

THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTIONS WITH BRAND AWARENESS AND PERCEIVED QUALITY AS INTERVENING VARIABLES AT ASTON BELLEVUE RADIO DALAM HOTEL IN JAKARTA

Puti Minang Anjarani¹, Adhi Trirachmadi Mumin², Linda Desafitri Ratu Bilqis³,
Rahmat Ingkadijaya⁴

Trisakti School of Tourism, Master of Tourism

Jl. IKPN Bintaro No.1, RT. 4 / RW. 12, Bintaro, Pesanggrahan, South Jakarta, 12330

Putiminang86@gmail.com¹, lindadesafitri@stptrisakti.ac.id², Adhitrirachmadi@gmail.com³,
rahmatingka@gmail.com⁴

ABSTRACT

The ASTON Bellevue Radio Dalam hotel uses social media Facebook and Instagram as a marketing tool to introduce the ASTON Bellevue Radio Dalam brand to the public. The ASTON Bellevue Radio Dalam hotel was also affected by the Covid-19 pandemic, resulting in a significant decrease in occupancy rates. Hotel ASTON Bellevue Radio Dalam is pursuing various strategies including increasing the amount of social media marketing activity to market and promote. The purpose of this study was to analyze social media marketing on purchase intention with brand awareness and perceived quality as intervening variables at the ASTON Bellevue Radio Dalam hotel, Jakarta.

According to the research, social media marketing directly has a significant influence on brand awareness, perceived quality, and purchase intention. In this study it can also be seen that brand awareness directly has a significant effect on purchase intention and perceived quality directly has a significant effect on purchase intention. In addition, it is also known that perceived quality as a mediating variable indirectly has a significant effect and has a relationship between social media marketing and purchase intention.

Keywords: Social Media Marketing, Purchase Intention, Brand Awareness, Perceived Quality, Intervening Variables

1. INTRODUCTION

Social Media Marketing or social media marketing is the ideal vehicle for promoting sales and finding consumer markets through online digital media for all industry. The advantages of social media that can be accessed in real time regardless of region can be used to increase company brand awareness, and the hotel industry is no exception. Proximity that arises through social media will create further recognition of the brand, which can lead to consumers' desire to buy or use (purchase intention) the hotel's services. Brand management is important;

therefore, the ASTON Bellevue Radio Dalam hotel always tries to maintain the image of their brand.

ASTON Bellevue Hotel is strategically located in the Radio Dalam area of South Jakarta. Hotel ASTON Bellevue Radio Dalam previously named The Bellevue Radio Dalam which is under the management of Best Western International. The Bellevue Radio Dalam changed management in April 2020 and entered the management of the Archipelago International Hotel Chain with the ASTON Bellevue Radio Dalam brand. ASTON Bellevue Radio Dalam hotel In the beginning of its presence, it experienced difficulties because it was established at the beginning when the Covid-19 pandemic began and spread in Indonesia. One of the marketing strategies carried out by the ASTON Bellevue Radio Dalam hotel is social media marketing. ASTON Bellevue Radio Dalam has Facebook and Instagram accounts with Instagram social media account addresses. The use of social media marketing also allows consumers to have an image and perception of the good quality of the ASTON Bellevue Radio Dalam hotel. The purpose of this study was to analyse social media marketing on purchase intention with brand awareness and perceived quality as intervening variables at the ASTON Bellevue Radio Dalam hotel, Jakarta.

1.1 Definition of Sosial Media Marketing

Social media is defined as a set of internet-based systems that build on the ideological and technological foundations of Web 2.0 and can enable the creation and sharing of user-generated content. (Kaplan & Haenlein, 2010). Angella Jiyoung Kim, *et al.* (2012) categorize social media marketing for various well-known brands including entertainment, interaction, trends, customization, and Word of Mouth.

This entertainment component can build a sense of intimacy with the brand and can strengthen consumer purchase intentions (Angella J Kim & Ko, 2012). Social media is an

interactive communication between companies and their consumers that allows companies to study customer demands and needs, as well as customer opinions and suggestions regarding a product and brand at a given moment (Vukasovič, 2013). Trendy is defined as providing the latest information to consumers about products or services (Godey *et al.*, 2016). Trendy information can be in the form of updates on brand-related information, product reviews, and brand ideas that are new and useful in building consumer confidence in brands and thereby strengthening consumer positive perceptions of brands (Godey *et al.*, 2016). Customization on social media refers to the degree to which services are customized to satisfy customers' personal preferences (Godey *et al.*, 2016). Social media presents opportunities for opinion exchange, two-way communication, and information exchange (Angella J Kim & Ko, 2012). Social media is one of the most important communication platforms for brand information exchange because its interactive features enable participatory, collaborative and information exchange (Knoll, 2016). Word of mouth (WOM) refers to statements and comments from potential or current customers regarding a product, brand, or company, which can be expressed through social media platforms (Hennig-Thurau *et al.*, 2004). Satisfaction is positively affiliated with using WOM communication, and happier people have higher levels of WOM communication (Kau & Loh, 2006), while disappointed consumers may feel reluctant to recommend products or brands at all (Susiati, 2013).

1.2 Definition of Brand Awareness

Brand awareness refers to the skills that buyers must recognize or remember that the brand belongs to a certain product category (Aaker, 1991). Consumers who want to make a purchase will choose the brand or product without any hesitation, this is because consumers who already know the brand or product feel comfortable and know the value of the brand for their lives.

1.3 Definition of Perceived Quality

Perceived quality is the consumer's overall assessment of service quality, service ratings, and the usefulness of the brand itself. Consumer perceptions include what is important to consumers because each consumer has different interests in products and services (Netemeyer *et al.*, 2004). Perceived quality perception consists of several indicators:

- a. The brand has high quality compared to other brands.
- b. Best-in-class brands
- c. The brand always offers better service than its competitors.
- d. Consumers always expect a brand because of its consistently high quality.

1.4 Definition of Purchase Intention

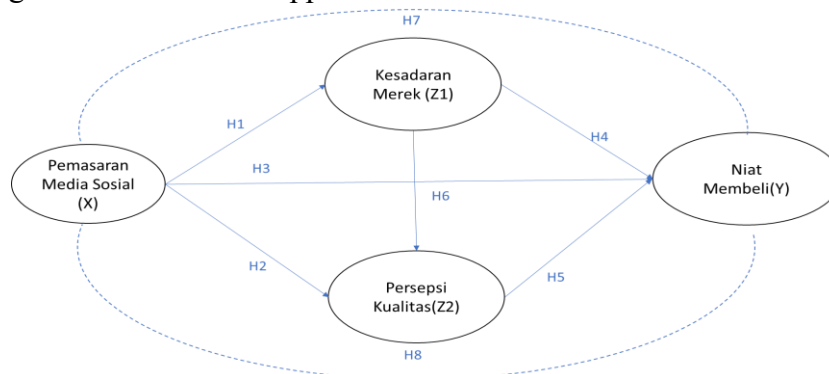
Buying intentions can be interpreted as response behaviour to objects that show consumers' desire to buy (Assael, 1995). According to Ferdinand (2002), purchase intention can be identified through the following indicators:

1. Transactional Interest, is a person's tendency to buy a product
2. Referential Interest, people tend to recommend products to others.
3. Preferential Interest, the interest of a person who has a primary preference for a product.
This arrangement can only be changed if something happens to his favourite product.
4. Explorative Interest, the desire of a person who continuously seeks information about a product that interests him and that supports the positive attributes of the product.

2. RESEARCH METHODOLOGY

In this research, the research method used is a descriptive method with a quantitative approach. The population involved in this study are consumers who have visited or who follow the social media of ASTON Bellevue Radio Dalam hotel. Researchers use sampling techniques

in the form of Incidental Sampling to 106 respondents. The variables used in this study are Social Media Marketing as the dependent variable (X), Purchase Intention is the dependent variable (Y) and Brand Awareness and Perceived Quality as Intervening / Median Variables (Z). The measurement scale used for this research is a Likert scale. The analysis method in this study was carried out with the Structural Equation Model (SEM), while the model used was path analysis, through data processing techniques with Partial Least Square (PLS) based SEM methods using the Smart PLS 3.0 application.



Pic.1 Research Conceptual Framework
Source: Smart PLS 3.0, 2022

From this picture, we can see model of this research are:

1. The relationship between social media marketing and brand awareness
2. The relationship between social media marketing and perceived quality
3. The relationship between social media marketing and purchase intention
4. The relationship between brand awareness and purchase intention
5. The relationship between perceived quality and purchase intention
6. The relationship between brand awareness and perception of quality

3. RESULTS AND DISCUSSION

Based on research, most respondents visit Aston Bellevue social media 1 time a month (82 people or 77.4%) and the rest of the respondents visit Aston social media in different frequencies. Respondents consisted of age levels 17-27 years, >27 - 37 years, >37-47 years,

>47-57 years and >57 years, with the highest majority being respondents aged between 17-27 years, namely 67.9% (72 respondents). The respondent's income level consists of <Rp 5,000,000, income >Rp 5,000,000 - Rp 10,000,000, income >Rp 10,000,000 - Rp 15,000,000, income >Rp 15,000,000 - Rp 20,000,000 and income >Rp 20,000,000. Most respondents with an income of less than Rp 5,000,000, namely 63.2% or 67 people. Many respondents live in Jabodetabek as many as 55 people (51.9%) and the rest outside Jabodetabek. Most respondents were female, 80.2% (85 people), and 19.8% (21 people) were male.

Based on the PLS Algorithm data, The Cross Loading value of each indicator owned by the Social Media Marketing variable (X), the Purchase Intention variable (Y). the Brand Awareness variable (Z1) and the Perceived Quality variable (Z2) each have a value greater (>) 0.7 so that they have a good Discriminant Validity value when compiling their respective variables and can predict indicators higher than other variable indicators. Of the 31 indicator variables, each variable has an Average Variance Extracted value of more than (>) 0.5 and is declared valid. From the results of the reliability analysis, all indicators have a Composite Reliability value greater than (>) 0.7 and that the Cronbach's Alpha value is greater than (>) 0.7 so it can be concluded that all indicators are reliable.

Hypothesis	T Statistic	P Values	Result
H1: The Relationship of Social Marketing to Brand Awareness (Social Media Marketing directly has a significant effect on Brand Awareness)	8,6379	0,000	Accepted
H2: The Relationship of Social Media Marketing to Perceived Quality(Social Media Marketing directly affects perceived quality)	7,7149	0,000	Accepted
H3: The Relationship of Social Media Marketing to Purchase Intention(Social Media Marketing directly affects Buying Intention)	8,7300	0,000	Accepted
H4: Relationship between Brand Awareness and Purchase Intention(Marketing Brand Awareness directly affects Buying Intention)	7,7278	0,000	Accepted
H5: Relationship between perceived quality and purchase intention(Perceived Quality directly has a significant effect on Buying Intention)	4,2327	0,000	Accepted
H6 : Relationship between Brand Awareness and Perception of Quality(Brand Awareness does not have a significant effect on Perceived Quality)	1,1073	0,2687	Not Accepted

Table.1 Partial Hypothesis Testing Using Path Coefficients
Source: Smart PLS 3.0, 2022

In this study, based on Smart PLS 3.0, it is known that brand awareness does not have a positive effect on consumer quality perceptions at the Aston Bellevue hotel. In this study, it means that consumer awareness of the Aston Bellevue hotel brand may not be one of the factors that determine quality perceptions.

Hypothesis	T Statistic	P Values	Result
H7 : The Relationship of Brand Awareness as a Mediating Variable Between Social Media Marketing and Buying Intention (Brand Awareness as a mediating variable indirectly has a relationship between Social Media Marketing and Buying Intention)	3,8278	0,000	Accepted
H8: The Relationship of Perceived Quality as a Mediating Variable Between Social Media and Buying Intention (Perceived Quality as a mediating variable indirectly has a significant effect and has a relationship between Social Media Marketing and Buying Intention)	3,5047	0,000	Accepted

Table.2 Simultaneous Hypothesis Testing (Indirect Effect Using Bootstrapping Results)

Source: Smart Pls 3.0, 2022

From the analysis, the variable relationship with a T value greater than ($>$) 1.96 and has a P Values value of less than ($<$) 0.005, so it is stated that indirectly has a significant effect. Furthermore, from The test results through Smart PLS 3.0 data processing in Table 3 show a comparison of the Path Coefficient values between the Direct Effect of the Social Media Marketing variable (X) on the Buying Intention variable (Y) and the Indirect Effect of the influence of the Brand Awareness variable (Z1) which mediates the effect of the Social Media Marketing variable (X) on Buying Intention (Y) and the influence of the Perceived Quality variable (Z2) which mediates between the Social Media Marketing variable (X) on the Buying Intention variable (Y).

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (D/STDEV)	P Values
Brand Awareness (Z1) → Purchase Intention (Y)	0,4492	0,4302	0,1097	4,0939	0,0000
Brand Awareness (Z1) → Perceived Quality (Z2)	0,1551	0,1388	0,1401	1,1073	0,2687
Social Media Marketing (X) → Brand Awareness (Z1)	0,6229	0,6389	0,0721	8,6379	0,0000
Social Media Marketing (X) → Purchase Intention (Y)	0,6642	0,6724	0,0761	8,7300	0,0000
Social Media Marketing (X) →	0,7153	0,7213	0,0927	7,7149	0,0000

Perceived Quality (Z2)					
Perceived Quality (Z2) → Purchase Intention (Y)	0,6214	0,6276	0,0804	7,7278	0,0000
Social Media Marketing (X) → Brand Awareness (Z1) → Purchase Intention (Y)	0,2197	0,2188	0,0574	3,8278	0,0001
Social Media Marketing (X) → Perceived Quality (Z) → Purchase Intention (Y)	0,3845	0,4005	0,1097	0,35047	0,0005

Table.3 Comparison of Direct Effect and Indirect Effect Path Coefficients

Source: Smart Pls 3.0, 2022

The results of the Path Coefficient Direct Effect in table 3 show that the Original Sample value of the effect of the Social Media Marketing variable on the Buying Intention variable is 0.6642 with a T Statistics value of 8.7300, while the results of the Path Coefficient Indirect Effect (in table 3) shows the magnitude of the effect of the Brand Awareness variable (Z1) which mediates the effect of the Social Media Marketing variable (X) on Buying Intention (Y) has an Original Sample value of 0.2197 with a T Statistics value of 3.8278 and the effect of the Perceived Quality variable (Z2) which mediates between the Social Media Marketing variable (X) on the Buying Intention variable (Y) has an Original Sample value of 0.3845 with a T Statistics value of 3.5407.

Based on the Path Coefficient value, it means that in this study the influence of the Social Media Marketing variable (X) on Buying Intention (Y) has a greater influence than the influence of the Social Media Marketing variable (X) on Buying Intention (Y) through the mediating variable Brand Awareness (Z1) and the Quality Perception variable (Z2) so that in this study it can be seen that the social media marketing of Aston Bellevue Radio Hotel has influenced consumer buying intentions so that Aston Bellevue Radio Hotel in may not measure the influence of brand awareness and consumer perceptions of Aston Bellevue Radio Hotel in which is the mediating variable between the influence of social media marketing on buying intentions.

4. CONCLUSION

According to the research that has been conducted, the following conclusions can be drawn such as: social media marketing directly has a significant influence on brand awareness, social media marketing directly has a significant influence on perceived quality, social media marketing directly has a significant influence on purchase intention, brand awareness directly has a significant influence on purchase intention, perceived quality directly has a significant influence on purchase intention. In the results of testing the direct effect of the relationship between variables, it is known that the results of brand awareness do not have a significant effect on perceived quality.

In testing the indirect effect (simultaneous hypothesis testing) the results were obtained such as: brand awareness as a mediating variable indirectly has a significant effect and has a relationship between social media marketing on purchase intention, perceived quality as a mediating variable indirectly has a significant effect and has a relationship between social media marketing on purchase intention.

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