



# The Influence of Social Media Marketing Activities on Instagram Towards Purchase Intention at Avoskin Skincare Products

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## Abstract

*This study aims to analyze and test the effect of social media marketing activities on customer purchase intention at Avoskin skincare. The population in this study are Instagram social media users in Indonesia who have seen Avoskin's marketing activities on Instagram and have never purchased Avoskin skincare products. The sampling technique used in this study is a nonprobability sampling technique with a type of convenience sampling technique with a sample of 250 respondents. Data processing in this study used Structural Equation Modeling (SEM) techniques with the SmartPls 3.29 test tool. The results of this study indicate that social media marketing activities have a positive and significant effect on brand equity. Brand equity also has a positive and significant effect on e-WOM. In addition, word of mouth also has a positive and significant effect on purchase intention. Finally, social media marketing activities have a positive effect on purchase intentions.*

**Keywords: SMMA, Brand Equity, e-WOM, Purchase Intention**

## 1. INTRODUCTION

Along with the development of Internet technology, not a few companies have utilized Internet technology as one of the media in carrying out product marketing activities, one of which is through social media. Datareportal.com shows that there were 167 million active social media users are Indonesia in January 2023. The number of users is equivalent to 60.4% of the total population in Indonesia. With so many social media users in Indonesia, of

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course, companies can use it as an opportunity to conduct product marketing activities that can interact with consumers through social media. Iankova (2018) argues that the use of social media platforms as marketing channels has grown in recent years, driven by the ability to reach millions of customers with brand-related content and engage them in a conversation. This certainly has an impact on the development of marketing through social media and can be used as an opportunity to trigger consumer purchase intentions.

Choedon & Lee (2020) defined purchase intention as the probability and willingness of users to buy recommended products after using social networking sites. This is certainly very important because it can measure the likelihood of consumers buying a product, the higher the purchase intention, the higher the willingness of consumers to buy the product. In research conducted by Aji et al. (2020) purchase intention is influenced by several variables including e-WOM, brand equity, and social media marketing activities. Research conducted by Ilhamalimy & Ali (2021) shows that there is a positive and significant effect of e-WOM on purchase intention. Thus, purchase intention is influenced by word of mouth in purchasing a product or service.

According to Hennig-Thurau et al. (in Aji et al., 2020) electronic word of mouth is a positive or negative statement made by future, present or past customers about a product or company, and can be accessed by anyone online. Word of mouth is one of the most influential marketing tools today because before buying a product or service, consumers tend to look for information uploaded by previous users to review the information and answer potential customers' concerns (Seo & Park, 2018). Goyette et al. (in Aji et al., 2020) divide word of mouth into 4 dimensions, namely intensity, positive valance, negative valance, and content.

The results of research by Aji et al. (2020) show that e-WOM is positively and significantly influenced by brand equity. Interaction with customers through social media can support companies to communicate brand equity through product marketing social media can foster word of mouth and can create new customers. With a good brand equity value, this can certainly create a better e-WOM and can quickly increase the spread of positive e-WOM.

According to Aji et al., (2020) brand equity is defined as a collection of brand assets and liabilities associated with a brand, its name, and symbols, which add or reduce the value provided by a good or service to the company or its customers. Businesses that create brand value will gain a competitive advantage over other competitors' promotional activities





(Baalbaki & Guzmán, 2016). Aaker (in Aji et al., 2020) describes brand equity in four dimensions which include brand awareness, brand loyalty, perceived value, and brand association.

Research by Hakim & Zuliestiana (2022) shows that brand equity is influenced by social media marketing activities. Social media marketing activities can increase brand awareness and allow users to interact and communicate with a very large audience compared to traditional advertising. Chae et al. (2015) reported that when consumers are motivated to use hashtags on social media, they tend to have a positive effect on customer participation and Brand Equity. In research Jo (2013) classified the characteristics of social marketing activities into entertainment, interaction, trends, advertising, and customization.

Stakeholders can utilize social media as a marketing tool to foster consumer buying intentions in marketing activities through social media. According to Hutter et al. (2013). Social media is considered honest to consumers, with the ability to communicate what is meant by a brand rather than trying to control its image. This type of interaction can increase positive attitudes towards the brand, influence commitment, and stronger purchase intentions. Research by Aji et al. (2020) shows that social media marketing activities are an important factor in generating purchase intent among consumers.

Based on the explanation above, this study seeks to further examine how the influence of social media marketing activities on Instagram, brand equity, and e-WOM on consumer purchase intentions. The researcher's interest in conducting this research is based on the development of the use of social media which is used as one of the business marketing media. By conducting marketing activities on Instagram social media, businesses can build online communication with consumers and increase brand equity and consumer purchase intentions. Instagram is one of the most potential social media platforms because Instagram is one of the most popular social media in Indonesia. This can be proven based on the We Are Social report, there are 89.15 million Instagram users in Indonesia and are in fourth position in the world. This shows that Instagram is one of the potential social media that can be used as one of the marketing media in business.

One of the brands that has marketed its products on Instagram social media is Avoskin. Avoskin is a local brand from Yogyakarta that was established in 2014 and has a commitment to always provide quality and innovative products (Avoskinbeauty.com). Avoskin has many product variants such as skin care, facial cleansers, moisturizers, and





exfoliating products. Avoskin is one of the halal and BPOM skincare brands in Indonesia and is made from natural and safe ingredients for the skin of people in Indonesia. Lately, Avoskin has managed to attract the attention of the public and has begun to be accepted by the people of Indonesia. Avoskin markets its products both online and offline. Some of the online platforms used by Avoskin to market its products are Instagram, Shoppe, TikTok, and others. This research will focus on social media marketing activities carried out by Avoskin on the Instagram platform.

## **2. LITERATURE REVIEW**

### **2.1 Social Media Marketing Activities**

Yadav and Rahman's research (2017) defines social media marketing as a process by which companies create, communicate, and deliver online offers or marketing through platforms to build and maintain stakeholder relationships that increase stakeholder value by facilitating interaction, sharing information, offering personalized purchasing recommendations, and creating word of mouth among stakeholders regarding existing products and services. Social media marketing activities are marketing strategies in which companies use social media to market products or services by utilizing people in it for marketing purposes (Jakwatanaham et al., 2022). Meanwhile, Li et al. (2021) describe SMMA broadly as an organization's advanced digital marketing operations that integrate social media networks and all-party interactions into a useful strategic way to achieve targeted marketing productivity.

### **2.2 Brand Equity**

Kotler & Keller (in Aji et al., 2020) define brand equity as the added value of a product and service, which is reflected in what consumers think, feel, and do, as well as consumer pride in using a brand. Meanwhile, Keller (in Aji et al., 2020) defines customer-based brand equity as a form of brand knowledge differentiation, which results from consumer experience with the brand. Brand equity can be a good opportunity for companies in making strategies, and marketing decisions to gain a competitive advantage for the company (Drabjerdi et al., 2016). Brand equity according to Aaker (in Aji et al., 2020) includes several dimensions, including brand awareness, brand loyalty, perceived quality, and brand





association. This study uses brand awareness, perceived quality, and brand association as dimensions of brand equity.

### 2.3 e-WOM

Electronic word of mouth is one of the most influential marketing tools today because before buying a product or service, consumers tend to look for information uploaded by previous users to review the information and answer potential customers' concerns (Seo and Park, 2018). According to Hennig-Thurau et al. (in Aji et al., 2020) e-WOM is a positive or negative statement made by future, present, or past customers about a product or company, and can be accessed by anyone online. Electronic word of mouth is a form of communication from mouth to mouth, or "word of mouth", which encourages consumers to convey opinions related to products or services in the form of audio, video, or written information to others online (Hakim & Zuliestiana, 2022). In research Goyette et al. (in Aji et al., 2020) divide EWOM into 4 dimensions, namely intensity, positive valance, negative valance, and content.

### 2.4 Purchase Intention

According to Kim and Ko (2012), Purchase Intention is a combination of consumer interest and the possibility of buying a product. Meanwhile, according to (Hakim & Zuliestiana, 2022) purchase intention is a form of consumer behavior in responding to objects that indicate a desire to make a purchase. Purchase intention has little resemblance to consumer purchasing decisions, where consumers indicate their likelihood, willingness, or plan to buy a particular brand (Mirabi et al., 2015).

### 2.5 Conceptual Framework

Conceptual Framework is shown in Figure 1.



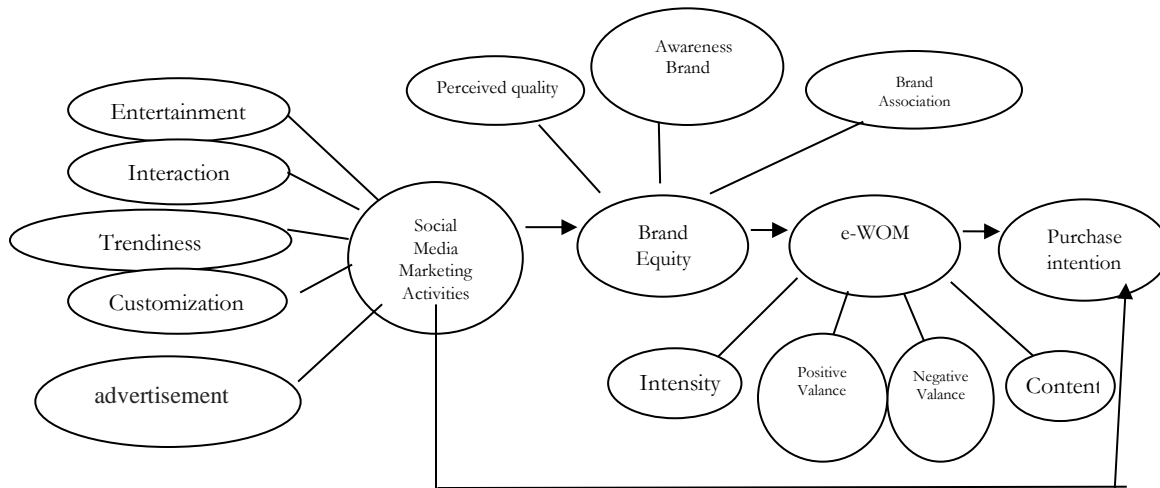


Figure 1 Conceptual Framework

Model the research framework adopted from the research Aji et al. (2020)

## 2.4 Hypothesis Development

The results of Choedon and Lee's research (2020) show that social media marketing activities effectively increase social brand equity by providing new value to customers that is not usually offered by traditional marketing media. Research from Aji et al., (2020) says that the approach through social media provides a place for consumers to get to know a brand more interactively, which in turn can increase brand equity, the results of the study show that social media marketing activities have a positive effect on brand equity. The results of research from Yadav and Rahman (2017) validate that the perception of social media marketing activities as a higher-order construct of the five dimensions, positively influences purchase intention and brand equity and the core objective of every marketing company is to increase its brand equity. This is also supported by the results of Seo and Park's research (2018) which shows that Social Media Marketing Activity has a positive and significant effect on Brand Equity.

*H1: SMMA has a positive influence on Brand Equity.*

Brand equity can provide value in strengthening consumer understanding of information, fostering trust in purchases and increasing the achievement of customer satisfaction (Latifa Isnainiet al., 2017). The results of research by Aji et al. (2020) also found that brand equity has a positive and significant effect on e-WOM. Research conducted by



Hakim and Zuliestiana (2022) also proves that there is a positive influence between brand equity on e-WOM.

*H2: Brand Equity has a positive influence on E-WOM.*

According to Seo and Park (2018), word of mouth is one of the most influential marketing tools in the current era, before buying a product or service, consumers usually tend to look for information uploaded by previous users to review information and answer potential customers' concerns. Research by Ilhamalimy and Ali (2021) shows that there is a positive and significant influence between e-WOM on purchase intention. The results of research conducted by Hakim and Zuliestiana (2022) show that there is a positive influence between e-WOM on purchase intention. Research by Aji et al. (2020) assumes that if a product gets positive reviews from consumers through e-WOM, it will affect other consumers' purchase intentions for that product.

*H3: e-WOM has a positive influence on Purchase Intention.*

Research from Manzoor et al. (2020) shows that social media marketing has a greater influence than trust on purchase intentions through social networking sites. In Sağtaş's research (2022) it was concluded that social media marketing activities have a positive effect on purchase intention. Yadav and Rahman's research (2017) shows that the perception of social media marketing activities can have a positive effect on purchase intentions. The results of research from Aji et al., (2020) also show that social media marketing activities are an important factor in generating purchase intentions among consumers, the results of the study show that the purchase intention of Indonesian consumers can be influenced through marketing activities on social media. This is also supported by the research results obtained from the research of Hakim and Zuliestiana (2022) which state that there is a positive influence between social media marketing activities on purchase intention.

*H4: SMMA has a positive influence on Purchase Intention.*

### **3. RESEARCH METHOD**

The approach used in this research is a quantitative approach. The population in this study are Instagram social media users in Indonesia, Instagram users who have seen Avoskin's marketing activities on Instagram and have never purchased Avoskin skincare products. Given the large amount of data available, this study uses a sample to represent the population. The sampling technique used in this study is using nonprobability sampling





technique with convenience sampling technique. The method of determining the sample size in this study is based on the theory of Hair et al. (2014) by calculating the number of indicator questions in the questionnaire multiplied by five to ten. Thus, the number of samples determined was 250 samples.

The analytical tool used in this research is the Structural Equation Model (SEM) with the help of SmartPLS software version 3.2.9. The analysis in PLS-SEM consists of a measurement model (outer model) and a structural model (inner model). In the outer model analysis, convergent validity test, discriminant validity test, and reliability test are carried out. In the analysis of the inner model structural model testing, the coefficient of determination (R-Square) test, Goodness of Fit (GOF) test, and hypothesis testing are carried out.

#### 4. RESULT

##### 4.1 Respondent Characteristics

The characteristics of respondents are an explanation of the results of the analysis of the profile data of 250 respondents, which are classified based on several characteristics. The majority of respondents were female (62.4%) with ages between 21-25 years (50%). The majority of respondents' jobs are students (63.2%) with the majority of average monthly income  $\leq$  Rp. 1,000,000 (40.8%).

##### 4.2 Measurement Model Testing

###### 4.2.1 Convergent Validity Test

The criteria rule used in the convergent validity test is the outer loading factor value  $> 0.7$ . Following convergent validity test results based on the Outer Loadings value in table 1 below:

**Table 1 Convergent Validity Test Based on Outer Loadings**

Variable	Dimensions	Indicator	Outer Loadings
Social Media Marketing Activities	Entertainment	ENT1	0.822
		ENT2	0.834
	Interaction	INT1	0.810
		INT2	0.816







	trendy	INT3	0.822
		TR1	0.865
		TR2	0.855
	Customization	CST1	0.857
		CST2	0.865
		CST3	0.859
	Advertisement	ADV1	0.824
		AD2	0.823
		ADV3	0.827
	Brand Equity	Perceived quality	PQ1
PQ2			0.808
PQ3			0.827
Brand Association		BAS1	0.817
		BAS2	0.815
Brand Awareness		BAW1	0.830
		BAW2	0.824
	BAW3	0.802	
e-WOM	Intensity	ITS1	0.860
		ITS2	0.847
	Positive Valance	PV1	0.843
		PV2	0.837
		PV3	0.848
	Negative Valance	NV1	0.826
		NV2	0.825
	Content	CT1	0.852
		CT2	0.866
CT3		0.865	
Purchase Intention		PI1	0.885
		PI2	0.884
		PI3	0.884



		PI4	0.908
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Based on the results in table 1, it can be concluded that all research indicators are declared valid because they have met the minimum value criteria, namely the Outer Loadings value > 0.70.

Apart from referring to the Outer Loadings value, the convergent validity test also considers the AVE value. The following is table 2 which shows the results of the convergent validity value based on the AVE value:

**Table 2 Convergent Validity Test Based on AVE**

Variable	AVE
Brand Equity	0.675
Electronic Word of Mouth	0.717
Purchase Intention	0.792
Social Media Marketing Activities	0.701

Based on the results in table 2, it can be concluded that all research variables have good convergent validity because they have met the predetermined criteria, namely the AVE value > 0.50.

#### 4.2.2 Discriminant Validity Test

In testing discriminant validity, this research used Fornell-Larcker Criterion and Cross In testing discriminant validity, this study uses Fornell-Larcker Criterion and Cross Loadings considerations. The provisions of the Fornell-Larcker Criterion are that the value of the square root of the AVE must be greater than the square root of each construct. In addition, the discriminant validity test also uses Cross Loadings considerations provided that the Cross Loadings value of each indicator in the construct must be greater than the Cross Loadings value of indicators in other constructs. The following is a table of discriminant validity data based on the Fornell-Larcker Criterion:

**Table 3 Discriminant Validity Test Based on the Fornell-Larcker Criterion**

	BE	EWOM	PI	SMA
BE	0.821			



EWOM	0.838	0.847		
PI	0.756	0.819	0.890	
SMA	0.785	0.801	0.766	0.837

Based on the results of the discriminant validity test in the table above, it can be concluded that all research variables have good discriminant validity. This is in accordance with the provisions of the Fornell-Larcker Criterion, namely the value of the square root of the AVE must be greater than the square root of each construct. So that all indicator items in this study passed the discriminant validity test.

In addition, the validity test is also considered based on the Cross Loadings value. The following are the results of data processing for discriminant validity based on Cross Loadings:

**Table 4 Discriminant Validity Test Based on Cross Loadings**

	<b>BE</b>	<b>EWOM</b>	<b>PI</b>	<b>SMMA</b>
ADV1	0.728	0.719	0.663	0.824
ADV2	0.717	0.715	0.679	0.823
ADV3	0.695	0.695	0.640	0.827
BAS1	0.817	0.689	0.608	0.679
BAS2	0.815	0.688	0.622	0.668
BAW1	0.830	0.666	0.623	0.625
BAW2	0.824	0.676	0.620	0.594
BAW3	0.802	0.655	0.596	0.587
CST1	0.608	0.655	0.652	0.857
CST2	0.654	0.671	0.673	0.865
CST3	0.652	0.697	0.673	0.859
CT1	0.701	0.852	0.729	0.655
CT2	0.721	0.866	0.760	0.663
CT3	0.748	0.865	0.760	0.737
ENT1	0.594	0.637	0.633	0.822
ENT2	0.600	0.654	0.625	0.834





INT1	0.605	0.595	0.571	0.810
INT2	0.621	0.613	0.565	0.816
INT3	0.637	0.632	0.580	0.822
ITS1	0.721	0.860	0.690	0.694
ITS2	0.744	0.847	0.681	0.673
NV1	0.691	0.826	0.687	0.669
NV2	0.673	0.825	0.668	0.659
PI1	0.678	0.733	0.885	0.676
PI2	0.668	0.714	0.884	0.671
PI3	0.642	0.698	0.884	0.658
PI4	0.700	0.767	0.908	0.719
PQ1	0.846	0.744	0.658	0.691
PQ2	0.808	0.688	0.613	0.646
PQ3	0.826	0.694	0.621	0.654
PV1	0.700	0.843	0.647	0.649
PV2	0.708	0.837	0.651	0.696
PV3	0.683	0.848	0.648	0.687
TR1	0.706	0.705	0.670	0.865
TR2	0.692	0.703	0.685	0.855

Based on the discriminant validity test in table 4, it can be concluded that all indicators on each variable have a greater Cross Loadings value when compared to indicators from other variables. Thus, it can be concluded that all items on the research variables have good discriminant validity.

#### 4.2.3 Reliability Test (Composite Reliability)

In this study, the reliability test was carried out using two methods, namely Cronbach's Alpha and Composite Reliability (CR). Cronbach's Alpha is used to measure the lower limit of the reliability value of a variable. The minimum value requirement for Cronbach's Alpha  $\geq 0.60$  (Babin and Zikmund, 2016). Meanwhile, Composite Reliability (CR) is used to measure the true reliability value of a variable with a minimum value set at 0.60





(Hair et al., 2021). The following is a table showing the results of the reliability test based on the Cronbach's Alpha value:

**Table 5 Reliability Test with Cronbach's Alpha**

<b>Variable</b>	<b><i>Cronbach's Alpha</i></b>
Brand Equity	0.931
Electronic Word of Mouth	0.956
Purchase Intention	0.913
Social Media Marketing Activities	0.964

Based on the results of the reliability test based on the Cronbach's Alpha value in table 5, it can be concluded that all variables in the study have a Cronbach's Alpha value  $\geq 0.60$ . Thus, it can be concluded that all variables in this study can be said to be reliable or reliable.

Apart from considering the Cronbach's Alpha value, this study also considers using the Composite Reliability value. The following is a table that shows the results of the reliability test based on the Composite Reliability value:

**Table 6 Reliability Test based on Composite Reliability**

<b>Variable</b>	<b><i>Composite Reliability</i></b>
Brand Equity	0.943
Electronic Word of Mouth	0.962
Purchase Intention	0.939
Social Media Marketing Activities	0.968

Based on the results of the reliability test based on Composite Reliability in table 6 above, it can be concluded that all research variables have a Composite Reliability value  $\geq 0.60$ . In fact, all variables have a Composite Reliability value ranging from 0.90 which means satisfactory to good (Hair et al., 2021). Thus, it can be concluded that all variables in this study are reliable or reliable.





### 4.3 Structural Model Testing (Inner Model)

The next data processing is testing the structural model (inner model). In the analysis of testing the structural model of the inner model, the coefficient of determination test (R-Square), Goodness of Fit (GOF) test, and hypothesis testing were carried out.

#### 4.3.1 Test the Coefficient of Determination/R-Square ( $R^2$ )

The R-Square test aims to determine how strong the independent variable is in influencing the dependent variable. The R-square test criteria according to Ghozali and Latan (2015) state that the R-square result of 0.67 and above is classified as strong, 0.33 to 0.67 is medium, and 0.19 to 0.33 is weak. The following are the results of the R-Square test:

**Table 7 R-Square Test Results**

Variable	<i>R-Square</i>	<i>R-Square Adjusted</i>
Brand Equity	0.616	0.614
Electronic Word of Mouth	0.702	0.701
Purchase Intention	0.704	0.702

Based on the results of data processing in the table above, it is known that the R-Square value on the variable Based on the results of data processing in the table above, it is known that the R-Square value on the brand equity variable is 0.616. This means that the brand equity variable is influenced by 61.6% by the social media marketing activity variable. While the remaining 38.4% is explained by other variables outside this study. Then, the e-WOM variable has an R-Square value of 0.702, which explains that the e-WOM variable is influenced by the brand equity variable by 70.2%. While the remaining 29.8% is explained by other variables outside this study. Finally, the purchase intention variable has an R-Square value of 0.704 which means that the purchase intention variable is influenced by 70.4% by the independent variables, namely e-WOM and social media marketing activities. While the remaining 29.6% is explained by other variables outside this study. In this study, the brand equity variable is classified as moderate in being influenced by its independent variables, while the e-WOM and purchase intention variables are strongly influenced by their independent variables.



#### 4.3.2 Goodness of Fit (GOF)

The goodness of fit (GOF) test can also be evaluated using the predictive relevance value ( $Q^2$ ). The criteria for the Goodness of Fit value is determined from the standard Q-Square value of 0-1. The  $Q^2$  coefficient value close to 1 is stated to have a very close relationship between the independent variable and the dependent variable. Conversely, a  $Q^2$  coefficient value that is close to 0 or negative indicates a weaker relationship between the independent and dependent variables in the study.

**Table 8 Q-Square Test Results**

Variable	SSO	SSE	$Q^2 (=1 - SSE/SSO)$
Brand Equity	2,000,000	1184,268	0.408
Electronic Word of Mouth	2,500,000	1254,220	0.498
Purchase Intention	1,000,000	450,885	0.549
Social Media Marketing Activities	3250,000	3250,000	

Source: Processed Primary Data (2023)

Based on the results of data processing in the table above, it can be concluded that the brand equity variable has a  $Q^2$  value of 0.408. Then the e-WOM variable has a  $Q^2$  value of 0.498. While the purchase intention variable has a  $Q^2$  value of 0.549. So it can be concluded that the three variables have a  $Q^2$  value close to 1, which means that the relationship between the independent and dependent variables is very close.

#### 4.3.3 Hypothesis Testing

The hypothesis in this study was tested using the bootstrapping technique. The hypothesis testing provisions in this study are based on the P-value and T-value. The basis for testing the P-value is carried out with a confidence level of 95% or with a significant level of 5% ( $\alpha = 0.05$ ), which means that the P-value is less than 0.05. Meanwhile, hypothesis testing can be said to be significant or accepted when the T-value is greater than 1.96 (T-value > 1.96). If the significance value of T count < T table, it means that the hypothesis is

rejected. Conversely, if the significance value of  $T_{count} > T_{table}$ , it means that the hypothesis is accepted. The following is table 4.9 which shows the results of hypothesis testing using the Path Coefficient model:

**Table 9 Hypothesis Test Results**

	<b>Original Sample (O)</b>	<b>T Statistics</b>	<b>P Values</b>	<b>Information</b>
SMAA -> BE	0.785	25,782	0,000	H1: Supported
BE -> EWOM	0.838	33,949	0,000	H2: Supported
EWOM -> PI	0.573	8,825	0,000	H3: Supported
SMMA -> PI	0.307	4,322	0,000	H4: Supported

Based on the results of hypothesis testing in table 9, it can be concluded that the results of testing the first hypothesis (H1) with the Path Coefficient show that social media marketing activities have a positive and significant effect on brand equity. These results are evidenced by the  $T\text{-Value} > 1.96$ , namely 25,782 and the  $P\text{-Value} < 0.05$ , namely 0.000, and the magnitude of the effect, namely 0.785. Thus, it can be concluded that H1 in this study is accepted.

The results of testing the second hypothesis (H2) with the Path Coefficient show a  $T\text{-Value} > 1.96$ , namely 33,949, a  $P\text{-Value} < 0.05$ , namely 0.000, and the magnitude of the effect, namely 0.838. This shows that brand equity has a positive and significant effect on word of mouth. So, it can be concluded that H2 in this study is accepted.

The results of testing the third hypothesis (H3) with Path Coefficient show that e-WOM has a positive and significant effect on purchase intention. These results are evidenced by the magnitude of the effect, namely 0.573, the  $T\text{-Value} < 1.96$ , namely 8.825, and the  $P\text{-Value} > 0.05$ , namely 0.000. Thus, it can be concluded that H3 in this study is accepted.

The results of testing the fourth hypothesis (H4) with the Path Coefficient show a  $T\text{-Value} > 1.96$ , namely 4.322, a  $P\text{-Value} < 0.05$ , namely 0.000, and the magnitude of the effect is 0.307. This shows that social media marketing activities have a positive and significant effect on purchase intention. Thus, it can be concluded that H4 in this study is accepted.





## 5. DISCUSSION

### 5.1 The Effect of Social Media Marketing Activities on Brand Equity

Based on the test results of hypothesis 1, it can be concluded that there is an influence between social media marketing activities on brand equity. This shows that the higher a company carries out social media marketing activities, the more this can increase and influence brand equity at that company. Social media marketing activities are a means for users to get to know a brand more interactively, which in turn can increase brand equity. The existence of effective and efficient social media marketing activities can make social media users more aware of a product or brand. With a more interactive social media system, users can certainly share their experiences and knowledge related to the brand more flexibly, so that information about the brand can spread wider and faster. This can increase and influence the company's brand equity.

The results of this study are in line with Choedon and Lee's (2020) which shows that social media marketing activities effectively increase social brand equity by providing new value to customers that is not usually offered by traditional marketing media. Yu and Yuan (2019) say that social media marketing activities encourage many companies to utilize social media because seeing marketing activities on effective social media is important in building brand equity. Research from Aji et al., (2020) says that the approach through social media provides a place for consumers to get to know a brand more interactively, which in turn can increase brand equity, the results of the study show that social media marketing activities have a positive effect on brand equity. The results of this study are in line with Hafez's (2022) which shows that social media marketing activities have a positive and significant impact on brand equity. Research by Haudi et al. (2022) said that activities in social media marketing will show a positive impact on brand equity. The results of research by Nawi et al. (2019) show that social media marketing activities have a positive and significant effect on brand equity which leads to acceptance. This is also in line with the results of Seo and Park (2018) which shows that Social Media Marketing Activity has a positive and significant effect on Brand Equity. In addition, the results of Sağtaş (2022) also show that marketing activities through social media can have a positive effect on brand value.





## 5.2 The Effect of Brand Equity on Electronic Word of Mouth

Based on the test results of hypothesis 2, it can be concluded that there is an effect of brand equity on contagion. This shows that the higher the brand equity of a company, the more this can certainly increase and influence the word of mouth of the company. This research is in accordance with previous research from Godey et al. (2016) and Yadav and Rahman (2017) which show that approaches through social media provide a place for consumers to get to know a brand more interactively, which in turn can increase brand equity. The findings in this study are in line with research conducted by Park (2013) which investigates the brand equity of franchisees on customer behavior, then the results of this study show that brand equity can increase WOM. The findings of this study are also in line with the results of research by Hakim and Zuliestiana (2022) which state that there is a positive influence between e-WOM on purchase intention. The results of this study are in line with the research of Seo and Kim (2003) which shows a significant effect of Brand Equity on WOM. The results of this study are also reinforced by the research of Aji et al. (2020) which found that brand equity has a positive and significant effect on e-WOM.

## 5.3 The Influence of Electronic Word of Mouth on Purchase Intentions

Based on the test results on hypothesis 3, it can be concluded that there is an influence between word of mouth on purchase intention. This shows that the higher the word of mouth towards a company, the more this can certainly increase and influence consumer purchasing intentions in purchasing a product or service offered by the company. Several related studies show that e-WOM is an important means by which consumers can obtain information about the quality of products or services (Chevalier & Mayzlin, 2006). In addition, this kind of message can effectively reduce the risk and uncertainty realized by consumers when purchasing a product or service, so that their purchase intention can be further influenced (Chatterjee, 2001). The findings in this study are in line with research conducted by Seo and Park (2018) which states that e-WOM is one of the most influential marketing tools in the current era, before buying a product or service, consumers usually tend to look for information uploaded by previous users to review information and answer potential consumers' concerns. The findings of the results of this study are supported by Hakim and Zuliestiana (2022) who prove that there is a positive influence between e-WOM on purchase intention. The results of this study are also supported by the research of Aji et al. (2020)





which assumes that if a product gets positive reviews from consumers through e-WOM, it will affect other consumers' purchase intentions for that product.

#### **5.4 Effect of Social Media Marketing Activities on Purchase Intentions**

Based on the test results of hypothesis 4, it can be concluded that there is an influence between social media marketing activities on purchase intention. This shows that the higher the social media marketing activities of a company, the more this can certainly increase and influence consumer buying intentions towards purchasing products or services at that company. The findings in this study are in line with research conducted by Manzoor et al. (2020) shows that social media marketing has a greater influence than trust on purchase intentions through social networking sites. The results of this study are supported by Sağtaş's (2022) which states that social media marketing activities have a positive effect on purchase intentions. In addition, the results of this study are also supported by Yadav and Rahman (2017) which shows that perceptions of social media marketing activities can have a positive effect on purchase intentions. The results of this study are also reinforced by research by Aji et al., (2020) also shows that social media marketing activities are an important factor in generating purchase intentions among consumers, the results of the study indicate that the purchase intention of Indonesian consumers can be influenced through marketing activities on social media. Kim and Ko's (2010) research reveals that purchase intention is strongly influenced by social media marketing.

### **6. CONCLUSION**

Based on the results of data processing and discussion described in the previous chapter, it can be concluded that there is a positive and significant influence between social media marketing activities with brand equity, brand equity with e-WOM, e-WOM with purchase intention, and social media marketing activities with purchase intention. This shows that Avoskin's Instagram social media marketing activities can influence brand equity, then brand equity influences word of mouth on Avoskin skincare, e-WOM influences consumer purchase intentions and Avoskin's Instagram social media marketing activities influence consumer buying intentions for Avoskin skincare.





## 7. ADVICE

### 7.1 Practical Advice

The findings of the results in this study indicate that social media marketing activities, brand equity, and e-WOM have a positive and significant influence on consumer purchase intentions on Avoskin skincare. From the findings in this study, it is hoped that it can provide recommendations to online companies in Indonesia to better understand the importance of social media marketing activities, brand equity, and e-WOM as a company's sustainability factor to achieve competitive advantage and increase consumer purchase intentions.

### 7.2 Theory Advice

This research still has some shortcomings, namely this research only focuses on Instagram social media marketing so the effectiveness of other platforms for marketing a product or service cannot be known. In addition, this research was only conducted on one skincare business object, Avoskin. Finally, this research was only conducted using 250 respondents from all Instagram social media users who have seen Avoskin's marketing activities on Instagram and have never bought Avoskin, so it is less to describe the real situation. So it is hoped that for future researchers the shortcomings that exist in this study can be taken into consideration in similar research.

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