

The Influence Of Social Media Marketing On Purchase Intention With E-Wom And Brand Awareness As Intervening Variables On Indibiz Services (Instagram @Indibiz.Id)

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Abstract

The development of digital technology and social media has changed consumer behavior in making purchases, including business to business marketplaces that can help the business world in Indonesia, especially small and medium enterprises (SMEs) go digital and move up a class, one of which is Indibiz. The presence of Indibiz has not been fully socialized in the MSME community, resulting in a lack of understanding of the added value offered by the product. This study aims to analyze the influence of social media marketing on purchase intention with brand awareness and e-WOM as intervening variables in Indibiz services. This study uses a quantitative approach with data collection techniques through questionnaires. The research sample was active followers of Instagram @indibiz.id totaling 400. Data were analyzed using Structural Equation Modeling PLS. The results of the study showed there is a positive and significant influence between Social Media Marketing on e-WOM, Brand Awareness, and Purchase Intention. There is also a positive and significant influence of e-WOM on Brand Awareness. In addition, e-WOM and Brand Awareness contribute significantly to purchase intention. e-WOM and Brand Awareness also play a role in mediating the relationship. These results emphasize the importance of managing marketing on social media to strengthen relationships with MSMEs and increase purchase intention.

Keywords: Social Media Marketing, Brand Awareness, E-WOM, and Purchase Intention.

I. INTRODUCTION

Information and communication technology has changed the way consumers interact with brands and products in today's digital era. One of the most obvious phenomena is the shift in consumer behavior that is increasingly dependent on social media to obtain information before making a purchase. Purchase intention is one of the important indicators in determining the success of a product or service in the market (Spears & Singh, 2004). High purchase intention indicates that consumers have a desire to buy a product, which in the end can have a positive impact on sales and business growth (Ho, Phan, & Le-Hoang, 2021). However, in reality, many factors influence purchase intention, including consumer perception of the brand, previous experience, and information obtained from the surrounding environment (Tuten & Solomon, 2017). The development of digital technology and social media has been utilized by PT Telkom Indonesia Tbk by providing MyIndibiz web marketplace business to business (B2B) which can help the business world in Indonesia, especially small and medium enterprises (SMEs) go digital and move up a class. Although Indibiz promises great potential to provide benefits to the MSME segment, the main challenge faced is the lack of knowledge and awareness among MSMEs regarding this product. The presence of Indibiz has not been fully socialized in the MSME community, resulting in a lack of understanding of the added value offered by the product. The problems that emerged in the Indibiz service were identified as sales figures that had not reached the set target, indicating a decrease in consumer purchase intention for its products. Data on ach sales or account channel sales for Indibiz services in 2024 had not reached the target set by the company in the last four months of 2024.

The average percentage of overall sales reached 59,876 or 61 percent of the target achievement of 91,184. This shows that Indibiz products or services are not yet in great demand by MSMEs, so they are less attractive to MSME customers (purchase intention). The achievement of sales figures that have not reached the target for Indibiz services is due to factors that influence the public's purchasing intention for Indibiz service products. One of the factors that influenced the decline in sales figures was the lack of promotional strategies through social media, especially Instagram @indibiz.id. Insight analysis of the Instagram account @indibiz.id received a grade of B-. This indicates a fairly good condition, but still requires further improvement and enhancement in order to achieve more optimal performance. The ranking of the number of followers of the

@indibiz.id account is in position 1,964,003 of all existing Instagram accounts. This shows that the number of followers of the @indibiz.id account is still relatively small when compared to popular accounts on Instagram. The ranking of the engagement rate of the @indibiz.id account is in position 6,991,320 of all Instagram accounts. This shows that the level of follower engagement with the content of the @indibiz.id account is still relatively low compared to other accounts. The ranking of the number of posts (media) of the @indibiz.id account is in position 2,898,385 of all Instagram accounts. This shows that the @indibiz.id account is quite active in uploading content, but it is still not optimal when compared to other more active accounts. Based on the achievement data, Instagram metrics @indibiz.id shows that e-WOM and brand awareness are not optimal.

This shows that there is still room to increase the effectiveness of social media marketing in driving e-WOM and brand awareness, which can ultimately affect the purchase intention of MSME consumers towards Indibiz services. Previous studies have identified that social media marketing can influence brand awareness and e-WOM, which can then have an impact on consumer purchase intention (Citrasumidi & Pasaribu, 2023; Dulek & Aydin, 2020; Lumingkewas, Tumbuan, & Pandowo, 2023; Samosir et al., 2023). However, different results were shown Emini & Zeqiri (2021), social media marketing does not influence purchase intention. Previous studies have also identified that brand awareness can influence purchase intention (Al Faruq Abdullah et al., 2023; Wangpo & Wangmo, 2022; Widiyan & Sienatra, 2024). However, other studies show that brand awareness does not influence purchase intention (Emini & Zeqiri, 2021). In addition, electronic word-of-mouth (e-WOM) can also be an important factor influencing purchase intention (Indrawati, Yones, & Muthaiyah, 2023). Previous studies have identified that e-WOM can influence brand awareness and purchase intention (Aljumah, Nuseir, & El Refae, 2023; Citrasumidi & Pasaribu, 2023; Ho et al., 2021). Furthermore, e-WOM and brand awareness can also be intervening variables that influence purchase intention (Arfatillah, Indrawati, & Millanyani, 2024). Previous studies have identified that e-WOM and brand awareness can be intervening variables that influence purchase intention (Wangpo & Wangmo, 2022; Winarno & Indrawati, 2022). Thus, this study will analyze social media marketing conducted by Indibiz through Instagram @indibiz.id can influence consumer purchase intention, with brand awareness and e-WOM as variables that mediate the relationship.

II. BASIC THEORY

1.1 Social Media Marketing

Social media marketing defined as a process carried out by a marketer to promote products and services provided through social media networks (Tuten & Solomon, 2017). According to Barker et al. (2016), social media marketing is defined as a strategic approach to leveraging social media platforms to promote brands, engage with customers, and drive business goals. Cheung, Pires, & Rosenberger (2020) identified five key elements in social media marketing that influence consumer purchase intention. First, Entertainment creates a fun experience through content such as videos and contests, building an intimate relationship with the brand. Second, Customization tailors' services and messages to consumer preferences, increasing trust and relevance. Third, Interaction enables a two-way exchange of information between consumers, which encourages user-generated content and positive attitudes toward the brand. Fourth, E-WOM involves consumer communication about products on social media, which can increase brand visibility. Finally, Trendiness emphasizes the importance of up-to-date information that can attract consumer attention and encourage further search for products.

1.2 Brand Awareness

Kotler & Keller (2016) defines Brand Awareness as the ability to identify a brand under different conditions as reflected by their brand experience or recall performance. Aaker (2013) explains brand awareness is the ability of potential buyers to recognize or remember that a brand is a member of a particular product category. Brand awareness covers various levels, from mere brand recognition to brand dominance. Brand awareness influences consumer perception and behavior.

1.3 Electronic Word of Mouth

Kotler & Keller (2016) defines e-WOM as any form of informal communication directed to consumers through internet technology or digital media. e-WOM can be in the form of reviews, comments, or

recommendations about a product, service, or brand that are spread by consumers. e-WOM has a significant impact on consumer behavior and purchasing decisions. Dulek & Aydin (2020) defines e-WOM as any positive or negative expression made by potential, actual, or former customers about a product or company, which is conveyed to many people and companies via the Internet. Where e-WOM in this study adopts the dimensions of information adoption that have been modified by Al-Haddad, Sharabati, Harb, Husni, & Abdelfattah (2022), namely: Information Quality which refers to the quality of content in e-WOM. Information Credibility which refers to persuasiveness where information is considered accurate, strong and credible. Information Quantity which refers to the frequency of information, e-WOM or reviews exposed to consumers.

1.4 Purchase Intention

Purchase intention can be interpreted as an individual's conscious planning to make an effort to purchase a brand (Spears & Singh, 2004). Purchase intention is a person's thoughts related to the decision to purchase a brand or take action related to the purchase (Kotler & Keller, 2016). According to Ferdinand (2014), purchase intention is measured through the following indicators: Transactional Interest is defined as a person's desire to decide to purchase a product. Explorative Interest is defined as a person's behavior in searching for the desired product and supporting information related to the product. Preferential Interest is defined as an interest that describes the behavior of a person who has a primary preference for the product. Referential Interest is defined as a person's tendency to refer a product to others.

III. RESEARCH HYPOTHESIS AND FRAMEWORK

Social Media Marketing has a vital role in shaping Brand Awareness by increasing exposure, encouraging content sharing, facilitating engagement and interaction, leveraging user-generated content, and providing valuable metrics and analytics to track and optimize Brand Awareness efforts. These efforts can effectively increase awareness and visibility, which ultimately contributes to stronger brand recognition and recall among consumers. This is also supported by previous research conducted by Emini & Zeqiri (2021), Samosir et al. (2023), Wangpo & Wangmo (2022). So, the researcher formulated the following hypothesis:

H1: There is a positive and significant influence between Social Media Marketing and Brand Awareness

Social Media Marketing has emerged as a powerful tool for brands or companies to connect with consumers, build relationships, and drive business growth in the digital era. Social Media Marketing influences consumer behavior is electronic word of mouth (e-WOM). E-WOM refers to sharing opinions, recommendations, and experiences about products or services through online channels, including social media platforms, review sites, blogs, and forums. This is also supported by previous research conducted Dulek & Aydin (2020), Winarno & Indrawati (2022) that there is a positive and significant influence between Social Media Marketing and e-WOM, so the researcher formulated the following hypothesis:

H2: There is a positive and significant influence between Social Media Marketing and e-WOM

Social Media Marketing become an essential part of a business's marketing strategy, providing an opportunity to connect with consumers and influence their purchasing decisions. With billions of active users across platforms such as Facebook, Instagram, Twitter, and LinkedIn, Social Media has transformed the way brands or companies interact with their audiences, enabling personalized and targeted communications at scale. One of the main goals of Social Media Marketing is to drive consumer behavior, especially in terms of Purchase Intention. This is supported by previous research conducted by Aji et al. (2020), Alwan & Alshurideh (2022), Cuong (2021), Rahmawati (2022). So, the researcher formulated the following hypothesis:

H3: There is a positive and significant influence between Social Media Marketing and Purchase Intention

Building Brand Awareness is very important for businesses that want to attract and retain customers. Brand Awareness refers to the extent to which consumers are familiar with a brand and its products or services. Strong Brand Awareness not only increases the visibility of a brand but also influences consumer perceptions, attitudes, and behaviors towards the brand or company. Brands that have a high level of awareness among consumers are more likely to inspire Purchase Decisions. This is also supported by previous research which states that brand awareness has a positive and significant effect on purchase intention (Al Faruq Abdullah et

al., 2023; Wangpo & Wangmo, 2022; Widiyan & Sienatra, 2024). So, the researcher formulated the following hypothesis:

H4: There is a positive and significant influence between Brand Awareness and Purchase Intention

Electronic Word of Mouth which is defined as the dissemination of opinions, recommendations, and information about products or services through online platforms, has become increasingly prevalent in this digital era. With the rise of social media, review sites, and online forums, consumers now have unprecedented access to user-generated content that influences their purchasing decisions. This is also supported by previous research which states that e-WOM has a positive and significant effect on purchase intention (Aji et al., 2020; Al-Haddad et al., 2022; Candra, Yoga, & Kerti Yasa, 2022; Cuong, 2021; Ho et al., 2021; Iqbal, Khan, Malik, & Faridi, 2022; Rahmawati, 2022; , 2022). So, the researcher formulated the following hypothesis:

H5: There is a positive and significant influence between e-WOM and Purchase Intention

In today's digital era, the concept of brand awareness has evolved to encompass not only traditional media but also extensive online interactions and communications. Brand awareness refers to the extent to which consumers recognize and remember a brand, which is often the first step in the consumer decision-making process. With the rise of social media, blogs, and online review sites, electronic word of mouth has become a powerful factor in shaping consumer perceptions and behavior. E-WOM involves the exchange of opinions, experiences, and recommendations about products or services through digital channels, making it an essential element in modern marketing strategies. This is supported by previous research which states that brand awareness has a positive and significant effect on e-WOM (Citrasumidi & Pasaribu, 2023; Widiyan & Sienatra, 2024). So, the researcher formulated the following hypothesis:

H6: There is a positive and significant influence between Brand Awareness and E-WOM

Social media marketing plays a vital role in building brand awareness by consistently exposing consumers to brand content, engaging them with interactive posts, and creating memorable brand experiences. The visual and viral nature of social media allows for the rapid and widespread dissemination of brand-related content, thereby significantly increasing brand awareness. When consumers recognize and have a positive perception of a brand, they are more likely to consider it in their decision-making process. An effective social media marketing campaign that increases brand awareness can, in turn, result in higher purchase intentions. This is supported by previous research conducted by Widiyan & Sienatra (2024). So, the researcher formulated the following hypothesis:

H7: There is a positive and significant influence of Social Media Marketing on Purchase Intention through Brand Awareness

The impact of social media marketing on consumer purchase intention is not direct but is channeled through the e-WOM effect. Positive e-WOM generated by social media marketing campaigns is expected to increase consumer purchase intention, while negative e-WOM can have the opposite effect. This is to explain the dynamics of this relationship and provide insight into how businesses can effectively leverage social media to drive purchase intention through the strategic use of e-WOM. This is supported by Aji et al. (2020), Alwan & Alshurideh (2022), Cuong (2021), Rahmawati (2022). So, the researcher formulated the following hypothesis:

H8: There is a positive and significant influence of Social Media Marketing on Purchase Intention through e-WOM

Referring to the results of previous research and the hypotheses that have been developed, a research model is created as described below.

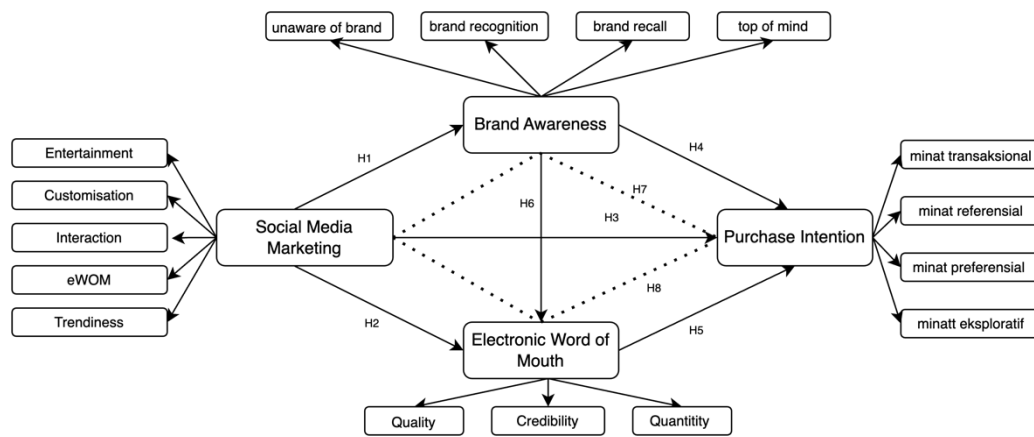


Fig 1. Framework

IV. METHODS

1.5 Research Object and Analysis

The population used in this study was all followers of the Indibiz Instagram account, totaling 22.5 thousand (as of May 24, 2024). To determine the number of samples, it is known that the population is unlimited (uncountable), the researcher used the Lemeshow formula (Akdon & Riduwan, 2013). The calculation results obtained a minimum sample of 385 respondents who are followers of the Instagram social media @indibiz.id. Data collection using a questionnaire was distributed to followers or followers of the Instagram social media account @indibiz.id by attaching an online questionnaire link that was accessed using the Google Forms application. The research instrument has been calibrated to 30 respondents who have met the criteria to be respondents. The results of the validity test show that the Social Media Marketing variable statement items consisting of 16 statements, Electronic Word of Mouth consisting of 13 statements, Brand Awareness consisting of 4 statements and the Purchase Intention variable consisting of 4 statements obtained $r_{count} > r_{table}$ then all statement items from each variable are declared valid. The reliability test shows that the Cronbach's Alpha value of each > 0.60 , then the data obtained is said to be reliable, so that later it can be continued as feasible research data.

1.6 Variable Operationalization

In this study, operating variables are defined as follows:

Table 1. Operationalization of Variables

No	Variables	Dimensions	Indicator
1.	Social Media Marketing Cheung et al (2020)	Entertainment	The content on Instagram social media @indibiz.id looks interesting
			Seeing the content on Instagram social media @indibiz.id feels fun
			It feels fun to collect information about Indibiz from social media @indibiz.id
			Spending time observing Instagram @indibiz.id feels easy
		Customization	Instagram @indibiz.id can recommend products based on search history
			Instagram @indibiz.id actively responds to comments individually
			Instagram @indibiz.id offers special content tailored to the needs of followers.
		Interaction	Allows for sharing information when using Instagram @indibiz.id
			Instagram @indibiz.id often interacts with followers such as quizzes, IG live, and giveaways.
			Allows for two-way interaction on Instagram @indibiz.id
e-WOM	I want to convey information about services from social media @indibiz.id to my friends on social media		

No	Variables	Dimensions	Indicator
		Trendiness	I want to upload content from social media @indibiz.id on my personal social media
			I would like to share my opinion about the Indibiz service that I got from Instagram @indibiz.id with my friends on social media.
			I feel that the content on Instagram @indibiz.id follows the latest trends.
			I think the content on social media @indibiz.id provides the latest promo information.
			I think the content on social media @indibiz.id provides the latest advantages.
2.	Electronic Word of Mouth Al-Haddad et al. (2022)	Quality	The reviews posted on the Instagram social media @indibiz.id are clear
			Reviews posted on social media Instagram @indibiz.id are easy to understand
			Reviews posted on Instagram social media @indibiz.id are objective.
			The reviews posted are enough to support the point.
		Quantity	There are many reviews related to the most popular products.
			The large number of reviews posted shows that the product has good sales.
			High rating and recommendation, product has good reputation
			The amount of review information posted helped me make the right decision.
		Credibility	The reviews posted are convincing
			The reviews posted are convincing
			The reviews posted are natural or authentic
			The reviews posted are trustworthy
			The reviews posted are accurate
3.	Brand Awareness Aaker (2013)	Unaware of Brand	I don't know the Indibiz logo and tagline
		Brand Recognition	I know the internet service is Indibiz by Telkom Indonesia
		Brand Recall	I understand and am aware of the packages available on Indibiz
		Top of Mind	I only know the internet provider Indibiz
4.	Purchase Intention Ferdinand (2014)	Transactional Interest	Indibiz services are worth buying
			I am interested in purchasing Indibiz services
			I will purchase Indibiz services again in the future
		Explorative Interest	I will look for information about the advantages of Indibiz services from the Instagram social media account @indibiz.id
			I will follow the Indibiz Instagram social media account so as not to miss information related to Indibiz services.
			I will look for testimonials regarding Indibiz services on the Instagram social media page.
		Preferential Interest	If I want to buy connectivity services, I will choose Indibiz services.
			I prefer Indibiz services as an internet provider
			The possibility of me purchasing Indibiz services is high
		Referential Interest	I will tell my relatives about Indibiz services.
I would recommend Indibiz products to others			
I will give positive comments when someone asks about Indibiz services.			

1.7 Model Analysis and Test Techniques

The analysis technique in this study uses Structural Equation Modeling (SEM) based on variance (PLS). The type of Variance Based SEM used in this study refers to Haryono (2017) that the appropriate software is Smart-PLS where Partial Least Square (PLS) is interpreted as a simultaneous variance-based SEM analysis with the aim of conducting a measurement model trial as well as a structural model trial.

V. RESULTS AND DISCUSSION

This study involved 400 respondents who were followers of Instagram @indibiz.id, consisting of MSME actors who actively interacted with Indibiz content. The characteristics of the respondents showed a balanced gender composition (50.5% male and 49.5% female), with the majority aged 36-45 years (47.5%) and the last education was mostly high school (44.8%). In terms of location, 30.5% of respondents came from Java Island, reflecting a greater market concentration in the region. For net income, the category of IDR 5,000,001 - IDR 10,000,000 dominated (35.8%), indicating that most respondents were in the middle-income range.

1.8 Evaluation of Measurement (Outer) Model

The measurement model test (outer model) is a test of the feasibility between the indicator and its latent variable. The measurement model test (outer model) of a latent variable is carried out with a construct validity test including: convergent validity, discriminant validity, and reliability.

Table 2. Test results Measurement (Outer) Model

Variables	Code	Loading Factor Value	AVE	CR	Cronbach's alpha
Social Media Marketing (X)	SMM1	0.765	0.600	0.960	0.956
	SMM2	0.736			
	SMM3	0.789			
	SMM4	0.746			
	SMM5	0.732			
	SMM6	0.774			
	SMM7	0.799			
	SMM8	0.739			
	SMM9	0.787			
	SMM10	0.809			
	SMM11	0.799			
	SMM12	0.817			
	SMM13	0.756			
	SMM14	0.788			
	SMM15	0.773			
	SMM16	0.778			
Electronic Word of Mouth (Z1)	E-WOM1	0.769	0.586	0.948	0.941
	E-WOM2	0.788			
	E-WOM3	0.808			
	E-WOM4	0.819			
	E-WOM5	0.809			
	E-WOM6	0.735			
	E-WOM7	0.775			
	E-WOM8	0.721			
	E-WOM9	0.749			
	E-WOM10	0.719			
	E-WOM11	0.723			
	E-WOM12	0.766			
	E-WOM13	0.757			
Brand Awareness (Z2)	BA1	0.850	0.738	0.919	0.882
	BA2	0.833			
	BA3	0.868			
	BA4	0.884			
Purchase Intention (Y)	PI1	0.872	0.687	0.963	0.958
	PI2	0.866			
	PI3	0.848			
	PI4	0.862			

Variables	Code	Loading Factor Value	AVE	CR	Cronbach's alpha
	PI5	0.855			
	PI6	0.867			
	PI7	0.827			
	PI8	0.826			
	PI9	0.780			
	PI10	0.773			
	PI11	0.779			
	PI12	0.780			

The table above shows the results of factor analysis for the variables in the study, including Social Media Marketing (X), Electronic Word of Mouth (Z1), Brand Awareness (Z2), and Purchase Intention (Y). For the Social Media Marketing variable, the loading factor value ranges from 0.732 to 0.809, with an Average Variance Extracted (AVE) value of 0.600 and Composite Reliability (CR) reaching 0.960, and Cronbach's alpha of 0.956, indicating that this variable has very good reliability and validity. The E-WOM variable also showed positive results with a loading factor between 0.719 and 0.819, AVE of 0.586, CR of 0.948, and Cronbach's alpha of 0.941, indicating high consistency. Brand Awareness has a loading factor between 0.833 to 0.884, with an AVE of 0.738, a CR of 0.919, and a Cronbach's alpha of 0.882, indicating that this variable is also valid and reliable. Finally, Purchase Intention shows a loading factor between 0.773 to 0.872, with an AVE of 0.687, a CR of 0.963, and a Cronbach's alpha of 0.958, indicating excellent strength and consistency in measuring purchase intention. Overall, all variables show adequate levels of validity and reliability, supporting the reliability of the research results.

The results of the Structural Model Fit Test through the calculation of Goodness of Fit (GOF) on this model provide an overview of the model's suitability to the data obtained. The Chi-squares value of 4562.847 indicates that this model has a poor fit, because it exceeds the expected threshold (<793.9). However, other indicators show more positive results. The RMR (Root Mean Square Residual) of 0.028 is a value far below the 0.05 limit. The RMSEA (Root Mean Square Error of Approximation) of 0.048 indicates a good fit, because its value is below the 0.05 threshold. On the other hand, the NFI (Normed Fit Index) of 0.850 is also in the marginal fit category. Furthermore, the CFI (Comparative Fit Index) of 0.925 and the PNFI (Parsimony Normed Fit Index) of 0.800 indicate a good fit. Overall, the GOF results show that the proposed model has a good fit with the data, although there are some indicators that show poor and marginal results. This indicates that this model is worthy of further analysis and is reliable in representing the analyzed relationship.

1.9 Structural Model Evaluation (Inner Model)

The construction of the structural model test path diagram in this study uses 1 exogenous variable and 3 endogenous variables which describe the relationship between variables as shown in the following Figure:

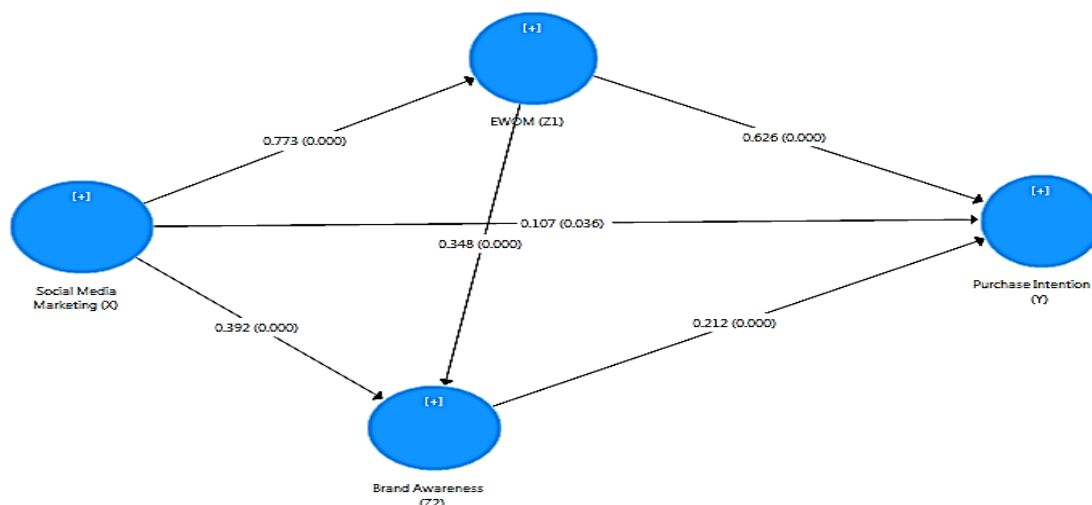


Fig 1. Inner Model Results

1.10 Hypothesis Test Results and Significance

Table 3. Hypothesis Test Results and Significance

Ha	Connection	Original Sample (O)	T Statistics	P value	Results
H1	Social Media Marketing (X) -> E-WOM (Z1)	0.773	30,600	0,000	Accepted
H2	Social Media Marketing (X) -> Brand Awareness (Z2)	0.392	5,925	0,000	Accepted
H3	Social Media Marketing (X) -> Purchase Intention (Y)	0.107	2,102	0.036	Accepted
H4	E-WOM (Z1) -> Purchase Intention (Y)	0.626	13,506	0,000	Accepted
H5	Brand Awareness (Z2) -> Purchase Intention (Y)	0.212	5,168	0,000	Accepted
H6	E-WOM (Z1) -> Brand Awareness (Z2)	0.348	5,187	0,000	Accepted
H7	Social Media Marketing (X) -> E-WOM (Z1) -> Purchase Intention (Y)	0.484	11,711	0,000	Mediating
H8	Social Media Marketing (X) -> Brand Awareness (Z2) -> Purchase Intention (Y)	0.083	3,858	0,000	Mediating

Discussion

1.11 The Influence of Social Media Marketing on Electronic Word of Mouth

The results of the hypothesis test show that there is a positive and significant influence between Social Media Marketing and e-WOM of Indibiz by Telkom Indonesia products. This finding is very important, because it reflects that the higher the marketing activity carried out on social media, the greater the impact on communication from consumers to other consumers about the product. These findings confirm that effective marketing strategies on social media contribute to increasing e-WOM in the context of Business-to-Business (B2B). According to Aljumah et al. (2023), communication activities through social media can influence B2B customers in a more interactive and dynamic way. However, as stated by Järvinen et al. (2012), although the potential of social media marketing in the B2B sector is huge, the gap between potential and actual usage still exists. Salonen et al. (2024) emphasized that easy access to high-quality content on social media has influenced B2B consumer purchasing behavior. This is also supported by previous research conducted Dulek & Aydin (2020), Winarno & Indrawati (2022) that there is a positive and significant influence between Social Media Marketing and e-WOM.

1.12 The Influence of Social Media Marketing on Brand Awareness

The results of the hypothesis test show that there is a positive and significant influence between Social Media Marketing and Brand Awareness of Indibiz by Telkom Indonesia products. This confirms that marketing on social media is effective in increasing brand awareness among consumers. The more intensive and strategic the marketing activities carried out on social media platforms, the greater the impact on increasing brand awareness. These findings are particularly relevant in the context of theories that explain the changing ways in which individuals and businesses communicate in the digital age. In B2B businesses, brand awareness often involves more than one person from different functions, making decision-making more complex (Kotler & Keller, 2016). According to Barker et al. (2016), social media platforms provide unique opportunities for targeted marketing, customer engagement, and brand building. This is especially important for B2B businesses like Indibiz by Telkom Indonesia, which must build customer loyalty among small and medium enterprises (SMEs). Furthermore, Dubbelink et al. (2021) emphasizes that B2B customers tend to make rational decisions, so companies need to develop strategic plans to build relationships that are relational, not just transactional. This is also supported by previous research conducted by Emini & Zeqiri (2021), Samosir et al. (2023), Wangpo & Wangmo (2022) that Social Media Marketing has a positive effect on Brand Awareness.

1.13 The Influence of Social Media Marketing on Purchase Intention

The results of the hypothesis test show that there is a positive and significant influence between Social Media Marketing and Purchase Intention of Indibiz by Telkom Indonesia products. This confirms that

marketing activities carried out through social media effectively drive consumer purchase intention. This finding means that social media not only functions as a tool to increase brand awareness, but also as a powerful vehicle to influence purchasing decisions. In the context of B2B business, where purchasing decisions often involve deeper analysis and consideration from various parties, the ability to engage with consumers directly and personally through social media is very important. These findings underline the importance of strengthening promotional strategies through social media to increase Purchase Intention. By optimizing marketing activities on this platform, Indibiz can more effectively reach MSMEs, explain product value, and encourage increased purchase intention.

With interesting and relevant content, as well as stronger interaction with the audience, there will likely be an increase in understanding and interest in Indibiz products. These findings are in line with social media marketing theory explaining that social media platforms have changed the way individuals and businesses communicate and interact. According to Barker et al. (2016), social media provides unique opportunities for targeted marketing and customer engagement, which is critical to influencing purchasing decisions. Kotler & Keller (2016) noted that B2B buyers are well-trained and knowledgeable professionals, and are therefore more likely to seek information and consider alternatives before making a decision. This is supported by previous research conducted by Aji et al. (2020), Alwan & Alshurideh (2022), Cuong (2021), Rahmawati (2022) that one of the main goals of Social Media Marketing is to drive consumer behavior, especially in terms of Purchase Intention.

1.14 The Influence of Electronic Word of Mouth on Purchase Intention

The results of the hypothesis test show that there is a positive and significant influence between Electronic Word of Mouth and Purchase Intention of Indibiz by Telkom Indonesia products. This confirms that recommendations and reviews delivered electronically, such as through social media, online forums, and review platforms, have a strong impact on influencing consumer purchase intentions. The more consumers share positive experiences about Indibiz products online, the higher the likelihood of potential customers to consider and ultimately make a purchase. According to Kotler & Keller (2016), many marketers now prefer word-of-mouth advertising, or what is often called buzz marketing. Buzz marketing is a way to attract people's attention with new, unique or surprising information about a business. In the digital era, word-of-mouth marketing has evolved into viral marketing, where information spreads very quickly through the internet, similar to the spread of a virus. This is also supported by previous research which states that e-WOM has a positive and significant effect on purchase intention (Aji et al., 2020; Al-Haddad et al., 2022; Candra et al., 2022; Cuong, 2021; Ho et al., 2021; Iqbal et al., 2022; Rahmawati, 2022).

1.15 The Influence of Brand Awareness on Purchase Intention

The results of the hypothesis test show that there is a positive and significant influence between Brand Awareness and Purchase Intention of Indibiz products by Telkom Indonesia. This confirms that the higher the brand awareness among consumers, the more likely they are to consider and purchase the product. This means that the more people know and understand the Indibiz brand, the greater the trust in the products offered, thus increasing purchase intention. Brand awareness creating a sense of familiarity and comfort for consumers, which is very important in the purchasing decision-making process. When consumers feel familiar with a brand, they tend to feel safer choosing that product than an unknown brand (Kotler & Keller, 2016). Brands that have a high level of awareness among consumers are more likely to inspire a Purchase Decision (Aaker, 2013). This is also supported by previous research which states that brand awareness has a positive and significant effect on purchase intention (Al Faruq Abdullah et al., 2023; Wangpo & Wangmo, 2022; Widiyan & Sienatra, 2024).

1.16 The Influence of Electronic Word of Mouth on Brand Awareness

The results of the hypothesis test show that there is a positive and significant influence between Electronic Word of Mouth and Brand Awareness Indibiz by Telkom Indonesia products. This confirms that e-WOM serves as a very effective tool to spread information and create buzz around the product, which in turn helps build brand awareness. Therefore, it is important for Indibiz to continue to utilize and promote e-WOM as part of their marketing strategy to achieve better growth and increase brand awareness among their target consumers. According to Kotler & Keller (2016), e-WOM is a form of informal communication that occurs via

the internet, and has the potential to influence consumer opinions and behavior. Dulek & Aydin (2020), adding these reviews and recommendations becomes a very effective tool in building trust in the minds of consumers who are not yet familiar with the brand. In other words, the more people hear about Indibiz through e-WOM, the more likely they are to recognize and remember the brand. This is supported by previous research which states that e-WOM has a positive and significant influence on brand awareness (Citrasumidi & Pasaribu, 2023; Widiyan & Sienatra, 2024).

1.17 The Influence of Social Media Marketing on Purchase Intention through e-WOM

The results of the hypothesis test show there is a positive and significant influence of Social Media Marketing on Purchase Intention through e-WOM. This result confirms that Social Media Marketing not only increases product visibility, but also serves as an effective tool to influence purchase intention through e-WOM. Therefore, it is important for companies to optimize marketing strategies on social media in order to achieve better growth and increase product sales. According to Barker et al. (2016), social media provides a unique opportunity for targeted marketing and customer engagement, which is critical to building brand awareness and influencing purchasing decisions. According to Kotler & Keller (2016), social media marketing allows companies to interact directly with consumers and encourage deeper engagement. This is supported by Aji et al. (2020), Alwan & Alshurideh (2022), Cuong (2021), Rahmawati (2022) that positive e-WOM generated by social media marketing campaigns can increase consumer purchase intentions.

1.18 The Influence of Social Media Marketing on Purchase Intention through Brand Awareness

The results of the hypothesis test show there is a positive and significant influence of Social Media Marketing on Purchase Intention through Brand Awareness. These findings indicate that companies must integrate their marketing strategies. Using social media to increase brand awareness can be an important step in driving purchase intention. By increasing brand awareness through social media, companies can build consumer trust. When consumers feel more familiar with a brand, they are more likely to make a purchase. According to Kotler & Keller (2016), social media marketing is a strategy that utilizes social media platforms to interact with consumers, build relationships, and promote products. Tuten & Solomon (2017), adding that social media has become an integral part of modern life and business. It provides organizations with a powerful tool to engage with customers, build brand awareness, and drive sales. Effective social media marketing can significantly increase a company's competitiveness and success. This is supported by previous research conducted by Widiyan & Sienatra (2024) there is a positive and significant influence of Social Media Marketing on Purchase Intention through Brand Awareness.

VI. CONCLUSIONS AND RECOMMENDATIONS

The results of the study indicate that there is a positive and significant influence between Social Media Marketing and Electronic Word of Mouth (e-WOM), Brand Awareness, and Purchase Intention for Indibiz by Telkom Indonesia products. The more effective the marketing strategy on social media, the more likely consumers are to share positive experiences and increase brand awareness, which in turn drives purchase intention. In addition, e-WOM and Brand Awareness also contribute significantly to increasing Purchase Intention, confirming that positive experiences shared by consumers can increase the interest of potential buyers. Overall, this study confirms the importance of Social Media Marketing in strengthening e-WOM and Brand Awareness, which leads to increased purchase intention of the product.

Suggestions for the academic aspect are the development of a conceptual model that integrates these elements for contribution to the marketing literature. From a practical aspect, MSMEs are advised to be proactive in understanding Indibiz services, while companies should hold interactive sessions and educational content to increase understanding. Further research needs to consider a combined method to explore the motivations of social media users, add external variables that influence purchase intention, and focus on certain MSME segments to produce more relevant and applicable findings.

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