International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Tiktok Avoskin's Social Media Marketing Activity On Customer Purchase Intention

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Abstract

Technology has now developed rapidly and reaches various aspects of life, one of which is the activity of buying and selling products. Now the internet has emerged which has created various digital social media platforms which are currently mostly used by entrepreneurs to carry out product buying and selling activities. This research aims to analyze the influence social media marketing activities to purchase intention brand skincare Avoskin. This research examines social media marketing activities skincare Avoskin which is carried out on Tiktok social media. Technique convenience sampling used in this research with 252 respondents. Processing the results of this research uses quantitative methods and then the data is processed using the Smart PLS application. The results of this research show that social media marketing activities provide a positive influence on brand awareness And brand image, while against purchase intention does not have a positive influence.Brand awareness also has a positive influence on brand image And purchase intention, final brand image also has a positive influence on purchase intention.

Keywords: Social Media Marketing Activity; Brand awareness; Brand Image; Purchase Intention

INTRODUCTION

Nowadays technology is something that is developing rapidly and influences various aspects of life, one of which is the dissemination of information. The development of information technology was marked by the emergence of the internet which was then followed by the presence of social media. Social media invites people to interact,

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participate, and contribute by providing feedback openly in a fast and unlimited time (Kaplan, Andreas, and Haenlein, 2010). Marketing via social media is a promotional strategy that is considered effective, efficient and saves large promotional funds (Retno D, 2021). One of the surveys conducted by the wearesocial site in 2023 shows that one of the most frequently used social media is TikTok which is in 4th place at 70.8%, TikTok is also the favorite application in Indonesia which is in 3rd place, namely 14, 9%, and also became the most frequently used application, namely 29 hours/month (up 25.5%).

Reporting from the website of the Ministry of Industry of the Republic of Indonesia, in the 2015-2035 National Industrial Development Master Plan (RIPIN) it is stated that the cosmetics industry is one of the three industries that is a national priority. Skincare and beauty products have now developed into a trend where the target market for this trend has expanded, not only women, but various groups without gender and age limitations have also become the target market for skincare products (skincare) and beauty (Sanny et al., 2020).

Social media is also an effective means of introducing and popularizing the brand to the social media user community. In the purchasing decision making process, consumers mostly use their social media before making a decision to purchase a product (Hutter et al., 2013).

Marketing activities via social media carried out by a brand can largely influence consumers' awareness of the brand (Bilgin, 2018). By marketing via social media, consumers can continue to remember the brand and this can be called brand awareness (Bilgin, 2018).

The growing number of social media users also encourages business people to use social media as a means of promotion and communication with consumers to create the characteristics of a brand and create a brand image for a product (So et al., 2017). According to Hartzel et., al (2011), interactive marketing strategies using social media can have a positive impact on brand awareness and the brand image of a product. The level of positive brand image of a product can also make it attractive to consumers and can influence consumer purchasing intentions (Aaker, 1997).

Interesting and attractive SMMA content will drive its sizePurchase Intention. Some of the things above are interesting to research further to see how much influence they have in influencing a consumer's purchasing decision.

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LITERATURE REVIEW

Social Media Marketing Activity

Social media is often used as a means of marketing a product which has quite significant opportunities between relationships and brands with consumers in the marketing sector (Vukasovic, 2013). Social media is considered more effective in supporting better business performance (Gautam & Sharma, 2017). Social media is a broad platform and has no limitations of place, time or intermediary media, therefore using social media can facilitate communication between marketers and consumers (Kim & Ko, 2012).

Brand Awareness

Brand Awareness is the capacity of a customer to remember and recognize a particular brand belonging to a particular product category (Romanjuk et al, 2017). According to Aaker (2015), brand awareness is an asset of a brand that influences perceptions, preferences, and even consumer behavior. Brand awareness can evoke a feeling of familiarity, provide a positive image and image of a brand (Aaker, 1992).

Brand Image

Brand Image is defined as a consumer's perception where a brand is reflected in their memory (Rindell et al, 2014). Brand image can also influence other consumers of a product, and make it an asset of a brand (Martinez et al., 2014). A brand also needs to expand and improve its brand image so that the profits obtained are greater and consumers will be more aware of the brand they are marketing, which can give rise to Purchase Intention or the intention to buy in consumers (Kremer et al., 2012).

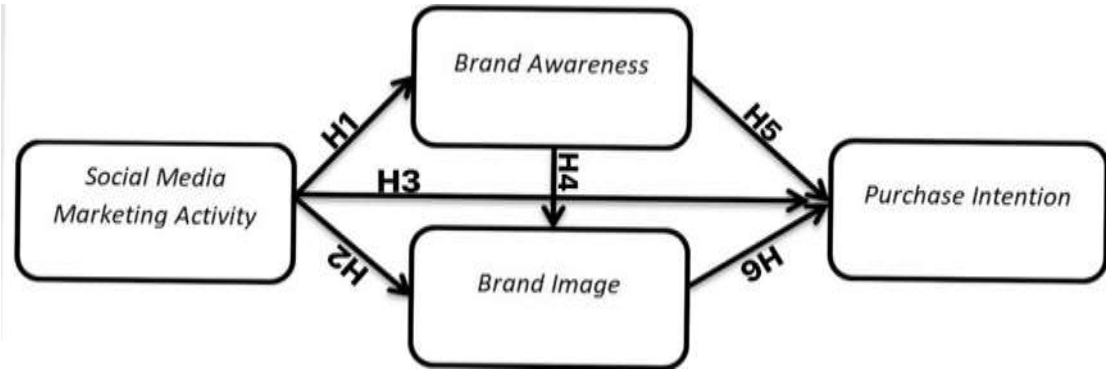
Purchase Intention

Purchase Intention or buying intention is a combination of a consumer's interests which then gives rise to the possibility of buying a product. Intention is also described as an action where the action will be carried out in the future or will even be carried out immediately after having the intention (Farah, 2017). A consumer's purchasing intention can also be a measure of their future contribution in purchasing a product. According to Cheruiyot & Maru (2013).

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Research Framework



Source: Adapted (Moslehpour et al., 2021 ; Bilgin, 2018)

METHOD

This research uses primary data which is data obtained from original sources or respondents during the research. This research uses data collection techniques with a quantitative approach, namely distributing questionnaires randomlyonline with the mediaGoogle form which was then distributed to the researcher's social media. The sampling technique in this research isconvenience sampling which is a collection of information from various sources in the population who are willing to provide that information. This research uses several variables studied, including one independent variable, namelysocial media marketing activity; two variablesmediating iebrand awareness andbrand image; and one dependent variable namelypurchase intention. The overall measurement of this variable uses a five-point Likert scale. The Likert scale is used to measure respondents' answers regarding the respondents' attitudes, opinions or perceptions. This research uses Smart PLS to process the data obtained.

RESULT

Statistik Analysis

A. Outer Model Test

This research was measured by testing the validity and reliability of each variable, namely social media marketing activity, brand image, brand awareness, and purchase intention. The validity and reliability testing process for all these variables was processed using SmartPLS with 252 respondents.

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a). Convergen Validity Test

Tabel 1. *Outer loading*

	BA	BI	PI	SMMA
BA1	0,933			
BA2	0,923			
BA3	0,925			
BI1		0,916		
BI2		0,910		
BI3		0,934		
BI4		0,908		
PI1			0,880	
P12			0,909	
P13			0,936	
PI4			0,930	
SMMA10				0,909
SMMA2				0,895
SMMA3				0,902
SMMA4				0,873
SMMA5				0,886
SMMA6				0,895
SMMA7				0,898
SMMA8				0,920
SMMA9				0,892
SMMA1				0,882

Source: data processing(2023)

Based on the data obtained from table 1, it can be concluded that all indicators have met the above criteria, namely above 0.50, so it can be concluded that all indicators have good factor loading values. Based on these results, we can proceed to the next test:

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b). Diskriminant Validity Test

Tabel 3. Diskriminant Validity Test

	BA	BI	PI	SMMA
Brand Awareness	0,927			
Brand Image	0,884	0,917		
Purchase Intention	0,881	0,902	0,914	
Social Media Marketing Activity	0,877	0,880	0,855	0,895

Source: data processing(2023)

In table 3, the results of discriminant validity can be seen that the test results for each item of the majority variable have a greater value than the variables below it. For example, the value of the brand awareness item (0.927) is greater than the value of the brand image item which is exactly in the bottom row (0.884). Likewise, the brand image item (0.917) is greater than the purchase intention value (0.902). The results of the discriminant validity test can be seen that this research variable can be said to have good or good discriminant validity, which can be concluded that this research can be used.

c). Reliability Test

Reliability test that can be measured using Cronbach's alpha and composite reliability. A variable is considered reliable if it has a Cronbach's alpha value and a composite reliability value of more than 0.40 (Noor, 2017). In table 4, it is found that the Cronbach's alpha value of each variable is reliable because each variable is satisfactory. Such as brand awareness (0.918) and purchase intention (0.934). For details, see table 4 as follows:

Tabel 4. *Cronbach,s Alpha and Composite Reliability*

Variabel	Cronbach's Alpha	Composite Reliability
Brand Awareness	0,918	0,948
Brand Image	0,937	0,955

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Purchase Intention	0,934	0,953
SocialMedia Marketing Activity	0,972	0,976

Source: data processing(2023)

Based on the data in table 4 above, it can be concluded that all the variables in this study have Cronbach alpha and composite reliability values > 0.70, therefore it can be stated that these variables are valid and reliable so they can be continued with further testing.

B. Inner Model Test

a). Colinearity Test

The collinearity test is one approach to testing structural models, which tests the relationship between latent variables. In the context of PLS-SEM, a tolerance value of 0.20 or lower than a VIF value of 5. Anything higher indicates potential collinearity problems. When the level of collinearity is very high or the VIF value is 5 or more, then one should consider removing one of the appropriate indicators, except for the trade off, if the VIF for the reflective outer model must be high if the researcher has indicators with high reliability (VIF results > 5 are accepted if the Crobach alpha value is high). (F. Hair Jr et al., 2014) (Becker, Klein and Wetzels, 2012; Becker, 2019; Sarstedt et al., 2019). As for this research, the relationship between variables that have a VIF value > 5, namely the variables brand awareness, brand image, social media marketing activity and engagement, have values respectively 5.735; 5,885; and 5,528. The following are more detailed results which can be seen in table 5:

Tabel 5. Colinearity test

Variabel	BA	BI	PI	SMMA
Brand Awareness		4,336	5,735	
Brand Image			5,855	
Purchase Intention				
Social Media Marketing Activity	1,000	4,336	5,582	

Source: data processing(2023)

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b). R Square Test

The R-square value is the measure most commonly used to evaluate and test the extent to which exogenous variables describe endogenous variables. This coefficient is a form of measure of the model's predictive power and is calculated as the squared correlation between the actual specific endogenous construct and the predicted value. This coefficient certainly represents the exogenous latent effect of the combined variables on the endogenous latent variable. Table 6 shows the R^2 results for each variable as follows:

Tabel 6. R square Test

	R-Square	*R-Square Adjusted*
Brand Awareness	0,769	0,768
Brand Image	0,829	0,828
Purchase Intention	0,848	0,846

Source: data processing(2023)

It can be seen from table 6 that brand awareness is described by the antecedent variables as 76.8%. This means that there is still an influence of 23.2% of other variables outside the brand awareness variable. Then, brand image is described by its antecedent variables at 82.8% and there is still 17.2% remaining for other variables outside the brand image variable. Then, purchase intention is described by its antecedent variables at 84.6% and there is still 15.4% remaining for other variables outside the performance expectancy variable.

c). Q Square Test

In the structural model, the Q-square value must be greater than zero ($Q^2>0$) for certain reflections of endogenous latent variables that show relevance path model predictions for certain dependent constructs (Hair et al., 2016). The following Q-square results in this research can be seen in table 7 below:

Tabel 7. Q Square Test

	SSO	**SSE**	**Q^2 (=1-SSE/SSO)**
Brand Awareness	756,000	263,628	0,651
Brand Image	1008,000	314,168	0,688

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Purchase Intention	1008,000	304,502	0,698
Social Media Marketing Activity	2520,000	2520,000	

Source: data processing(2023)

It can be seen in table 7 that the Brand Awareness variable has a Q-square value of 0.651; and Brand Image worth 0.688. As for the purchase intention variable, the value is 0.698; while Q-square social media marketing activity has a value of 0. Even though social media marketing activity has a value of 0, this result is normal because the social media marketing activity variable is an independent variable.

d). Path Coefficient Test

Path coefficient is a step to test the hypothesis results, which are calculated using the SmartPLS application using the bootstrapping technique. Based on the bootstrapping results in table 4.3.11, it shows that H1, H2, H4, H5, and H6 are supported while H3 is not supported. This is because it is in line with the principles of Hair et al. (2016), which says that the T-statistics value must be more than 1.96; and the P-value must be less than 0.05. Therefore, H1, H2, H4, H5, and H6 are supported. The following table 4.8 explains in detail the results of the path coefficient test:

Tabel 8. Path Coefficient test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Kesimpulan
SMMA-> BA	0,877	0,876	0,053	16,465	0,000	H1 Signifikan
SMMA -> BI	0,451	0,529	0,220	2,048	0,041	H2 Signifikan
SMMA-> PI	0,129	0,187	0,133	0,969	0,333	H3 Tidak Signifikan
BA-> BI	0,489	0,410	0,219	2,236	0,026	H4 Signifikan
BA-> PI	0,326	0,288	0,118	2,767	0,006	H5 Signifikan
BI-> PI	0,500	0,476	0,106	4,709	0,000	H6 Signifikan

Source: data processing(2023)

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Tabel 9. Mediation Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Kesimpulan
SMMA->BA-> PI	0,286	0,250	0,100	2,874	0,004	H7 Signifikan
SMMA-> BI-> PI	0,225	0,239	0,087	2,606	0,009	H8 Signifikan

Source: data processing(2023)

In terms of direct effect, the influence of social media marketing activity on purchase intention is not significant (H3 is significant). Meanwhile, specifically, the indirect effects H7 and H8 are significant. This can of course be concluded that the variables brand awareness and brand image fully mediate the influence of social media marketing activity on purchase intention.

The Influence of Social Media Marketing Activity on Brand Awareness

The research conducted above shows that the results of testing the influence of social media marketing activity on brand awareness are significant, which indicates that hypothesis 1 can be accepted. The results of testing this hypothesis show that social media marketing activity has a big influence on brand awareness. These results are in accordance with previous research conducted by Dewi et al., (2022) which stated that social media marketing activity has a significant influence on brand awareness. The results of this research are also in line with previous research conducted by Bilgin (2018) which stated that social media marketing activity has a relatively high level of significant influence on brand awareness. Based on the explanation above, it can be concluded that social media marketing activity has a high positive influence on brand awareness and this statement has been proven to be true because several previous studies also had the same results as this research. This also indicates that the marketing activities carried out on Tiktok Avoskin are able to make Tiktok users aware and aware of the existence of the Avoskin brand on Tiktok social media.

The Influence Social Media Marketing Activity on Brand Image

The research carried out above shows that the results of testing social media marketing activity with brand image are supported, which means that hypothesis 2 can

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be accepted. These results also indicate that social media marketing activity can influence brand image. The results of this research are in line with previous research conducted by Moslehpour et al., (2021) which stated that social media marketing activity has a significant influence on brand image. Moslehpour et al., (2021) also stated that brand image will improve if social media marketing activities can be managed well. Apart from that, this research is also in line with research conducted by Bilgin (2018) where the results of this research show that social media marketing activity has a significant influence on brand image. Based on the statement above, it can indicate that the marketing activities carried out on Tiktok Avoskin influence the brand image of Avoskin products, where respondents agree that Avoskin is the best skincare brand and can provide impressive memories when using the product.

The Influence Pengaruh Social Media Marketing Activity on Purchase Intention

The results of the research conducted above show that social media marketing activity directly has an insignificant influence on purchase intention. However, indirectly social media marketing activity can influence purchase intention if you can manage brand awareness and brand image well. This means that brand awareness and brand image fully mediate between social media marketing activity and purchase intention. The results of this research are not in line with research conducted by Moslehpour, (2021) which states that social media marketing activity has a significant direct influence on purchase intention. Even though they are not in line, this research can prove that the mediating variables in this research can mediate fully and well between social media marketing activity and purchase intention.

The Influence Pengaruh Brand Awareness on Brand Image

The research conducted above shows that the results of brand awareness research on brand image are supported. This indicates that brand awareness has a significant influence on brand image. The results of this research are in line with previous research conducted by Bilgin (2018) which stated that brand awareness has a significant influence on brand image. Based on the statement above, it can be concluded that the activities carried out by Tiktok Avoskin related to increasing brand awareness can improve the image of the Avoskin product, which also indicates that if consumers are aware of the existence of the brand, it means that the image of the brand also increases because known by many TikTok users.

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The Influence Brand Awareness on Purchase Intention

The research conducted above shows that the results of brand awareness research on purchase intention are supported, which means that brand awareness has a significant influence on purchase intention. The results of this research are in line with previous research conducted by Dewi et al., (2022) which stated that brand awareness has a significant influence on purchase intention. Based on the statement above, it can be concluded that awareness of a brand can help consumers to recognize a product and understand it, which can then influence a consumer's purchasing decision. This also indicates that activities carried out on Tiktok Avoskin social media, such as the content presented, can increase brand awareness so that Tiktok users will be aware of Avoskin's existence and this can help consumers to recognize the product more deeply which will then influence consumer purchasing decisions. .

CONCLUSION

1. Social media marketing activity has a positive and significant influence on brand awareness, which means that the better the management of a brand's social media marketing activity, the greater the brand awareness of that brand.
2. .Social media marketing activity does not have a direct positive influence on purchase intention, but has an indirect influence if the mediating variables can be managed well. So social media marketing activity can influence purchase intention if brand awareness and brand image of the brand can be managed well.
3. Brand image has a significant positive influence on purchase intention, it means that the better the brand image a brand has the greater the purchase intention of that brand.
4. Brand awareness has a significant positive influence on brand image, which means that the better the management of brand awareness of a brand, the greater the brand image of a brand.
5. Brand awareness has a significant positive influence on purchase intention, which means that the better brand awareness a brand has, the higher the purchase intention for that brand.
6. Brand image has a significant positive influence on purchase intention, which means that the better the brand image a food brand has, the greater the purchase intention of that brand.

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