

The Influence of Social Media Communication Created By The Company, Brand Equity, Brand Attitude On The Purchase Intention of Gt.Radial Tire Products

Vendy Wijaya

International Marketing, School of Business Management, Universitas Bina Nusantara

Jl. Kebon Jeruk Raya No. 27 Kebon Jeruk, Jakarta Barat 11530, Indonesia

vendywijaya@yahoo.com

ABSTRACT

The Purpose of this research is to find out the effect between Firm-Created Social Media Communication on Brand Equity and Brand Attitude which influence Purchase Intention on GT Radial product. The population of this research is the people whose liked the GT Radial Indonesia Facebook fanpage, which is 51.715 people. The method used for collecting data is using a questionnaire with 396 respondents using the Slovin method. The analysis method used for this research is Structural Equation Modeling (SEM). The purpose for using this method is to help assess the measurement properties and test the proposed theoretical relationships by using a single technique. The research methodology used in this research is Quantitative because it will be measurable and systematic to collect data or information that can be used to achieve the purpose of research. The result is between every variable, they have a significant effect. Except Brand Equity variable didn't have a significant effect on Purchase Intention and can't be used as mediation variable. The conclusion of this research is that the variable used for mediating between Firm-Created Social Media Communication and Purchase Intention can be replaced by trust variable.

Keywords: *Firm-Created Social Media Communication, Brand Equity, Brand Attitude, Purchase Intention, Trust.*

A. INTRODUCTION

In this modern era, the purpose of establishing a company is to carry out activities in the field of services and goods to seek profit (profit) and not only limited to offline media but also online. In addition to seeking profits for the benefit of the company itself but also to participate in maintaining local businesses from foreign business competition that began to enter a lot to compete for the local market, for that the company is required to be able to provide optimal service to its customers. With

the increasing number of new vehicles in circulation, it proves that tire business opportunities are increasingly promising because the need for tires is increasing.

The presence of social media in Indonesia has been very fast-paced. Various social media that are used include Facebook, Twitter, Instagram, Snapchat. With the increasing number of social media users, companies need to also provide social media as a medium of communication with their customers. Along with the increasing number of social media users, the data also shows an increase in the number of smartphone users. This means that people are increasingly easy to access social media through their smartphones. It is a challenge for companies to take advantage of this situation by doing soft-selling marketing using existing social media, especially Facebook.

PT Gajah Tunggal has accounts on several social media, but some of these accounts are often late in updating information. It is appropriate for a company to realize the importance of updating the latest information on social media considering that currently many suppliers of the same product are aggressively offering their products through social media and this opens up opportunities for consumers to determine product selection and determine product purchases. The company needs to continue to update information about the latest types of tires, prices and features of the product as well as other events that support sales. The company also needs to provide the latest information about the distributor areas that help it provide GT.Radial tire products. This will make it easier for consumers to purchase and engage in a consumer relationship with the GT Radial tire company. Other information that is very important to consumers, such as call center numbers, is very important and very helpful for consumers when facing special and sudden needs. The availability of such services can make consumers find a closer relationship with the company.

This is unfortunate because the content in GT Radial's social media mostly contains only about events and sponsors used during the event. Meanwhile, content that contains product knowledge in the form of tires is very rare and the location and information about authorized distributors (Tire Zone) that provide tires from GT Radial are not informed on GT Radial's Facebook social media.

These things can create a bad image in front of consumers or target markets and with content like that, the Brand Equity that GT Radial has cannot be shown on social media which in turn consumers will not know about it and because the content on social media is like that, consumers will behave as if the brand only offers sponsorships etc. when it should be the brand selling tires for cars. And in the end all will affect the intention to buy consumers.

B. OBJECTIVES

The purpose of this study was to determine whether there is an effect of Firm-Created Social Media Communication, Brand Equity, Brand Attitude on Purchase Intention on GT. Radial Indonesia products.

C. METHOD AND IMPLEMENTATION

The methodology used in this research is descriptive associative research, using SEM-PLS to measure the relationship between the variables in the study. The research was conducted by distributing questionnaires to 396 respondents who were in the workshop event held in the BSD area.

D. RESULT AND DISCUSSIONS

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
BA – PI	0.125	0.126	0.061	2.062	0.040	Approved
BE – PI	0.038	0.037	0.055	0.706	0.480	Rejected
FCC - BA	0.529	0.53	0.040	13.287	0	Approved
FCC- BE	0.661	0.664	0.040	16.649	0	Approved
FCC - PI	0.444	0.445	0.062	7.144	0	Approved

Table.1 Total Output Results

From the table above, we can conclude as follows:

1. Firm-Created Social Media Communication on Brand Equity has a relationship because the T statistic value is greater than 1.96.

2. Firm-Created Social Media Communication on Brand Attitude has a relationship because its T statistic value is greater than 1.96.
3. Firm-Created Social Media Communication on Purchase Intention has a relationship because the T statistic value is greater than 1.96.
4. Brand Equity on Purchase Intention does not have a relationship because the T statistic value is not greater than 1.96.
5. Brand Attitude towards Purchase Intention has a relationship because its T statistic value is greater than 1.96.

		Path	Path Coef.	Indirect Effect	STDEV	Total Effect	VAF	T-Statistik	Result
H4	Indirect Effect	FCC- PI	0.2427	N/A					Rejected
		FCC- BE	0.6613	0.025124					
		BE-PI	0.0379	0.03	0.26789	0.093	0.6589		
H5	Indirect Effect	FCC-PI	0.24277	N/A					Approved
		FCC-BA	0.5288	0.066347	0.03				
		BA-PI	0.1254			0.30911	0.214	2.0032	

From the table above, we can conclude as follows:

1. Brand Equity cannot mediate between Firm-Created Social Media Communication and Purchase Intention.
2. Brand Attitude can partially mediate between Firm-Created Social Media Communication and Purchase Intention.

E. SUMMARY

The conclusions that can be drawn from this research are:

1. Firm-Created Social Media Communication has a positive and significant influence on Brand Equity.
2. Firm-Created Social Media Communication has a positive and significant influence on Brand Attitude.

3. Firm-Created Social Media Communication has a positive and significant influence on Purchase Intention.
4. Firm-Created Social Media Communication has no indirect effect on Purchase Intention through Brand Equity mediation.
5. Firm-Created Social Media Communication has an indirect effect on Purchase Intention through Brand Attitude mediation.

F. REFERENCES

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