
The Role of Social Media Marketing, Brand Awareness and E-WoM to Increase Purchase Decision

Lena Ellitan

Faculty of Business, Widya Mandala Catholic University, Surabaya, Indonesia
E-mail: lena@ukwms.ac.id

Article History:

Received: 06 September 2022

Revised: 17 Desember 2022

Accepted: 18 Desember 2022

Keywords: *Treasure, Management, Money, Overseas Trade*

Abstract: *Social capital plays an important role in the entrepreneurial process, research shows that social capital is strongly related to the creation of opportunities in several industries. Various platforms are used to build Brand Awareness online marketing tools are Social Media Marketing, and promotions carried out by customers by word of mouth (E-WOM), these two promotional techniques have an effect on improving a brand, thus making customers decide to make a purchase. Besides E-WOM, Brand Awareness is also the most important symbol in electronic word of mouth. In a sense, which states that if the existence of a brand is getting stronger, it will affect the subconscious of consumers, so that the wider the influence given to consumers frequently, the greater the influence for consumers to contemplate and discuss about the brand. Apart from that, there is an impact from the role of Social Media Marketing, which participates in upholding the brand to market the products sold. the use of social media provides an opportunity for companies to increase Brand Awareness of the brand, it is influenced by the use of social media which can increase the value of attractiveness, engage in communication between consumers, and increase consumer intimacy with the brand. This article aims to discuss the role of Social Media Marketing, Brand Awareness, and E-Wom in influencing consumer purchasing decisions.*

INTRODUCTION

The economic depression that is currently engulfing the world has a significant impact on the global economy, this is due to several changes in policy, as well as the unstable Indonesian economy. However, the emergence of the Covid-19 outbreak, which directly affects the world's public health system and also indirectly affects the economy, such as in terms of investment, sales and tourism (Gössling et al, 2020). The implementation of social distancing has made each individual more aware when interacting with people outside their homes. In this case, the business sector is also affected (Fletcher, and Griffiths 2020).

Based on a statement from Chetty et al (2020), with the implementation of health protocols, namely maintaining distance, and public places that must be closed, in order to reduce the level of virus spread, all aspects of business are affected, such as shopping places, places to eat, and supermarket. Thus making customers in various locations have to change their shopping behavior and buy shopping needs by utilizing existing applications or technologies (Bartik et al, 2020). The emergence of the Covid-19 outbreak has forced food business owners in the country and around the world to forcibly give up their business for some time, and ended up going out of business. The level of health continues to decline, making people decide to live a healthy life, by choosing homemade food, and managing their money wisely. and saved as an emergency fund, until the new normal arrives.

To overcome this, business owners need to think about ways to survive, namely by utilizing technological developments, which are in demand by the millennial generation, making companies need to build branding, promotion through digital marketing. Besides digital marketing, of course, there are other things that should not be forgotten, such as brands. A brand plays an important role in marketing. Digital marketing has a series of marketing techniques that aim to market products online. Various platforms are used to build Brand Awareness online marketing tools are Social Media Marketing, and promotions carried out by customers by word of mouth (E-WOM), these two promotional techniques have an effect on improving a brand, thus making customers decide to make a purchase.

Meanwhile, large companies can take advantage of other promotional media besides social media, namely by word of mouth (E-WOM). Based on a statement from Kotler & Keller (2016) states that E-WOM is a communication process in which customers recommend each other an individual or group shopping experience for a product or service with the aim of providing personal information. Word of Mouth comes naturally, and cannot be planned by business owners or marketers. Word of Mouth arises because of the superiority of the product or service. In general, it is the customers who have purchased the Promise product who dominate the communication by word of mouth. In the past, it was more dominant to use traditional communication systems, but in the era of the industrial revolution 4.0 now, people often take advantage of technological sophistication, one of which is the development of information delivery which was previously done by word of mouth, to electronic word of mouth, where people can discuss in the chat forum listed in each post.

According to research conducted by Fuller (2013) in the journal *The Impact of User Interactions in Social Media On Brand Awareness and Purchase Intention*, Fuller stated that Electronic Word of Mouth is a phenomenon that naturally influences a consumer in determining Purchase Decisions. Besides E-WOM, Brand Awareness is also the most important symbol in electronic word of mouth. In a sense, which states that if the existence of a brand is getting stronger, it will affect the subconscious of consumers, so that the wider the influence given to consumers frequently, the greater the influence for consumers to contemplate and discuss about the brand. Apart from that, there is an impact from the role of Social Media Marketing, which participates in upholding the brand to market the products sold. This article aims to discuss the role of Social Media Marketing, Brand Awareness, and E-Wom in influencing consumer purchasing decisions.

LITERATURE REVIEW**Social Media Marketing**

Kerpen (2011), states that social media is an advancement or change in media, which makes its users have the ability to obtain, store, enjoy and disseminate various information they obtain, to all social media users. With the emergence of social media, it provides efficient benefits for business people, especially marketers, when they want to build communication and gain positive bonds with relationships and customers (Semuel & Setiawan, 2018). Salvation and Sorooshian (2018) also argue that Social Media Marketing is a method that utilizes one of the social media applications to use social media applications to promote, persuade, and build customer sensitivity regarding the presence of the product or service of choice to obtain details of targets and expectations in the field of marketing. economic and social.

Tong and Subagio (2019), said that the presence of Social Media Marketing can help marketers to market, engage, collaborate, establish connections and mobilize the capabilities or expertise of customers who participate in achieving marketing goals, and invite internet citizens to read and share information. through social media networks. In addition, social media marketing activities have several characteristics or dimensions, namely entertainment, interaction, trendiness, customization, and word of mouth (WOM), (Mileva and Fauzi, 2018). As for Anzari, et al (2019), providing an explanation of the characteristics of marketing and the five dimensions, used as facts, perceptions, and ways to be able to study the characteristics of consumer attitudes. As well as a case study proposed by Novita and Edward, (2021), regarding the character of each media in customer participation in it, stating that the characteristics of social media can be seen based on the actualization of information, uniqueness, consistency of content, utilization of facts and opinions provided. by the customer.

Adhawiyah & Anshori (2019). revealed about 5 dimensions of Social Media Marketing which can increase the correlation between consumers and companies, namely: (1) Online Communities: Social media can be used by companies or business people to build a community that has an interest in their product or business. This community can ultimately create a good relationship between customers. (2) Interaction: Customers can exchange unique and trending information through social media so that they can create more lively interactions in the online community. (3). Sharing of Content. At this point, customers can exchange views between customers through a unique content, so that other customers can understand the brand from various mindsets or views. (4). Accessibility: The ease of using social media allows customers to find out more about their favorite brands, without having to think about expensive costs. In addition, looking for information through social media, can be done anywhere and anytime. and does not require specific skills or knowledge. (4). Credibility.

Explaining the delivery of a message clearly to someone, so that it can build credibility for what is said or action taken that emotionally relates to the target audience, motivates buyers and builds customer loyalty. Social media provides an excellent platform for businesses of all sizes to reach large audiences, and connect directly and build trust by listening to what customers have to say.

Electronic Word of Mouth (E-WOM)

Thurau-Hennig, et al (2014) state that Electronic Word of Mouth is a positive or negative statement made by potential customers, actual customers and former customers about a product or company via the internet. In addition, e-WOM is a marketing communication that is carried out

online through internet social media (Schiffman and Kanuk in Haekal (2016: 27)). The importance of Electronic Word of Mouth (WOM) in business has been widely discussed and researched, especially the worldwide adoption of Internet technology, which has revolutionized the distribution and influence of word of mouth (Jalilvand, Ebrahimi, & Sami, 2013). In addition, consumer trust can be obtained from consumer preferences through word of mouth (Riskiyady, (2021). E-WOM is an informal communication tool, which is directed at consumers through internet-based technologies related to the use or certain characteristics of goods and services. So that the easiest way to find out the quality of the product can be seen through the results of testimonials shared by the public via online. The characteristics of the Electronic Word of Mouth which refers to the persuasive power of an argument that is embedded in a form of message information is divided into four of them: (1). Relevance Refers to the extent to which the message is applicable and useful for decision making (2) Timeliness Timeliness Is the message current, timely, and up to date (3) Accuracy Concerning the reliability of the message/information This is also a perception recipient that the information is considered correct (4) Comprehensiveness The extent to which the message refers on the completeness of the information/message.

Brand Awareness

Brand Awareness (Brand Awareness) is the ability of individuals to recognize and remember the brand of a particular product category, and is the main dimension in brand equity. Brand awareness is also the ability of a potential buyer to recognize or remember a brand that is part of a product category. Increasing Brand Awareness in a mechanism needs to be done to expand the brand market. Awareness also affects perception and behavior. Herdana, A. (2015) states that Brand Awareness is the ability of consumers to identify brands under different conditions, for example reflected by their brand recognition or recall achievements.

It is important if the customer has knowledge of the brand, because if the customer does not know the use of the product, the customer will not buy it either (Herdana, 2015). According to Endyana & Ardani (2019), consumer recall of the brand from the lowest level to the highest level There are four, namely: 1. Top of Mind. Top of Mind is the brand that the respondent first remembers or is first mentioned when the respondent is asked about a particular product. 2. Brand Recall. Brand Recall is recalling a brand that is reflected by another brand that is remembered by the respondent after the respondent mentions the first brand. 3. Brand Recognition. Brand recognition is brand recognition, namely the level of respondent's awareness of a brand is measured by being given assistance such as the characteristics of a product. 4. Unaware of Brands. Unaware of Brand is the lowest level of the Brand Awareness pyramid where consumers are not aware of a brand. Every marketing activity always strives to obtain a higher level of Brand Awareness as top of mind. If a brand is not in the minds of consumers, the brand is not considered in the minds of consumers. Usually the brands that are stored in the memory of consumers are the brands they like or hate (Upadana, & Pramudana 2020).

Buying decision

Purchasing Decision is the stage of the decision process where consumers actually make product purchases (Kotler, & Keller, 2016). Decisions are the result of solving problems they face firmly, a decision is a definite answer to a question, a decision must be able to provide answers to questions about what is discussed in relation to planning. In addition, marketers must explore the various influences on buyers, as well as develop an understanding of how consumers actually make purchasing decisions, companies must identify who will make purchasing decisions, the

types of purchasing decisions, and the steps in the buying process (Ridayani & Alie, 2021).). There are 6 dimensions of the Purchase Decision according to (Kotler and Keller, 2016): (1). Product Options. Companies should focus their attention on the people who intend to buy a product and the alternatives they consider. Consumers can make decisions to choose a product with various considerations. (2). Brand Choice. Consumers have to make a choice on what brand to buy. In this case the company must know how consumers make their choice of a brand. (3). Dealer Options. The consumer must determine which dealer to choose to buy the product. In this case, consumers choose dealers due to factors such as close location, low prices, complete availability of goods and convenience at the time of purchase (4). Purchase Amount. Consumers can determine the quantity of goods to be purchased. In this case the company must prepare a number of products according to the wishes of different consumers. (5). Purchase Time. The timing of purchases made by consumers can vary, so this needs to be adjusted to the needs of each individual. (6). Payment method. Consumers can determine the payment method that will be used at the time of the purchase transaction. Consumers may use payment methods: check cash, credit cards, debit cards, ATM cards, credit.

RESULT AND DISCUSSION

Relationship between Social Media Marketing, Brand Awareness, E-Wom and Purchase Decision

The development of the use of the internet as a means of marketing activities in introducing a brand and carried out continuously allows consumers to recognize or remember the brand. Holliman. & Rowley, (2014). also found that Social Media Marketing has an effect on Brand Awareness via Facebook in the Mobile Services Sector in Egypt. In addition, Social Media Marketing affects Brand Awareness, it can be proven because it is supported by research that has previously been carried out by Endyana & Ardani (2019), showing the results of their research that Social Media Marketing has an influential and significant relationship with Brand Awareness.

According to Kioek, Ellitan and Handayani (2022) positive comments or responses from consumers who have purchased products with certain categories, will give a good impression and can influence in building strength against the brand so that it can make consumers easy to remember and not switch to other brands even though unfamiliar brand. Based on research conducted by Fatimah (2020) states that e-WOM has a significant and positive influence on Brand Awareness. In other words, every positive increase in E-WOM will increase Brand Awareness. Yoel, Ellitan, & Lukito (2021) suggest that Brand Awareness is a picture that consumers have to recognize brands in product categories, so that they can influence consumers to be able to make purchasing decisions. Brand Awareness is the buyer's ability to recognize and partially improve the brand in the Purchase Decision process. The results of the study also show that Brand Awareness has a positive effect on Purchase Decisions, so that when Brand Awareness increases, Product Purchase Decisions will also increase. Yohanes, Ellitan, Junaedi (2021) found that online communities that are part of Community Building will positively increase the influence on purchasing decisions with the influence of opinion leaders who interact with them. The relationship between Brand Awareness and Purchase Decision is a form of consumer action because consumers know and recognize a brand.

Mileva & Dh, (2018) found that purchasing decisions are consumer decisions that will occur if the consumer's desire to buy an item is unanimous which includes the product to be purchased, when and where to buy the desired product and how to pay for it. Through good Social Media Marketing activities and based on the explanation above, it can be seen that Social Media

Marketing can have an influence on Purchase Decisions. This is in line with the results of research conducted by Kesuma et al., (2021).

Electronic Word of Mouth is one of the factors that influence consumer decisions to buy a product. Information by word of mouth, especially through friends, relatives, and closest people can help a product to become a choice and decision for consumers who want to buy a product. Kioek, Ellitan, Handayani (2022) found that Electronic Word of Mouth has a positive and significant effect on purchasing decisions. This means that the experience expressed through Electronic Word of Mouth will affect the Purchase Decision. This is because many consumers get information about products online, especially comments and reviews from other consumers.

The most important component in the digital marketing era is social media, Kotler & Keller (2016). Testing the magnitude of the influence of social media on the Purchase Decision variable, requires a variable that functions as an intermediary to strengthen the Purchase Decision. The function of carrying out marketing activities, one of which is to increase Brand Awareness in the eyes of consumers. A study explains that Brand Awareness has a positive and significant influence on Purchase Decisions (John et al, 2021). With the insertion of the Brand Awareness variable, it can increase the influence of Social Media Marketing on Purchase Decisions, as in a journal by (Winadi, 2017) which explains the same thing, namely Social Media Marketing has a significant positive influence on Brand Awareness.

CONCLUSION

Social Media Marketing is able to give effect to the creation of Brand Awareness. So it can be concluded that, the use of social media provides an opportunity for companies to increase Brand Awareness of the brand, it is influenced by the use of social media which can increase the value of attractiveness, engage in communication between consumers, and increase consumer intimacy with the brand. Electronic Word of Mouth has a direct influence on Brand Awareness, meaning positive comments or opinions from consumers who have purchased products with certain categories, will give a good impression and can influence in building strength against the brand, thus making it easy for consumers to remember and not make excuses to the brand. other brands even though the brand is more attractive,. Brand Awareness and Purchase Decision, is a form of consumer action, because if consumers know and recognize a brand, product purchase decisions will increase. Social Media Marketing is able to have an influence on the creation of Purchase Decisions. So it can be concluded that, social media marketing has an important role in building relationships with customers, which in turn will create consumer participation, influence consumer buying behavior and will lead to increased purchasing decisions. In addition, with good Social Media Marketing activities, consumers can easily decide to make a product purchase.

The effect of eWOM is different from Word of Mouth (WOM) because using online media causes the information provider (informant) and the recipient of information not to meet face to face, only limited to writing comments from one or several informants, so the credibility of one or several informants cannot be guaranteed. When companies use social media marketing, it will increase Brand Awareness, thereby strengthening customers to make purchasing decisions. Electronic Word of Mouth plays an important role in consumer behavior because it can affect the perception of a product and also affect the Purchase Decision. When consumers convey information about a brand positively, it will increase Brand Awareness, and make consumers not think again about buying the product, but buy it immediately.

REFERENCES

- Adhawiyah & Anshori (2019). Peran Pemasaran Media Sosial Dalam Menciptakan Keputusan Pembelian Melalui Kesadaran Merek (Studi pada Instagram Clothing Line Bangjo). *Tirtayasa Ekonomika*, 14(2), 267.
- Ansari, S, Ghori, M. U., & Kazi, A. G. (2019). Journal of Public Value and Administration Insights (JPVAI) Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. *Journal of Public Value and Administration Insights*, 2(2), 5–10.
- Bartik, A.W., Bertrand, M., Cullen, Z.B., Glaeser, E.L., Luca, M. and Stanton, C.T. (2020a), How Are Small Businesses Adjusting to Covid-19? Early Evidence from a Survey (No. w26989), *National Bureau of Economic Research*.
- Chetty, R., Friedman, J.N., Hendren, N. & Stepner, M. (2020), “Real-time economics: a new platform to track the impacts of Covid-19 on people, businesses, and communities using private sector data”, *NBER Working Paper*, Vol. 27431.
- Endyana & Ardani (2019). Peran Brand Awareness Memediasi Pengaruh Advertising Terhadap Keputusan Pembelian. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 58-68.
- Fatimah, N. 2020. Pengaruh Sosial Media, Electronic Word of Mouth, dan Citra Merek Terhadap Keputusan Pembelian Melalui Minat Beli. Skripsi. Universitas Negeri Semarang.
- Fletcher, G. and Griffiths, M. (2020), “Digital transformation during a lockdown”, *International Journal of Information Management*, Vol. 55, p. 102-185.
- Gössling, S., Scott, D. and Hall, C.M. (2020), “Pandemics, tourism and global change: a rapid assessment of Covid-19”, *Journal of Sustainable Tourism*, pp. 1-20
- Herdana, A. (2015). Analisis Pengaruh Kesadaran Merek (Brand Awareness) pada Produk Asuransi Jiwa Prudential Life Assurance (Studi Pada Pru Passion Agency Jakarta). *Jurnal Riset Bisnis Dan Manajemen*, 3(1), 1–18.
- Holliman, G. & Rowley, J., (2014). Business to Business Digital Content Marketing: Marketer's Perception of Best Practise. *Journal of Research in Kerpen*, Dave (2011), *likeable Social Media: How to delight Your Customer, Create an Irresistible Brand, And Be Generally Amazing on Facebook*, Mcgraw-Hill. Kindle edition.
- Kesuma, M., Fitria, D., & Albab Al Umar, A. U. (2021). Pengaruh Harga, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Produk Pattaya Corner Kota Salatiga. *Jurnal Ilmiah Manajemen Ubhara*, 3(1), 13-21.
- Kioek, M.C., Ellitan, L., Handayani, Y. 2022. Pengaruh Instagram, E-WOM terhadap minat keputusan pembelian konsumen produk skincare, *Jurnal Bisnis Perspektif*, Volume 14, Nomor 1, pp. 11-28
- P. & Keller, K. L. (2016). Marketing Management (16th ed.). *Pearson Education Limited*.
- Mileva, L. & Fauzi DH, Achmad. (2018). *Pengaruh Social Media Marketing Terhadap Keputusan Pembelian* (Survei Online pada Mahasiswa Sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks Menggunakan Line). <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2421>. 10 Oktober 2021, pukul 10.00 WIB.
- Novita, N., & Edward, R. (2021). Peranan Sosial Media Dalam Menentukan Keputusan Pembelian High-Involvement Product Di Masa Pandemi Covid-19. *JPIM (Jurnal Penelitian Ilmu Manajemen)*, 6(1).
- Ridayani, S. U., & Alie, J. (2021). *The Effect of Social Media Marketing on Purchase Decision of K-Pop Idol Izone’s Albums in Palembang*. 2(1), 27– 34.

- Riskyady, Y. (2021). Pengaruh Media Sosial Dan Harga terhadap Keputusan Pembelian Tiket Pertandingan Sepak Bola Persebaya Pada Loket.Com. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(2), 1181–1187.
- Salvation, M. D., & Sorooshian, S. (2018). *The role of social media marketing and product involvement on consumers' purchase intentions of smartphones*, 6(1), 65–81
- Samuel, H., & Setiawan, K. Y. (2018). Promosi Melalui Media Sosial, Brand Awareness, Purchase Intention pada Produk Sepatu Olahraga. *Jurnal Manajemen Pemasaran*, 12(1), 47-52.
- Thurau-Hennig., Gwinner, K.P., Walsh, G., dan Gremier, D.D. (2014). “Electronic Word-Of-Mouth via Consumer Opinion Platforms: What Motives Consumers to Articulate Themselves On The Internet?”. *Journal Of Interactive Marketing*. Vol.18, No.1.
- Tong, & Subagio, H. (2019). Analisa Pengaruh Social Media Marketing Terhadap Repurchase Intention Melalui Brand Trust Sebagai Variabel Mediasi Pada Instagram Adidas Indonesia Di Surabaya. *Thomas. Journal of Physics A: Mathematical and Theoretical*, 8, 10.
- Yoel, C.Y., Ellitan, L., Lukito, R.H.S. 2021. The Effect Of Perceived Social Media Marketing Activities On Brand Loyalty Through Brand Conciousness Value Conciousness On VIVO SMARTPHONE, *Journal of Entrepreneurship & Business*, vol 2 no 2 pp. 96-105
- Yohanes, E., Ellitan, L., Junaedi, M. 2021. The Effect Of Endorser and Social Media Advertizing on Consumer Purchase Decisions of INSTAGRAM SOCIAL MEDIA USERS With Brand Awareness As A Mediating Variable. *Journal of Entrepreneurship & Business*, vol 2 no 2 pp. 71-85
- Upadana, M. wahyu K., & Pramudana, K. A. S. (2020). Brand Awareness Memediasi Pengaruh Social Media Marketing Terhadap Keputusan Pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1921.
- Winadi, J. S. (2017). Hubungan word of mouth dengan brand awareness teh kotak. *Jurnal E Komunikasi*, (Online), 5 (1).
(<https://media.neliti.com/media/publications/185778-idhubungan-word-of-mouth-dengan-brand-awar.pdf>), diakses 10 September 2021