

**THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION THROUGH BRAND PASSION AS MEDIATING VARIABLE ON ESTEH INDONESIA**

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**ABSTRACT**

The rise of the opportunity in iced tea businesses today become more promising for many new brands sprung up. The great consumption of people makes the current beverage business more dominating. However, along the way, the journey has not always been smooth, especially since Covid-19 entered Indonesia and hit most sectors of the economy, reducing people's purchasing power is included. This was also felt by one of the local beverage businesses, Esteh Indonesia, where the product sales have been declining. This decline in sales resulted in a decrease in customer's purchase intention, so companies need to develop strategies to attract their customer's intention to make purchases of the products offered, which can be through social media. So, this study aims to find out how the effect of firm-created social media communication and user-generated social media communication in generating passion for brands that raises purchase intention in the audience's mind. This study used quantitative methods by distributing questionnaires. The data analysis techniques used were descriptive statistical analysis and Structural Equation Modeling (SEM) with the help of AMOS software. The results indicated that firm-created social media communication influences user-generated social media communication and on generating passion for the communicated brand, so the brand passion affects purchase intention. Meanwhile, user-generated social media communication does not affect brand passion.

**Keywords:** Brand Passion, Purchase Intention, Social Media Marketing, Social Media User.

**1.0 INTRODUCTION**

The current iced tea business opportunity is on the rise, even now many new iced tea drink outlets have been opened. The great public consumption made any type of coffee and tea dominate the market both locally and internationally (Fuad, 2021). However, the current journey of selling drinks does not always run smoothly. Especially since the Covid-19 pandemic entered Indonesia and hit most sectors of the economy, including the food and beverage (F&B) industry (Uly, 2020). The food and beverage industry is the most affected due to the Covid-19 pandemic (Permando, 2020). Not enough fingers in a hand to count of businesses that are hit by the effect of the Covid-19 pandemic. Starting the decline in revenue, they forced to cut off some of the employees, and become out-of-business experienced entrepreneurs in Indonesia. Not only that, but the pandemic has also resulted in a

decrease in people's purchasing power. This was also felt by one of the local beverage businesses, namely Esteh Indonesia. The CEO of Esteh Indonesia, Haidhar Wurjanto also stated that his business experienced a decline in sales (Debora, 2020). The decline in sales indicates a decline in purchase intention. So, the company must build a strategy to attract consumers to make purchases of the products offered, which can be through social media (Sari, 2020).

According to Brodie, et al., (Mukherjee, 2020), social media is the most popular communication platform in the modern era, where social media is also a very conducive platform for marketers to connect with existing customers and potential customers. According to data obtained as of January 2021, social media users in the world are growing along with the times. Especially in Indonesia, there are 170 million active users of social media. This shows that 61.8% of the 274.9 million Indonesian population are active users of social media. Several social media platforms that are most widely used in Indonesia are YouTube, WhatsApp, Instagram, Facebook, Twitter, Facebook Messenger, Line, LinkedIn, TikTok, Pinterest, Telegram, WeChat, Snapchat, Skype, Tumblr, and Reddit (Kemp, 2021). From various social media platforms, TikTok is ranked first as the most downloaded mobile app in Indonesia (Kemp, 2021) and one of the fastest-growing social media platforms in the world, also experiencing a blast in popularity (Kumaran, 2020).

The popularity of TikTok is used by the CEO of Esteh Indonesia as a marketing tool. Through TikTok, Esteh Indonesia can find its target audience and is considered an opportunity for Esteh Indonesia. Compared to Instagram, which emphasizes more on aesthetics, TikTok comes with simpler and more straightforward characteristics. Esteh Indonesia sees an opportunity to continue to grow in the future. Not to mention, currently, there are still a few food and beverage (F&B) businesses that use TikTok as a promotional platform (Debora, 2020).

Conceptually, social media marketing activities can be categorized into firm-created content (FCC) and user-generated content (UGC). From a social media perspective, user-generated content is usually product-related conversations that users have on various social media platforms. Smart digital marketers can leverage customer-generated content or messages to understand their likes, latest trends, preferences, and needs (Mukherjee, 2020).

According to Nielsen (Mukherjee, 2020), the main purpose of marketers advertising through social media is to generate brand awareness, whereas marketing uses social media as a branding tool along with other traditional channels. The marketing communication conducted by the CEO of Esteh Indonesia uses a different channel, namely TikTok. Keh, et al. (Mukherjee, 2020) reveal the idea behind the activities conducted by these marketers to generate a powerful desire for a particular brand. Seeing how important it is for companies to implement marketing strategies, researchers are interested in conducting research related to how the effect of social media marketing by Esteh Indonesia and other TikTok users in generating passion for the promoted brand so that it can raise the purchase intention in the minds of the audience.

## 2.0 LITERATURE REVIEW

Marketing communication is a process where organizations and audiences seek to engage with one another (Fill & Turnbull, 2016). To build a relationship between the company and the audience, social media is one of the most widely used methods today. Where social media is considered a way for companies to connect and engage with audiences through content-sharing activities (Butow, et al., 2020). Social media marketing is an online activity and program designed to engage customers or prospects either directly or indirectly to increase awareness, improve image, or obtain sales of products and services (Kotler & Keller, 2016). Conceptually, social media marketing activities can be categorized into firm-created content and user-generated content. Firm-Created Social Media Communication (FCC) is uploaded on company-sponsored channels such as YouTube, social media, and other company-sponsored communication media. Meanwhile, user-generated social media communication (UGC) is usually a product-related conversation conducted by users on various social media platforms (Mukherjee, 2020).

In Mukherjee's research (2020), there is a statistically significant positive effect of firm-created social media communication on user-generated social media communication. These results are supported by Ceballos, et al. (2016), where when companies increase their communication efforts through social media, it will also increase user engagement with brands. According to Lipschultz (Tamarasari, et al., 2021), firm-created social media communication is built to create interaction with the audience which in the future will raise perceptions of the company. So that it will provoke the audience to provide a review of the communicated product.

Brand passion is a positive attitude towards a particular brand that leads to emotional attachment and influences relevant behavioral factors (Bauer, et al., 2007). Another definition of brand passion from the latest research conducted by Albert, et al. (2013) is a psychological construction consisting of excitation, infatuation, and obsession with a brand. Brand passion is part of brand love, which can be built from the connectedness felt by customers regarding a brand (Bergkvist & Bech-Larsen, 2010). There are two types of passion, harmonious and obsessive. When individuals can keep their passions coordinated with other aspects of their lives, they experience harmonious passions. On the other hand, when their passion for a particular object dominates other aspects of their daily life, the result is an obsessive passion. Similar to the opinion of Swimberghe, et al. (Mukherjee, 2020), there is a dualistic approach to brand passion, namely a harmonious brand passion and an obsessive brand passion. Harmonious brand passion is an internal motivation to own a certain brand (without any external influence). However, when the brand begins to dominate the individual and causes an obsession with the brand, it is called obsessive brand passion. To generate brand passion, first, there needs to be a brand impression in the minds of consumers, and secondly, brand idealization by consumers. According to Keh, et al., (Mukherjee, 2020) brand passion refers to the customer's intense feelings towards the brand. It is characterized by various motivations, such as uniqueness and social identity.

Research conducted by Mukherjee (2020) obtained that firm-created social media communication has a statistically significant positive effect on brand passion. While the research conducted by Tamarasari, et al. (2021) found that there was no effect between user-generated social media communication on brand passion. According to research conducted by Berthon and Campbell (Tamarasari, et al., 2021), the contribution of consumers in creating

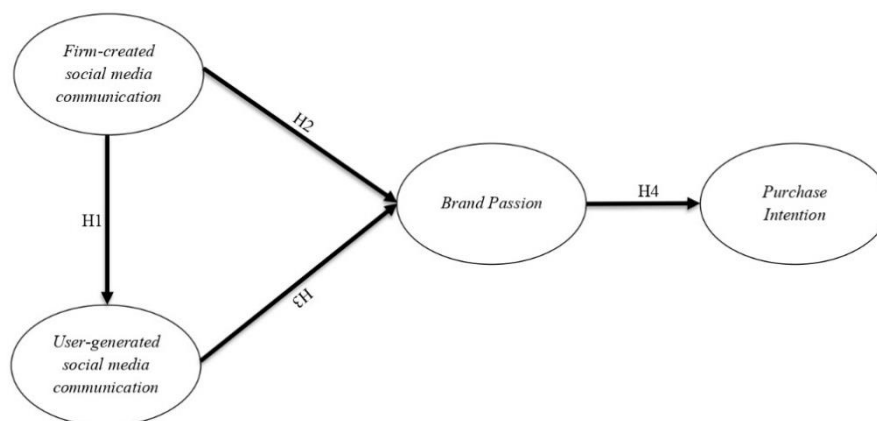
content with the aim of self-promotion, intrinsic enjoyment, and changing public perceptions has no impact on the audience's passion for the content.

Purchase intention according to Anoraga (Tiffany, et al., 2020) is a decision made before someone completes a product purchase. Purchase intention arises in the minds of consumers due to the stimulus offered by the company (Priansa, 2017). Haryanto, et al. (Permatasari, et al., 2019) revealed that consumer purchase intention begins by analyzing information about a particular brand or product before deciding to purchase. When purchase intention is more dominant, it is more likely that someone will purchase a product. Maria, et al. (2020) also stated that consumers who are satisfied and assured of the quality of a particular company's product will more easily decide to purchase that product. This is based on the trust that is formed and built from product introductions that are conducted via the internet and satisfactory after-sales service.

Research conducted by Mukherjee (2020) explains that brand passion has a statistically significant positive effect on purchase intention. In line with the research conducted by Sarkar, et al. (2012) where brand passion which is a dimension of brand love has also been shown to have a positive effect on purchase intention. The research contributes to marketing theory by offering a complementary perspective for understanding an individual's emotional attachment to brands. So, marketers need to be able to influence the emotions of their audience to continue to think about the communicated brand so that later it can generate purchase intention in that brand compared to other brands.

As shown in Figure 2.1. below, the conceptual framework used in this study was adopting the framework of the research conducted by Mukherjee (2020).

**Figure 2 1. Conceptual framework**



**Table 2. 1. Research Hypotheses**

| No.            | Research Hypotheses  |
|----------------|--|
| H <sub>1</sub> | Firm-created social media communication has a statistically significant impact on generation of user-generated social media communication. |
| H <sub>2</sub> | Firm-created social media communication has a statistically significant impact on brand passion.   |
| H <sub>3</sub> | User-generated social media communication has a statistically significant impact on brand passion.   |
| H <sub>4</sub> | Brand passion has a statistically significant impact on purchase intention.  |

## 3.0 METHOD AND RESULT

The research method used in this research is the quantitative method. A questionnaire with a five-point Likert scale was used as a research instrument, which was tested first through validity and reliability testing. Questionnaires are distributed online by utilizing social media to make it easier to reach respondents quickly and widely. The sample in this study was taken using a non-probability sampling technique with a purposive sampling method. It means, that only certain types of people can become respondents to provide the desired information. The sample criteria for the respondents in this study are TikTok users in Indonesia who have seen Esteh Indonesia content (both created by Esteh Indonesia and made by other TikTok users). So, the number of respondents who participated in this study was 400 respondents.

The questionnaire in this study was divided into four parts. Part I contains screening questions, which are intended to screen respondents who will fill out the questionnaire. Part II contains a demographic sample, which is intended to study the demographics of the respondents who filled out the questionnaire. Part III contains a list of contemporary aesthetic drink brands, and this section is intended to find out which beverage brands received the most social media communication just be seen by users when visiting social media (TikTok). Part IV contains several statement items related to social media communication made by the firm and social media communication created by users, where this section is intended to assess how influential the social media communication they received regarding Esteh Indonesia. The data analysis technique used is descriptive statistical analysis and Structural Equation Modeling (SEM) where the data processing used AMOS software.

Descriptive statistics are statistics used to analyze data by describing the collected data without any intention of generalizations. The presentation of data in descriptive statistics can be formed as tables, graphs, pie charts, pictograms, mode calculations, medians, mean (measurement of central tendency), decile calculations, percentiles, calculation of data distribution through the calculation of the average and standard deviation, percentage calculations (Sugiyono, 2021). Structural Equation Modeling (SEM) is a general modeling technique that can be seen as a combination of factor analysis and regression analysis. SEM models are often visualized in the form of path diagrams illustrating the expected relationships between variables (Ghauri, et al., 2020). There are two types of SEM methods, Covariance Based Structural Equation Modeling (CB-SEM) and Variance/Component-Based Structural Equation Modeling (VB-SEM) (Haryono, 2016). CB-SEM is used to confirm or reject the theory which is done by determining how well the proposed theoretical model can estimate the covariance matrix to collect sample data. Meanwhile, VB-SEM is used to develop theory in exploratory research and is carried out with a focus on explaining the variance in the dependent variable when examining the model (Hair, et al., 2017). The SEM method used in this study is Covariance Based (CB-SEM), where the aim is to provide a statement or description of the mechanism of causality (cause and effect).

Based on the collected data, it was found that the respondents in this study were dominated by female respondents by 90%, which was also dominated by respondents aged 16-25 years by 93%. The last educational background of the respondents was dominated by high school/equivalent level with a percentage of 57.25%. The occupation level of the respondents is dominated by students or college students by 73.25%, whereas the income level of the



respondents is dominated at the level of <Rp 1,500,000, which is 65.25%. In this study, it was also dominated by respondents who had been TikTok users for > 12 months by 47.25%, of which 93.75% of the reasons respondents used TikTok were dominated for entertainment. 54% of respondents use TikTok for 1-3 hours a day. The entertainment content that is most often viewed is on the percentage of 43.5% and liked by the percentage of 34.25%. Finally, 82.5% of respondents who contributed to this study were dominated by respondents who had purchased Esteh Indonesia products.

Based on the result of descriptive analysis, the average percentage in the firm-created social media communication variable is 81.5% and in the user-generated social media communication variable is 80.5%. Furthermore, the brand passion variable obtained an average percentage of 72.225%. Finally, the purchase intention variable obtained an average percentage of 81.85%.

### 3.1 Evaluating the Measurement Model

The process of testing the measurement model includes validity testing, reliability testing, and model fit test (goodness-of-fit). The validity test includes a convergent validity test and a discriminant validity test. Convergent validity tests were conducted to measure the extent to which two measures of the same concept were correlated (Hair, et al., 2019). Convergent validity was measured by calculating the Average Variance Extracted (AVE). If the AVE value is 0.50, it indicates a good convergence (Ghozali, 2017). While the discriminant validity test was carried out to measure the extent to which two measures of the same concept were conceptually different (Hair, et al., 2019). Discriminant validity was measured by comparing the square root value of the AVE with the correlation value between constructs. Discriminant validity is determined using the Fornell-Larcker criteria, where a high discriminant validity value indicates that a construct is unique (Ghozali, 2017). Next is the reliability test, where this test is carried out to measure the consistency of the measuring instrument (Sekaran & Bougie, 2016). Consistency is measured using Composite Reliability (CR), if the CR value is 0.70, it indicates the construct has good reliability (Ghozali, 2017). Finally, the model fit test, where there are three types of measures, absolute fit measures, incremental fit measures, and parsimonious fit measures (Haryono, 2016). The following are the results of the measurement model test carried out in this study.

**Table 3. 1. Convergent validity testing result**

| Variables                                       | Items | $\lambda$ | AVE     | Description |
|---|-------|-----------|---------|-------------|
| Firm-Created Social Media Communication (FCC)   | FCC1  | 0,803     | 0,56609 | Valid       |
|   | FCC2  | 0,736     |         |             |
|   | FCC3  | 0,721     |         |             |
|   | FCC4  | 0,747     |         |             |
| User-Generated Social Media Communication (UGC) | UGC1  | 0,805     | 0,62244 | Valid       |
|   | UGC2  | 0,724     |         |             |
|   | UGC3  | 0,796     |         |             |
|   | UGC4  | 0,827     |         |             |
| Brand Passion (BP)                              | BP1   | 0,782     | 0,60286 | Valid       |
|   | BP2   | 0,802     |         |             |
|   | BP3   | 0,761     |         |             |
|   | BP4   | 0,760     |         |             |

|                         |     |       |        |       |
|-------------------------|-----|-------|--------|-------|
| Purchase Intention (PI) | PI1 | 0,860 | 0,6348 | Valid |
|                         | PI2 | 0,794 |        |       |
|                         | PI3 | 0,731 |        |       |

Based on Table 3.1, the results showed that the loading factor ( $\lambda$ ) of each item was 0.70, then the AVE value of each construct was 0.50. This means that each construct was valid and shows good convergence.

**Table 3. 2. Discriminant validity testing result**

|     | FCC          | UGC          | BP           | PI           |
|-----|--------------|--------------|--------------|--------------|
| FCC | <b>0,752</b> |              |              |              |
| UGC | 0,904        | <b>0,788</b> |              |              |
| BP  | 0,606        | 0,602        | <b>0,776</b> |              |
| PI  | 0,630        | 0,621        | 0,987        | <b>0,796</b> |

Based on Table 3.2, the results showed that there is no square root value of AVE which is higher than the correlation values between other constructs.

**Table 3. 3. Reliability testing result**

| Variables                                       | Items | $\lambda$ | CR      | Description |
|---|-------|-----------|---------|-------------|
| Firm-Created Social Media Communication (FCC)   | FCC1  | 0,803     | 0,83896 | Reliable    |
|   | FCC2  | 0,736     |         |             |
|   | FCC3  | 0,721     |         |             |
|   | FCC4  | 0,747     |         |             |
| User-Generated Social Media Communication (UGC) | UGC1  | 0,805     | 0,86805 | Reliable    |
|   | UGC2  | 0,724     |         |             |
|   | UGC3  | 0,796     |         |             |
|   | UGC4  | 0,827     |         |             |
| Brand Passion (BP)                              | BP1   | 0,782     | 0,85854 | Reliable    |
|   | BP2   | 0,802     |         |             |
|   | BP3   | 0,761     |         |             |
|   | BP4   | 0,760     |         |             |
| Purchase Intention (PI)                         | PI1   | 0,860     | 0,8385  | Reliable    |
|   | PI2   | 0,794     |         |             |
|   | PI3   | 0,731     |         |             |

Based on Table 3.3, the results showed that the loading factor ( $\lambda$ ) of each item was 0.70, then the CR value of each item was 0.70. This means that every construct was reliable.

**Table 3. 4. Goodness of fit result**

| Categories                | Fit Measure | Acceptable Fit              | Result | Description  |
|---------------------------|-------------|-----------------------------|--------|--------------|
| Absolute Fit Measures     | CMIN/DF     | $CMIN/DF \leq 5$            | 2,900  | Reasonable   |
|                           | GFI         | $GFI \geq 0,90$             | 0,919  | Good Fit     |
|                           | RMR         | $RMR < 0,05$                | 0,045  | Good Fit     |
|                           | RMSEA       | $0,05 \leq RMSEA \leq 0,08$ | 0,069  | Good Fit     |
| Incremental Fit Measures  | AGFI        | $0,80 \leq AGFI < 0,90$     | 0,884  | Marginal Fit |
| Parsimonious Fit Measures | PGFI        | Values range from 0-1,      | 0,643  | Good Fit     |

|  |      |                                      |       |          |
|--|------|--------------------------------------|-------|----------|
|  | PNFI | a high value indicates a good match. | 0,449 | Good Fit |
|--|------|--------------------------------------|-------|----------|

Based on Table 3.4, the results showed that the model was declared fit. This is seen based on the acceptance criteria of each category sufficient to assess the feasibility of a model.

### 3.2 Evaluating the Structural Model

The process of evaluating the structural model includes testing the entire structural model (overall model fit) and testing hypotheses. The overall structural model is considered fit if it meets the criteria for the degree of freedom (df) and the output model is fit. If the value of the degree of freedom (df) is positive and there is the sentence "minimum was achieved", and the output of the fit model from GFI and AGFI is close to 1 and the RMR value is close to 0 then the model is considered fit. The following are the results of the structural model test conducted in this study.

**Table 3. 5. Output Notes for Model**

| <b>Computation of degrees of freedom (Default model)</b> |         |
|--|---------|
| Number of distinct sample moments                        | 120     |
| Number of distinct parameters to be estimated            | 34      |
| Degree of freedom (120-34)                               | 86      |
| <b>Result (Default model)</b>                            |         |
| <b>Minimum was achieved</b>                              |         |
| Chi-square   | 244,503 |
| Degrees of freedom                                       | 86      |
| Probability level  | ,000    |

Based on Table 3.5, the results showed that the degree of freedom computation (df) obtained in a positive value of 86, and there was the sentence "minimum was achieved", meaning that the testing process can be conducted.

**Table 3. 6. Output Model Fit**

| Model              | NPAR | CMIN     | DF  | P    | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model      | 34   | 244,503  | 86  | ,000 | 2,843   |
| Saturated model    | 120  | ,000     | 0   |      |         |
| Independence model | 15   | 555,089  | 105 | ,000 | 5,287   |
| Zero model         | 0    | 2992,500 | 120 | ,000 | 24,938  |

**Table 3. 7. Output Model Fit**

| Model         | RMR  | GFI  | AGFI | PGFI |
|---------------|------|------|------|------|
| Default model | ,046 | ,918 | ,886 | ,658 |



| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,341 | ,815  | ,788 | ,713 |
| Zero model         | ,398 | ,000  | ,000 | ,000 |

Based on Tables 3.6 and 3.7, the results showed that GFI and AGFI obtained values close to 1, namely 0.918 and 0.886, while RMR obtained relatively small values close to 0. This supports the statement that the model was fit.

**Table 3. 8. Hypotheses testing result**

| Hypotheses | Variables |      |     | $\beta$ | t-value | p-value | Description   |
|------------|-----------|------|-----|---------|---------|---------|---------------|
| H1         | UGC       | <--- | FCC | 0,903   | 14,604  | ***     | Supported     |
| H2         | BP        | <--- | FCC | 0,362   | 2,015   | 0,044   | Supported     |
| H3         | BP        | <--- | UGC | 0,288   | 1,667   | 0,096   | Not Supported |
| H4         | PI        | <--- | BP  | 0,994   | 17,030  | ***     | Supported     |

Based on Table 3.8, it is obtained four results of hypotheses testing. First, H1 is supported because t-value ( $14.604 \geq 1.967$ ) and p-value ( $0.000 \leq 0.05$ ). So, firm-created social media communication has a statistically significant effect on user-generated social media communication. This means that Esteh Indonesia's social media communication on TikTok affects social media communication made by TikTok users. This research was in line with research conducted by Mukherjee (2020) where the results explain that firm-created social media communication has a statistically significant positive effect on user-generated social media communication. Previous research conducted by Ceballos, et al., (2016) also has similar research results, where when companies increase communication efforts through social media it will also increase user engagement with brands. According to Lipschultz (Tamarasari, et al., 2021), firm-created social media communication is built to create interaction with the audience which in the future will raise perceptions of the company. So that it will provoke the audience to provide a review of the communicated product. So, it is important for Esteh Indonesia to always improve the performance of her social media communication.

Second, H2 is supported because t-value ( $2.015 \geq 1.967$ ) and p-value ( $0.044 \leq 0.05$ ). So, firm-created social media communication has a statistically significant effect on brand passion. This means that Esteh Indonesia's social media communication on TikTok affects consumer's emotions in building brand passion. This research was in line with research conducted by Mukherjee (2020), where the results explain that firm-created social media communication has a statistically significant positive effect on brand passion. Brand passion is a positive attitude towards a particular brand that leads to emotional attachment and influences relevant behavioral factors (Bauer, et al., 2007). Another definition of brand

passion from the latest research conducted by Albert, et al. (2013) is a psychological construction consisting of excitement, infatuation, and obsession with a brand. Brand passion is part of brand love, where brand love can be built from the connectedness felt by customers regarding a brand (Bergkvist & Bech-Larsen, 2010). So, Esteh Indonesia needs to create social media communication that can meet the expectations of the audience so that it can affect the audience's emotions in building brand passion.

Third, H3 is not supported because  $t\text{-value} (1.667) \leq 1.967$  and  $p\text{-value} (0.096) \geq 0.05$ . So, user-generated social media communication does not have a statistically significant effect on brand passion. This means that social media communications made by TikTok users have no effect on consumer's emotions in building brand passion. This study was in line with research conducted by Tamarasari, et al. (2021), where the results explain that there is no influence between user-generated social media communication on brand passion. According to research conducted by Berthon and Campbell (Tamarasari, et al., 2021), the contribution of consumers in creating content with the aim of self-promotion, intrinsic enjoyment, and changing public perceptions has no impact on the audience's passion for the content.

Fourth, H4 is supported because  $t\text{-value} (17.030) \geq 1.967$  and  $p\text{-value} (0.000) \leq 0.05$ . So, brand passion has a statistically significant effect on purchase intention. This means that the emotions of TikTok users in building brand passion affect consumer's purchase intention for Esteh Indonesia products. This study was in line with research conducted by Mukherjee (2020), where the results explain that brand passion has a statistically significant positive effect on purchase intention. In line with the research conducted by Sarkar, et al. (2012) where brand passion which is a dimension of brand love has also been shown to have a positive effect on purchase intention. The research contributes to marketing theory by offering a complementary perspective for understanding an individual's emotional attachment to brands. So, marketers need to be able to influence the emotions of their audience to continue to think about the communicated brand so that later it can generate purchase intention for the brand compared to other brands.

## 4.0 CONCLUSION

From the results of the research that has been done, the following conclusions are obtained. The model used in this study is robust and can be applied to the population used. This can be seen from the results of the Goodness of Fit test, which shows a fit result because each goodness-of-fit group from the three types of measurement is represented and met the acceptance criteria. Firm-created social media communication has a statistically significant effect on user-generated social media communication. This shows that the higher the level of communication and the more interesting the content that Esteh Indonesia created on TikTok, it can also affect the social media communication that will be made by its users. Firm-created social media communication has a statistically significant effect on brand passion. This shows that the social media communication by Esteh Indonesia on TikTok will affect the emotions of social media users towards the communicated brand. User-generated social media communication has no statistically significant effect on brand passion. This shows that the level of social media communication made by users will not affect passion so there is a lack of consumer intention in the communicated brand, namely Esteh Indonesia. The lack of intention can be caused by many things, just to mention the level of content produced on

TikTok by other users about Esteh Indonesia not meeting the expectations of other TikTok users. Brand passion has a statistically significant effect on purchase intention. This shows that the higher the passion of TikTok users for the Esteh Indonesia brand, the more TikTok users can be influenced to purchase Esteh Indonesia products.

## 5.0 SUGGESTION

The suggestion that researchers can give to Esteh Indonesia is that it is necessary to increase communication activities on TikTok that can make the audience interested and think about the Esteh Indonesia brand all day so that it can generate purchase intention in their minds. The way that Esteh Indonesia can do with, first, to create content that is suitable for Esteh Indonesia's TikTok audience. This can be done by utilizing the audience database where the content produced will be relevant and affect the audience's emotions so that it generates purchase intention in their minds. Second, create content that can create trends. This can be done by adapting the current trend and then modifying it to add the characteristics of Esteh Indonesia until it finally becomes a new trend. The new trend attached to Esteh Indonesia products will attract the attention of the audience so that it will affect the audience's emotions and create purchase intention in their minds.

The suggestion for the next researcher is that if the next researcher wants to research a similar topic, it is advisable to research social media other than TikTok, such as Instagram, Twitter, Facebook, and others. Or even it is advisable to conduct research on other companies besides beverage products to expand the research.

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