

THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON PURCHASE INTENTION WITH BRAND AWARENESS, BRAND IMAGE, BRAND EQUITY AS INTERVENING VARIABLES ON KOPI JANJI JIWA IN BANDUNG CITY

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ABSTRACT

The increasing use of social media is used by business to do social media marketing which allows companies to directly communicate with consumers and share information easily, such as on social media. Social media is increasingly becoming an alternative media that is used to carry out various interests, one of which is business. The object of this research is Kopi Janji Jiwa, which is one of the national coffee shops that is aggressively marketing on social media, especially Instagram. Instagram is a social media with the second largest number of penetrations in Indonesia. This study aims to determine whether the social media marketing activity (SMMA) on the Janji Jiwa has an effect on creating brand awareness and brand image which then affects a person's brand equity and purchase intention. The study was conducted on Instagram users who live in the city of Bandung and are aware of the marketing of Jiwa Jiwa on Instagram and obtained 385 respondents. This research method is quantitative with data processing using AMOS software version 24. The results show that SMMA has an effect on the formation of awareness and image of a brand which can be the basis for one's brand equity and subsequently affect purchase intention.

Keywords: Coffee Shop, Purchase Intention, SEM, Social Media Marketing.

1.0 INTRODUCTION

Technological developments encourage internet use which continues to increase and as much as 87% of internet use in Indonesia is used to access social media (Badan Pusat Statistik, 2020). One of the areas that have the largest contribution to internet penetration in Indonesia is the Java region and West Java ranks first in the number of internet users in Java, which is as many as 35.1 million users (Asosiasi Penyelenggara Jasa Internet Indonesia, 2020). The phenomenon of using social media is used by businesses to do marketing and it becomes a marketing alternative to increase sales (Azis, 2021). In addition, social media is also used to increase brand awareness and create a positive image. Instagram is a social media with the second largest number of penetrations in Indonesia, so its use is increasingly being used in business (Statista, 2021). In this modern era, lifestyles are constantly changing, one of which is the habit of drinking coffee. The trend of drinking coffee that used to only be enjoyed in

ordinary coffee shops is now growing with the emergence of many modern coffee shop outlets, where enjoying coffee has become part of a lifestyle. This is in line with the continued increase in coffee consumption in Indonesia, which until 2020 has reached 4.8 million 60 kg coffee bags (Statista, 2021). The city of Bandung, which is one of the big cities in Indonesia, certainly cannot be separated from the growth of coffee shops, it was recorded that in 2020 there were already 227 coffee shops (Dinas Kebudayaan and Pariwisata Kota Bandung, 2020).

Janji Jiwa is a brand from Jiwa Group that focuses on selling coffee. Janji Jiwa is a 'Grab & Go' coffee brand that adopts a fresh-to-cup concept by serving a selection of local Indonesian coffee (Jiwa Group, 2021). Kopi Janji Jiwa is one of the national coffee shops which in 2020 has the largest number of outlets in Indonesia, which is 800 outlets (Statista, 2020). The rapid growth of Janji Jiwa outlets was forced to be hampered due to the problem of declining sales experienced at the beginning of the 2020 pandemic and resulting in a 40% decline in its beverage and food products so that Janji Jiwa was unable to open new outlets (liputan6, 2020). This problem of declining sales, of course, must be fixed by Janji Jiwa by attracting buyers' interest in the midst of a pandemic. One of the efforts that can be done is to do marketing through social media because, in this pandemic period, social media is increasingly becoming an alternative media that is used to carry out various interests, one of which is business. Marketing through social media can keep consumers engaged with brands and to increase brand exposure and increase brand awareness which can be the basis for consumers' purchase decisions (Clow & Baack, 2018).

Marketing plays an important role in ensuring that consumers engage and engage effectively to generate awareness and purchase intention (Andersen et al., 2018). The use of social media in marketing is carried out, among others, to increase audience awareness of the brand, and create a positive perception of the brand, where these two aspects can be the basis for someone in determining brand preferences. Social media marketing is becoming an important part of any successful organization's marketing strategy, and its use is growing (Rana et al., 2020). The emergence of social networking sites globally has brought a paradigm shift in word-of-mouth communication (Heggde & Shainesh, 2018). If someone already has a strong recognition, perception, and foundation of a brand, it is expected that it will attract stronger buying interest. Several previous studies also explained that social media marketing activities (SMMA) have a strong impact in creating brand awareness which provides a positive relationship to brand equity and consumer purchase intentions (Guha et al., 2021). Khan (2021) also explains that SMMA plays an important role in encouraging brand attitude and purchase intention. SMMA also has a significant effect on two elements of brand equity, namely brand image, and brand awareness (Seo & Park, 2018). Based on the description, this study was conducted to determine the effect of social media marketing activities on purchase intention in Kopi Janji Jiwa with brand awareness, brand image, and brand equity as intervening variables.

2.0 LITERATURE REVIEW

Social media marketing is based on how companies can use interactions between consumers to increase brand awareness and minimize negative mentions (Chaffey & Smith, 2017). This study uses five dimensions of SMMA based on previous research, namely interactivity,

informativeness, personalization, trendiness, and word-of-mouth (WOM) (Guha et al., 2021). Interaction can help customers to learn from engagement by uploading comments and replying to comments, sending messages, rating content, and tagging content in certain categories (Chaffey & Smith, 2017). Basically, content has a purpose to be informative (Charlesworth, 2018). Personalization is done by providing relevant content and offers based on clear segmentation and targeting so that consumers will make decisions based on their preferences for brands (Chaffey & Smith, 2017). Furthermore, the term 'trend' has become commonplace because of the influence of social media, such as the use of Facebook, Instagram, and other social media that provide the appearance of personalized 'trend' feeds (Grewal et al., 2021). In addition, word-of-mouth recommendations become an important part of the engagement that can work more effectively on online media than offline (Chaffey & Smith, 2017).

Branding begins with awareness which can be achieved by featuring the brand name in repeated advertising and other marketing messages that will grab the attention of the buyer and increase the likelihood that a brand will be retained in the consumer's long-term memory and recalled during the buying process (Clow & Baack, 2018). The brand image of a company reflects the feelings about the organization, product, or product line that consumers and businesses have to start with developing brand awareness. Marketers can also design social media programs to enhance brand image and can be used to gather useful information (Clow & Baack, 2018). Brand equity is the added value given to a product or service that is reflected by consumers in the way they think and act with the brand. In addition, brand equity is also reflected in preferences, perceptions, and behaviors related to aspects of brand marketing (Kotler & Keller, 2016). The higher and more positive the brand awareness, the stronger the brand image and the better the brand equity owned by the company (Zeithaml et al., 2018). Purchase intention will also increase by about five percent greater when a viral message is recommended via social media by a friend rather than a company (Clow & Baack, 2018).

According to Guha et al., (2021) currently many marketers use social media platforms as advertising media to introduce products to a wide audience. Social media marketing allows consumers to engage with brands based on how companies use interactions between consumers to increase brand awareness and minimize negative mentions (Chaffey & Smith, 2017). Seo & Park (2018) also explain that social media marketing significantly affects brand image and brand awareness.

Brand identity and symbol are very significant influencers of brand awareness that can affect the brand image of a brand (Marques et al., 2020). Furthermore, according to Guha et al., (2021) awareness has a significant positive influence in the formation of brand image which can influence consumer decision making, and through social media, awareness can be formed to develop a positive image of a product. A good brand image needs to be formed because it becomes the basis for the impression of the product in the minds of customers.

Research conducted by Rizwan et al., (2021) explains that brand awareness has a significant effect as a dimension of brand equity because brand awareness has a strong relationship with purchase intention. Guha et al., (2021) also explained that brand awareness is the key and the requirements needed by consumers to remember brands in different conditions and become

one of the constructions of brand equity because it can lead to the creation of strong brand equity.

In Febriyantoro's research (2020) brand awareness can have a positive influence on customers' purchase intentions. This can be done through brand advertising which can help increase customers' intention to buy the product for the first time. In addition, the level of awareness can also increase because customers begin to spread the product's positive word of mouth, which can result in customer willingness to buy the product. According to Maria et al., (2019) purchase intention is determined by how well consumers know the brand, where consumers will buy products with brands they know.

Cheung et al., (2020) in their research explain that social media marketing activities will have an effect on creating a brand image through interactions between consumers and the content of a product. Social media marketing activities can also contribute to creating a positive brand image that can strengthen the credibility of a brand. Seo & Park's research (2018) also explains that social media has an impact on how consumers think or behave about brands because of active participation among consumers.

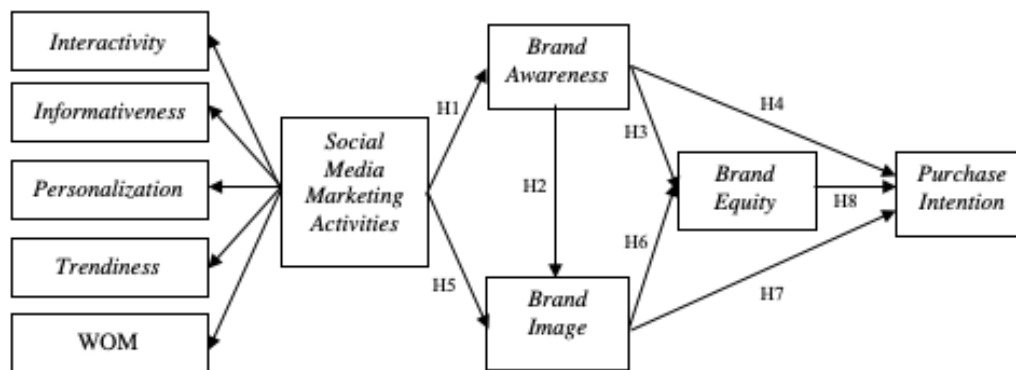
Zeithaml et al., (2018) explained that the higher and more positive the brand awareness, the stronger the brand image and the better the brand equity owned by the company. The research of Guha et al., (2021) explains that brand image is one of the main constructions in the formation of brand equity. In addition, brand image is considered as one of brand equity's constructs and it has been shown in his studies that brand image will lead to the formation of strong brand equity.

According to Febriyantoro (2020), it is very important to form a positive image of a brand because having a positive image in consumers' minds will produce a positive attitude towards the existence of the brand. In addition, consumers also use brand images that are strong to develop intentions to buy a brand. Guha et al., (2021) also explain that social media marketing activities are also useful for creating a brand image which can be a strong construction in creating brand equity.

Brand equity has a significant influence on purchase intention because brand equity is the value of a brand or product related to a person's opinion and intention to buy a product. In addition, during the brand selection process, brand equity should be the main focus of companies and marketers to get a better market share (Rizwan et al., 2021). Then according to Guha et al., (2021) brand equity will have an effect on purchase intention because the equity of a brand is a requirement to form brand preferences in determining purchases.

The framework research shown below clarifies the correlation research model and shows that the focus of this research is on social media marketing activities (SMMA) as an independent variable which has five dimensions, namely interactivity, informativeness, personalization, trendiness, and word of mouth (WOM). Brand awareness, brand image, and brand equity as intervening variables, and purchase intention is the dependent variable. Figure 2.1. shows the conceptual framework used in this study which was adopting the framework of the research conducted by Guha et al., (2021).

Figure 2. 1. Conceptual Framework



Based on the conceptual framework as shown in Figure 2.1. the hypothesis in this study was determined as follows.

H_1: Social media marketing activities have a positive effect on creating brand awareness for Janji Jiwa.

H_2: Brand awareness has a positive effect on the brand image of Janji Jiwa.

H_3: Brand awareness has a positive effect on the brand equity of Janji Jiwa.

H_4: Brand awareness has a positive effect on Janji Jiwa's purchase intention.

H_5: Social media marketing activities have a positive effect on creating the brand image of Janji Jiwa.

H_6: Brand image has a positive effect on the brand equity of Janji Jiwa.

H_7: Brand image has a positive effect on Janji Jiwa's purchase intention.

H_8: Brand equity has a positive effect on Janji Jiwa's purchase intention.

3.0 METHOD AND RESULT

3.1 Method

This study uses a quantitative method with a causal approach. The approach to theory development in this research is deductive in nature and aims to test hypotheses with general theories or concepts which are then detailed (Hermawan & Amirullah, 2016). The involvement in this research is minimal interference, where the intervention of the researcher is minimal and the background of this research is non-contrived, that is, the research is conducted in a natural environment where events run normally (Sekaran & Bougie, 2016). The timing of this research is cross-sectional studies, i.e. studies can be carried out in which data is only collected once, with perhaps several days, weeks, or months to answer the research question (Sekaran & Bougie, 2016).

The strategy used in this research is a survey with a questionnaire to obtain primary data distributed online. Sampling was carried out using a non-probability sampling technique and the type of purposive sampling using the Lemeshow formula so that 385 samples were obtained from the population of Instagram users who live in the city of Bandung and are aware of the marketing of Janji Jiwa on Instagram. Measurement of answers to the research questionnaire using a Likert scale with five answer choices, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. This study will also use secondary data obtained from literature sources such as journals and books related to research problems

and topics. This study uses SEM analysis because it supports the research objective to test and show the relationship between variables in a model and includes Covariance Based SEM (CB-SEM). The test is carried out using the Analysis of Moment Structure (AMOS) software version 24 and consists of two parts, namely the measurement section to test the validity and reliability of the constructs and the structural section to determine the relationship between constructs that have a causal relationship.

3.2 Result

The results showed that the respondents were dominated by women with a percentage of 78% and the age of respondents was dominated by 80% of respondents aged 17 to 25 years. The dominance of respondents aged 17 to 25 years in this study is due to the target market of Janji Jiwa, which starts from young people to adults, where Janji Jiwa has a coffee taste that is not too heavy and the availability of non-coffee menu options makes its products attractive to young people and adults who are more choose coffee with a light taste. In addition, the prices offered on the various menus are also affordable prices for students and workers who are looking for alternative coffee flavors at affordable prices. The 'Grab & Go' concept from Janji Jiwa also makes it an option for the youth because it is more practical to get coffee in the midst of activities and outlets scattered in easily accessible locations.

The last education in this study was dominated by respondents with the last education of high school (65%) so it was related to the dominance of the respondent's work, namely 78% of respondents were students and monthly income of less than IDR 1,500,000 became the income of the majority of respondents with a percentage of 61%. The majority reason of respondents visit coffee shops because they serve good coffee (26%) followed by reasons because the place is comfortable (24%). A total of 280 respondents spent an average of less than IDR 200,000 for coffee at a coffee shop within a month. The preference for the coffee variant is dominated by the latte variant, as many as 28% of respondents chose that variant.

Descriptive analysis of social media marketing activities variables which consists of five dimensions produces a total score of 24343 with a percentage of 84.3% so that the respondent's responses to the variables are included in the category of strongly agree with the largest value on one of the indicators of the informativeness dimension which explains that social media pages related with Janji Jiwa offer useful information. The results of the descriptive analysis of the brand awareness variable show a total score of 5204 with a percentage of 90% so it is included in the category of strongly agree with the indicator that produces the largest value is the indicator that states that the respondent is familiar with the Kopi Janji Jiwa product. The brand image variable resulted in a total score of 4997 with a percentage of 86.5% and the indicator with the largest value was the one that stated that Kopi Janji Jiwa offers trustworthy products. Furthermore, the brand equity variable produces a total percentage of 84.6% with a total score of 6515 so it is included in the category of strongly agree with the indicator that has the largest percentage which states that if other brands are no different from Kopi Janji Jiwa, it seems that it is better to buy Kopi Janji Jiwa product. Furthermore, the purchase intention variable produces a total score of 6727 (87.3%) so the respondents' responses are in the category of strongly agree with the indicator that has the highest percentage result is the indicator that states that the respondent plans to buy Kopi Janji Jiwa products in the future.

3.3 Measurement Model

Measurement model testing was conducted to test model identification, construct validity and construct reliability. The degree of freedom is related to the identification model, which is to ensure the availability of sufficient information to identify a solution to the structural equation formed (Santoso, 2018). A good model for further model assessment is the overidentified category model, which produces a positive df value ($df > 0$) (Santoso, 2018). The value of the degree of freedom (df) shows the number 341 which means it is positive and includes the overidentified category. A positive df value means that the model form can be used at the next testing stage. The construct validity test is carried out to determine whether the indicators in a construct model are part of the construct that can explain the construct and the test is carried out with convergent validity and discriminant validity tests. (Santoso, 2018). In the early stages of research, the convergent validity value of 0.50-0.60 indicates a valid indicator, while for the cut-off value of the average value of variance extracted (AVE) the minimum requirement is 0.50 to be a sign of good convergence (Ghozali, 2017). Table 3.1. shows the results of the convergent validity test and all indicators produce loading estimate and variance extracted (AVE) values > 0.50 so that all construct indicators in this study are declared valid and each construct shows good convergence between indicators to explain the existing constructs.

Table 3.1. Convergent Validity

Construct (Latent Variable)	Indicator	Standard Loading Estimate	Variance Extracted (AVE)	Description
Interactivity	Inter1	0,770	0,511	Valid
	Inter2	0,745		Valid
	Inter3	0,620		Valid
Informativeness	Info1	0,758	0,502	Valid
	Info2	0,735		Valid
	Info3	0,625		Valid
Personalization	Pers1	0,669	0,514	Valid
	Pers2	0,793		Valid
	Pers3	0,682		Valid
Trendiness	Trend1	0,720	0,553	Valid
	Trend2	0,804		Valid
	Trend3	0,702		Valid
Word-of-Mouth	WOM1	0,684	0,527	Valid
	WOM2	0,723		Valid
	WOM3	0,768		Valid
Brand Awareness	BA1	0,778	0,563	Valid
	BA2	0,772		Valid
	BA3	0,698		Valid

Brand Image	BI1	0,748	0,529	Valid
	BI2	0,787		Valid
	BI3	0,639		Valid
Brand Equity	BE1	0,765	0,590	Valid
	BE2	0,835		Valid
	BE3	0,760		Valid
	BE4	0,706		Valid
Purchase Intention	PI1	0,717	0,559	Valid
	PI2	0,772		Valid
	PI3	0,810		Valid
	PI4	0,684		Valid

A discriminant validity value that is high indicates a construct is unique and the test is carried out by comparing the square root value of the AVE with the correlation value between constructs and the AVE square root value which is higher than the correlation between other constructs indicating good discriminant validity (Ghozali, 2017). Discriminant validity test results are shown in Table 3.2. and based on these results all constructs have a higher value than the correlations between other constructs so it shows good discriminant validity, that is, each construct is completely different from other constructs so it can capture the phenomena measured in this study.

Table 3.2. Discriminant Validity

	Inter	Info	Pers	Trend	WOM	BA	BI	BE	PI
Inter	0,715								
Info	0,56	0,708							
Pers	0,26	0,30	0,717						
Trend	0,43	0,36	0,32	0,743					
WOM	0,28	0,23	0,20	0,22	0,726				
BA	0,45	0,46	0,35	0,37	0,33	0,750			
BI	0,34	0,42	0,47	0,29	0,17	0,30	0,727		
BE	0,38	0,32	0,30	0,33	0,41	0,24	0,29	0,768	
PI	0,25	0,35	0,20	0,36	0,34	0,34	0,32	0,41	0,747

Measurement of reliability is carried out with composite (construct) reliability with the cut-off value criteria for construct reliability of at least 0.70 but the reliability value of 0.60 - 0.70 is still acceptable if the validity of the indicators in the model is declared good (Ghozali, 2017). The results of the reliability test are shown in Table 3.3. and all constructs in this study resulted in a construct reliability value of > 0.7 so that it was declared reliable.

Table 3.3. Construct Reliability

Construct (Latent Variable)	Indicator	Construct Reliability	Description
Interactivity	Inter1	0,756	Reliable
	Inter2		
	Inter3		

Informativeness	Info1	0,750	Reliable
	Info2		
	Info3		
Personalization	Pers1	0,736	Reliable
	Pers2		
	Pers3		
Trendiness	Trend1	0,787	Reliable
	Trend2		
	Trend3		
Word-of-Mouth	WOM1	0,769	Reliable
	WOM2		
	WOM3		
Brand Awareness	BA1	0,794	Reliable
	BA2		
	BA3		
Brand Image	BI1	0,770	Reliable
	BI2		
	BI3		
Brand Equity	BE1	0,851	Reliable
	BE2		
	BE3		
	BE4		
Purchase Intention	PI1	0,834	Reliable
	PI2		
	PI3		
	PI4		

Goodness-of-Fit (GOF) is carried out to measure whether the input observations are covariance matrices or correlations with predictions from the proposed model. Table 3.4. shows the results of the goodness of fit test and there are two marginal fit results, which means it is still acceptable because it is close to the range of fit acceptance values. While other measurements produce values that achieve a good fit, which has a good fit because it reaches the recommended value range (Ghozali, 2017)? Overall, the results of the goodness of fit test in each category have good fit results, so that the model is declared fit and the test can be continued to the next stage.

Table 3.4. The goodness of Fit Test Results

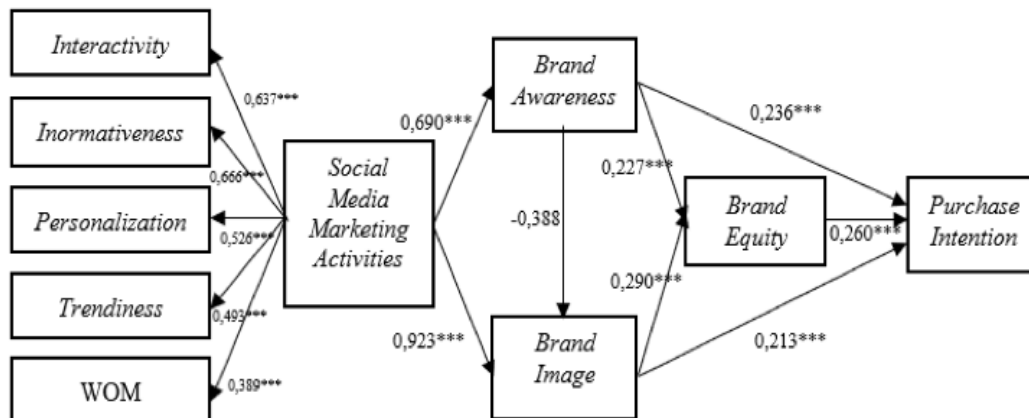
Fit Category	Fit Measure	Acceptable Fit	Result	Description
Absolute Fit Measures	CMIN/DF	$CMIN/DF < 2$	1,468	Good Fit
	GFI	$GFI \geq 0,90$	0,910	Good Fit
Incremental Fit Measures	AGFI	$AGFI \geq 0,90$	0,885	Marginal Fit
	TLI	$0 \leq TLI \leq 1,0$	0,788	Good Fit
	NFI	$0 \leq NFI \leq 1,0$	0,616	Good Fit
Parsimony Fit Measures	PNFI	$0.60 \leq PNFI \leq 0.90$	0,517	Marginal Fit
	PCFI	$0 \leq PCFI \leq 1,0$	0,691	Good Fit

3.4 Structural Model

Furthermore, testing the structural model by connecting latent variables through a system of simultaneous equations and used to determine the relationship between constructs that have a

cause-and-effect relationship (Santoso, 2018). The results of processing the structural model in this study are shown in Figure 3.2.

Figure 2. Results of Structural Model Processing



The test results produce an R-Square purchase intention value of 0.269 or which means that 27% of the purchase intention variability can be explained by the constructs of brand awareness, brand image, and brand equity. While the rest (73%) is explained by another factor that is not measured in this study. Then hypothesis testing is carried out using the t-value which in the AMOS 24 program is the Critical Ratio (C.R) value of the overall fit model with a significance level of 0.05 (Junaidi, 2021). This research hypothesis test is based on one-tail hypothesis test criteria, that is, if the Critical Ratio (C.R) critical value then H_0 is rejected or the research hypothesis is supported by a one-tail critical value is 1.65 (Indrawati, 2015). The results of testing the research hypothesis are shown in Table 3.4.

Table 3.4. Hypothesis Test

Hypothesis	Effect	Standardized Estimate	S.E.	C.R.	P	Description
H_1	SMMA --> BA	0,690	0,163	5,860	***	H_1 supported
H_2	BA --> BI	-0,388	0,161	-2,654	0,008	H_2 rejected
H_3	BA --> BE	0,227	0,078	3,317	***	H_3 supported
H_4	BA --> PI	0,236	0,063	3,314	***	H_4 supported
H_5	SMMA --> BI	0,923	0,320	4,395	***	H_5 supported
H_6	BI --> BE	0,290	0,072	4,167	***	H_6 supported
H_7	BI --> PI	0,213	0,056	3,041	0,002	H_7 supported
H_8	BE --> PI	0,260	0,055	3,682	***	H_8 supported

SMMA: Social Media Marketing Activities, BA: Brand Awareness, BI: Brand Image,

BE: Brand Equity, PI: Purchase Intention

P *** = 0,000

The test results show that the five dimensions of SMMA have a significant contribution to SMMA. This can be seen from the value of the coefficient of each path, namely interactivity (

$\beta=0,637, P<0,05$), informativeness ($\beta=0,666, P<0,05$), personalization ($\beta=0,526, P<0,05$), trendiness ($\beta=0,493, P<0,05$), and WOM ($\beta=0,389, P<0,05$). The first hypothesis is that social media marketing activities have a positive influence on creating brand awareness of Janji Jiwa and based on the testing results, it has met the requirements with a t value of 5.860 (> 1.65) and a P value of 0.000 (< 0.05) so that H₁ is supported by the results. study. This means that social media marketing, which consists of five dimensions, has a positive influence on the formation of brand awareness of Janji Jiwa. The results of this hypothesis are in line with the results of Sisilia & Giri (2020) research that explains companies can take advantage of marketing strategies on social media. Research by Guha et al., (2021) also states that social media marketing activities have a very strong impact in creating brand awareness. In addition, the results of this hypothesis are also the same as research conducted by Seo & Park (2018) which explains that social media marketing can significantly affect brand awareness and brand image. Next, the research results of Cheung et al., (2020) also stated that social media marketing activities consisting of trendiness, customization, entertainment, interaction, and EWOM affect brand awareness which is brand knowledge's important component.

The second hypothesis of this research is that brand awareness has a positive influence on the brand image of Janji Jiwa which produces a t value of -2.654 (< 1.65). Based on these results, H₂ is not supported by the results of the study, and brand awareness has no effect on the brand image of Janji Jiwa. The results of this study are different from the research of Marques et al., (2020) which states that brand awareness that can be created by having a strong brand identity and symbol can affect the brand image of a brand. This is because previous research was conducted on brands that did rebranding so that new brand awareness was formed and rebranding gave an innovative impression so that it affected its brand image. Meanwhile, in this study, Janji Jiwa is not a newly rebranded brand, and in Janji Jiwa products, namely drinks and introductory foods, it is not enough to determine the company's image because in general the image of the product consumed can be determined based on the perceived quality.

The third hypothesis of this research is that brand awareness has a positive influence on the brand equity of Janji Jiwa and produces a t-value of 3.317 (> 1.65) and a P value of 0.000 (< 0.05), so that H₃ is supported by the results of the study. This means that the better a person's awareness and knowledge of the brand will affect the perception and add to the value of a person towards the Janji Jiwa brand. The results of this study are the same as the research of Guha et al., (2021) which explains that brand awareness is construction to create strong brand equity because brand awareness is a requirement for consumers to remember brands. The results of the study are also strengthened by the results of research by Rizwan et al., (2021) which states that brand awareness has a significant effect as a dimension of brand equity and has a strong relationship with purchase intention.

The fourth hypothesis is that brand awareness has a positive influence on the Janji Jiwa purchase intention and the results of the hypothesis test show a t-count value of 3.314 (> 1.65) and a P value of 0.000 (< 0.05) so that H₄ is supported by the results of the study. This means that better a person's level of awareness of the Janji Jiwa brand will affect the purchase intention of the product. The results of this study are the same as the results of research by Maria et al., (2019) which explains that in determining purchase intentions, consumer

awareness of a product brand is highly considered because consumers tend to choose products from well-known brands. Then the research of Guha et al., (2021) also explains the same result, namely that brand awareness that can be created by social media activities such as Facebook has a significant influence on a person's purchase intention. Brand awareness also has a positive effect on purchase intention through brand advertisements and positive responses distributed by consumers (Febriyantoro, 2020).

The fifth hypothesis is that social media marketing activities have a positive influence on creating a brand image of Janji Jiwa which produces a t-value of 4.395 (> 1.65) and a P value of 0.000 (< 0.05) so that H₅ is supported by the results of the study. This shows that marketing through social media can create a brand image of Janji Jiwa which is carried out by uploading various information content related to products to product reviews that trigger the creation of a brand image. These results are the same as the research of Seo & Park (2018) which explains that through social media, the way consumers think and behave in making purchases will be affected because of interactions between fellow consumers who share their responses about a product so as to create a brand image. In addition, the research of Cheung et al., (2020) also explains the same result, namely that social media marketing activities have an influence in the formation of a brand image because of the interaction between consumers which also plays a role in strengthening brand credibility.

The sixth hypothesis is that brand image has a positive effect on the brand equity of Janji Jiwa resulting in a t value of 4.167 (> 1.65) and a P value of 0.000 (< 0.05) and based on these results, H₆ is supported by the results of the study. This means that a person's strong brand image towards the Janji Jiwa brand will increasingly provide a foundation for added value to brand equity. The results of this study are in line with the research of Guha et al., (2021) which explains that brand image is one of the main constructs in the formation of brand equity which has been shown in their study that brand image will lead to the formation of brand equity.

The seventh hypothesis is that brand image has a positive influence on the purchase intention of Janji Jiwa based on the results of hypothesis testing resulting in a t-count value of 3.041 (> 1.65) and a P value of 0.002 (< 0.05) so that H₇ is supported by the results of the study. This means that a person's strong brand image of the Jiwa brand will have a positive influence on the purchase intention of the Janji Jiwa product. The results of this hypothesis are reinforced by the results of research by Febriyantoro (2020) which states that having a positive brand image is very important because it is expected consumer that has a positive image will produce a positive attitude towards the brand. In addition, consumers also use a strong brand image to develop intentions to buy a brand. The research of Guha et al., (2021) also explains that brand image is a strong construction in creating brand equity which can then strengthen the understanding of brand excellence, so it can be assumed that a strong brand image will increase consumers' purchase intentions.

The eighth hypothesis is that brand equity has a positive influence on the Janji Jiwa purchase intention resulting in a t-count value of 3.682 (> 1.65) and a P value of 0.000 (< 0.05) so that H₈ is supported by the results of the study, which means that brand equity has a positive influence on Janji Jiwa's purchase intention. This means that the better the foundation of a person's brand equity on the Jiwa brand, the more positive effect on their purchase intentions.

The results of the study are the same as the research of Guha et al., (2021) which states that brand equity will have an effect on purchase intention because the equity of a brand can shape brand preferences in determining purchases. Next research by Rizwan et al., (2021) also explains that brand equity has a significant influence on purchase intention because brand equity is the value of a product or brand related to a person's opinion and intention to buy a product.

4.0 CONCLUSION

Based on the results of this study, it can be seen that social media marketing activities affect the formation of brand awareness, and brand image which can be the basis of one's brand equity which then leads to purchase intention. Then it is known that informativeness is the dimension with the largest contribution value to social media marketing activities, this means that informative content on social media pages can attract attention because of the new and complete information to the audience about Kopi Janji Jiwa products. The variability of purchase intention can be explained by 27% by the constructs of brand awareness, brand image, and brand equity which are driven by social media marketing. While the rest is explained by other factors not measured in this study, such as the recommendation of friends, the results of a review, or the influence of influencers such as food vloggers. The biggest influence on purchase intention is generated by brand equity, which means that a person's purchase intention towards the Janji Jiwa is based on a preference for the brand that is formed from the introduction and good perception of the brand. Generation Z can also be the right target market for Janji Jiwa because most of the respondents are a generation with an age range of 17-25 years who actively use social media to find new and interesting things. So that promotion through social media can be an effective strategy to increase sales again while minimizing spending in the midst of the pandemic through the formation of brand awareness to a wider audience, increasing values and attitudes towards the Janji Jiwa brand which can increase the demand for the Janji Jiwa product.

5.0 SUGGESTION

Suggestions that can be given by the author for the company, namely Kopi Janji Jiwa can maintain and develop marketing through social media through content by paying attention to various important components such as interaction, information and personalization. The suggestions for further researchers, namely to conduct research on other social media, such as TikTok or Twitter, and to conduct similar research in different companies in the same industry to be able to know the comparison of research results.

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