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The Influence of Social Media Marketing on Purchase Intention with Customer Relationship Management and Brand Equity as Mediating Variables

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ARTICLE INFORMATION	ABSTRACT
<i>Section</i> Research Results Articles	The growth of social media has change method individual interact and influence behavior consumers , including in context digital marketing . Research This aim For analyze influence social media marketing to interest buy with mediation management connection customers and equity brand . Research This use approach quantitative with object undergraduate students from college Islamic higher education institutions in Yogyakarta, namely the Islamic University of Indonesia, Yogyakarta State Islamic University, Muhammadiyah University of Yogyakarta, and Ahmad Dahlan University. Data obtained through online questionnaire and analyzed use multiple linear regression with variables mediation . Research results show that social media marketing influential positive and significant to interest buy . In addition , management connection customers and equity brand proven mediate connection said , shows that effectiveness digital marketing does not only depends on promotion , but also on effort build trust and image strong brand .
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INTRODUCTION

One of the biggest changes in human interaction today is the rise of *online social networks*. The rapid growth of web-based platforms that facilitate online social behavior has significantly changed the nature of human activity, habitat, and interaction. Real-world social relationships have migrated to the virtual world, resulting in *online communities* that bring



from all over the world. The movement toward the digital dimension allows individuals to share knowledge, entertain each other, and promote dialogue between different cultures (Budden et al., 2011) ; (Kumar et al., 2010)

Nowadays, people increasingly see social media applications as an important part of their daily lives and are more likely to move their interactions to virtual platforms such as Facebook, Instagram, LinkedIn and Twitter. This positively reflects their orientation and behavior towards all types of social media technologies (Primasiwi et al., 2021) . Therefore, social media applications have been observed as one of the most efficient and influential implications that are increasingly involved in most aspects of people's lives such as social life, commercial, business, politics and the educational sector. (Abed et al., 2015) ; (Primasiwi et al., 2021) ; (Algharabat et al., 2017) .

The emergence of social media as a marketing tool has changed the way businesses communicate with their customers and share information about their brands. Consumers are no longer passive recipients of marketing materials. Today, consumers use social media to interact with companies, increasing consumer engagement. (Araujo et al., 2015) and creating new types of relationships between consumers and companies (Lipsman et al. , 2012). Social media has emerged as a relatively inexpensive way for companies to generate new business and build relationships with their customers (Felix et al., 2017) .

Previous research that examines related to social media can be divided into the following themes . The research conducted (AJ Kim & Ko, 2012a) ; Jansen, (Chu & Kim, 2011) who raised the issue related to the relationship between social media marketing and *electronic word of mouth (EWoM)* . The results of this study shows that *electronic word of mouth* has higher credibility, empathy, and relevance for customers than information sources created by marketers on *the Web*. (Gruen et al., 2006) .

research related to social media marketing There have also been many studies on the relationship between social media marketing and *advertising* . Research conducted by (Chang et al., 2015) ; (De Vries et al., 2012) ; (Jung et al., 2016) ; (Lee et al., 2016) discusses related issues of promotional activities carried out on social media platforms. This generally shows that social media has a role in increasing the impact of promotional activities on customer perception and awareness.

Understanding a brand's purchase intention is crucial because it reflects customer retention. Several brand dimensions that underlie purchase intention include brand attitude, brand image, quality, brand knowledge, attributes, and brand loyalty. Research conducted by Gautam & Sharma (2017) investigated the impact of social media marketing activities on purchase intention . consumers where a significant positive impact of social media marketing and customer relationships on consumer purchasing interest was found.

Long-term relationships with consumers have been recognized as more valuable than transactional satisfaction by experts in marketing academia ((Grönroos, 1997) ; (Gummesson, 2011) . Consequently, *relationship marketing* has attracted the attention of marketing researchers worldwide. (Morgan & Hunt, 1994) defines *relationship marketing* as “all marketing activities directed at building, developing, and maintaining successful relationship exchanges. Essentially, the more an organization is able to build and maintain emotional and social bonds between its customers and its brands, the more it can have close and solid relationships with those customers. In this regard, social media applications are largely considered by companies worldwide to contribute to customer experience and customer relationship management (Coulter & Roggeveen, 2012) .

In the discussion of the relationship between social media and brand equity, marketing activities in general can increase customer-based brand equity (D.-H. Kim et al., 2015) . According to (Mangold & Faulds, 2009) , social media marketing actions are part of the promotional mix in the new brand communication paradigm. Bruhn et al. , (2012) revealed that both traditional and social media communications have a significant impact on brand equity. While traditional media has a stronger impact on brand awareness and social media communications greatly influence brand image. Therefore, a discussion of the relationship between social media marketing and brand equity is also very important to do.

For this reason, this research aims to close the gap Therefore, the main research question to be answered is as follows: *What is the relationship between social media marketing and purchase intention mediated by customer relationship management and brand equity?* The object of this research is focused on social media users among undergraduate students at universities. high Islam such as Islamic universities in Yogyakarta, namely, the Islamic University of Indonesia, the State Islamic University of Yogyakarta, Muhammadiyah University of Yogyakarta and Ahmad Dahlan University , where previously Not yet Once done.

LITERATURE REVIEW & DEVELOPMENT HYPOTHESIS

Social Media Marketing

The literature shows various definitions emerging for social media marketing (SMM). According to (Pentina & Koh, 2012) Social media marketing triggers viral communication among consumers across online communities, brand and fan pages, and promotional content generated by companies or organizations on popular networking sites such as Twitter, Facebook, and many others. Jara et al., (2014) defines social media marketing as a new generation marketing tool, encouraging higher attention and participation from consumers through the use of social networks. (A.J. Kim & Ko, 2012a) describes social media marketing as empathy-driven communication for younger consumers, with efforts also being targeted at consumers from older age groups.

Management Connection Customer

definition of customer relationship management still generally applies, but the rapid and widespread popularity of social media networks in both consumer and business markets indicates the need to consider the traditional view of customer relationship management . (Trainor, 2012). Customers have begun using social media networks to connect with other people and companies and user-generated information and interactivity within the networks. Consumers have become actively involved in creating their experiences with companies (Berthon et al., 2012; Hanna, Rohm, and Crittenden, 2011; Reimann, Schilke, and Thomas 2010; Trainor et al., 2014).

Brand Equity

According to (Aaker 1991), brand equity is a set of brand assets and liabilities associated with a brand, its name and symbol that add or subtract from the value provided by a product or service to the company and to the company's customers. To obtain brand equity, companies can build, borrow, or buy it. It is said that the creation of positive brand evaluations with quality products, the development of accessible brand attitudes to create maximum impact on purchasing behavior, and the development of a consistent brand image are the roots of building brand equity (Farquhar, PH (1989)) . In addition, Wood (2000) argues that the term brand equity used by most marketers indicates a brand description or brand strength, where brand description and brand strength sometimes refer to customer-based brand equity.

Purchase Interest

Purchase interest can be classified as one of the components of consumer cognitive behavior regarding how individuals intend to purchase a particular brand or product (Hosein, 2012). In addition, (*Tariq, MI, Nawaz, MR, Nawaz, MM, & Butt, HA (2013).*) defines purchase intention as a multi-step process that leads to personal customer experience to complement product knowledge on a particular product. This process begins when customers gather brand-related information and then evaluate product attributes to determine whether the brand matches their intentions. Finally, customers can consider purchasing decisions.

Social Media Marketing and Buying Interest

Activity social media marketing give opportunity more communication Good to marketers For greater reach wide and building connection effective term long with customers . Growth activity social media marketing has facilitate consumer For interact virtually with other consumers around the world about all brands below category different products (Gautam & Sharma, 2017) . Research conducted (From Cannière et al., (2010) who raised theme related quality relationships and intentions purchase as well as behavior purchase state that strength connection in a way significant influence interest buy , and interest buy and power connection in a way significant influence behavior purchase .

Social Media Marketing and Brand Equity

The rapid growth of social media platforms during a number of year final has cause question whether development This has reduce control marketers to management brand (Berthon et al., 2012) . In the discussion of social media, marketing activities in general can increase customer-based brand equity (AJ Kim & Ko, 2012a) . According to (Mangold & Faulds, 2009) , social media marketing actions are part of the promotional mix in the new brand communication paradigm.

Equity and Buying Interest

Brand equity refers to the utility or added value that a brand adds to a product (Chen & Chang, 2008) . In recent decades, the concept of brand equity has grown rapidly. One reason for its popularity is its strategic role and importance in gaining competitive advantage in strategic management decisions. Brand equity is suitable for evaluating the long-term impact of marketing decisions (Atilgan et al., 2005). Research conducted (Moradi and Zarei (2011) investigated connection between equity brand , intention purchase , and preferences brand Where results show that equity brand in a way positive influence interest buy . Furthermore, Senthilnathan (2012) in research that has been done show equity brand own connection positive with interest buy

Brand Equity Mediates the Relationship between Social Media Marketing and Purchase Intention

Several studies have shown that high levels of brand equity encourage repeat purchases of the same brand. Loyal customers tend to purchase more than moderately loyal or new customers (Yoo et al., 2000). Positive attitudes toward a brand influence customer purchase intentions (Keller & Lehmann, 2006). In addition, more positive customer perceptions of brand superiority are associated with stronger purchase intentions (Aaker, 1991). Tseng, Kuo, and Chen & Chang, 2008 conclude in studies they that e-WOM was discovered play a very important role in interest purchase .

RESEARCH METHODS

Study This use approach quantitative with objective For analyze influence social media marketing to interest buy with management connection customers and equity brand as variables mediation approach quantitative chosen Because capable give description objective through measurement numbers and analysis statistics to connection intervariable .

Population in study This is undergraduate (S1) students from Islamic universities in Yogyakarta, namely the Islamic University of Indonesia, Yogyakarta State Islamic University, Muhammadiyah University of Yogyakarta, and Ahmad Dahlan University. population This based on considerations that students in groups the including users active on social media and have behavior relevant consumption For studied . From the population said , researchers take sample as many as 200 respondents with use purposive sampling technique , namely method taking sample based on criteria certain customized with objective research . In this case this , the respondents were selected is active undergraduate student from an Islamic university in Yogyakarta using social media .

Type of data used in study This is the primary data obtained in a way direct from respondents . Data collected through distribution compiled questionnaire based on indicator from each variable research . Questionnaire distributed to students who meet the requirements criteria sample and contains a number of statements that must be made answered in accordance with perception or experience respondents . Instruments data collection using Likert scale with five levels the answer is very much not agree (score 1), no agree (score 2), neutral (score 3), agree (score 4), and strongly agree (score 5). This scale chosen Because in accordance For measure attitudes , opinions , and perceptions individual to something phenomenon social .

Study This involving four variables main , namely social media marketing , management connection customers , equity brands and interests buy . Social media marketing defined as activity promotion brand through network online social media that can form perception and involvement consumer . Management connection customer interpreted as method brand weave proximity with customer through relevant and ongoing interactions . While that , equity brand describe mark additional owned something brand in mind consumers , whereas interest buy reflect desire or trend individual For do purchase to product certain .

For ensure accuracy tool measuring , validity and reliability tests were carried out to instrument research . Validity test done For know to what extent the grains statement in questionnaire capable measure the concept in question . Items are considered valid if own coefficient correlation more big or The same with 0.3. Meanwhile that , reliability test used For measure consistency results measurement with use Cronbach Alpha coefficient . A instrument stated reliable if the alpha value is above 0.8, which indicates level high reliability .

Data that has been collected Then analyzed with using two types analysis , namely analysis descriptive and analytical inferential analysis descriptive used For describe characteristics respondents and patterns answer they to every variables research . Meanwhile that , analysis inferential done with use Structural Equation Modeling (SEM) method . This method chosen Because capable analyze complex relationships between latent variables and their indicators in a way simultaneously , as well as test influence direct and indirect direct intervariable .

With design study like this , it is hoped results study can give understanding empirical about How social media marketing , management connection customers , and equity brand in a way together influence interest buy students at Islamic universities in Yogyakarta. Following framework draft research that will be done :

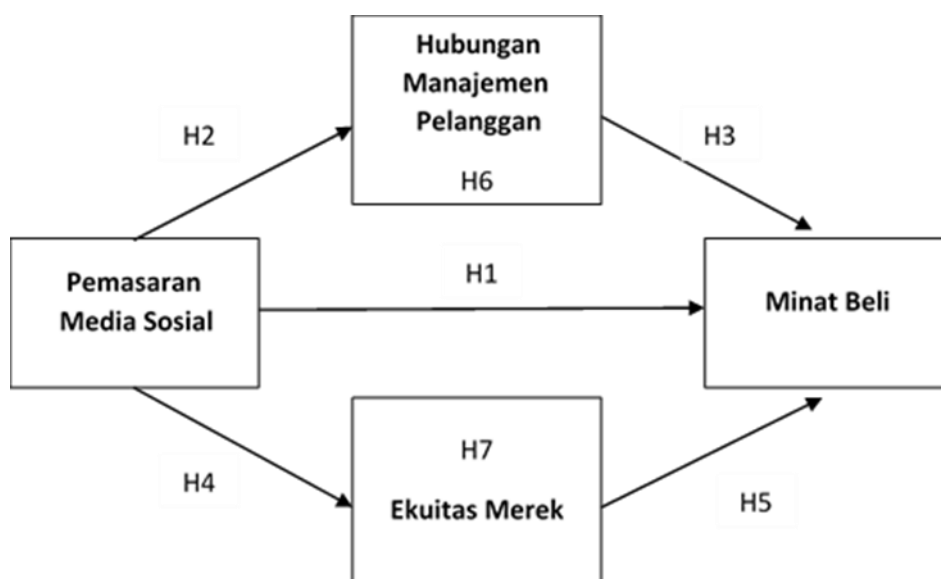


Figure 1Research Model

Source : Research model adapted from Gautam (2017).

DATA ANALYSIS RESULTS & DISCUSSION

This chapter presents the research results in the form of a general description of the research object and descriptive data as well as presenting the computational results (Evaluation results) which include confirmatory *factor analysis* and full model analysis of Structural Equation Modeling (*Full Model of Structural Equation Modeling*) which are a unified step in hypothesis testing. The respondents in this study were social media users among undergraduate students at Islamic universities in Yogyakarta, including the Islamic University of Indonesia, Yogyakarta State Islamic University, Muhammadiyah University of Yogyakarta, and Ahmad Dahlan University.

Normality Test

The normality test is used to test the normal distribution, both multivariately and univariately using AMOS 22. The limit can be said to be normal if the CR skewness value is not more than ± 2.58 . The following are the results of the data analysis presented in the following table:

Table 1 Normality Test

Variable	min	max	skew	cr	kurtosis	cr
MB3	2,000	5,000	.113	.688	-.422	- 1.288
MB2	1,000	5,000	-.179	-1.095	-.207	-.631
MB1	2.000	5.000	.028	.173	-.530	- 1.620
EM5	1.000	5.000	-.047	-.285	-.313	-.956

Variable	min	max	skew	cr	kurtosis	cr
EM4	1.000	5.000	-.141	-.864	.145	.442
EM3	2.000	5.000	-.367	-2.239	-.311	-.951
EM2	1.000	5.000	-.281	-1.717	-.383	- 1.171
EM1	1.000	5.000	-.448	-2.740	.306	.936
MHP4	2.000	5.000	.424	2.591	-.440	- 1.344
MHP3	2.000	5.000	.035	.212	-.607	- 1.854
MHP2	2.000	5.000	-.119	-.728	-.363	- 1.110
MHP1	2.000	5.000	-.293	- 1.791	-.532	- 1.626
PMS4	2.000	5.000	-.091	-.555	-.600	- 1.832
PMS3	2.000	5.000	-.182	-1.112	-.739	- 2.258
PMS2	2.000	5.000	-.290	-1.770	-.447	- 1.364
PMS1	1.000	5.000	-.259	-1,582	-.104	-.318
Multivariate					22,375	6,977

Source : Processed primary data , 2020

Outlier Test

Table 2 Outlier Test			
Observation number	Mahalanobis squared	d- p1	p2
198	38,288	.001	.265
209	36,814	.002	.090
210	35,573	.003	.039
3	35.390	.004	.008
147	34.706	.004	.003
207	34.471	.005	.001

Observation number	Mahalanobis squared	d-p1	p2
194	33.488	.006	.001
47	32.684	.008	.001
208	32.168	.010	.000
193	31.144	.013	.001
200	30.889	.014	.000
42	30,215	.017	.001
57	29,362	.022	.001
21	28,909	.025	.001
201	27,905	.032	.007

Source : Processed primary data , 2020

The table above is a table of *Observations farthest from the centroid (Mahalanobis distance)* , but the researcher did not distribute it as a whole and only included the top 15 rows of the total 136 rows. The results of the Mahalanobis value in The test result is below 49.588. This means that the data shows no outliers in this study.

Confirmatory Test

Table 3 Confirmatory Test Results

Variables	Indicator	Loading	Standard Loading (λ)	Standard Error (ϵ)	CR	AVE	Note
Social Media Marketing					0.822	0.536	Reliable
	PMS1	1,000	0.609	0.450			Valid
	PMS2	1,086	0.670	0.383			Valid
	PMS3	1,032	0.649	0.388			Valid
	PMS4	1.125	0.724	0.305			Valid
Customer Relationship Management					0.812	0.525	Reliable
	MHP1	1.000	0.597	0.473			Valid
	MHP2	0.781	0.527	0.414			Valid
	MHP3	1.236	0.763	0.286			Valid
	MHP4	0.972	0.659	0.323			Valid

Variables	Indicator	Loading	Standard Loading (λ)	Standard Error (ϵ)	CR	AVE	Note
Ekuitas Merek					0.865	0.565	Reliabel
	EM1	1.000	0.616	0.300			Valid
	EM2	1.473	0.805	0.371			Valid
	EM3	1.038	0.609	0.267			Valid
	EM4	0.814	0.578	0.414			Valid
	EM5	1.182	0.689	0.350			Valid
Minat Beli					0.792	0.560	Reliabel
	MB1	1.000	0.619	0.412			Valid
	MB2	1.110	0.690	0.346			Valid
	MB3	1,042	0.696	0.296			Valid

Source : Processed primary data , 2020

The table above is The results of data validity and reliability testing, an indicator can be said to be valid if the loading factor is ≥ 0.5 or ideally ≥ 0.7 and a variable is declared reliable if the variable the has Composite Reliability > 0.50 . With see the analysis data above, all variables and indicators have been can be declared valid and reliable.

Goodness of Fit (GOF) Model Suitability Test Analysis

Table 4 Results of Goodness of Fit Analysis

Criteria	Critical Value	Model Results	Conclusion
X ² - Chi-square	Expected Small	103,710	Good
Probability	≥ 0.05	.190	Good
RMSEA	≤ 0.08	.024	Good
GFI	≥ 0.90	.946	Good
AGFI	≥ 0.90	.921	Good
TLI	≥ 0.90	.986	Good
CFI	≥ 0.90	.989	Good

Source : Processed primary data , 2020

The table above shows that the Chi-square value is 103,710 and the probability value is greater than 0.05, namely 0.190 . The probability value meets the recommended standard value so that the model is suitable for use as a tool to confirm the observed data. Then the RMSEA value of 0.02 4 is smaller than 0.08, so it is said to be good. Furthermore, the AGFI value of 0.9 21 is above 0.90, the TLI value of 0.98 6 is above the recommended value of 0.90, finally the CFI value of 0.98 9 is above the recommended value of 0.90. Furthermore GFI value 0.946 value the on recommended values which is 0.90. Based on these results, the model can be said to be marginally feasible.

Test Results Hypothesis

The test results based on the research model can be described as follows:

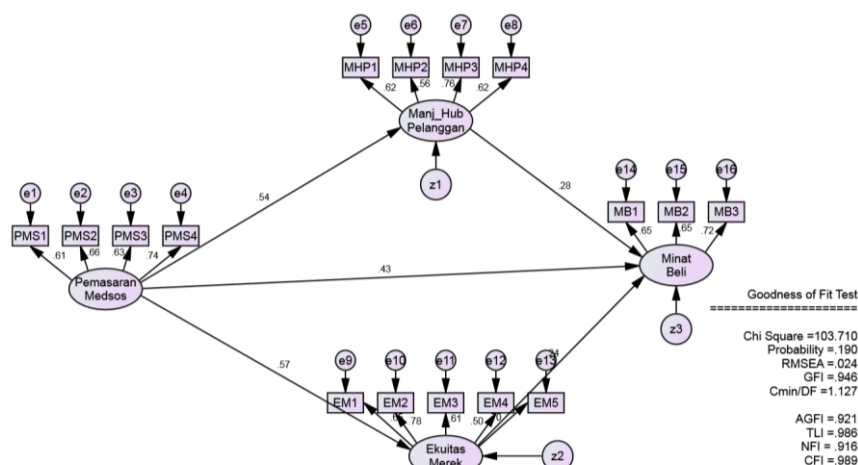


Figure 2 Test Results Based on Research Model

Source : Processed primary data 2020

Table 5 Influence Directly Between Variables

Relationship variables	between	Estimate	SE	CR	P	Note
MHP	<--- PMS	.550	.110	5.005	.000	Diterima
EM	<--- PMS	.557	.103	5.413	.000	Diterima
MB	<--- MHP	.283	.108	2.611	.009	Diterima
MB	<--- EM	.254	.112	2.264	.024	Diterima
MB	<--- PMS	.441	.106	4.159	.000	Accepted

Source : Processed primary data 2020

Table 6 Indirect Influence (Mediation) Between Variables

Variable Relationship	Sobel Test (T-test)	P	Information
PMS -> MHP -> MB	2,312	0.0 20	Mediating
PMS -> EM -> MB	2,014	0.0 43	Mediating

Source: Data processing , 2020

RESULTS AND DISCUSSION

The number of research and articles that have been discuss issues related social media marketing has in a way clear show enough attention big For phenomenon the during a number of year final (Alalwan et al., 2016) . Therefore that , thing This give proof strong that social media and its applications become focus attention for practitioners and researchers . In the environment highly competitive marketing moment This is for maximize performance term length , behavior or interest buy future consumers is asset strategic the main thing that must be

noticed and appreciated (Gautam & Sharma, 2017) . The research This own a number of goal , first For investigate influence from social media marketing on interests buy , second For investigate influence from social media marketing in management connection customers and equity brand , third For investigate influence from management connection customers and equity brand on interest buy and fourth For test effect mediation from management connection customers and equity brand in connection between social media marketing and interests buy . Research result This in harmony with (AJ Kim & Ko, 2012b) , where study the prove that social media marketing is A tool influential marketing in a way significant and positive to interest purchase . Findings in study this is also appropriate with study previously which has been find that social media marketing influential in a way positive to interest buy consumer (Gautam & Sharma, 2017) .

Important For known that interest buy is objective end from activity marketing that will produce decision purchase . This is show that when customer feel equity more brands Good from his activities on social media , then there is opportunity big For increase interest purchase customers . Some study show that level equity high brand push purchase permanent For the same brand . Loyal customers tend to buy more from quite loyal customers or new . As for the attitude positive consumer to something brand can influence interest purchase (Keller and Lehmann, 2006). In addition , the perception more customers positive about superiority something brand associated with increasing interest buy (Yoo et al., 2000) more strong . Research This support results research that has been done done previously Where findings show existence influence positive from social media marketing to equity brand , as well as equity brands that have influence positive to interest buy .

In an attempt strengthen bond between customer and brand management connection customer become factors that are also very important . The results of the study (Gautam & Sharma, 2017) , provides proof influence significant positive from social media marketing and relationships customers on intention purchase . More further research it also tests impact mediation from connection customers in the relationship between social media marketing and intent buy . (AJ Kim & Ko, 2012a) in his research find that social media marketing in a way positive influence connection customers and interests buy . Findings from study this is also in line with study previously , where social media marketing influential in a way positive to management connection customer . Research this also found results related connection customers and equity mediating brands connection between social media marketing and interests buy .

CONCLUSION

Study This aim For test influence social media marketing to interest buy with involving management connection customers and equity brand as variables mediation . Based on results data analysis was carried out , obtained findings that social media marketing own influence positive and significant to interest buy . This means , the more Good activity marketing through social media , then the more high tendency consumer For do purchase .

In addition , the results research also shows that social media marketing influential positive and significant to management connection customers . This is indicates that utilization of social media in a way effective can strengthen connection between company with customer through more interaction intense and responsive . Furthermore , management connection customer proven influential positive and significant to interest buy . In other words, more and more Good company in build and maintain connection with customers , increasingly big desire too customer For buy products offered .

Findings other show that social media marketing influential positive and significant to equity brand . This is show that activity promotion and communication brands on social media can increase image as well as mark brand in the eyes consumers . Furthermore , equity brands are also found influential positive and significant to interest buy , which means that the more strong equity perceived brand consumers , increasingly big intentions too they For buy product the.

Research result this also confirms that management connection customer capable mediate connection between social media marketing and interests buy . That is , influence social media marketing to interest buy No only happen in a way directly , but also through improvement quality connection between companies and customers . Likewise , equity brand proven mediate connection between social media marketing and interests buy , which means that activity marketing on social media can increase interest buy through formation perception positive brand in mind consumers .

In a way overall , results study This strengthen view that social media marketing No only impact directly on behavior consumers , but also plays a role important in build connection term long and strong mark brand , which ultimately push improvement interest buy .

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