



The Role of Digital Social Media Marketing on Purchase Decision Jank Jank Wings Thought Brand Equity as Mediation Variable

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Abstract

The current research examined how brand equity and social media marketing mediated the relationship between the purchasing decision of Jank Jank Wings and the analysis of that decision. Customers of Jank Jank Wings participated in this survey. Jank Jank Wing is marketed by samples 215 of target consumers who have eaten or purchased through TikTok and Instagram media, using a purposive sample technique. Each response is processed using partial least squares (PLS). The results indicate that social media marketing influences consumer decisions. The purchasing choices of consumers are impacted by the value of the brand. Brand equity's influence on social media marketing. Moreover, empirical studies have demonstrated that customer decisions are impacted by brand equity, which functions as both an intermediary and an amplifier of the impact of social media marketing. Time constraints resulted in a limited number of returned surveys, which constitutes a drawback of the research. This study suggests that Jank Jank Wings has the potential to enhance brand recognition, perceived quality, brand association, and brand loyalty by implementing social media strategies. When making decisions throughout the purchasing process, all of these components are seen to be crucial.

Keywords: Social Media Marketing, Purchase Decision, Brand Equity.

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1. Introduction

Social media has emerged as a critical component of current digital culture, influencing consumer behavior, information exchange, and social contact. Brands such as Jank Jank Wings use social media channels, particularly in the food and beverage industry, to broaden their reach and influence consumer behavior. Nevertheless, understanding the complex relationship and mediating factors that exist between social media marketing and consumer purchasing decisions remains an essential field of study.

Previous studies (McClure & Seock, 2020; Pandey et al., 2018; Wang et al., 2019) have established that social media marketing is an effective contemporary advertising and audience-reaching strategy for establishing long-term consumer relationships through online platforms. As a consequence of the exponential expansion of communication technology, an abundance of social media platforms have emerged. It is incumbent upon marketers to utilize these platforms in order to facilitate collaboration, communication, and connection with consumers (Grover et al., 2019). Business professionals are presented with numerous opportunities to engage with their consumers while upholding their brand values, owing to substantial advancements in the internet and information technology (Reveilhac & Blanchard, 2022; Saheb et al., 2021).

The food and beverage preferences of consumers have been impacted by brand reputation and value in recent times (Ameyibor et al., 2022; Bihanta et al., 2017). Scholars have directed their attention towards the aspect of consumer behavior associated with brand equity in the food industry, as consumers who select companies with high brand equity exhibit a robust conviction regarding the product's quality (Ponnam et al., 2015, p. 523). Cillo et al. (2019) conducted a study that investigates the relationship between brand equity and social media brand communication. The researchers specifically evaluate the potential impact of engaged admirers' and followers' sensory preferences on consumer-based brand equity.

This study aims to investigate the influence of social media marketing on the purchasing behavior of consumers of Jank Jank Wings, while also considering the moderating effect of brand equity. This study provides marketing professionals with significant knowledge that can be utilized to develop strategies that maximize the influence of social media on customer retention and revenue. This is accomplished by conducting an analysis of the relationship between brand value and the impact of social media on consumer purchasing decisions. By obtaining a complete understanding of these elements, organizations like Jank Jank Wings may better their marketing methods and strengthen their market standing in the highly competitive food and beverage industry.

2. Research Methods

To completely analyze the topic, this study takes a quantitative approach. The research participants were identified by physically giving questionnaires to Jank Jank Wings Malang consumers. A purposive sampling technique was utilized to pick a sample of 215 customers who had purchased or eaten products via Instagram and TikTok for Jank Jank Wing promotions.

The questionnaire comprises three variables: purchase decisions, brand equity (which serves as a mediation variable), and social media marketing (the independent variable). A total of fifteen entries comprise each variable. Every individual item is assessed utilizing a Likert scale that encompasses values from one to five. Points one through five, successively, represent strong disagreement, disagreement, strong agreement, and disagreement. Moreover, this sampling methodology has been employed by numerous research endeavors to gather data from clientele across diverse industries (Guan et al., 2021; Phau & The, 2009; Yadav & Pathak, 2016). Ali et al. (2018) and Ting et al. (2016) posit that adequate flexibility can be achieved through the utilization of queries to evaluate factors.

This hypothesis testing was based on research data processing and SEM-PLS analysis. The process begins with evaluating the validity and reliability of variables, followed by generating and testing hypotheses. The model utilized in this study is as follows:

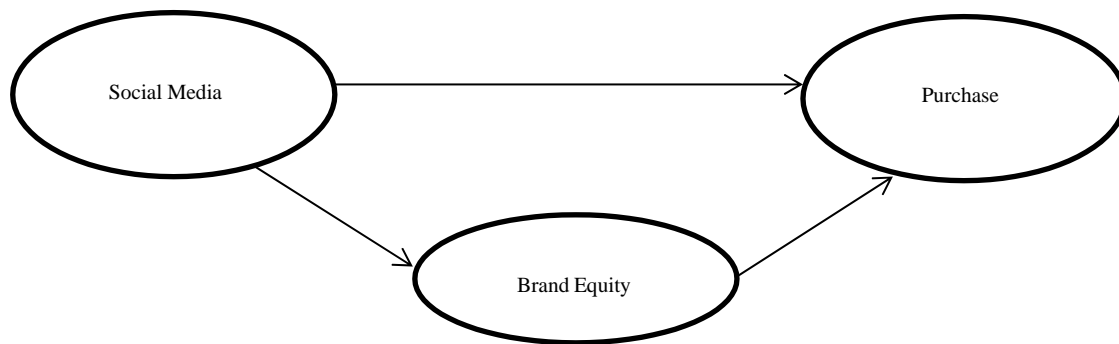


Figure 1. Proposed Model

3. Results and Discussion

In light of the validity and reliability test results indicating that the Average Variance Extracted (AVE) value in Table 1 surpasses 0.5, Cronbach's alpha and Composite Reliability (CR) should also be considered. All latent variables are consistent, as evidenced by the alpha value exceeding the 0.70 threshold.

Table 1. Composite Reliability Test and Cronbach's alpha

Construct	Item	Factor Loading	Weighting Coefficient	AVE	Composite Reliability	Cronbach's Alpha	Decision
SMM	SMM1	0,778	0,230	0,692	0,913	0,881	Valid & Reliable
	SMM2	0,802	0,238				
	SMM3	0,839	0,249				
	SMM4	0,851	0,249				
	SMM5	0,832	0,249				
BE	BE1	0,821	0,241	0,719	0,927	0,901	Valid & Reliable
	BE2	0,796	0,232				
	BE3	0,769	0,211				
	BE4	0,912	0,240				
	BE5	0,934	0,254				

PD	PD1	0,867	0,256	0,677	0,918	0,887	Valid & Reliable
	PD2	0,888	0,254				
	PD3	0,834	0,250				
	PD4	0,707	0,198				
	PD5	0,852	0,239				

Source : Processed Primary Data, 2024

The researcher must now show that the statements or hypotheses based on the investigation are correct. The path coefficients and significance level of the variable correlation data are analyzed and compared to the study hypothesis. In this investigation, a 5% significance level was used. The following hypothesis is employed in this study.

H1 : Social media marketing influences purchasing decisions.

H2 : Brand equity influences purchasing decisions.

H3 : Social media marketing influences brand equity

H4 : Brand equity mediates the relationship between social media marketing and purchasing decisions.

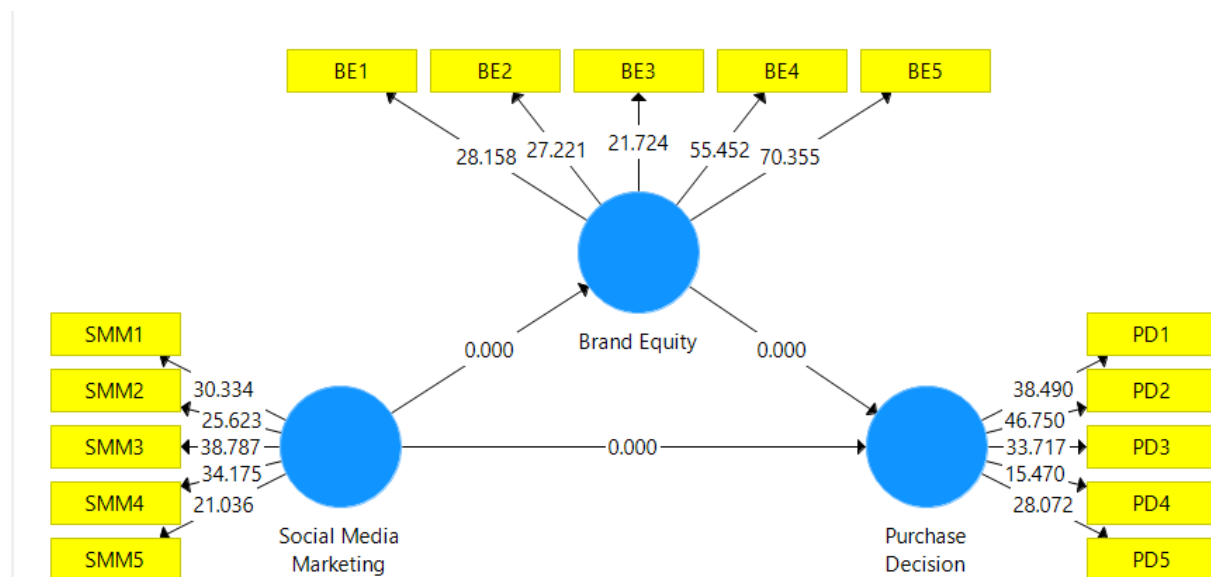


Figure 2. Complete Structural Model path Diagram

Information :

SMM : Social Media Marketing BE: Brand Equity

PD : Purchase Decision

Table 2. Path Coefficients

		Std	P-Value	Decision
H1	SMM→PD	0,412	0,000	Accepted
H2	BE→PD	0,488	0,000	Accepted
H3	SMM→BE	0,763	0,000	Accepted

Source : Processed Primary Data, 2024

As shown in Table 2, the p-value obtained from the analysis of the data is 0.000, which is less than the predetermined significance level of 0.05. Despite the fact that the coefficient $\beta_{0.412}$ of Hypothesis 1 is positive, it is less than 0.7. The findings suggest that social media marketing has a moderately positive impact on

consumer decisions. Therefore, it is highly likely that hypothesis 1 is true. In line with prior investigations (Islam et al., 2021; Lin et al., 2019) which have substantiated the favorable impact of social media marketing on consumer choices, the findings presented here bolster this concept.

The coefficient of the second hypothesis, denoted as β , has a positive value of 0.488, which is lower than 0.7. 0.000, which is less than 0.05, is the p-value. Although brand equity does influence consumer choice in a positive way, this effect is not statistically significant, according to the findings of this study. Therefore, hypothesis 2 is considered to be valid. Upadhyay and Tripathi (2023) posit that brand equity is a prerequisite for the aforementioned indirect influence.

On the contrary, hypothesis 3 demonstrates a greater degree of significance than the 0.05 criterion, as evidenced by its p-value of 0.000. Moreover, the coefficient associated with hypothesis 3 exhibits a statistically significant positive value of β 0.763, surpassing the threshold of 0.7. As these findings indicate, social media marketing ultimately has a substantial and positive impact on brand equity. As a result, the third hypothesis is validated. The results align with a recent study (Cheung et al., 2021) that discovered organizations that employ social media platforms for consumer engagement and communication have a greater probability of establishing robust brand trust and exerting a substantial impact on customers' purchasing decisions. Evidently, the majority of shoppers choose to engage with and discover brands through social media platforms.

Table 3. Indirect Effects

		Std	P-Value	Decision
H4	BE \rightarrow SMM and PD	0,76	0,001	Accepted

Source : Processed Primary Data, 2024

Hypothesis 4 proposes that the outcomes of the data processing described in Table 3 could be explained by a p-value (0.000) less than 0.05 and a positive value of β (0.373) exceeding 0.7. The findings indicate that brand equity has a negligible effect on the correlation between social media marketing and consumer purchase decisions. Hypothesis 4 is therefore supported. The results align with those of an earlier investigation (Hanaysha, 2022), which identified a moderate impact on brand trust, likely attributable to consumers' skepticism towards the social media marketing efforts of companies. Consumer behavior is positively impacted by the creation and distribution of personalized marketing content on social media platforms, according to Naeem (2021). Customer participation in brand promotion is consequently increased when social media platforms provide customized brand communication.

Moreover, it exerts an impact on the behavior of customers (Moslehpour et al., 2021). The findings of this research challenge the conclusion arrived at by Ibrahim and Aljarah (2018) that interactivity does not mediate the relationship between purchase intention and brand trust. It is widely recognized that social media is the most efficient medium for establishing relationships and communicating with new and existing clients. The findings of Hanaysha (2022) indicate that consumer purchasing decisions are indirectly and positively impacted by social media interactions, which are in turn influenced by brand trust.

4. Conclusion

The results of the research demonstrate how social media marketing influences consumer choices. Brand equity exerts an influence on purchasing decisions. The correlation that exists between brand equity and social media marketing. Moreover, purchasing decisions pertaining to social media marketing are impacted by brand equity. Jank Jank Wings Malang establishes client relationships and conducts online marketing via social media. Consequently, effective utilization of social media platforms enhances brand equity. This factor is among those that impact the purchasing decisions of customers.

One research issue that arose was the limited number of questionnaires that were returned as a result of time constraints. This study suggests that Jank Jank Wings could increase brand recognition, perceived quality, brand association, and brand loyalty through the use of social media. All of these characteristics are considered crucial while making purchasing decisions.

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