regression Test Results

Variabel X against Y1 (Brand Awareness)	β	t	Sig	Note
Social Media Marketig	0,063	0,543	0,588	No Sig
Word of Mouth	-0,036	-0,312	0,756	No Sig
Effectiveness of Advertasing	0,717	8,503	0,000	Sig
Constant = 5,669				
Variabel X against Y2 (Purchase Intention)	β	t	Sig	Note
Social Media Marketing	0,254	2,591	0,011	Sig
Word of Mouth	0,139	1,425	0,157	No Sig
Effectiveness of Advertasing	0,276	3,867	0,000	Sig
Constant = 7,100				

Source: Data Processing Result

Hypothesis testing

Table 7.
t test results

Variabel X against Y1 (Brand awareness)	Significant	Description
---	-------------	-------------

The Effect Of Social Media Marketing, Word Of Mouth, And Effectiveness Of Advertising On Brand Awareness And Purchase Intention On Grab Application Users Domicile Of Tangerang (Ezra Aileen)

Social Media Marketing	0,588	Hypothesis rejected
Word of Mouth	0,756	Hypothesis rejected
Effectiveness of Advertasing	0,000	Hypothesis accepted
Variabel X against Y2(Purchase Intention)	Significant	Description
Social Media Marketing	0,011	Hypothesis accepted
Word of Mouth	0,157	Hypothesis rejected
Effectiveness of Advertasing	0,000	Hypothesis accepted

Source: Data Processing Result

The criteria for multiple linear regression testing is for the t-test if the value of Sig < 0,05. It can be seen from the table above that the social media marketing variable on brand awareness has a significant value of 0,588 which means that there is no positive effect. The word of mouth variable on brand awareness has a significant value of 0,756 which means that there is no positive influence and the effectiveness of advertising variable has a significant value of 0,000 which means a hypothesis accepted there is a positive influence it because the significance value meets the criteria. Then the social media marketing variable on purchase intention has a significance value of 0,011. Which means that the hypothesis is accepted there is a positive influence between these variables. The word of mouth variable on purchase intention has a significance value of 0,157, which means that there is no positive influence between these variables. And the variable effectiveness of advertising on purchase intention has a significance value of 0,000 which means that the hypothesis is accepted because it meets the test criteria.

Table 8.
Coefficients^a

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.041	6.422		.941	.349		
	Brand Awareness	.722	.306	.232	2.356	.020	1.000	1.000

a. Dependent Variable: Purchase Intention

Source: Data Processing Results

From the results of the partial t test above with a significant value criterion of <0,05, it can be seen from the significant value, namely 0,020 <0,05, then it shows that the brand awareness variable has a positive influence on purchase intention.

Simultaneous Test (F)

Table 9.
F Test Results

Variable	Sig	Note
X1, X2, X3 against Y1(Brand Awareness)	0,000	Hypothesis accepted
X1, X2, X3 against Y2(Purchase intention)	0,000	Hypothesis accepted

Source: Data Processing Results

The criteria for multiple linear regression testing are if the significance value of the f test produced by the variable $> 0,05$, it means that there is no simultaneous influence on variable Y by variable X. Based on the table of data processing results above, it can be seen that the significance value of the social media marketing variable, word of mouth, and the effectiveness of advertising on the two on the two Y variables, namely brand awareness and purchase intention, shows a significant value $> 0,05$. So it can be concluded that brand awareness and purchase intention are simultaneously influenced by social media marketing, word of mouth and the effectiveness of advertising.

Determination Test (R^2)

Table 10
R Square Test Results

Variable X	Variable Y	R^2	Percentage
Social Media Marketing Word of Mouth Effectiveness of advertising	Y1	0,512	51,2 percent
Social Media Marketing Word of Mouth Effectiveness of Advertasing	Y2	0,461	46,1 percent

Source: Data Processing Results

It can be seen from the table above which shows the information on the percentage of variables social media marketing, word of mouth, and effectiveness of advertising in equation one, namely brand awareness has an R^2 value of 0,512 or 51,2%, the rest are other variables that are not included. And on the variables of social media marketing, word of mouth, and effectiveness of advertising in equation two, namely on purchase intention, it shows an R^2 value of 0,46 or 46,1% the rest of which is not included in this study.

discussion

Based on the results of testing the first hypothesis, it shows that social media marketing does not have a significant effect on brand awareness or brand awareness at Grab in the Tangerang area. Social media is indeed a very superior internet marketing tool today to attract the masses in Tangerang that is used by companies. However, the company's brand awareness does not increase through social media marketing based on research conducted on Grab application users domiciled in Tangerang. This finding is not in line with research conducted by (Arif & Purwanti, 2018), as well as research conducted by (Bilgins, 2018) that social media marketing according to users domiciled in Tangerang does not have a significant effect. So this must be considered by Grab in Tangerang.

Based on the results of testing the second hypothesis, it shows that word of mouth does not have a significant effect on brand awareness of the Grab brand based on application users domiciled in Tangerang. This finding is not line with research conducted by (Rahardja & Dewakanya, 2020), as well as research conducted by (Maria, Pusriadi, Permadi, & Darma, 2019) that based on application users domicile Tangerang has no significant effect between word of mouth and brand awareness. This is due to the development of an increasingly advanced era causing customer characteristics prefer to judge things through digital media.

Based on the results of testing the third hypothesis, shows that the effectiveness of advertising has a positive and significant effect on brand awareness of the Grab brand in Tangerang. This finding is

The Effect Of Social Media Marketing, Word Of Mouth, And Effectiveness Of Advertising On Brand Awareness And Purchase Intention On Grab Application Users Domicile Of Tangerang (Ezra Aileen)

line with and is supported by research conducted by (Maria, Pusriadi, Permadi, & Darma, 2019) which proves that there is a positive effect of the effectiveness of advertising on brand awareness. As we know that advertising is the main thing that must be considered by companies in order to attract consumers. Especially for business owners who join Grab, of course they want to show the perfection of their products. So they can compete with their competitors. Grab ads are considered effective because of the level consistency and ad content used on several social media which is quite good because it uses displays sentence. Paragraphs and have a clear message, so that the company can achieve the goals to be achieved by the company.

Based on the test results of fourth hypothesis, it shows that social media marketing has an influence on purchase intention at grab in Tangerang. The results of this study are in line with the results of research conducted by (Priatni, Hutriyana, & Hendarwati, 2019) and (Laksamana, 2018) that social media marketing has a positive influence on purchase intention. Marketing through social media at the Grab company can have a significant influence or can directly attract the interest of respondents. Because in general people will make buying decisions because of direct experience. In addition, with the help of social media, Grab can provide complete information about products and can use social media as a forum for consumers to provide reviews to help potential consumers make decisions.

Based on the results of fifth hypothesis, shows that word of mouth has no effect on purchase intention. The results of this study are not the same as research conducted by (East, Romaniuk, Chawdhary, & Uncles, 2017), as well as research conducted by (Maria, Pusriadi, Permadi, & Darma, 2019) that word of mouth has a positive effect on purchase intention. In fact, that buying decisions are based on consumer's knowledge about the Grab company, where with current technological advances that continue to grow, consumers get it by digging for information through information media such as social media. In addition, word of mouth marketing carried out by Grab only conducts talks, promotions, and recommendations but does not reach the stage of persuading prospective customers domiciled in Tangerang to use Grab services, so word of mouth marketing is less effective in marketing the services of the domicile Grab company, in the Tangerang.

Based on the results of testing the sixth hypothesis has results that show the effectiveness of advertising has an influence on purchase intention of Grab application users in Tangerang. The results of this study are line with and supported by research conducted by (Maria, Pusriadi, Permadi, & Darma, 2019) and also in line with research conducted by (Saputro & Prihandono, 2018) that advertising effectiveness has an influence on purchase intention. Due to the existence of effective advertising where the company intensely provides complete and clear information and message to consumers. So that it can help users to make choice to use the services provided by Grab. Advertisement displayed by Grab must also be able to attract consumers and communicate to arouse potential consumers interest in the brand. As we know that the advertisements displayed by Grab are quite interesting and informative so that they can attract people voluntarily to use Grab's service.

Based on the test results seventh hypothesis, the results show that brand awareness has a positive influence on purchase intention. The results of this study are in line with and supported by the findings of (Pandjaitan, 2018) and the findings of (Eliasari & Sukaatmadja, 2017) that brand awareness has a positive influence on purchase intention. Based on the respondents of this study, consumers buy or use the service provided by the company because they have information about products that are trusted for the quality of the product or service to meet the expectations of these consumers. So that brand awareness has an influence on consumers purchase intentions at Grab in Tangerang.

Grab application marketing through social media and brand awareness in the city of Tangerang is less effective this is because the more dominant competitor brands are known by the public, especially the Tangerang area such as Grab's tight competitor, like GoJek. Advertising through social media is still less effective in attracting users to use the Grab application in Tangerang as well as brands with consumer awareness of the company's brand.

5. Conclusion

This research was conducted with the aim of knowing whether there is an influence of social media marketing on brand awareness, whether there is an effect of word of mouth on brand awareness, is there an influence of effectiveness of advertising on brand awareness, whether there is an effect social media marketing on purchase intention, effect word of mouth on purchase intention, effect effectiveness of advertising on purchase intention, and the effect brand awareness on purchase intention. Based on the analysis that has been carried out through the data processing process and hypothesis testing, the following conclusions can be formed 1) Social media marketing has no significant effect on brand awareness, Word of mouth has no significant effect on brand awareness , Effectiveness of advertising has a significant effect on brand awareness , Social media marketing has a significant effect on purchase intention, Word of mouth has no significant effect on purchase intention. , Effectiveness of advertising has a significant effect on purchase intention, Brand awareness has a significant effect on purchase intention. After conducting this research, there are some limitations of the research. First, the sample population is limited because the sample only comes from users domiciled in Tangerang. That Grab users are very broad and research can be done around Jabodetabek, therefore for further researchers can expand the population. So it is expected for further research to increase the number of samples above, 100 around 150 to 200 in order to get more accurate and significant results. In addition, the limitations of this study are the variables used are very limited and general from the many other variables in measuring brand awareness and purchase intention. So that it is expected for further research to increase the number of variables so that the results of the research carried out are wider and can compare research results and carry out ongoing research so that this research can be seen and assessed the development of each variable and it's respondents from time to time.

6. Reference

- Aprilia, F., & Kumadji, S. (2015). Pengaruh Word Of Mouth Terhadap Minat Berkunjung Serta Dampaknya Pada Keputusan Berkunjung. *Jurnal Administrasi Bisnis*, 23, 1-6.
- Arif, S. P., & Purwanti, A. (2018, November). Influence Of Social Media Advertising On Brands Awareness Of PT Indah Tamara Tour & Travel Customers. *e-Jurnal Apresiasi Ekonomi*, 6, 11. Retrieved May 24, 2021, from https://www.researchgate.net/publication/329190442_INFLUENCE_OF_SOCIAL_MEDIA_ADVERTISING_ON_BRANDS_AWARENESS_OF_PT_INDAH_TAMARA_TOUR_TRAVEL_CUSTOMERS
- Aristana, M. D., & Putra, I. P. (2020). Pengaruh Social Media Marketing Terhadap Brand Awareness dan Purchase Intention (Studi kasus: SMK Kesehatan Sanjiwani Gianyar). *E-Journal Ekonomi Dan Bisnis Universitas Udayana*, 9(11). doi:<https://doi.org/10.24843/EEB.2020.v09.i11.p01>
- Astutik, Y. (2020, Maret 17). 21,7 Juta Masyarakat Indonesia Pakai Transportasi Online. Retrieved 2021, from <https://www.cnbcindonesia.com/tech/20200317150135-37-145529/217-juta-masyarakat-indonesia-pakai-transportasi-online>
- Bilgins, Y. (2018, April). The Effect of Social Media Marketing Activities On Brand Awareness, Brand Image, And Brand Loyalty. *Business And Management Studies An International Journal*, 6(1), 128-148. doi:10.15295/v6i1.229
- Budiyanto, A. (2018). Pengaruh Persepsi Harga, Kualitas Layanan dan Brand Image Terhadap Tingkat Kepuasan Konsumen di PT. Yerry Primatama Hosindo. *Jurnal Pemasaran Kompetitif*, I(3), 71-80. Retrieved May 2021
- CNBC Indonesia. (2019, Desember 23). Siapa Ojol Rusia Maxim, yang Bikin Driver Grab & Gojek Gerah? Retrieved May 2021, from <https://www.cnbcindonesia.com/tech/20191223102507-37-125116/siapa-ojol-rusia-maxim-yang-bikin-driver-grab-gojek-gerah>

- Dachyar, M., & Banjarnahor, L. (2017, November). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital*, 13(5). doi:<https://doi.org/10.3926/ic.1119>
- East, R., Romaniuk, J., Chawdhary, R., & Uncles, M. D. (n.d.).
- East, R., Romaniuk, J., Chawdhary, R., & Uncles, M. D. (2017). The Impact of Word of Mouth on Intention to Purchase Currently Used and other Brands. *International Journal of Market Research*, 59(3). doi:10.2501/IJMR-2017-026
- Eliasari, P. R., & Sukaatmadja, I. G. (2017). Pengaruh Brand Awareness Terhadap Purchase Intention diMediasi Oleh Percieved Quality dan Brand Loyalty. *E-Jurnal Manajemen Unud*, 06(12), 6620-6650. Retrieved May 2021, from <https://media.neliti.com/media/publications/248810-pengaruh-brand-awareness-terhadap-purcha-33b8852e.pdf>
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek: Planning and Strategy*. (Q. Media, Ed.) CV. Penerbit Qiara Media. Retrieved May 2021, from https://www.researchgate.net/profile/Muhammad-Firmansyah-4/publication/334964919_Buku_Pemasaran_Produk_dan_Merek/links/5d47e1a04585153e593cff86/Buku-Pemasaran-Produk-dan-Merek.pdf
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Danvito, R., & Singh, R. (2016). Social Media Marketing Efforts of Luxury Brands: Influence on Brands Equity and Consumer Behaviour. *Journal of Business Research*, 69(12), 5833-5841.
- Hamdani, L. A. (2019, July 23). Gojek rebranding, dan kalahkan Grab soal pengguna aktif bulanan. (L. A. Hamdani, Ed.) Retrieved 2021, from <https://www.tek.id/tek/gojek-rebranding-dan-kalahkan-grab-soal-pengguna-aktif-bulan-b1Xj29eZz>
- Imelia, R., & Ruswanti, E. (2017, February). Factors Affecting Purchase Intention of Electronic House wares in Indonesia. *International Journal of Business and Management Invention*, 6(2), 37-44. Retrieved May 2021, from <https://digilib.esaunggul.ac.id/public/UEU-Journal-9392-F06023744.pdf>
- Kotler, & Keller, K. (2016). *Marketing Management 16 Edition*. Jersey: Pearson.
- Kuspriyono, T., & Nurelasari, E. (2018). Pengaruh Sosial Media Marketing terhadap Customer Bonding dan Purchase Intention. *Cakrawala-Jurnal Humaniora*, 18(2), 235-242. Retrieved May 2021
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and. *International Review of Management and Marketing*, 8(1). Retrieved May 2021, from file:///C:/Users/Ezra%20Aileen/Downloads/5838-15002-1-PB%20(2).pdf
- Leviana, T. (2017). Pengaruh Sosial Media Marketing Terhadap Willingness to Pay Premium Price Melalui Brand Equity pada Konsumen Estee Lauder. *Agora*, 7(1). Retrieved May 2021
- Listyawati, I. H. (2016). Peran Penting Promosi dan Desain Produk Dalam Membangun Minat Beli Konsumen. *Jurnal Bisnis, Manajemen, dan Akuntansi*, 3(1). Retrieved May 2021
- Maria, S., Pusriadi, T., Permadi, Y. H., & Darma, D. C. (2019). The Effect of Social Media Marketing, Word of mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy. *Jurnal Manajemen Indonesia*, 19(2), 107-122. doi:<https://doi.org/10.25124/jmi.v19i2.2234>

- Nurvidiana, R., & Hidayat, K. (2015). Pengaruh Word Of Mouth Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian. *Jurnal Administrasi Bisnis*, 22, 1-8.
- Pandjaitan, D. R. (2018). An Analysis of Brand Awareness Influence on Purchase Intention in Bandar Lampung City's Online Transportation Service (Study on Y Generation Consumers). Retrieved May 2021, from <http://repository.lppm.unila.ac.id/9901/1/DOROTHY-078-proofreed.clean.pdf>
- Priatni, S. B., Hutriyana, T., & Hindarwati, E. N. (2019). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Awareness sebagai Variable Intervening pada Martha Tilaar Salon Day Spa. *Jurnal Ekonomi, Manajemen dan Perbankan*, 5(3), 145-155. Retrieved May 2021
- Rahardja, S. J., & Dewakanya, A. C. (2020, January). Impact of Electronic Word -of- Mouth on Brand Awareness in the Video Game Sector: A Study on Digital Happiness. *International Journal of Trade and Global Markets*, 13(1). doi:10.1504/IJTG.M.2020.10021566
- Rini, G. P. (2018). Peningkatan Top Of Mind Melalui Frekuensi Penayangan, Daya Tarik Pesan dan Waktu Penayangan Iklan. *Jurnal Manajemen dan Bisnis Media Ekonomi*, 28, 95-108.
- Saputro, Y., & Prihandono, D. (2018). Television advertising effectiveness in Mediating Advertising Creativity and Advertising Frequency Influence Toward Customer Purchase Intention. *Management Analysis Journal*, 7(2). Retrieved from <http://lib.unnes.ac.id/43230/1/Television%20Advertising%20Effectiveness%20in%20Mediating%20Advertising%20Creativity%20and%20Advertising%20Frequency%20Influence%20toward%20Customer%20Purchase%20Intention.pdf>
- Triningtyas, D. A. (2016). *Dasar-Dasar Kewirausahaan*. CV. AE Media Grafika.
- Wicaksono, M. P., & Seminari, N. K. (2016). Pengaruh Iklan dan Word of Mouth Terhadap Brand Awareness Traveloka. *E-Journal Management*, 5(8).
- Widjaja, Y. R. (2019). Pengaruh Tagline dan Media Periklanan Above The Line Terhadap Brand Awareness Dapur Iga Bandung. *Jurnal Ekonomi & Ekonomi Syariah*, 2, 224-230.
- Xiao, A., Yang, S., & Iqbal, Q. (2018, December). Factors Affecting Purchase Intentions in Generation Y: An Empirical Evidence from Fast Food Industry. *Administrative Science*, 9(4). doi:doi:10.3390/admsci9010004