

Analysis Of the Influence of Social Media Marketing, Electronic Word of Mouth and Brand Awareness on Purchasing Decisions for The Crsl Brand

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Abstract

This study aims to determine and analyze the effect of Social Media Marketing, Electronic Word of Mouth and Brand Awareness. This research is survey research, with data collection tools in the form of questionnaires. The population in this study were students who knew CRSL products in Yogyakarta. The data used is primary data obtained from the answers of 100 respondents using purposive sampling method. The data analysis technique used is multiple linear regression. The results of the study concluded that: 1) Together, Social Media Marketing, Electronic Word of Mouth, and Brand Awareness have a significant influence on Purchasing Decisions, 2) Social Media Marketing has a significant positive effect on Purchasing Decisions, 3) Electronic Word of Mouth has a significant positive effect on purchasing decisions, 4) Brand Awareness has a significant positive effect on purchasing decisions

Keywords: Social Media Marketing, Electronic Word of Mouth, Brand Awareness, Purchase Decision.

INTRODUCTION

Fashion brands in Indonesia are very diverse, especially in Yogyakarta, one of which is the CRSL brand which is a local brand from Yogyakarta itself. CRSL was founded by Mohammad Hidayat Rifai with his partner, Mira Annisa in 2013. CRSL has released many best-selling products and is always looking forward to it restock. Initially only selling hats and animal-shaped dolls, CRSL continues to grow and releases apparel, food, home living, and various bags.

Although fashion products have good prospects in the long run, they also present challenges in terms of consumers and company competition. The fashion industry has low economies of scale, so the industry does not require much capital and it is relatively easy for new companies to enter the market. The large number of competitors makes each company innovative and creative, which is reflected in each of its products. Consumer loyalty to the fashion industry is relatively low for mainstream fashion products, both in terms of design and trends. As a result, consumers often consume different clothing brands and are not loyal to just one clothing brand. This consumer behavior varies from brand to brand as they seek high quality yet affordable products.

Consumer purchasing decisions can be driven by marketing with digital media through Social Media Marketing because it will make it easier for CRSL to get customers with a wide enough coverage. Social media marketing is used by customers as a means of providing customer insight (Emini & Zeqiri, 2021) and sharing personal experiences and feelings about brands online (Farzin & Fattahi, 2018). Through social media marketing, a business can offer information about the brand, various quality products for sale, and the advantages or benefits offered (Kim & Ko, 2012). Electronic word of mouth (e-WOM) is communication about products and services between individuals who are believed to be independent (not affiliated with the company) who offer products or services, in media that are believed to be independent from the company (Silverman, 2016). Electronic Word of Mouth because product reviews from CRSL that have been purchased by consumers can be taken into consideration by other potential customers when choosing and deciding to buy a CRSL product, and Brand awareness is the ability of potential consumers to recognize and remember brands, including a product (Humdiana, 2015). If someone has awareness or awareness of a brand, then consumers will tend to be more able to trust the product in their minds and thoughts and in the end will give rise to intentions or desires and decide whether to buy the product.

Based on the phenomena described and the findings of previous research related to the independent variables that can influence the Purchasing Decision variable, there are inconsistent results regarding the effect of EWOM on purchasing decisions, with this research gap, researchers are interested in conducting research again. Researchers want to examine the effect of Social Media Marketing, Electronic Word of Mouth, and Brand Awareness on Purchasing Decisions on the CRSL brand (Survey among students in Yogyakarta). Problem formulation in this research is:

1. Do Social Media Marketing, Electronic Word of Mouth and Brand Awareness together influence purchasing decisions among students in Yogyakarta for the CRSL brand?

2. Does Social Media Marketing influence purchasing decisions among students in Yogyakarta for the CRSL brand?
3. Does electronic word of mouth influence purchasing decisions among students in Yogyakarta on the CRSL brand?
4. Does Brand Awareness affect purchase decisions among students in Yogyakarta for the CRSL brand?

Research objectives in this research is:

1. To determine the effect of Social Media Marketing, Electronic Word of Mouth and Brand Awareness together on purchasing decisions among students in Yogyakarta for the CRSL brand.
2. To determine the effect of Social Media Marketing on purchasing decisions among students in Yogyakarta for the CRSL brand.
3. To determine the effect of Electronic Word of Mouth on purchasing decisions among students in Yogyakarta for the CRSL brand.
4. To determine the effect of Brand Awareness on purchasing decisions among students in Yogyakarta on the CRSL brand.

According to Tuten & Solomon (2017) Social Media Marketing or social media marketing is the use of social media technology, channels, and software to create, communicate, deliver, and exchange offers that have value for organizational stakeholders. Social media marketing (SMM) is the use of media platforms whose purpose is to build social networks and share information to build a company's brand and increase sales. SMM not only offers a business or business to connect with existing customers and reach new customers, but also includes customized data analysis that allows marketers to track the success of their efforts and find more ways to engage. According to Susan Genilius in (Salamah et al., 2021) Social Media Marketing or social media marketing, is any form of marketing that is intended directly or indirectly, to increase awareness of a brand, industry, goods, services, people, or other organizations, and which also utilizes the characteristics of social sites, for example a type of social network.

Electronic Word of Mouth is an evolution from traditional face-to-face communication to more modern communication using a virtual world electronic media or computer network that is often used for one-way or two-way online communication. (Susmonowati & Khotimah, 2021). With the development of communication technology, the concept of communication has also evolved. Whereas previously communication was only delivered by informal sources who knew the recipient well, informal communication that influences consumer purchases can now be delivered through online discussion forums. The Internet makes it easy for people to communicate directly with people around the world without having to meet in person. With the emergence of social networking virtual communities on the Internet, the term e-wom emerged.

According to Firmansyah (2019) brand awareness is a common goal of marketing communication, with high brand awareness it is hoped that every time a need arises for a category, the brand will come to mind, which is then considered in various options when making decisions. Consumers usually buy familiar brands because they feel comfortable with what they already know. According to Kotler & Keller (2016) purchasing decisions are buyer or consumer decisions about the product or service to be purchased. Purchasing decisions can relate to the purchasing behavior of individuals and households who buy goods and services for personal consumption. "Consumer choice is the action of consumers to buy a product. Every manufacturer must implement different strategies to make consumers decide to buy their products. Before making a purchase decision, consumers go through several stages of purchasing decisions, namely the step-by-step process that consumers use when buying goods or services. (Daulay & Putri, 2018).

METHODOLOGY

This type of research is survey research because it takes samples from the population. This study uses explanatory research methods with the aim of explaining the causal relationship between research variables and testing hypotheses. (Nasution et al., 2020). According to Sugiyono (2019) about sampling techniques is a sampling technique, to determine the sample to be used in research, sampling techniques are divided into two, namely probability sampling and nonprobability sampling. Researchers use this type of research to obtain information based on statements submitted to respondents using a predesigned questionnaire and later the data obtained by researchers is processed using SPSS. The sample used was 100 student respondents in Yogyakarta. The research scale uses Likert to measure the independent and dependent variables using five answer options, namely, strongly disagree (STS), Disagree (TS), Neutral (N), Agree (S) and Strongly Agree (SS).

Table 1. Operational Definition of Variables

No.	Variables	Operational definition	Indicator
1.	<i>Social Media Marketing (X)₁</i>	Social Media Marketing is a form of marketing used to create awareness, recognition, memory and even action on a brand, product, business, individual or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking. (Santoso et al., 2017)	<ol style="list-style-type: none"> 1. <i>Online Communities</i> 2. <i>Interaction</i> 3. <i>Sharing of content Accessibility</i>
2.	<i>Electronic Word of Mouth (X)₂</i>	Electronic Word of Mouth is a negative or positive statement made by actual, potential, or previous consumers about a product or company where this information is available to people or institutions via the internet media. (Hennig-Thurau et al., 2004).	<ol style="list-style-type: none"> 1. Intensity 2. Content 3. Valence of opinion
3.	<i>Brand Awareness (X)₃</i>	<i>Brand Awareness</i> is the ability of consumers to recognize and identify brands in their minds. (Kotler & Keller, 2016)	<ol style="list-style-type: none"> 1. <i>Brand Recall</i> 2. <i>Brand Recognition</i> 3. <i>Purchase Decition</i> 4. <i>Consumption</i>
4.	Purchase Decision (Y)	The purchase decision is the consumer's evaluation phase, during which he forms brand preferences in various behavior patterns. Consumers may also intend to buy the most popular products (Kotler & Keller, 2009)	<ol style="list-style-type: none"> 1. Brand purchase 2. Purchase channel selection 3. Timing of purchase 4. Purchase amount

Resource: Data Primary

RESULT AND DISCUSSION

The multiple regression equation test in this study is intended to see the extent to which the ability of a model explains the variation in the independent variable. The regression equation used is:

$$Y=b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Table 2. Multiple Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.688	.833		8.030	.000
SMM (X1)	.097	.045	.154	2.183	.031
EWOM (X2)	.235	.045	.366	4.505	.000
Brand Awareness (X3)	.335	.035	.603	9.677	.000

Resources: Data Process

Based on the results in table 1.2 above, a linear regression equation can be found as follows:

$$Y = 6.688 + 0.097X_1 + 0.235X_2 + 0.335X_3$$

From this equation, it can be interpreted as follows:

a. Constant (α)

In the multiple linear regression equation above, the *Social Media Marketing* (X_1), *Electronic Word of Mouth* (X_2), and *Brand Awareness* (X_3) variables have changed, then the magnitude of the purchasing decision variable (Y) will be 6,688.

b. Regression coefficient of *Social Media Marketing* (X_1)

The e-service quality regression coefficient in the multiple linear regression equation above is obtained at 0.097, which explains the positive relationship between *Social Media Marketing* and purchasing decisions, meaning that the better the level of *Social Media Marketing* in the eyes of consumers, the level of purchasing decisions for CRSL brand products by students in Yogyakarta will also increase....

c. Regression coefficient of *Electronic Word of Mouth* (X_2)

The regression coefficient in the multiple linear regression trust equation above obtained of 0.235 explains the positive relationship between *Electronic Word of Mouth* and purchasing decisions, which means that the better the e-wom in the eyes of CRSL consumers, the purchasing decisions of students in Yogyakarta will also increase.

d. Regression coefficient of *Brand Awareness* (X_3)

The Perceived Risk regression coefficient in the multiple linear regression equation above is obtained at 0.335, which explains the positive relationship between *Brand Awareness* and purchasing decisions, which means that if *Brand Awareness* is higher for students in Yogyakarta, the decision to purchase CRSL brand products in Yogyakarta will also increase.

Table 3. Test ANOVA

Model	Sum of Squares	df	Mean square	F	Sig.
Regression	100.765	3			
Residuals	58.469	96	33.588 .609	55.149	.000 ^b
Total	159.234	99			

Resources: Data Process

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), *Brand Awareness* (X_3), *Electronic Word of Mouth* (X_2), *Social Media Marketing* (X_1)

The F test or simultaneous test is a test used to determine whether the independent variables (independent) together have an influence on the dependent variable (dependent). Based on table 4.10, the f test shows that the results of the simultaneous influence test show a significant value of 0.000, which means that this figure is below 0.05 or 0.000 < 0.05, so it can be concluded that H_a is accepted, namely the variables of social media marketing, electronic word of mouth, and brand awareness, together or simultaneously affect purchasing decisions.

Table 4. Test Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.633	.621	.780

Resources: Data Process

a. Predictors: (Constant), *Brand Awareness* (X_3), *Electronic Word of Mouth* (X_2), *Social Media Marketing* (X_1)

The coefficient of determination test is used to measure how far the ability of the model formed in the independent variable (independent) can explain the variation of the dependent variable (dependent). Based on table 4.11, the coefficient of determination test, the amount of adjusted R square is 0.633 or 63%. This means that 63% of purchasing decision variables can be explained by 3 independent variables, namely social media marketing, electronic word of mouth, and brand awareness. While the remaining 34% is explained by other variables outside this research model. Table 2 shows the results of hypothesis testing of factors that influence purchasing decisions on the CRSL brand by students in Yogyakarta.

- a) Submission of hypothesis 2, *Social Media Marketing* affects purchasing decisions on the CRSL brand by students in Yogyakarta. Based on table 1.2, the X_1 *Social Media Marketing* variable has a significant value of 0.031, this value is smaller than 0.05, where 0.05 is the significant level. So, it can be said that the *Social Media Marketing* variable has a positive effect of 0.097 on purchasing decisions. Thus, the second hypothesis which states that *Social Media Marketing influences* purchasing decisions is accepted.
- b) Submission of hypothesis 3, *Electronic Word of Mouth influences* purchasing decisions on the CRSL brand by students in Yogyakarta. Based on table 1.2, the X_2 *Electronic Word of Mouth* variable has a significant value of 0.000, this value is smaller than 0.05, where 0.05 is a significant level, it can be said that the *Electronic Word of Mouth* variable has a significant effect of 0.235 on purchasing decisions. Thus, the third hypothesis which states that *Electronic Word of Mouth influences* purchasing decisions is accepted.
- c) Submission of hypothesis 4, *Brand Awareness* affects purchasing decisions on the CRSL brand by students in Yogyakarta. Based on table 1.2, the X_3 *Brand Awareness* variable has a significant value of 0.000, this value is smaller than 0.05, where 0.05 is the significant level. then it can be said that the perceived risk variable has a positive effect of 0.335 on repurchase intention. Thus, the fourth hypothesis which states that *Brand Awareness* affects purchasing decisions is accepted.

DISCUSSION

The test results show that hypothesis 1 *Social Media Marketing*, *Electronic Word of Mouth*, and brand awareness together have a significant effect on the level of purchasing decisions on the CRSL brand by students in Yogyakarta. This proves that the higher the *Social Media Marketing*, then the better *Electronic Word of Mouth* and the high level of CRSL *Brand Awareness*, the higher the level of purchasing decisions on the CRSL brand by students in Yogyakarta.

The results showed that hypothesis 2 *Social Media Marketing* has a positive and significant effect on the level of purchasing decisions for the CRSL brand for students in Yogyakarta. *Social Media Marketing* is a strong factor in determining the level of purchasing decisions.

The results showed that hypothesis 3 *Electronic Word of Mouth* has a positive effect on the level of purchasing decisions for the CRSL brand by students in Yogyakarta. *Electronic Word of Mouth* is a strong factor in determining the level of purchasing decisions.

The results showed that hypothesis 4 *Brand Awareness* has a positive and significant effect on the level of purchasing decisions for the CRSL brand by students in Yogyakarta. *Brand Awareness* is a strong factor in determining the level of purchasing decisions.

CONCLUSIONS

Based on the results of research to determine the effect of *Social Media Marketing*, *Electronic Word of Mouth* and

Brand Awareness on Purchasing Decisions which have been described in the previous chapter, the following conclusions is:

1. Social Media Marketing, Electronic Word of Mouth, and Brand Awareness variables have a significant effect on the purchasing decision variable on the CRSL brand by students in Yogyakarta.
2. Social Media Marketing variables positively and significantly influence the purchasing decision variables on the CRSL brand by students in Yogyakarta.
3. Electronic Word of Mouth variables positively and significantly influence the purchasing decision variables on the CRSL brand by students in Yogyakarta.
4. The Brand Awareness variable positively and significantly affects the purchasing decision variable on the CRSL brand by students in Yogyakarta.

RESEARCH CONTRIBUTION

This research elevates the academic literature by offering a more profound understanding of the complexities inherent in contemporary marketing dynamics. Such a contribution holds the promise of amplifying the importance of research in this domain and establishing a foundation for further investigations in associated fields

LIMITATIONS

The scope of this study is restricted to investigating the impact of social media marketing, Electronic Word of Mouth, and Brand Awareness on Consumer Purchasing Decisions. It is important to note that there are additional factors beyond the three variables that can play a role in influencing purchasing decisions. One such example is the utilization of influencer endorsements, which could be considered for exploration in future research endeavors.

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