



THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON CONSUMER PURCHASE INTEREST IN BOTTLED DRINKING WATER BRANDS (AMDK)

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ABSTRACT

The objective of this study is to examine the purchase intention of bottled drinking water (AMDK) in Batam. The sample gathered consists of 400 social media user and consumers of AMDK brand in Batam. The main data was collected via an online surveys using Google Forms. The method of sampling utilized is non-probability sampling. This research uses quantitative analysis methods with the Partial Least Squares (PLS) and data processing and testing using SPSS Statistic. The research findings indicate that elements including entertainment, engagement, current fashion, customization, and e-WOM have a significant positive impact on brand awareness and brand image. However, interaction does not show a significant positive impact on brand awareness. Brand awareness and brand image significantly impact on purchase intention.

Keywords: Social Media Marketing, Brand Awareness, Brand Image, Purchase Intention

INTRODUCTION

The COVID-19 pandemic, which has affected the world at the end of 2019 that has significantly impacted different areas of life like the economy, society, and health. In Indonesia, the government has implemented various measures to control the spread of the virus. One such measure is the implementation of Large-Scale Social Restrictions (PSBB). This policy restricts the mobility of people and the functions of different industries, such as the Horeka sector (Hotels, Restaurants, and Cafes), tourist attractions, and entertainment venues. The Bottled Drinking Water (AMDK) industry is one sector that has been impacted by the pandemic and the PSBB policy. AMDK is a basic necessity that is commonly used by people at home, in the workplace, and in various public settings. However, local activity restrictions and temporary closures of businesses have led to significant changes in consumption habits (Foodreview Indonesia, 2021).

According to CNBC Indonesia (2020) report, sales of bottled and glass AMDK have decreased by up to 40%. The decline was caused by a drop in demand from the Horeka sector and public institutions, which are usually the primary markets for these sales. A report from Kontan.co.id (2020) also mentioned that sales of AMDK have been gradually decreasing due to the coronavirus pandemic. Conversely, the consumption of bottled water in gallon size has stayed consistent and even tends to increase by around 10%. This is due to the fact that people are staying at home more often during the pandemic, which is increasing demand for AMDK for household use. Moreover, the shift in consumer behaviour towards staying home has led to a change in shopping habits from in-store to online. Social Media Marketing has become an effective strategy to reach consumers within social restrictions (Foodreview

Indonesia, 2021). Producers of AMDK have the ability to engage directly with consumers via social media platforms, increasing brand awareness and marketing products in a more personalized and interactively (Hasan & Erni, 2024).

Research conducted by Guha et al. (2021) shows that there is a positive relationship between social media marketing and consumer purchase intentions. In this research, respondents mentioned that participating in brand-related activities on social media platforms leads to higher product remembrance. Social Media Marketing also improves how consumers view a brand in terms of its quality, reliability, and superior features. Additionally, utilizing social media marketing also contributes to forming a positive perception of product among consumers, making it easier to differentiate brands from competing companies (Cleo & Sopiah, 2021). Consumers' likelihood of buying a product grows when they are exposed to it on social media and form a positive reaction to it. This procedure is important to convert buying interest into actual purchases. Extended closures of businesses also cause interruptions in the supply chain and distribution of AMDK products. Producers of AMDK encounter major obstacle in adjusting to these changes and sustaining business operations. Meanwhile, the pandemic is also an opportunity for AMDK producers to innovate and develop new strategies to reach consumers, including increasing social media activity.

This research aims to analyse the influence of social media marketing activities (entertainment, customization, interaction, trendiness, e-wom) on consumer purchase interest through brand awareness and brand image of AMDK products such as Aqua, Le Minerale, Ades, Club, and Cleo. Through the results of this study, it is hoped to educate and

provide information to the public regarding the level of purchase interest in AMDK in Batam.

LITERATURE REVIEW

Social Media Marketing

Social media is a digital platform where users can communicate and exchange information, opinions, and ideas. The incredible development of social media has changed the way business interact with their customers, allowing companies to communicate directly with potential consumers in a cost-effective manner (Guha et al., 2021). Social media marketing activities (SMMA) is essential to add value, increase brand awareness, and build strong customer relationships. Social media marketing includes several key elements, such entertainment, interaction, trendiness, customization, and e-WOM (electronic word of mouth) (Yang et al., 2022). Entertainment on social media can increase positive emotions and purchase intention (Putra, Edy Yulianto & Kho, 2021). Interactions can exchange opinions and strengthen relationships between the brands and customers (Choedon & Lee, 2020). Trendiness associated with the latest trends attracts the attention of customers. Customization allows brands to cater to the specific needs of consumers, improving brand reputation and customer loyalty (Guha et al., 2021). E-WOM has proven to be very effective on purchase decisions as consumers find the information provided through this channel more trustworthy and relevant (Aji et al., 2020).

Brand Awareness

Brand awareness refers to the customer's awareness of the products currently available in the market, so that consumer can quickly identify the brand that offers the right product (Nobar et al., 2020). Brand awareness depend on consumers' recall of products and brands

which is influenced by the difficulty of using the brand or product (Cleo & Sopiah, 2021). Consumer's capacity to recognize or recall a brand helps them to find and select product more effectively. Brand awareness indicates the extent to which consumers are familiar with a brand name, ultimately increasing the likelihood that they will choose that brand's product for purchase (Guha et al., 2021). Therefore, it is essential for a company to have high brand recognition to increase the likelihood that consumer will choose its products in a competitive market (Faisal & Ekawanto, 2021).

Brand Image

Brand image is created in consumers' minds and represents the symbolic significance of the brand (Moslehpour et al., 2022). By definition, brand image reflects the perception consumers hold of a brand, which can be divided into deep, general and vague impressions. Brand image helps consumers understand and accept the meaning of the brand through consumer perception (Solihin & Ahyani, 2022). Consumer perception is the combined outcome of different marketing efforts and experiences of customers. The general image of a brand is referred to as consumer perception or impression. It affects how consumers view the brand and impacts their purchasing decisions (Guha et al., 2021).

Purchase Intention

Purchase intention is when a consumer makes a decision to purchase a product or service (Anantasiska et al., 2022). This is used to predict products and brands that will be in demand by customers in the nearest future. At this stage, users utilize interactions and reviews to express their interest in the company they are interested in and understand more about the process before making a final decision (Guha et al., 2021). Purchasing intent is an important sign of how consumers act and

can make it easier to evaluate purchasing decisions. Usually, consumers look for information first before deciding whether the product they choose suits their needs. After careful research, the buyer is likely to make a purchase (Choedon & Lee, 2020).

Hypothesis Development

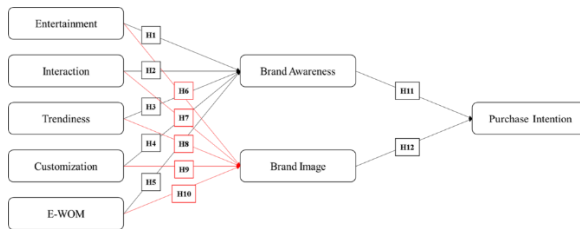


Figure 1. Research Model

The Influence of Entertainment on Brand Awareness

According to Yang et al. (2022), including entertainment in social media marketing can enhance consumer brand familiarity. Aguilar et al. (2022) emphasize the importance of entertainment as a key aspect of social media marketing that cannot be ignored. Therefore, sharing engaging events can create favorable opinions of the brand. This reflects the findings of Malarvizhi et al. (2022) which noted that interesting content on social media can attract consumers to brand promotions. Meanwhile, Abdul et al. (2020) found that the creative aspects of social media marketing can impact the formation of a brand reputation. According to BILGİN (2018), to increase brand recognition, it is recommended to consider consumer interest and entertainment in brand-related content.

H1: Entertainment has a significant positive effect on brand awareness.

The Influence of Interaction on Brand Awareness

According to Guha et al. (2021), interaction play an important role in influencing social media marketing (SMM) efforts as users believe that user-

friendly social media platforms empower them to actively engage in expressing viewpoints or thoughts on brands. Meanwhile, Aguilar et al. (2022) highlight the importance of sharing information on social media because it allows customers to easily access details about a brand's products and services. In their study, Abdul et al. (2020) mentioned that interaction enables consumers to exchange current information regarding brand products and services, aiming to raise consumer awareness. Interacting with social media facilitates brand communication with consumers, leading to enhanced consumer experience and satisfaction with the brand (Yang et al., 2022). Barua & Zaman (2019) pointed out that consumers can interact more on social media, allowing them to receive feedback and recommendations about brands.

H2: Interaction has a significant positive effect on brand awareness.

The Influence of Trendiness on Brand Awareness

Guha et al. (2021) stated that staying updated on social media trends can provide users or consumers with the latest information about brands. Yang et al. (2022) trending presence on social media is likely to result in the exchange of significant new insight into brand understanding. According to Malarvizhi et al. (2022), consumers rely heavily on brand trends as social media platforms offer them the up-to-date information on the products and services they want. Brands typically share the latest information and trends on social media to keep customers informed about brand progress. Consumers are most attentive to trends in social media marketing as they have the ability to impact brand awareness (Aguilar et al., 2022).

H3: Trendiness has a significant positive effect on brand awareness.

The Influence of Customization on Brand Awareness

With customization, many consumers feel that personalized brand recommendations align with their product preferences and specific needs according to Yang et al. (2022). Aguilar et al. (2022) stated that customization enables companies to display their individuality and brand identity. This can excite customer interests and enhance brand recognition. According to Malarvizhi et al. (2022), consumers are drawn to brands that offer search options for gaining insights into the brand. According to Cleo & Sopiah (2021), companies can utilize personalized services on social media to meet customer preferences by addressing their inquiries. In this situation, brand can be enhanced and established with social media customization. Customization in business interactions can impact product preferences and brand image positively by enhancing customer satisfaction (BİLGİN, 2018).

H4: Customization has a significant positive effect on brand awareness.

The Influence of E-WOM on Brand Awareness

According to Guha et al. (2021), e-wom has the same significance as other factors, with a majority of consumers or social media users endorsing and distributing information about brands. Yang et al. (2022) defines e-wom as consumers' evaluations of the extent to which other customers suggest and spread their experiences through social media. According to Malarvizhi et al. (2022), individuals will turn to social media to share their thoughts, reviews, and opinions on brands as an alternative means of expression. Abdul et al. (2020) stated e-wom enables consumers to assess products and enhance credibility. Nobar et al. (2020) stated that utilizing electronic word-of-mouth (e-WOM) can serve as a marketing tactic for enhancing consumer recognition of a brand.

H5: E-WOM has a significant positive effect on brand awareness.

The Influence of Entertainment on Brand Image

Yang et al. (2022) stated that incorporating entertainment elements into products or content helps increase emotional bonds with consumers. Recognized as a key element that has a direct impact on a brand's reputation. Brand entertainment sources on social media platforms that offer passive enjoyment are found to be less engaging and impactful in shaping brand image, as direct engagement and concentrated efforts are essential for building a strong brand image (Malarvizhi et al., 2022). Abdul et al. (2020) mentioned that social media entertainment can involve users enjoying the creation of a brand image. Companies can utilize branded entertainment content and communication strategies for the purpose of building and upholding a positive and strong brand image. Wirga et al. (2022) suggests that brands can improve their image by utilizing social media platforms with engaging and entertaining content. Since engaging material has the ability to create a more intimate and emotional bond between companies and customers.

H6: Entertainment has a significant positive effect on brand image.

The Influence of Interaction on Brand Image

Guha et al. (2021) stated that through Interaction, users can engage and express their thoughts on branded products in order to enhance and solidify brand reputation. According to Yang et al. (2022), Social media platforms enable consumers and brands to engage and communicate in order to enhance a desired brand image. Abdul et al. (2020) stated The significance of interaction is highlighted by the exchange of communication content between brands

and users on social media. Utilizing effective communication on social media can enable companies to form stronger connections with consumers, gain insight into consumer needs, and enhance their brand image (Moslehpour et al., 2022). According to a study by Wirga et al. (2022), improved user and customer interaction results in less impact on brand image. If users and customers interact well, the product or service's brand image won't be too affected by problems or dissatisfaction from users.

H7: Interaction has a significant positive effect on brand image.

The Influence of Trendiness on Brand Image

According to Guha et al. (2021), the impact of popular trends on social media indicates that users on social media platforms have a preference for and an interest in current product trends. By being aware of these trends, social media users can recognize brands more effectively. Having a strong presence in trends is crucial for establishing and enhancing a brand's reputation (Yang et al., 2022). According to Malarvizhi et al. (2022), companies need to display current and popular trends on social media to create a profitable brand image and attract consumer interest. According to Wirga et al. (2022), better quality content on social networks leads to a stronger influence in developing a positive brand image. The more engaging the existing content and popular topics are, the greater the impact on the brand's image (BİLGİN, 2018).

H8: Trendiness has a significant positive effect on brand image.

The Influence of Customization on Brand Image

Yang et al. (2022) clarified that customization in social media involves tailoring specific messages and experiences for target audiences or individuals discussing their brand identity.

Meanwhile, it is crucial to customize products to establish stronger connections with customers and enhance brand perception among consumers (Malarvizhi et al., 2022). According to Park & Namkung (2022), businesses can utilize personalized services through social media to meet customer preferences as a way of customization. In this scenario, customization on social media has the potential to enhance brand distinction and reputation. The stronger the brand image, the more critical it is for a brand to offer a good and easily accessible place for users to find necessary information (Wirga et al., 2022). Customization is a crucial approach for companies to establish a powerful brand image (Moslehpour et al., 2022).

H9: Customization has a significant positive effect on brand image.

The Influence of E-WOM on Brand Image

Solihin & Ahyani (2022) found that the product image is perceived more positively when there are higher numbers of positive online reviews. Kala & Chaubey (2018) demonstrate that data from electronic word-of-mouth platforms can shape perceptions of products. Positive reviews shared online are enhancing consumers' positive perception of brands more and more. Alternatively, a brand's reputation among consumers may suffer if it has received numerous negative reviews across various online platforms (Adriana et al., 2022).

Putera & Warmika (2020) suggest that endorsements from social media, recommendations from users, and details about products and brands shared by fellow consumers can positively impact how consumers perceive a brand. According to Murtiasih et al. (2021), the stronger the positive electronic word-of-mouth (E-WOM) reviews for a brand, the more enhanced the brand's image. Brand image should be focused on through

positive online conversations and reviews of products.

H10: E-WOM has a significant positive effect on brand image.

The Influence of Brand Awareness on Purchase Intention

According to Guha et al. (2021), if consumers find products on social media and become more familiar with the brand, it can boost the brand's popularity in comparison to other brands. Cleo & Sopiah (2021) found that increased brand awareness among potential customers leads to an increase in their purchase intentions. Strong brand recognition aids in the identification and recall of the brand for potential customers. Maddinsyah & Juhaeri (2021) state that brand awareness includes consumers' views on their relationships and beliefs regarding specific brands. Consumers' willingness to purchase branded products is a positive dedication and favourable image of the brand that encourages buying. According to Jalil et al. (2021), consumers are more inclined to purchase a product when they perceive themselves as familiar with the brand. Putra & Aprilson (2022) and Purwianti et al. (2023) suggest that the importance of the relationship between brands and customers lies in its significant influence on brand perception and memory because this greatly impacts decisions about whether to make a purchase.

H11: Brand awareness has a significant positive effect on purchase intention.

The Influence of Brand Image on Purchase Intention

Guha et al. (2021) clarified that when consumers have a good perception of a brand, their purchasing intentions will increase and they are more likely to accept the proposed price. Solihin & Ahyani (2022) show that a higher number of reasons for purchase leads to a good brand image. This indicates that the image of a

brand impacts buying habits, as customers typically opt for popular brands with a good reputation. Moslehpour et al. (2022) stated that a strong perception of the product's image in consumers' minds boosts their inclination to purchase the product. Consumers will assess a company's brand image before making a purchase, and their perceptions greatly influence buying choices. Jalil et al. (2021) emphasized the significance of the correlation between brand image and consumer perception of companies, as brand image has a crucial impact on how consumers perceive the company.

H12: Brand image has a significant positive effect on purchase intention

METHODS

This research utilizes primary data collection methods, obtaining data directly without intermediaries. Primary data was collected through the distribution of a questionnaire in the form of a Google Form, which was shared with all social media users in Batam. Based on the calculations, the required sample size for this study is 400 individuals. This study falls into the category of quantitative research, aiming to study and understand the relationship between two or more variables (Hardani, 2020). This type of research uses five elements of social media marketing (entertainment, customization, interaction, trendiness, e-wom) as independent variables influencing purchase intention as the dependent variable, mediated by brand awareness and brand image. The object of this research is social media users who are consumers of AMDK brands in Batam. The sampling method used is non-probability sampling. This research uses qualitative analysis methods, with SPSS Statistics and Partial Least Squares (PLS) being used for data management and validation. The use of these methods is due to the presence of mediating variables

that connect the independent and dependent variables.

RESULTS

This research is aimed at people in Batam who use or consume bottled drinking water (AMDK). Data was collected through an online survey distributed to 400 respondents via social media using Google Form. All questionnaires received are complete and meet the criteria, so no one needs to be eliminated. Therefore, the number of questionnaires analysed in this study was 400.

Source: Primary Data

Based on the table above, this statistic consists of 214 men and 186 women, respectively with percentages of 53.5% and 46.5%. It can be concluded that most social media users who are AMDK consumers in Batam are dominated by the Gen Z generation with a percentage of 52.25% of respondents aged 18-22. Respondents are still mostly students with a percentage of 58.5%. Respondents in this study were dominated by people with an income of around Rp. 4,500,000 - Rp. 6,000,000 with a percentage of 58.75%.

Table 1. Descriptive statistics

Karakteristik	Kategori	Consumer	
		Frekuensi	Persentase
Gender	Man	214	53,5
	Woman	186	46,5
Age	< 18	28	7
	18-22	209	52,25
	23-27	126	31,5
	28-31	19	4,75
	> 31	18	4,5
Work	Students	234	58,5
	Employee	63	15,75
	Government employees	43	10,75
	Self-employed	55	13,75
	Housewife	5	1,25
Income	< Rp. 4.500.000	235	58,75
	Rp. 4.500.000 - Rp. 6.000.000	36	9
	Rp.6.000.000 - Rp. 8.500.000	76	19
	> Rp. 8.500.000	53	13,25
Frequently used social media	Instagram	215	53,75
	Facebook	34	8,50
	Youtube	68	17
	Tik Tok	31	7,75
	Whatsapp	29	7,25
	Line	23	5,75
Brands of AMDK products that are often used	Aqua	184	46,0
	Le Minerale	119	29,8
	Ades	26	6,5
	Cleo	37	9,25
	Club	34	8,5
How often to use AMDK products per month	< 5 times	59	14,75
	5-10 times	250	62,5
	10-15 times	50	12,5
	> 15 times	41	10,25
Total : 400			

The AMDK products and social media that are most widely used in Batam City are the Aqua and Instagram brands, respectively with a percentage of 46% and 53.75% of the total respondents collected. Most respondents purchase drinking water products in one month 5-10 times with the number of respondents being 250 or 62.5%.

Table 2. CMB Test Results

Total	Variance	Cumulative
12,387	33,479	33,479

Source: Primary Data

Common Method Biases (CMB) testing is conducted in order to prevent errors in measurement or data gathering. Method variance can be a potential error source in data measurement. SPSS analysis techniques are utilized in this test. The findings demonstrate a variance value of 33.479%, falling under the 40% threshold (Hair et al., 2021). This indicates that every variable successfully clears the CMB test, enabling additional analysis to be conducted confidently without any substantial method bias in the data.

Validity and Reliability Test

According to Hair et al. (2021) states validity testing is used to assess whether a survey or questionnaire has appropriate validity. Validity is the degree to which the questions and statements in a survey accurately represent the subject being evaluated. Reliability testing refers to the accuracy or consistency of a measuring instrument that consistently produces similar results every time it is used. Table 3 displays the results of validity and reliability test processing.

Table 3. Validity and Reliability Test Results

Variabel	AVE	Cronbach's Alpha	Composite Reliability
Brand Awareness	0,729	0,907	0,931
Brand Image	0,754	0,918	0,939
Customization	0,758	0,893	0,926

EWOM	0,754	0,918	0,939
Entertainment	0,752	0,917	0,938
Interaction	0,737	0,911	0,933
Purchase Intention	0,767	0,899	0,929
Trendiness	0,706	0,86	0,905

Source: Primary Data

Based on the table provided, the AVE value is considered satisfactory if it is above 0.5. The test results show that all variables meet the criteria, specifically with an AVE value above 0.5. These results indicate that the data meets the validity criteria so that no indicators need to be removed. To establish dependability of a variable, Cronbach's alpha and composite reliability scores must exceed 0.70. The table above displays the results of the reliability test which shows that all variables are reliable and valid because the Cronbach's alpha and Composite Reliability values are above 0.70.

Discriminant validity

Discriminant validity assesses how little the measured variable is related to other variables that are not expected to be similar.

Table 4. Validity and Reliability Test Results

	BA	BI	CUS	EWOM	ENT
BA	0,854				
BI	0,909	0,868			
CUS	0,871	0,892	0,871		
EWOM	0,869	0,892	0,89	0,868	
ENT	0,872	0,893	0,9	0,887	0,867
INT	0,859	0,891	0,893	0,898	0,906
PI	0,89	0,912	0,884	0,875	0,883
TRD	0,851	0,863	0,878	0,855	0,865

Source: Primary Data

Discriminant validity testing methods must follow the Fornell-Lacker criteria. Good discriminant validity means the square root of the Average Variance Extracted (AVE) for each construct must

be higher than the correlation between constructs in the model. From the information in the table it can be concluded that all variables meet the requirements, because the correlation between indicators in the model is lower than the correlation between variables. This shows that each component in the framework shows satisfactory discriminant validity.

Hypothesis testing

	Hypothesis	Mean	T-Statistics	P-Values	Conclusion
H1	Entertainment -> Brand Awareness	0,227	2,701	0,007	Accepted
H2	Interaction -> Brand Awareness	0,104	1,528	0,127	Rejected
H3	Trendiness -> Brand Awareness	0,203	2,756	0,006	Accepted
H4	Customization -> Brand Awareness	0,189	2,496	0,013	Accepted
H5	EWOM -> Brand Awareness	0,229	2,95	0,003	Accepted
H6	Entertainment -> Brand Image	0,209	2,725	0,007	Accepted
H7	Interaction -> Brand Image	0,194	3,106	0,002	Accepted
H8	Trendiness -> Brand Image	0,147	2,53	0,012	Accepted
H9	Customization -> Brand Image	0,193	2,862	0,004	Accepted
H10	EWOM -> Brand Image	0,234	3,211	0,001	Accepted
H11	Brand Awareness -> Purchase Intention	0,348	5,87	0	Accepted
H12	Brand Image -> Purchase Intention	0,596	10,056	0	Accepted

Source: Primary Data

Entertainment influences Brand Awareness

Hypothesis 1 has a T-Statistics value of 2.701 and a P-Values value of 0.007 (< 0.05). These findings indicate that entertainment has a significant positive impact of 0.227 on brand awareness. Engaging and entertaining content can

enhance recognition and positive perceptions of the brand. This could enhance positive brand perceptions and impressions, prompting customers to recall and familiarize themselves with the brand. This is in aligns with previous research by (Aguilar et al., 2022; Guha et al., 2021; Malarvizhi et al., 2022; Yang et al., 2022) showing that brands offering engaging content that generates positive experiences are more easily recognized and remembered by social media users.

Interaction influences Brand Awareness

Hypothesis 2 has a T-Statistics value of 1.528 and a P-Values value of 0.127. These results indicate that interaction has a positive insignificant influence of 0.104 on brand awareness. This is not supported by successful engagements that allow brands to establish stronger connection and provide quality interactions and experience to customers. However, achieving higher brand recognition depends on a thorough marketing strategy.

Trendiness influences Brand Awareness

Hypothesis 3 has a T-Statistics value of 2.756 and a P-Values value of 0.006. This data indicates that trendiness has a significant positive influence of 0.203 on brand awareness. This finding aligns with previous research by (Aguilar et al., 2022; Guha et al., 2021; Yang et al., 2022) indicating that brands which stay current with trends and regularly communicate with customers usually have experience higher levels of brand awareness, therefore improving relationships with customers and increasing brand awareness within the community.

Customization influences Brand Awareness

Hypothesis 4 has a T-Statistics value of 2.496 and a P-Values value of 0.013. These results show that customization has

a significant positive influence of 0.189 on brand awareness. These results are supported by (Guha et al., 2021; Malarvizhi et al., 2022; Yang et al., 2022) indicating that brands can increase brand awareness by offering personalized experiences if they effectively showcase their uniqueness and identity.

E-WOM influences Brand Awareness

Hypothesis 5 shows a T-Statistics value of 2.950 and a P-Values value of 0.003. These findings indicate that electronic word-of-mouth has a notable 0.229 positive impact on brand awareness. This aligns with the findings of (Abdul et al., 2020; Guha et al., 2021; Nobar et al., 2020) that consumers who share experiences and information about a brand digitally can increase brand awareness. This phenomenon also contributes to enhancing a role in increasing consumers' understanding of the products or services provided by brands through engagements with other consumers.

Entertainment influences Brand Image

Hypothesis 6 has a T-Statistics value of 2.725 and a P-Values value of 0.007. These results show that entertainment has a significant positive influence of 0.209 on brand image. These results are supported by (Aji et al., 2020; Guha et al., 2021; Yang et al., 2022) show that consumers are more likely to feel emotionally connected and react positively to brands that offer engaging content. This strong emotional bond can serve as the foundation for creating and maintaining a strong brand image.

Interaction influences Brand Image

Hypothesis 7 has a T-Statistics value of 3.106 and a P-Values value of 0.002. This finding indicates that interaction has a significant positive influence of 0.194 on brand image. These results are supported by (Abdul et al., 2020; Guha et al., 2021; Moslehpour et al., 2022) that effective

communication enhances customer relationships, creating positive experiences that meet their needs. Proper and clear reactions to these interactions can help brands in building customer trust, leading strengthens the brand image (Lady & Fitri, 2024).

Trendiness influences Brand Image

Hypothesis 8 shows a T-Statistics value of 2.530 and a P-Values value of 0.012. These results show that trendiness has a significant positive influence of 0.147 on brand image. The findings align with (BİLGİN, 2018; Guha et al., 2021; Yang et al., 2022) that brands that keep up with trends and provide relevant content can attract customer attention and build a positive image.

Customization influences Brand Image

Hypothesis 9 has a T-Statistics value of 2.862 and a P-Values value of 0.004. These finding indicate that customization has a significant positive influence of 0.193 on brand image. These findings indicate of previous research by (Guha et al., 2021; Moslehpour et al., 2022; Park & Namkung, 2022; Wirga et al., 2022) that personalization based on customer preferences builds stronger relationships, strengthening brand image, and differentiate the brand from competitors by providing relevant content.

E-WOM influences Brand Image

Hypothesis 10 has a T-Statistics value of 3.211 and a P-Values value of 0.001. This data indicates that electronic word-of-mouth (E-WOM) has a significant positive influence of 0.234 on brand image. These findings support the research by (Adriana et al., 2022; Murtiasih et al., 2021; Solihin & Ahyani, 2022) which shows the importance of e-wom in forming good brand image through consumer feedback and support. However, if feedback is negative, this can

cause consumers to view the brand on product negatively.

Brand Awareness influences Purchase Intentions

Hypothesis 11 has a T-Statistics value of 5.870 and a P-Values value of 0.000. These findings indicate that brand awareness has a significant positive influence of 0.348 on purchase intention. The findings align with (Cleo & Sopiah, 2021; Jalil et al., 2021; Yang et al., 2022) that brand awareness indicates how well customers identify a brand or service. Good experiences for customers, like high product quality and good service, can boost confidence and willingness to make purchases.

Brand Images influences Purchase Intentions

Hypothesis 12 has a T-Statistics value of 10.056 and a P-Values value of 0.000. These results show that brand image has a significant positive influence of 0.596 on purchase intention. These results are supported by (Guha et al., 2021; Moslehpour et al., 2022; Yang et al., 2022) that a positive brand image leads to powerful connections, increases trust and influences the choice of the brand during purchase decisions. A good image of brand can lead to customer trust through being seen as high quality, dependable, or trustworthy.

DISCUSSIONS AND CONCLUSIONS

In this research, it can be concluded that digital marketing strategies play important role in enhancing brand awareness and image. The results of the test indicate that entertainment, interaction, trendiness, customization, and e-WOM are the keys to creating a strong and positive brand image. Engaging content not only increases brand awareness, but also helps build relationships and understand customer needs. Additionally, keeping up with the

latest trends and providing relevant content provides a competitive advantage, while personalization strengthens customer relationships and increases brand loyalty. The role of e-WOM is also very important as consumer feedback and suggestions on social media platforms greatly influence brand perception (Purwianti, 2019). Increased brand awareness not only increase consumers' purchasing behavior but also indicates their familiarity and recall of the brand, which plays an important role in purchasing choices. The positive brand image plays an important role in building customer trust and preference. However, it also differentiates the brand from competitors and increases customer loyalty.

LIMITATIONS

There are several limitations in this research. Firstly, data was gathered through sharing a survey via Google Form on social platforms, considering subjective data that respondent responses based on their personal perceptions. Second, the utilization of surveys may not accurately reflect reality, as sample responses may be influenced by intentions to provide answers that are considered correct or preferable. To overcome these limitations, it is recommended that additional studies incorporate a variety of data collection techniques, including conducting detailed interviews and directly observing the results, to collect more comprehensive and unbiased data. This approach aims to increase the accuracy of future research findings and offer a deeper understanding of the development of social media marketing strategies.

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