THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA COMMUNICATION ON PURCHASE INTENTION THROUGH BRAND EQUITY IN SEBLAK PREANGER JEMBER

Virghina Dhia Elwitrisnasafitri[1], Maya Ariyanti[2]

[1,2,3]*Fakultas Ekonomi dan Bisnis, Universitas Telkom, Bandung, Indonesia*

[*]Email: virghinadhia7@gmail.com

ARTICLE INFO	ABSTRACT
Keywords: *Instagram, Brand Equity, Purchase Intention*	*This research objectives are to determine the influence of Instagram social media communication on purchase intention through brand equity in Seblak Preanger Jember. This research used the Explanatory Research type. The population in this research is the number of followers of Instagram Seblak Preanger. The exact population size in this study is not known. The sampling method in this research was carried out using the Purposive Sampling method. This research used 21 indicators using 10 times the number of parameters to anticipate if there is an incomplete or damaged questionnaire, so the sample size in this research is 21 x 10 = 210 respondents. The data analysis method used Structural Equation Modeling (SEM) with the SmaprtPLS application. The research results showed that Firm Created Communication influenced Brand Equity, User Generated Communication influenced Brand Equity, Firm Created Communication influenced Purchase Intention, User Generated Communication influenced Purchase Intention, Brand Equity influenced Purchase Intention, Brand Equity is proven to mediate the influenced of Firm Created Communication on Purchase Intention, Brand Equity is proven to mediate the influenced of User Generated Communication on Purchase Intention.*

INTRODUCTION

The development of business in the era of society 5.0 which is grow rapidly encourages UMKM to be able to target consumers using developed technology. This creates a business challenge as well as a good opportunity for UMKM that are starting to operate in the global market (Hörner, 2023). This technological development expands the marketing area for business actors' products. However, this situation has created the competition fiercely, considering that it is increasingly easier for companies to reach the market. Information technology offers many benefits for UMKM to increase their productivity and marketing (Azhar, M. F., & Winduwati, 2020). One information of technology that is developing rapidly and has great potential to boost the performance of UMKM is social media (Gabriella & Sonny, 2021).

Firm created social media and user generated social media are activities in building a brand. A brand will become stronger by providing knowledge about the brand in the minds of consumers (Jawaad et al., 2019). Social media gives complete control over firm created social media that it has been created by them and they can use it positively for developing brand equity (Berndt et al., 2023). Brand equity is an additional value that is given for the product or service which is offered for consumers. The additional value provided can influence thoughts, feelings and actions towards the brand, thereby giving rise to a desire to buy the product offered (purchase intention) (Liaw & Li, 2022).

Purchase intention is the tendency of consumers to be interested and then take action related to purchasing through various stages and levels of possibility up to the ability to buy a particular product, service or brand. Consumer buying interest is important for marketers because it can lead to purchasing decisions. Therefore, it is important for business actors, especially marketers, to pay attention to what consumers are interested in buying (Shakuntala & Ramantoko, 2023).

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Seblak Preanger Jember is one of the MSME businesses that offers typical West Java seblak products. Based on research phenomena related to the firm created social media Seblak Preanger, namely the manager of the Instagram social media account @seblakpreanger_jember does not provide interesting content so there is minimal feedback from these posts. Instagram social media @seblakpreanger_jember only carries out promotional activities with posts without any influencers so it doesn't attract purchase intention. The lack of attention of potential consumers on social media Instagram @seblakpreanger_jember has caused sales of Seblak Preanger in 2023 to decline.

Based on research phenomena related to the firm created social media Seblak Preanger, the promos offered tend to cause less interaction between consumers. The promo offered on Instagram social media @seblakpreanger_jember is only one way, meaning that Seblak Preanger only provides information without creating communication between consumers. For example, the promo applies if the consumer gives a comment in the form of a tagline to three of his friends, so this can lead to user generated social media @seblakpreanger_jember. Based on the research phenomenon related to Seblak Preanger's brand equity, currently the owner is not building a strong brand in the market like in 2022 which will achieve the highest sales. The owner of Seblak Preanger thinks that the Seblak Preanger business is the leader of the first seblak buffet business in Jember Regency, so he pays less attention to Seblak Preanger's brand equity, even though building sustainable brand equity provides benefits for Seblak Preanger, namely in the form of bigger margins, opportunities to expand the brand and better defense. strong against marketing actions from competitors.

METHOD

This research uses the Explanatory Research type. The population in this research is the number of followers of Instagram Seblak Preanger. The exact population size in this study is not known. The sampling method in this research was carried out using the Purposive Sampling method. This research uses 21 indicators using 10 times the number of parameters to anticipate if there is an incomplete or damaged questionnaire, so the sample size in this research is 21 x 10 = 210 respondents. The data analysis method uses Structural Equation Modeling (SEM) with the SmaprtPLS application.

RESULTS AND DISCUSSION

The Influence of Firm Created Communication on Brand Equity

The results of the hypothesis test showed that Firm Created Communication has an influence on Brand Equity by looking at the significance level, which is 0.000. The influence is shown by the regression coefficient is positive, meaning that the better the Firm Created Communication, the more Brand Equity will increase (H1 is accepted). The firm created social media which has an impact on consumer elements based on brand equity. In addition, communication stimuli cause positive effects on consumers as recipients. Communication positively influenced individual awareness of a brand. Constructive firm-generated social media content has a positive impact on brand equity. According to (Erwin et al., 2023)Firm created social media can be understood as a form of advertising that is completely controlled by the company and guided by a marketing strategy agenda. The firm created reflected social media so that it could be adapted to the concept of brand storytelling, a one-way pre-social media channel intended to increase consumer connectedness with the brand. The results of this research were in line with research by (Gabriella & Sonny, 2021; Khair & Ma'ruf, 2020; Liaw & Li, 2022; Negoro & Alif, 2020; Perdana & Roostika, 2023; Pratama & Wardani, 2023; Putra et al., 2021; Sandunima & Jayasuriya, 2024; Shakuntala & Ramantoko, 2023) stated that firm created social media has an effect on brand equity.

The Influence of User Generated Communication on Brand Equity

The results of the hypothesis test showed that User Generated Communication has an influence on Brand Equity by looking at the significance level, which is 0.000. The influence is shown by the regression coefficient is positive, meaning that the better the User Generated Communication, the Brand Equity will increase (H2 is accepted). User generated social media is content created by users within general content, which reflects a creative effort. Communications marketing manager can take advantage of User generated communication to be able to get ideas or concepts from customers who are involved, while keeping communication costs low compared to traditional methods (Jatmiko, n.d.). It would show that customers who engage with User generated communications would become more brand advocates and share more opinions about the brand/product with other customers. Consumers who engage with user-generated social media tend to become brand advocates,

sharing opinions about brands and products with other consumers. Apart from that, user-generated content is considered by consumers to be something that can be trusted. User-generated social media can create positive or negative depictions of a brand, which in turn can impact consumers' attitudes toward that brand. The results of this research were in line with research that is conducted by by (Gabriella & Sonny, 2021; Khair & Ma'ruf, 2020; Liaw & Li, 2022; Negoro & Alif, 2020; Perdana & Roostika, 2023; Pratama & Wardani, 2023; Putra et al., 2021; Sandunima & Jayasuriya, 2024; Shakuntala & Ramantoko, 2023)stated that user generated social media has an effect on brand equity.

The Influence of Firm Created Communication on Purchase Intention

The results of the hypothesis test showed that Firm Created Communication has an influence on Purchase Intention by looking at the significance level, which is 0.020. The influence is shown by the regression coefficient is positive, meaning that the better the Firm Created Communication, the more Purchase Intention would increase (H4 is accepted). Firm created social media (FCC) is communication under the control of a brand whether it is a representative of the brand itself or from a marketer (. Firm-created content (FCC) helps companies to create, maintain, and strengthen their relationships with their target consumers. Uses Web 2.0 technology in most internet applications today causes internet users to easily find information about a product online, one of which is social media networks offering new ways for companies and customers to connect with each other research that is conducted by by (Gabriella & Sonny, 2021; Khair & Ma'ruf, 2020; Liaw & Li, 2022; Negoro & Alif, 2020; Perdana & Roostika, 2023; Pratama & Wardani, 2023; Putra et al., 2021; Sandunima & Jayasuriya, 2024; Shakuntala & Ramantoko, 2023) stated that firm created social media influenced purchase intention.

The Influence of User Generated Communication on Purchase Intention

The results of the hypothesis test showed that User Generated Communication has an influence on Purchase Intention by looking at the significance level, which is 0.005. The influence is shown by the regression coefficient is positive, meaning that the better the User Generated Communication, the more Purchase Intention would increase (H4 is accepted). User generated content (UGC) is communication created directly by users. UGC is not created by marketing people from companies but by the public. UGC is a fast-growing vehicle for brand conversation and insight. At the information search stage, consumers can utilize various existing digital media sources ranging from official company websites, review websites, and social networking websites to access the desired product and brand information. At the information search stage, consumers can utilize various existing digital media sources ranging from official company websites, review websites, and social networking websites to access the desired product and brand information (Kotler et al., 2023). The results of this research were in line with research that is conducted by by (Gabriella & Sonny, 2021; Khair & Ma'ruf, 2020; Liaw & Li, 2022; Negoro & Alif, 2020; Perdana & Roostika, 2023; Pratama & Wardani, 2023; Putra et al., 2021; Sandunima & Jayasuriya, 2024; Shakuntala & Ramantoko, 2023) stated that user generated social media influenced purchase intention.

The Influence of Brand Equity on Purchase Intention

The results of the hypothesis test showed that Brand Equity influences Purchase Intention by looking at the significance level, which is 0.008. The influence is shown by the regression coefficient is positive, meaning that the better the Brand Equity, the more Purchase Intention would increase (H5 is accepted). Brand Equity is the additional value that is provided by products and services. Brand equity can be reflected in how consumers think, feel and act in relation to the brand for the company. According to (Johne, 2023), brand equity is the value of a brand based on how strong the brand value is, has the value of brand loyalty, consumer awareness of its brand, perceived quality, brand association, and other various assets such as patents, trademarks and distribution network relationships. The results of this research were in line with research that is conducted by by (Gabriella & Sonny, 2021; Khair & Ma'ruf, 2020; Liaw & Li, 2022; Negoro & Alif, 2020; Perdana & Roostika, 2023; Pratama & Wardani, 2023; Putra et al., 2021; Sandunima & Jayasuriya, 2024; Shakuntala & Ramantoko, 2023) stated that brand equity influenced purchase intention.

Indirect Influence of Firm Created Communication mediated by Brand Equity on Purchase Intention

The results of the hypothesis test showed that Brand Equity is proven to mediate the influenced of Firm Created Communication on Purchase Intention with a significance level of 0.009. The influence is shown by the regression coefficient is positive, meaning that the better Brand Equity, the more it would mediate the influenced

of Firm Created Communication on Purchase Intention (H6 is accepted). According to Albrecht et al., (2023) brand is a term used to identify goods or services are provided by either an individual or a group of sellers to differentiate them from other products. In essence, for sellers, brands consistently provide certain features, uses and services to users of the product or service. Superior brands are brands that are able to provide quality assurance, where the brand must be more representative than just a name or symbol. A brand is a sign in the form of an image or name that is intended to differentiate it from other competing products. The results of this research were in line with research that is conducted by by (Gabriella & Sonny, 2021; Khair & Ma'ruf, 2020; Liaw & Li, 2022; Negoro & Alif, 2020; Perdana & Roostika, 2023; Pratama & Wardani, 2023; Putra et al., 2021; Sandunima & Jayasuriya, 2024; Shakuntala & Ramantoko, 2023) stated that firm created social media influenced purchase intention through brand equity.

Indirect Influence of User Generated Communication mediated by Brand Equity on Purchase Intention

The results of the hypothesis test showed that Brand Equity is proven to mediate the influenced of User Generated Communication on Purchase Intention by looking at the significance level, which is 0.018. The influence is shown by the regression coefficient is positive, meaning that the better Brand Equity, the more it would mediate the influenced of User Generated Communication on Purchase Intention (H7 is accepted). According to Ba and Pavlou (2002: 122) defined Brand Equity as an assessment of a person's relationship with other people who would carry out certain transactions in accordance with expectations in an environment full of uncertainty. So, it can be concluded that customer Brand Equity is the willingness of one party to accept risks from another party based on the belief and hope that the other party will take action as expected, even though both parties do not yet know each other (S Muawanah, 2020). The results of this research were in line with research that is conducted by by (Gabriella & Sonny, 2021; Khair & Ma'ruf, 2020; Liaw & Li, 2022; Negoro & Alif, 2020; Perdana & Roostika, 2023; Pratama & Wardani, 2023; Putra et al., 2021; Sandunima & Jayasuriya, 2024; Shakuntala & Ramantoko, 2023) stated that User generated social media influenced purchase intention through brand equity
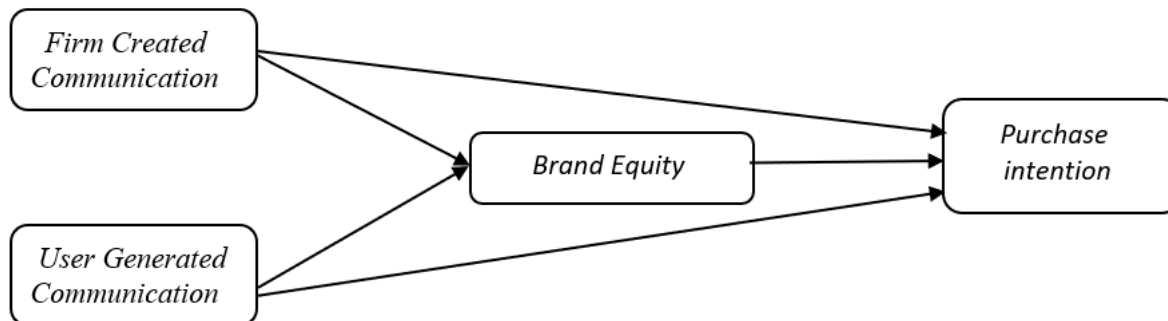
Conseptual Framework

Figure 1. Conseptual Framework
Information:
⟶ : Direct Influence
– – – – –▶ : Indirect Influence

CONCLUSION

The conclusion of this study highlights that Instagram social media communication, specifically "Firm Created Communication" and "User Generated Communication," plays a significant role in enhancing both brand equity and purchase intention for Seblak Preanger Jember. The research demonstrates that these forms of communication directly influence brand equity, which in turn serves as a mediator, strengthening the relationship between social media communication and consumer purchase intention. This finding underscores the strategic importance of utilizing both structured company-driven content and user-generated content to effectively build brand equity, which subsequently increases consumer buying interest. Overall, the study reinforces the notion that a well-managed social media presence can be a powerful tool in shaping positive consumer perceptions and driving purchasing behavior.

Virghina Dhia Elwitrisnasafitri[1], Maya Ariyanti[2]

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