THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND IMAGE ON PURCHASE DECISIONS AT SHOPEE THROUGH PURCHASE INTEREST AS A MEDIATION VARIABLE

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ARTICLEINFO	ABSTRACT
Keywords: *Social Media Marketing,* *Brand Image,* *Interest,* *Purchase Decision*	This study aims to determine the effect of Social Media Marketing and Brand Image on Purchase Decisions with Purchase Intention as an intervening variable at Shopee. This study uses primary data by taking data from questionnaires. The sampling technique in this study is probability sampling so that the number of samples used is 100 people. The data analysis technique in this study used (SEM) structural equation modeling with the help of smartPLS to be able to solve the problems and hypotheses that have been formulated in this study and used to test the relationships between variables. The results of this study indicate that Social Media Marketing has no effect on Purchase Decision, Brand Image has a positive and significant effect on Purchase Decision, Social Media Marketing has a significant effect on Purchase Intention, Brand Image has a significant effect on Purchase Intention, Purchase Intention has a significant effect on Purchase Decision Purchasing, Social Media Marketing has a significant effect on Purchase Decision through Purchase Interest and Brand Image influences Purchase Decision through Purchase Interest. Purchase intention is able to have a positive and significant direct influence on the relationship between Social Media Marketing and Brand Image on purchasing decisions.
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1. INTRODUCTION

People use the internet widely as a technology product. The internet has the potential to create a new type of social contact that is different from previous forms of social interaction [1], [2]. Internet usage has been growing very fast recently. Internet media is no longer just a communication tool; it is now integral to business, industry, education, and interpersonal interactions, especially given the explosive growth of social media. Popular social media platforms such as Facebook, Twitter, Instagram, Youtube, Tik Tok, and Whatsapp are examples of new media technology products currently favored by various groups [3].

In Indonesia, most internet users use it for commerce, which has led to the rapid expansion of this sector. Social media is one way to use internet technology. Manufacturers often use social media as a channel for product promotion. Various items can be found through social media, including clothing, cosmetics, places to eat, and food and drinks produced by the culinary sector [4].

Marketing at this time is far more advanced according to technological developments. This makes it easier for consumers to find the products they need and connect with other producers and consumers. The consequence of this mention is increasing competition between products, where information about a product can be shared with fellow consumers in various parts of the world, thus encouraging manufacturers always to maintain and improve product quality so that consumers are not tempted to try or switch to other similar products[5].

Social Media functions as a communication channel because the world is now very limitless. Social media influence the wider population because we can quickly access actual information there. In addition, social media has reasonable performance goals, namely effective, affordable and efficient. The use of social media and the internet go hand in hand nowadays. The internet plays an important role in the field of marketing as well as serving as a source of information. Currently, e-marketing activities are supported by various applications and media, such as Facebook, Twitter, and Instagram, which are quite popular with the public [6].

The number of active social media users in Indonesia in January 2022 grew by 12.35% from last year. More precisely, the number of active social media users in early 2022 is 191 million, while in 2021, it

will be 170 million. With a total population of 273.5. Social media is most often used by Indonesian people [7]. WhatsApp is the most widely used social media by Indonesians, where a percentage reaches 88.7%. In second and third positions are Instagram and Facebook, with respective percentages of 84.8% and 81.3%. The proportion of TikTok and Telegram users has yet to reach 70%, whereas, for TiktTok, it is 63.1% and 62.8%. Social media use is increasing daily, which indicates that people's consumption behavior is shifting from traditional technology to developing digital technology [8].

Brand Image is another factor besides social media influencing people's purchasing decisions [9]. Because the brand image is a concept developed by consumers to be used in building a brand image. Shopee's brand image is already very good. Ten million people have downloaded the Shopee app from the Play Store, an online retailer. Shopee strives to build a good reputation initially by running a "Free Shipping All Over Indonesia" campaign. Since then, the number of website visitors has also continued to grow. Shopee has implemented a Brand Image upgrade plan. To increase consumer buying interest in purchasing products provided by Shopee and inspire or motivate them to make purchases there, promotional efforts such as advertising and building brand image are expected to be effective.

When making a purchase decision, a person weighs all the available options for the goods or services they wish to use. Decision-making is the act of buying, which is a psychological process experienced by consumers or buyers. The purchasing decision is a process in which the buyer knows the problem, searches for information about a particular product or brand, and evaluates some of these alternatives to solve the problem, which then directs him to a purchasing decision [10].

The buying decision is an integration process used to combine knowledge to develop two or more alternative behaviors and choose one of them. Consumer decisions are solutions to solving problems in human activities to buy goods or services to fulfill their wants and needs [11].

Consumer decisions are solutions to solving problems in human activities to buy goods or services to fulfill their wants and needs. Complex buying processes usually involve decisions involving choices between several alternative actions or behaviors. Although most marketers often refer to choices between products, brands, and places of purchase, the buying process is also usually influenced by the relationship between the two manufacturers [12]. After considering several alternative calculations and factors, a purchase decision is made. There are various stages that a decision-maker may go through before making a decision. The buying decision process requires the following actions: identifying a need, gathering information, weighing alternatives, deciding to buy, and acting on the purchase.

Purchasing decisions are consumers' actions to buy or not the product. Of the various factors influencing consumers in purchasing a product or service, consumers usually consider quality, price, and products already known by the public [13].

Consumer purchases can be viewed as a problem-solving activity, and there are three situations. These situations are routine response behavior, limited problem-solving, and extensive problem-solving. The process of making consumer decisions in buying products can be considered different. Developing a typology of the consumer decision-making process: Level of decision-making and Level of involvement in purchasing. There are four types of consumer buying processes, namely: complex decision-making, limited decision-making, brand loyalty, and inertia [14].

Purchase intention, determined by the possibility that consumers will make purchases, is the tendency of consumers to buy a brand or take actions related to purchases. Part of the component of people's consumption behavior is buying interest. Consumers' buying interest plays a role in deciding which brand principles they will choose from a series of choices, and they also play a role in subsequent transactions on one of these principles. Consumers make their purchasing decisions for goods and services based on various principles of consideration [15]

Purchase intention is the tendency of consumers to buy a brand or take actions related to purchases that are measured by the level of possibility of consumers making purchases [16]. Purchase intention is one of the most important things in a company. Even though buying interest does not directly affect sales, buying interest increases sales of the company's products [17]. Many factors influence and increase buying interest, including social media marketing as a promotional medium and product introduction to the wider community. Purchase intention is a principle of behavior that arises in response to an object principle indicating a consumer's desire to make a purchase [18].

Social Media (Social Media) consists of two words: media and social. Understanding according to language, social media is a tool or means of community communication to get along. Another term for social media is "social networking" (social network), namely online networks and online relationships. Therefore, according to Wikipedia, Social Media is online media, with users (users) who can easily participate, share (sharing), and create content, including blogs, social networks, wikis, forums, and so on. Social Media is a

tool for conveying information from someone to someone or a group of people to achieve individual goals and group goals [12].

Social media marketing is a cyberspace market formed from community involvement in marketing activities carried out online [19]. Social media marketing involves interactive (two-way) communication between producers and consumers online, which influences awareness, improves the image, and creates a product in the form of goods and services which can be sold to the public [11].

Brand image is a view of a brand that is expressed through brand associations embedded in customers' minds [20]. Brand perception depends on how well a person is informed and aware of details around individuals, objects, and situations. The thing in question is an unknown individual, business, team, or entity [21]. Image is a point of view or point of view, and when the actions of people's beliefs are accumulated, a more general and abstract public opinion will eventually emerge. Brand image summarizes what consumers or the brand's target market think as a whole [22].

Brand image (brand image) is a view of the brand associated with brand associations embedded in consumer memory. Several tools can usually be used to create a brand image, such as packaging (labels), brand names, logos, colors used, and so on [23]. Brand image is what consumers think or feel when they hear or see the name of a brand or, in essence, what consumers have learned about the brand [24].

2. METHOD

The researcher grouped the variables in the title into 2 (two) independent variables, namely, Social Media Marketing and Brand Image, one dependent variable, Purchase decision, and one mediating variable, Purchase intention.

The population in this study is the number of Shoppe customers. In the second quarter of 2022, Shopee is 131,300,000 people. The sample is calculated using the loving formula with an alpha or an error rate of 10% [25].

$$n = \frac{N}{1 + N(0.1)^2}$$

$$n = \frac{131.300.000}{1 + (131.300.000)}$$

$$= 99.9945$$

Based on the calculation of using solving using an alpha of 10%, 100 respondents were obtained as a sample. The sampling technique in this study will use a probability sampling approach, which provides equal opportunities for each element or member of the population to be selected as a sample.

3. RESULT AND DISCUSSION
a. Convergent validity

The initial step taken is a measurement that determines the extent to which the measure correlates positively with alternative measures in the same construct. Assessment can be carried out using the processed data through the loading factor to conduct research at an early stage, the development of a measurement scale of a loading value of 0.7 [26].

Table 1. Outer Loading (Measurement Model)

	Sosial Media Marketing	Brand Imange	Decision Purchase	Purchase Interest
SM1	0,883			
SM2	0,904			
SM3	0,744			
BI1		0,819		
BI2		0,773		
BI3		0,731		
MB1				0,837
MB2				0,750
MB3				0,902
KP1			0,828	
KP2			0,801	
KP3			0,887	

Source: Data processed by SmartPLS, 2022

Based on the table above, we can judge that all variables have a higher value when explaining the variable itself compared to other variables in the same column. The table above can conclude that the data model tested in this study has met the requirements and criteria, indicating that the constructs in the model have discriminant validity.

b. Composite Realibilty

A construction can be said to have high reliability if the value is 0.70, the composite reliability value table is as follows.

Table 2. Composite Realibilty

Variabel	Chronbach Alpha	Composite Reliability
Social Media Marketing	0,706	0,819
Brand Image	0,794	0,877
Purchase Interest	0,804	0,883
Buying decision	0,774	0,870

Source: Data processed by SmartPLS, 2022

Based on the table above, it can be concluded that all reliable constructs, both composite reliability and Cronbach's alpha, have a value above 0.70. it can be concluded that this research has good convergent validity, good discrimanant validity, and good internal consistency reliability.

c. Structural Model Testing (Inner Model)

Table 3. Inner Model

Variabel	R-Square
Purchase Interest	0,440
Buying decision	0.604

Source: Data processed by SmartPLS, 2022

The table above shows the R-Square value for the R-Square value variable for buying interest variable. A value of 0.440 is obtained. These results indicate that 44% of the variable purchase intention can be influenced by social media marketing and brand image, while other variables beyond those studied influence 56%. Meanwhile, the purchase decision obtained a value of 0.604. These results indicate that 60.4% of the purchasing decision variable can be influenced by Social Marketing, Brand image, and purchase intention, while other variables outside those studied influence 39.6%.

d. Hypothesis test

The indicators used in testing the hypothesis are the values contained in the output path coefficients using smartPLS with the bootstrapping method of research data. The following is the estimated output table for testing the structural model.

Table 4. Hypothesis Test

Path	Original Sample	T-value	P-Value	Hypothesis
Social Media Marketing -> **Buying decision**	-0,006	0,057	0,954	**Rejected**
Social Media Marketing -> **Purchase Interest**	0,451	6,510	0,000	**Received**
Brand Image -> Buying decision	0,397	3,890	0,00	**Received**
Brand Image -> Purchase Interest	0,499	6,322	0,000	**Received**
Purchase Interest -> Buying decision	0,336	2,418	0,016	**Received**
Social Media Marketing -> **Purchase Interest -> Buying decision**	0,168	2,410	0,016	**Received**
Brand Image -> Purchase Interest -> Buying decision	0,152	2,071	0,039	**Received**

Source: Data processed by SmartPLS, 2022

Based on the table above, it can be concluded the following hypothesis:

a. Testing the H1 Hypothesis. Based on the table above, it can be seen that the p-value is 0.954 and the t-statistic or T-value is 0.057. Because the p-value <0.05, H1 is rejected. So Social Media Marketing does not affect purchasing decisions.

b. Testing the H2 Hypothesis. Based on the table above, it can be seen that the p-value is 0.000 and the t-statistic or T-value is 6.510. Because the p-value > 0.05, then H2 is accepted. So Social Media Marketing has a significant effect on purchase intention.

c. Testing the H3 Hypothesis. Based on the table above, it can be seen that the p-value is 0.000 and the t-statistic or T-value is 3.890. Because the p-value > 0.05, then H3 is accepted. So Brand Image influences purchasing decision management.

d. Testing the H4 Hypothesis. Based on the table above, it can be seen that the p-value is 0.000 and the t-statistic or T-value is 6.322. Because the p-value > 0.05, H4 is accepted. So Brand Image has a significant effect on the management of buying interest.

e. Testing the H5 Hypothesis. Based on the table above, it can be seen that the p-value is 0.016 and the t-statistic or T-value is 2.418. Because the p-value > 0.05, then H5 is accepted. So buying interest has a significant effect on purchasing decision management.

f. Testing the H6 Hypothesis. Based on the table above, it can be seen that the p-value is 0.039 and the t-statistic or T-value is 2.071. Because the p-value > 0.05, then H6 is accepted. So Social Media Marketing significantly affects purchasing decisions through buying interest. Purchase intention has a full mediation effect, seen from the data value of the direct relationship between price and purchase decision, namely the p-value of 0.954, while the value of the indirect relationship has a p-value of 0.039

g. Testing the H7 Hypothesis. Based on the table above, it can be seen that the p-value is 0.016 and the t-statistic or T-value is 2.410. Because the p-value > 0.05, then H7 is accepted. So Brand Image influences purchasing decisions through buying interest. Purchase intention has a partial mediation effect, seen from the data value of the direct relationship between price and purchase decision, namely the p-value of 0.00, while the value of the indirect relationship has a p-value of 0.016

4. CONCLUSION

The conclusion of this research is, Social Media Marketing has no positive or significant effect on purchasing decisions. Social Media Marketing has a positive and significant effect on purchase intention. This explains that Shopee consumers believe that Social Media Marketing is a factor in buying interest but is not a causative factor in purchasing decisions. There is a positive or significant influence of Brand Image on purchasing decisions. This explains that Shopee consumers, in making purchasing decisions have the Brand Image factor and consider factors other than Shopee's Brand Image. There is a positive and significant influence of Brand Image on purchase intention. This explains that Brand Image is a factor in buying interest at Shopee but is not a causative factor in purchasing decisions.

There is a positive and significant influence of buying interest on purchasing decisions. Buying interest at Shopee is a factor in making purchasing decisions. Social Media Marketing has a positive or significant influence on purchasing decisions through interest. This explains that Shopee consumers, in purchasing decisions, have Social Media Marketing factors. Purchase intention as an intervening variable influences Social Media Marketing on purchasing decisions. And buying interest can provide a full mediation effect on the indirect relationship between Social Media Marketing and purchasing decisions

There is a positive and significant influence of Brand Image on purchasing decisions through purchase intention. Purchase intention can positively and significantly influence the relationship between Brand Image and purchasing decisions. Purchase intention can provide a partial mediation effect on the indirect relationship between Brand Image and purchasing decisions

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