THESIS

THE EFFECT OF SOCIAL MEDIA MARKETING AND BRAND IMAGE ON CUSTOMER PURCHASING DECISION IN SS DESSERT MAKASSAR

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compiled and submitted by

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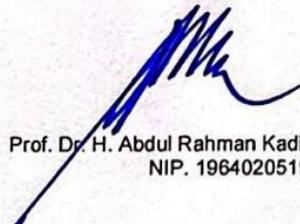
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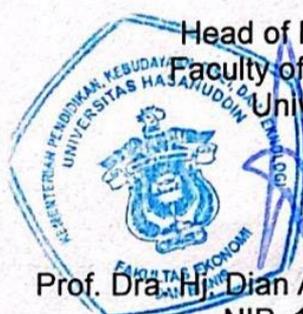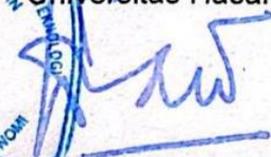
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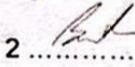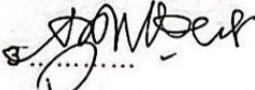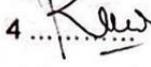NIP. 196204051987022001

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Makassar, July 21, 2022

Ihsani Nurul Izzah

PREFACE

Bismillahirrahmanirrahim.

All praise to Allah Subhanahu wa ta'ala who has given grace, favor, and guidance to researcher so that finally researcher can complete the thesis entitled "The Effect of Social Media Marketing and Brand Image on Customer Purchasing Decision in SS Dessert Makassar" as a one of the requirements to obtain Bachelor of Economics degree at Universitas Hasanuddin.

In the process of writing this thesis, researcher has received help, guidance, advice, and support from various parties. Therefore, let me express my deepest gratitude to:

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more better. Finally, researcher hope this thesis can be useful and can add insight to anyone who reads it.

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Ihsani Nurul Izzah

ABSTRACT

The Effect of Social Media Marketing and Brand Image on Customer Purchasing Decision in SS Dessert Makassar

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This research aims to analyze the effect of social media marketing and brand image toward customer purchasing decisions in SS Dessert Makassar. Design of this research is associative research with quantitative approach. Data were obtained from questionnaire and library research. Population of this research is the number of accounts engaged with SS Dessert Instagram account in June which is 620 audiences. This research used probability sampling technique with a total sample of 242 based on the Krejcie-Morgan guideline table. Data were analyzed using descriptive analysis, multiple linear regression, classical assumption test, hypotheses testing consisting of T-test, F-test, and coefficient of determination test using the SPSS 25 software for Mac. The results of this research indicate that there is a positive and significant effect of social media marketing and brand image partially and simultaneously toward customer purchasing decisions.

Keywords: social media marketing, brand image, purchase decision, content marketing, interactive marketing

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDIXES

CHAPTER I

INTRODUCTION

1.1 Background

The culinary industry is one of the industries that has become a favorite choice for people when they want to run a business. Elisabeth (2022) in Sindonews reported that General Chairperson of Kamar Dagang dan Industri Indonesia, Arsjad Rasjid, said that the culinary industry is one of the business sectors that has good prospects and still worth pursuing in 2022. This projection is based on an analysis of the average monthly expenditure per capita of the population, where expenditure on food consumption reaches 49.25%. Now culinary is not only limited to meeting primary human needs, but the culinary world has become part of the lifestyle of the community (Putri & Nilowardono, 2021:251).

The more business people in the culinary industry, the more choices of products offered to customers. This makes customers more critical in choosing a product before making a purchase decision. This situation requires business people to have strategies that can attract customers to buy their products. According to Kotler & Armstrong (2018:175), consumers will go through five stages in the buying decision process, which are need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase decision.

Intense market competition requires business people to take appropriate steps in order to adapt to a very dynamic changing business climate (Husen et al., 2018:128). In order to survive and thrive in intense competition, business people must understand the needs and wants of their target market and provide

1

satisfaction more than their competitors. Competitive advantage can only be owned by a company that can make the expectations of its consumers come true (Kurniasari & Budiatmo, 2018:125). Kamil & Albert (2020:21) said that if the product offered is successful in meeting consumer needs and wants, then the product will be purchased. Conversely, if the product offered is not in accordance with the needs and wants of consumers, then the product will not be purchased.

The development of technology and industry has affected human life, especially in today's business world (Putri & Nilowardono, 2021:251). One of the things that is the result of technological advances that currently cannot be separated from human life is the internet. The internet has become an important part for a company in marketing its products, especially because currently internet users have greatly increased and the internet has become part of human's lifestyle (Oktafani et al., 2020:86). This is reinforced by data from Kominfo (2022) which showed that currently internet users in Indonesia have reached 202.6 million and this number continues to increase sharply.

Nowadays, the advancement of social networking sites has become a pathway where businesses can share their marketing campaigns to a wider consumers (Ringim & Reni, 2019:291). Because social media is now constantly growing and has become part of the daily routine of customer, business people have integrated their marketing activities through social media marketing (Laksamana, 2018:13). Social media marketing is one of the marketing strategies that can increase sales of a business (Oktafani et al., 2020:87). The rapid increase in the use of social media platforms has made business people realize the importance of utilizing social media marketing to attract and retain their target audience (Ramzan & Syed, 2018:1). One of the most widely used social media by business people to market their products is Instagram.

Instagram is a social media platform oriented towards sharing photos and videos. Quoted from Riyanto (2022) in AndiLink, We Are Social survey agency stated that Instagram was ranked the second most used social media platform in Indonesia, which is 84.8% of the total population, where the first rank was occupied by Whatsapp with a percentage of 88.7% and the third rank was occupied by Facebook with a percentage of 81.3%. The high number of Instagram users in Indonesia makes Instagram one of the right social media platforms to run social media marketing. As stated by Caecilia et al. (2017:3856) that one of the keys to reaching the company's target market is to choose the right platform. Therefore, over time, Instagram users not only use Instagram to share their personal photos or videos, but are also use it as a means to market products (Mardikantoro & Dewi, 2020:1338).

To support business people, Instagram facilitates it with Instagram for Business. Personal account can be switched into business account with various features that can make it easier for a business to track and analyze its marketing activities such as insights, ads, promote posts, and other interesting features. The insight feature will present data related to the number of account visitors, demographics of followers, accounts reached, account engaged, and so on. This data can be used by business people to review and adjust their marketing strategies to their audience. Because Instagram is a visual-oriented social media platform, business people need to pay attention to the content that they share to attract the audience.

Content plays an important role in the world of marketing and several studies emphasize that having valuable and relevant content can help increase engagement on social media (Balio & Casais, 2021:326). Realizing the importance of content in social media marketing makes most business people not

only present their products, but they also present creative content in each of their posts in order to bring good traffic to their business accounts, both on feeds and on Instagram story (Maulida, 2021:55). This is in line with what Nadya Rosmalina said in a webinar held by Modestalk in August 2021 with the title "How to Increase the Engagement of Instagram Content". Nadya Rosmalina is the owner of Heylocal.id, a local brand that sells basic products for women whose current Instagram followers have reached 2.1 million followers. She said that the content presented the product through images so it had to be delivered as best as possible and the content that was shared was expected to generate a lot of interaction because it could lead to sales.

The popular marketing communication strategy currently used by business people is interactive communication on social media (Ardelia & Sukendro, 2019:366). Interactive communication makes communication made by a person, group of people, or organization more effective (Marsudi, 2018:66). Moreover, features on social media, especially Instagram, allow all users to interact and contribute to the platform, making it easier to carry out two-way communication. Business people who run a social media marketing strategy with an interactive approach will establish a deeper relationship with their audience because as Michalski (2017:293) said that the benefits of interactive marketing include being able to make customers more heard, understood, and get personal service. The form of interactive marketing that is currently being carried out by business people is by creating content that requires participation from their followers such as quizzes, giveaways, games, question and answer, and so on.

In addition to social media marketing, in today's business competition, business people are competing to influence their consumers to have good trust and perception of their brand through brand image (Senduk et al., 2021:1135).

This is because a good brand image is one of the main considerations for consumers in making purchasing decisions (Guci et al., 2020:2). Husen et al. (2018:129) said that brand image is related to memory or sensation from the consumer experience of a product so that brand image greatly determines purchasing decisions. According to Hung (2018:123), building a unique image in the mind of consumers is one of the critical issues for business people in the food and beverage industry nowadays. Therefore, business people need to build their company's brand image in order to become the main choice of consumers (Husen et al., 2018:128).

Based on the observations of researcher as customer, there are two types of business people in using social media for promotional purposes. The first type, they just want to get sales, so what they share on their social media is only about their products. While the second type, they use social media not only to find sales, but they want to provide value to their customers so that what they share on their social media is not just their products, but they present various content outside of their products such as quizzes, giveaways, various tips and general knowledge, and so on. In addition, this second type of business person will maximize the appearance of their social media design and they will use a more relaxed way of communication with the aim that they can be closer and increase engagement with their consumers. In order to examine this phenomenon, researcher will conduct research in SS Dessert Makassar, as well as to examine the effect of brand image on purchase decisions.

SS Dessert is an online-based business in Makassar that has been established since 2015. As an online-based seller, SS Dessert focuses its sales and promotions on the social media platform Instagram. Based on data from Gunadi (2020) with the title "The Effect of Social Medai Marketing on Customers'

Impulse Buying Behavior with Celebrity Endorsement as Moderating Variable in SS Dessert Company Makassar", SS Dessert's Instagram account followers in 2020 are around 8,000 followers, while currently SS Dessert has reached more than 17,900 followers, which means that within 2 years, SS Dessert managed to get 9,900 new followers. Several things that SS Dessert has done are to maximize its social media marketing and innovate products.

The main products offered by SS Dessert are various choices of mentai rice. Mentai rice is a typical Japanese food that has become popular in Indonesia a few years ago. At that time, no one was selling mentai rice in Makassar. Therefore, SS Dessert took the opportunity so that SS Dessert is known as the pioneer of mentai rice in Makassar. This certainly has a positive impact on the brand image of SS Dessert. However, this also become a challenge for SS Dessert because SS Dessert needs to maintain its brand image because many competitors began to emerge after SS Dessert started selling mentai rice in Makassar.

Figure 1.1 Mentai Rice by SS Dessert

Source: Instagram @ss.dessertt

One way that SS Dessert did to maintain its brand image and compete with its competitors is to continue to innovate their products. SS Dessert produces variants of mentai cakes in various shapes, letters, and numbers, where there is

no competitors of SS Dessert that provide similar products. This makes SS Dessert increasingly gain added value among its competitors.

Table 1.1 SS Dessert's Sales Volume and Total Profit in Three Periods

Period		Sales Volume			Total Profit
		Mentai size Personal		Mentai Cake	
		Grab Food	WhatsApp Business		
Before the pandemic	January 2020	325	100	-	Rp. 4.250.000
	February 2020	280	120	-	Rp. 4.000.000
Total		825			Rp. 8.250.000
During the pandemic (early phase)	March 2020	400	80	-	Rp. 4.800.000
	April 2020	420	85	-	Rp 5.050.000
Total		985			Rp. 9.850.000
Durig the pandemic (middle phase)	March 2021	320	30	300	Rp. 11.000.000
	April 2021	420	40	440	Rp. 15.600.000
Total		1.550			Rp. 26.600.000

Source: SS Dessert's internal data, 2022

Table 1.1 shows data related to the sales volume and total profit of SS Dessert in three different periods, which are before the pandemic, early phase of the pandemic, and middle phase of the pandemic. Each period is represented by 2 months of data. SS Dessert utilized two types of platforms to take an order, which are GrabFood and WhatsApp Business. GrabFood used as a platform to sell ready stock products, while WhatsApp Business used specifically to take orders for mentai cakes and personal sizes with the Pre-Order system.

When compared to the pre-pandemic period, the sales volume and profit obtained by SS Dessert in the early pandemic period was higher with the assumption that at the beginning of the pandemic people were quarantined at home to avoid the spread of the virus so that their consumption level, especially for food, was higher than before. In the middle phase of the pandemic, the new normal has not yet been implemented so that people's movements are still limited and one way to get in touch with relatives is to send gifts in the form of food. SS Dessert saw this opportunity and launched their newest product, mentai cake. It can be seen that the profit earned increased almost 3 times compared to the previous period.

Figure 1.2 Several Variations of SS Dessert's Products

Source: Instagram @ss.dessertt, 2022

In addition, currently SS Dessert is one of the strong social media management compared to the rest SMEs in Makassar. SS Dessert started to conduct promotions and business activities on the Instagram platform in 2017 which means SS Dessert has had 5 years of experience in managing its social media marketing. Based on its experiences, SS Dessert has learned the right

strategy in maximizing their social media marketing. Recognizing the importance of content, SS Dessert has now maximized the appearance of its Instagram feed and story with an eye-catching design. Beside that, SS Dessert also conducts interactive communication with its audience by doing more frequent catch ups with them by asking questions and conducting quizzes, giveaways, or games. The owner of SS Dessert, Saskia Nur Syawal B.Ec, said that such strategies are a successful way to reach customer.

Figure 1.3 Examples of Interactive Communication Conducted by SS Dessert via Instagram Story

Source: Instagram @ss.dessertt, 2022

Table 1.2 Overview of SS Dessert Instagram Post when Sharing their Product Photo

Accounts Reached	1,765
Content Interactions	69
Profile Activity	23

Source: SS Dessert's internal data, 2022

Table 1.3 Overview of SS Dessert Instagram Post when Conducting a Giveaway

Accounts Reached	3,624
Content Interactions	132
Profile Activity	48

Source: SS Dessert's internal data, 2022

Table 1.2 shows an overview of one of SS Dessert's Instagram posts when they only shared their product photo on their Instagram feed. While table 1.3 shows an overview of one of SS Dessert's Instagram posts when they conducted a giveaway. It can be seen that when conducting a giveaway, the number of accounts reached, content interactions, and profile activity obtained by SS Dessert increased double compared to when they only shared photos of their products.

One of the results of research by Pratiwi & Yasa (2019) with the title "The Effect of Store Atmosphere, Social Media Marketing, and Lifestyle on Purchase Decisions on Consumers of The Alleyway Café" state that social media marketing has a positive and significant effect on purchase decisions. But the result is different from the research result of Oktafani et al. (2020) with the title "Social Media Marketing, Electronic Word of Mouth, and its Effect on Purchase Decision Process on The Warunk Upnormal Consumer" where one of the results of their research said that social media marketing has a positive influence but insignificant effect on purchase decisions.

Different research results were also found on the effect of brand image on purchase decisions. One of the results of the research by Senduk et al. (2020) with the title "The Effect of Brand Image, Price Perception, and Promotion on Purchase Deicison at Pizza Hut in Manado" said that brand image has a significant positive effect on purchase decisions. Meanwhile, one of the results of research by Ramli et al. (2021) entitled "The Intervening of Purchase Decision between Marketing Mix, Consumer Behavior and Brand Image on Customer Satisfaction" stated that brand image has no significant effect on purchasing decisions.

Based on this background, this research wants to analyze how social media marketing and brand image affect the purchasing decisions of SS Dessert customers. In addition, this research wants to fulfill the gap of the previous studies which showed different results. Therefore, based on the background that has been explained, researcher intends to conduct a study entitled **"The Effect of Social Media Marketing and Brand Image on Customer Purchasing Decision in SS Dessert Makassar"**.

1.2 Research Questions

1. Does social media marketing affects customer purchasing decision in SS Dessert Makassar?
2. Does brand image affects customer purchasing decision in SS Dessert Makassar?
3. Does social media marketing and brand image simultaneously affect customer purchasing decision in SS Dessert Makassar?

1.3 Research Objectives

1. To analyze the effect of social media marketing on customer purchasing decision in SS Dessert Makassar.
2. To analyze the effect of brand image on customer purchasing decision in SS Dessert Makassar.
3. To analyze the effect of social media marketing and brand image simultaneously on customer purchasing decision in SS Dessert Makassar.

1.4 Significance of the Research

1.4.1 Theoretical Significance

This research is expected to develop concepts related to the effect of social media marketing and brand image on customer purchasing decisions which can be the basis for further research.

1.4.2 Practical Significance

1. For researcher, this research is expected to be a medium to implement the knowledge that has been taught during college. Also, this research is expected to increase the insight and experience of researcher in compiling scientific papers.

2. For readers, this research is expected to increase readers' insight regarding how the effect of social media marketing and brand image on customer purchasing decisions and as a reference for further research.

3. For businesses, the results of this research are expected to provide insight regarding how influential social media marketing and brand image are on customer purchasing decisions so that this research is expected to help the researched business and other related businesses to maximize their strategy in marketing their products.

1.5 Structure of the Research

This research will begin with some initial parts, such as the cover page, title page, approval page, validation page, statement of authenticity, preface, abstract, table of contents, list of tables, and list of pictures. Meanwhile, the last part will consist of references and appendices.

The main part of this research will consist of five chapters with the following details:

Chapter I – Introduction: This chapter aims to explain to the reader about the introduction of the research which consists of background of the problem, research questions, research objectives, significance of the research from a theoretical and practical point of view, and writing systematics.

Chapter II – Literature Review: This chapter aims to describe the theories related to the variables of this research, list of previous studies, research framework, and the proposed hypotheses.

Chapter III – Research Methodology: This chapter aims to explain the research methods used by the author which include research design, time and place of research, population and sample, types and sources of data, data collection techniques, research variables and operational definitions, research instruments, and data analysis techniques used.

Chapter IV – Results and Discussion: This chapter aims to present the data's description and discuss the research results that have been obtained as well as to test the hypotheses that have been proposed in chapter II.

Chapter V – Closing: This chapter aims to present the conclusions from the discussions in the previous chapter and to provide suggestions regarding the research results that have been obtained.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1   Marketing Concept

Marketing is the science and art of exploring, creating, and delivering value to fulfill the need of a target market with the aim of making a profit (Kotler et al., 2019:6). Senduk et al. (2021:1135) has defined marketing as an activity carried out by a company to promote its products or services. In another source, Masruroh et al. (2019:989) states that marketing is a process of studying consumer needs, wants, and satisfaction by providing good products and services.

Marketing begins with understanding consumer needs and wants, deciding which target markets to serve, and developing a value proposition by which the organization can attract, maintain, and grow target consumers (Armstrong & Kotler, 2015:19). With human needs that must be met, companies will try to meet these needs by creating products that can meet these needs which are then distributed to consumers through the marketing process (Amalia, 2019:97). In the marketing concept, the company's goal is not to find the right customers for its products, but to find the right products for its customers (Kotler & Armstrong, 2017:36).

One of the fundamental concepts in marketing is the marketing mix. Marketing mix is the combination of various marketing decision variables, strategies, and tactics utilized by an organization's management in order to market its products and services (Thabit & Raewf, 2018:102). The marketing mix consists of seven variables or 7 Ps, which are product, price, place, promotion,

people, physical evidence, and process. The company must prepare a detailed marketing mix plan because the marketing mix consists of variables that the company can control to satisfy its target market (Abdillah & Herawati, 2018:312).

Based on the concept that has been explained, it can be concluded that marketing is an activity carried out by a company in order to create profitable relationship with its customers by studying the needs and wants of its target market and then providing products or services that can fulfill the needs and wants.

2.1.2   Social Media Marketing

Social media is a low cost communication tools that combine technology and social interaction (Kotler et al., 2019:593). Social media become an ideal platform for brands to build social experience and symbolic value for their consumers, thereby potentially helping to improve brand image in the consumers' mind, thus enhancing the consumers' attitude toward the brand (Coursaris et al., 2014:2). In this era, social media is very important because people prefer to communicate and seek information through social media than other media such as television, newspapers, and radio (Okadiani et al., 2019:70).

Social media marketing is defined as the process by which companies create, communicate and deliver online marketing offerings via social media platforms to build and maintain relationships with stakeholders aimed to increase their value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word of mouth creation between stakeholders regarding existing and trending products and services (Yadav & Rahman, 2017:3). In another source, Yong & Hassan (2019:28) defined social media marketing as a process that utilizes online social channels to present their own

web site, products or services that aim to communicate in a large community and to listen to that community. Social media marketing has provided opportunities for customers and organizations to discuss products or services, contribute and collaborate on creating them, as well as to empower customers to become supporters and influencers of a particular marketing offering to a wide audience (Vinerean, 2017:30).

Social media marketing is important for all aspects of business because it can greatly increase traffic for a business and increase brand awareness by advertising products or services through various social media platforms (Alkharabsheh & Zhen, 2021:1825). By creating, posting and sharing various types of content on social media platforms, consumers will engage with brands more often so that it can grow their level of interactivity and engagement in a deeper relationship with an organization (Vinerean, 2017:32). In addition, the use of social media become a valuable tool for companies because if customers are satisfied with a company's product, they can recommend the product to other potential customers (Yogesh & Yesha, 2014:46).

Mohammadian & Mohammadreza (2012:59) state that there are five main objectives of social media marketing, which are relationship building, brand building, publicity, promotions, and market research.

a. **Relationship Building:** The main benefit that can be obtained from social media marketing is the ability to build deeper relationships with actively engaged consumers, online influencers, and so on.

b. **Brand Building:** Communication on social media can help increase brand awareness, brand loyalty and encourage brand recognition.

c. **Publicity:** Social media is a platform where companies can share important information and correct negative perceptions.

d. **Promotions:** Social media marketing can be used as a medium to distribute exclusive discounts and opportunities to the audience in order to make them feel valuable, special, and appreciated.

e. **Market Research:** Companies can use the tools found on social media to study customers, shape demographics and consumer behavior profiles, find niche audiences, study consumers' wants and needs and also to study competitors who offer similar products or services (Gunelius, 2011:16).

According to Yadav & Rahman (2017:16), social media marketing is measured by interactivity, informativeness, personalization, trendiness, and word-of-mouth.

a. **Interactivity:** Social media encourages interaction where this increased interaction results in higher customer engagement so that if this is done continuously it can strengthen the relationship between brands and customers (Runiasari, 2021:1649).

b. **Informativeness:** Informativeness is the ability to provide relevant information effectively (Oh & Heng, 2003:681). Information in advertisements must be conveyed accurately and clearly to attract customers' attention.

c. **Personalization:** Personalization means making the company more integrated with the daily lives of consumers (Kotler et al., 2019:593).

d. **Trendiness:** The brand's social media content follows the era and contains up-to-date information (Anggraeni et al., 2019:449).

e. **Word-of-mouth:** The customers' desire to share information related to a brand that comes from the brand's social media to their relatives (Anggraeni et al., 2019:449).

Based on the concept that has been explained, it can be concluded that social media marketing is a process where companies use social media

platforms to market their products and services with the aim of building deeper communication and increasing interaction with their consumers and expanding their market reach.

2.1.3   Interactive Marketing

In this increasingly dynamic business era, companies need interactive marketing techniques to attract and interact with consumers (Pasharibu et al., 2020:343). Interactive marketing is an online-based program that aims to influence consumers both directly and indirectly and to build an image or to sell products (Matta et al., 2021:30). In another source, Armstrong et al., (2018: 527) argues that interactive marketing means interacting with customers and others on a one-to-one basis in person or remotely via digital technologies in the marketing channel. With interactive communication, communication made by a person, group of people, or organization becomes more effective (Marsudi, 2018:66).

Because interactive marketing is an activity that aims to attract attention and involve customers, the interactive marketing plan must be based on customers data analysis. Michalski (2017:293) said that knowing who our customers are, what they want, and where they combine online is crucial to creating effective communication. He also added that the benefits of interactive marketing can be significant because it makes customers feel heard, understood, and get personal service. That way, happy customers will not only stay with the enterprise, but will refer to the enterprise too.

According to Kotler et al., (2019:593), interactive marketing has three characteristics, which are customised, up-to-date, and interactive.

a. **Customised:** Customization is the act of creating customer satisfaction by adjusting to customer tastes (Silvia et al., 2021:1287). The message that the seller wants to convey is addressed to a specific individual.

b. **Up-to-date:** Messages to be conveyed can be prepared quickly.

c. **Interactive:** Interactivity is communication between two people who at one time have a dual role, which are being a communicator as well as being able to exchange roles as a communicant (Marsudi, 2018:66). Balio & Casais (2021:328) stated that interactive can be referred to as any messages that ask for a direct response.

Based on the concept that has been explained, it can be concluded that interactive marketing is a marketing strategy that aims to influence customers by increasing interactivity and involving customers more in their marketing activities so that indirectly a closer relationship will be formed between companies and customers

2.1.4 Content Marketing

Content marketing is a marketing strategy that focuses on creating and distributing content that has value, relevant, and consistent (Prasetya et al., 2021:141). Huda et al., (2021:34) defined content marketing as a marketing strategy that aims to attract the right audience and then encourage them to become customers by planning, distributing, and creating interesting content. In his book, McPheat (2011:10) stated that content marketing is a way of disseminating content on the internet that aims to empower, engage, educate, and connect readers. Content marketing is used to get, attract, and engage the public through the dissemination of relevant content where the final goal is to

lead to the desired customer action, which is the purchase of the product (Balio & Casais, 2021:336).

Pandrianto & Sukendro (2018:169) stated that the principle of content marketing is to offer content that is relevant to the target market, both in print and digital media, so that content must be specifically designed to suit the needs of the target market. Content and messages must be designed in such a way that the message to be conveyed can be received and get the desired feedback. Especially nowadays where the digital media content is getting overloaded so that only well-designed and eye-catching content will get the audience's attention (Gamble, 2016 as cited in Pandrianto & Sukendro, 2018:169).

Content marketing is different from advertising. Balio & Casais (2021:326) stated that advertising focuses on sales and motivating purchases, while content marketing is more focused on establishing relationships with customers and using storytelling to fortify their brand messaging and positioning. When there are many competitors in the marketplace, content marketing might become a golden key for businesses to excel from their competitors because content can create competitive advantage for the business because content marketing can create product leads (Alkharabsheh & Zhen, 2021:1825).

According to McPheat (2011:10), to explain the concept of content marketing more deeply, there are Five Pillars of Content Marketing, which consists of editorial based, marketing-backed, behavior driven, multi-platform, and targeted.

a. **Editorial Based:** Content that tells relevant and valuable stories as well as informative, educative and entertaining.

b. **Marketing-backed:** Just like business in general, content has marketing and sales target to be achieved. Therefore, online businesses have a basic goal when they publish content.

c. **Behavior Driven:** Content seeks to maintain or change the behavior of readers or consumers. By having relevant and valuable content, it will be easier to achieve.

d. **Multi-Platform:** Content comes in various media, including print, digital, audio, video, events, and so on. This content can, but does not have to, be linked across all platforms.

e. **Targeted:** Like all good marketing, knowing your audience in detail is one of the keys to have a successful strategy.

Based on the concept that has been explained, it can be concluded that content marketing is a marketing strategy by distributing valuable and relevant content that aims to attract the attention of customers and the ultimate goal is to get these consumers moved to make a purchase.

2.1.5 Brand Image

Brand image is a consumer's perception of a brand which is reflected in brand associations stored in the minds of consumers (Keller & Lane, 2012:72). According to Wulandari & Iskandar (2018:13), brand image is a consumer's view or perception of a brand based on considerations and comparisons with several brands that offer the same product. Putri & Nilowardono (2021:252) added that brand image is a representation of the overall brand perception which is formed from the information and experience provided by the brand.

Brand image is one of the supporting factors that can make a company always remembered and visited repeatedly by its consumers (Kamil & Albert,

2020:21). In today's business competition, through brand image, organizations or companies compete in order to influence consumers to believe and have a good perception of their brand (Senduk et al., 2021:1135). If a brand is physically different from its competitors, then the image of the brand will be attached continuously in the minds of consumers and in the end will create loyalty to the brand (Dewi et al., 2020:189). Brands with high image values can help attract the attention of potential consumers to make a purchase (Hung, 2018:123 & Guci et al., 2020:2).

When consumers want to buy a product, they tend to choose products from well-known brands because they feel more comfortable with familiar things and they assume that the brand is reliable, always available, easy to find, and has the best quality (Amalia, 2019:99). To form a positive brand image, a marketing program is needed that connects strong, favorable, and unique associations to the brand in memory (Keller & Lane, 2012:77). The image built by a brand can become an identity and reflect the vision, excellence, quality standards, service and commitment of the business owner (Arista & Astuti, 2011:41).

According to Parengkuan et al. (2014:1796), there are three indicators that can measure brand image, which are image of the product, image of the company, and image of the service.

a. **Image of the Product:** Product image is an impression, opinion, or consumer response to a product (Jacob et al., 2018:991).

b. **Image of the Company:** Company image is a perception that is in the minds of the public regarding a company.

c. **Image of Service:** Service image is a reflection related to the quality of service provided by the company.

Based on the concept that has been explained, it can be concluded that brand image is a perception in the minds of consumers of a brand that is formed from information, brand experience, and comparisons from other brands that offer similar products or services.

2.1.6   Purchase Decision

Purchase decision is a consumer's decision to buy the most preferred brand (Kotler & Armstrong, 2017:177). Agustin et al. (2021:54) stated that purchasing decision is the activity of an individual in which the individual is directly involved in making decisions to buy products offered by the seller. In another source, Sallam (2014:190) defined purchase decision making as a process where consumers identify their needs, gather information, evaluate alternatives, and make purchasing decisions.

For any business to be successful in selling their product or service to their customers, it must be understood why the customer would buy the product in the first place (Alkharabsheh & Zhen, 2021:1824). Consumers make decisions starting with an awareness of their wants and needs (Tee et al., 2020:20). Customers will decide which product to buy based on their perception of a product related to the product's ability to meet their needs (Waluya et al., 2019: 183).

The buying process starts long before the actual purchase and will continue afterward, therefore, marketers should focus on the buying decision process as a whole, not just focus on the purchase decision (Kotler & Armstrong, 2018:175). In the buying decision process, consumers will go through five stages, which are need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. However, they added that in

buying a product, consumers do not always go through these five stages because it is possible that consumers will skip or reverse some steps.

a. **Need Recognition:** The buying process begins when the buyer realizes the need for something that is influenced by internal or external stimuli. Marketers need to find out things that can affect certain needs by collecting information from several consumers so that they can develop marketing strategies that can trigger consumer attention (Kotler et al., 2019:215).

b. **Information Search:** In this stage, interested consumers will be more motivated to seek more information. According to Kotler et al. (2019:215), sources of information obtained by consumers generally come from four groups, which are:

1) Personal sources, such as family, friends, neighbors, and acquaintances. Personal sources usually provide information to buyers in the form of product evaluations. This is where word-of-mouth usually occurs.

2) Commercial sources, such as advertising, websites, salespeople, dealers, packaging, and displays. Commercial sources usually provide information to buyers regarding product specifications.

3) Public sources, such as mass media and consumer-rating organisations.

4) Experiential sources, where information obtained by consumers from handling, examining, and using the product itself.

c. **Evaluation of Alternatives:** After collecting various information, at this stage consumers will evaluate the alternative choices of existing brands. The way consumers evaluate these alternatives usually varies, depending on the consumers themselves and depending on the buying situation. Usually consumers make decisions based on their own choices, usually they ask their friends for advice, see online reviews, or follow salespeople's advice.

d. **Purchase Decision:** After evaluating the choices from the available alternatives, in this stage, the consumer will determine which brand's product to buy. Between purchase intention and purchase decision, there are two factors that influence consumers, which are the attitude of others and unexpected situational factors. The attitude of others is related to suggestions or input from other people, especially someone important to us, on our buying decisions. Meanwhile, unexpected situational factors are related to the occurrence of unexpected events which can influence factors that influence our purchase intention, such as expected income, expected price, and expected product benefits.

e. **Post-Purchase Behaviour:** The task of a marketer does not end when the buyer has made a purchase. After buying a product, consumers will either be satisfied or dissatisfied. This will be determined from consumers' expectation and actual product performance. If the product's performance does not match even below consumers' expectation, then consumers will be dissatisfied. If the product performance matches consumers' expectation, the consumers will be satisfied. And if the product's performance exceeds consumers' expectation, consumers will be very happy. It should be noted that the level of consumers satisfaction will affect subsequent consumers behavior (Rasyid & Lutfie, 2018:16). Therefore, marketers must pay attention to customer satisfaction because customer satisfaction is the key to building profitable relationships with consumers.

According to Kotler et al. (2017:195), perceived risk is a factor that plays a major role in influencing consumer decisions to modify, postpone, or avoid purchasing decisions. Perceived risk consists of six types, which functional risk, physical risk, financial risk, social risk, psychological risk, and time risk.

a. **Functional risk:** Product does not meet expectations.

b. **Physical risk:** The product may endanger the welfare or health of users.

c. **Financial risk:** The product is not worth the price paid.

d. **Social risk:** The product causes embarrassment from others.

e. **Psychological risk:** The product affects the mental health of the user.

f. **Time risk:** Product failure results in the opportunity cost of finding another satisfactory product.

Based on the concept that has been explained, it can be concluded that the purchase decision is the stage where customers decide to actually buy a product after being faced with various considerations from existing alternatives.

2.2 Previous Research

Table 2.1 List of Previous Research

Author	Title	Variables	Methodology	Result
Oktafani et al (2020)	Social Media Marketing, Electronic Word of Mouth, and its Effect on Purchase Decision Process on The Warunk Upnormal Consumer	Social Media Marketing (X1) Electronic Word of Mouth (X2) Purchase Decision (Y)	This research is a quantitative research where the data is collected through observation, interviews, and questionnaires and analyzed using multiple linear regression	Social media marketing and word of mouth partially and simultaneously have a positive influence but an insignificant effect on the purchase decision process.
Adolf et al (2020)	The Effect of Social Media Marketing and Word of	Social Media Marketing (X1)	This research is quantitative research where the data is	Social media marketing and word of mouth simultaneously

	Mouth on Purchase Decisions at Coffee Shops in Manado	Word of Mouth (X2) Purchase Decisions (Y)	collected through questionnaire and analyzed using multiple linear regression	and partially affect consumer purchase decision in Local Coffeeshops positively
Pratiwi & Yasa (2019)	The Effect of Store Atmosphere, Social Media Marketing, and Lifestyle on Purchase Decisions on Consumers of The Alleyway Cafe	Store Atmosphere (X1) Social Media Marketing (X2) Lifestyle (X3) Purchase Decisions (Y)	This research is a quantitative associative research where the data is collected through a questionnaire and analyzed using multiple linear regression	Store atmosphere, social media marketing, dan lifestyle have a positive and significant effect on purchase decisions on consumers of The Alleyway Café.
Padmadikara et al (2021)	The Effect of Store Atmosphere, Social Media Marketing, and Lifestyle on Purchase Decisions in Dejima Kohii	Store Atmosphere (X1) Social Media Marketing (X2) Lifestyle (X3) Purchase Decisions	This research is a quantitative research where the data is collected through a questionnaire and analyzed using multiple linear regression	There is a positive and significant influence of store atmosphere, social media marketing, and lifestyle on purchase decisions
Putri & Nilowardono (2021)	The Influence of Brand Image, Service	Brand Image (X1) Service Quality (X2)	This research is a quantitative research where the data is	Brand image, service quality, and social media marketing

	Quality, and Social Media Marketing on Purchase Decision at Restaurant Navy Seals Surabaya	Social Media Marketing (X3) Purchase Decision (Y)	collected through a questionnaire and analyzed using multiple linear regression	partially and simultaneously influence the purchse decision
Senduk et al (2021)	The Effect of Brand Image, Price Perception, and Promotion on Purchase Deicison at Pizza Hut in Manado	Brand Image (X1) Price Perception (X2) Purchase Decision (Y)	This research is a quantitative research where the data is collected through a questionnaire and analyzed using multiple linear regression	Brand image, price perception, and promotion have a significant positive effect on purchase decisions
Husen et al (2018)	The Effect of Locations, Brand Images and Word of Mouth to Consumer Buying Decisions on Mie Ayam Solo Bangsal Jember	Location (X1) Brand Image (X2) Word of Mouth (X3) Purchase Decision (Y)	This research is a quantitative causal research where the data is collected through observation, questionnaire, and interview and analyzed using multiple linear regression	Location, brand image, and word of mouth partially have a positive and significant effect on purchasing decisions
Dewi et al (2020)	The Influence of Brand Image, Price Level, and	Brand Image (X1) Price Level (X2)	This research is a quantitative causal research where the data	There is the influence of brand image and word of mouth

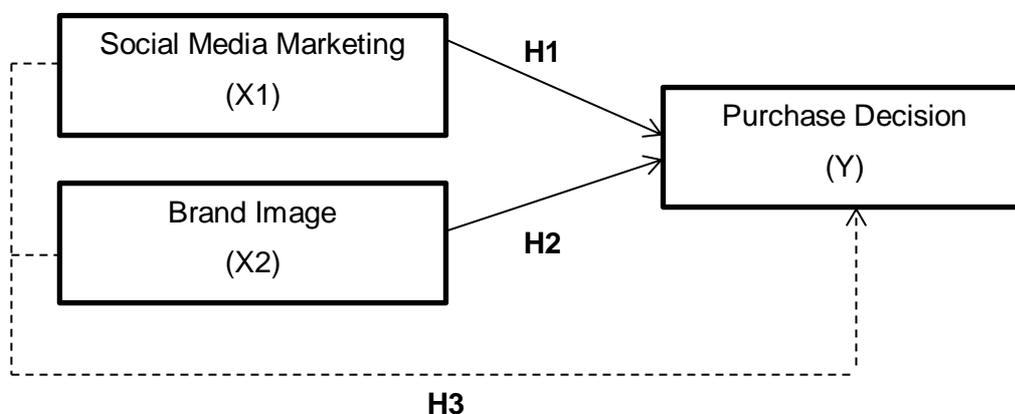|	Word of Mouth on Purchasing Decisions for "Nau Coffee" SMEs Products (Study on Student of Accounting Department Universitas Pendidikan Ganesha)	Word of Mouth (X3) Purchase Decision (Y)	is collected through observation, questionnaire, documentation, and literature study and analyzed using multiple linear regression	variables on purchasing decisions of Nau Coffee SMEs products. On the other hand, there is no influence of the price level variable on purchasing decisions of Nau Coffee SMEs products
Widawati & Wardhana (2018)	The Effect of Brand Image to Purchase Decision in Restaurant of Ayam Bakar Wong Solo of Bandung	Brand Image (X1) Purchase Decision (Y)	This research is a descriptive and quantitative causality study where the data were collected through questionnaires, interviews, and literature reviews and analyzed using simple linear regression.	Brand image has a significant effect on purchasing decisions

2.3 Research Framework

Figure 2.1 Conceptual Framework

———————▶   = Partially

- - - - - ▶   = Simultaneously

Table 2.2 Variables' Definition and Indicator

Variable	Definition	Indicator
Social Media Marketing (X1)	Social media marketing is defined as the process by which companies create, communicate and deliver online marketing offerings via social media platforms to build and maintain relationships with stakeholders aimed to increase their value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word of mouth creation between stakeholders regarding existing and trending products and services	1. Interactivity 2. Informativeness 3. Personalization 4. Trendiness 5. Word-of-mouth (Yadav & Rahman, 2017:3)
Brand	Brand image is defined as the	1. Image of the

Image (X2)	impression obtained from the level, knowledge, and understanding of facts that include people, products, and situations	Product 2. Image of the Company 3. Image of Service (Parengkuan et al., 2014:1796)
Purchase Decision (Y)	Purchase decision is a consumer's decision to buy the most preferred brand	1. Need recognition 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase behaviour (Kotler & Armstrong, 2017:177)

2.4 Research Hypotheses

A hypothesis is an unproven statement related to the phenomenon that researchers want to examine (Malhotra, 2020:76). Based on the theory and several previous research, the hypotheses proposed in this study are as follows:

H1   There is a positive and significant effect of social media marketing towards customer purchasing decision.

H2   There is a positive and significant effect of brand image towards customer purchasing decision.

H3   There is an effect of social media marketing and brand image toward customer purchasing decision simultaneously.