

The Influence of Brand Image, Promotion, Sales, Product Quality, and Services on Purchase Intention with Social Media Marketing as a Mediating Variable on E-Commerce Users



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ABSTRACT: This study aims to analyze the effect of Brand Image, Promotion, Sales, Product Quality, and Service on Purchase Intention with Social Media Marketing as a mediating variable for E-commerce users in Batam. Data was collected through a survey involving 304 respondents who are active users of the E-commerce platform in Batam, but there are only 256 valid respondents to use. The data analysis method used is SmartPLS analysis to test direct and indirect relationships between variables. The results showed that Brand Image, Promotion, Sales, Product Quality, and Service have a positive and significant influence on Purchase Intention. Meanwhile, Social Media Marketing is proven to mediate the influence of Brand Image and Sales on Purchasing Intention has positive significant results, but not with Promotion which gives negative results. This study confirms the importance of the influence of Brand Image, Promotion, Sales, Product Quality, and Service on Purchase Intention with Social Media Marketing as a mediating variable for E-commerce users in Batam. The findings provide practical implications for E-commerce managers in Batam to further focus their efforts on strengthening Brand Image, Promotion, Sales, Product Quality, and Service and utilizing social media as a strategic marketing tool.

KEYWORDS: Brand Image, Promotion, Sales, Product Quality, Purchase Intention

I. INTRODUCTION

In this digital era, with the many technological developments and technological advances from time to time it is known that now is the digital era. Everything that is done every day is done through the internet and the use of technology. The internet is an inseparable element of modern society. People use the internet to carry out daily activities such as studying, working, and entertainment. The internet makes it possible to build and maintain interpersonal relationships and maintain interpersonal relationships through websites, email, forums, and discussion groups, enabling the exchange of information and communication (Jastrzębska, 2020). Based on data from BPS (2019) data on age groups of internet users in 2019 aged <15 years was 31.23%, 15-24 years was 83.58%, 25-64 years was 46.83%, and the age group 65+ years was 5.32% while the internet penetration rate in Indonesia reached 73.7% of the total population in early 2022. It was recorded that the population of Indonesia was 277.7 million people in January 2022. In the digital era like today, the internet is very helpful for people in accessing information, both for education, reproductive health, business, and entertainment. Based on the data above, the largest internet users in Indonesia are aged 15-24 years, according to research conducted by Katabatam.com (2023) From BPS Batam data, 72.63% of Batam residents have access to the internet. According to expert Barnes Lee, the internet is a network that is interconnected with each other, which refers to the concept where certain computer networks or locally can also be connected to other networks. In other words, the internet is a connector between networks that can be connected to networks around the world. This can make it easier for users to interact with each other. Even though users are not in the same local network. Most people can access technology and the internet easily (agribisnis.uma.ac.id, 2023). Based on research conducted by Kumhar (2022) E-Commerce or Electronic Commerce is a media service application for selling or purchasing goods and services carried out on the internet media via mobile or computer-based devices, in a software network that is specifically designed to make purchases or sales and receive or place orders. e-commerce such as Shopee, Tokopedia, Lazada and others whose targets are mostly young users, because based on previous data it shows that most internet users are in the 15–24-year age range. Shopee provides a wide variety of products for sale, starting from the most favorites are women's or men's clothing, accessories, beauty, food, and many more. Achievement of success is assessed from the number of customers who make purchases or transactions in the e-commerce marketplace, based on data from Ahdiat (2023) there were around 237 million visits to the marketplace from January to September.

The Influence of Brand Image, Promotion, Sales, Product Quality, and Services on Purchase Intention with Social Media Marketing as a Mediating Variable on E-Commerce Users

Based on the data above, it can be said that the high prospect of e-commerce has caused many entrepreneurs to be interested in opening e-commerce stores. Over time, many competitors will emerge and competition between entrepreneurs will intensify. Therefore, it is necessary to apply an attractive method of delivery or communication between potential customers with the aim of arousing customer interest in making or maximizing purchase intentions. Entrepreneurs must be able to pay attention to several things such as brand image, promotion, sales, product quality, services and social media marketing as one of the mediations of purchase intention.

Brand image is an important part of a product or organizational promotional activity (Celyn & Hasan, 2023). Research shows that brand image can influence customer behavior to make purchase intentions. (Ahdiat, 2023). Other researchers also show that various things can trigger purchase intentions because of brand image (Foroudi et al., 2019). This concludes that brand image has a positive influence on purchase intention.

Promotion is an important part of business. Based on research conducted by Rachmatika & Harefa (2020), promotion is a marketing strategy or action that is often used by business actors to attract customers and debut products or increase sales of existing products. Other research by Azlan & Prayudha (2020) also shows that providing information with the aim of attracting the attention of recipients is known as promotion. That is why successful promotions can increase customer purchase intentions.

Sales are the most important part of a business, research by Summerlin & Powell (2022) explains that retail sales organizations are always looking for ways to increase customer purchase conversion rates. It is becoming increasingly important to consider how display strategies affect consumer purchase intentions in a competitive market. Volume on sales rankings is also important, according to research by Kordrostami & Rahmani (2020) showing that the effects of volume and rating depend on the rating range so that volume only has a significant effect on purchase intentions when the rating is in the middle range and does not show an effect when the rating is low. Furthermore, ratings only show an effect on low and high ratings.

Product Quality is an important and essential part of a business because it shows that a product is well defined when the item is ready to be sold. Every product must have a price and manufacturing cost. Product Quality is based on the number of features included in the product that meet consumer needs. (Mishra et al., 2022). Thus, this shows that product quality has a significant influence on sales and has an effect on purchasing interest.

Finally, services are also an important part of e-Commerce, especially on Shopee. Shopping using an e-commerce system must have a good service side. Good service quality can increase customer satisfaction and purchase intention. Service quality can affect sales on e-commerce websites, having poor service can lead to poor sales (Mayasari & Audina, 2020).

In addition, the purpose of writing this research article is to determine and analyze the effects of the use of brand image, promotion, sales, product quality and service in e-commerce. With the hope that it can provide benefits for writers, readers and for sellers/buyers to increase insight into things that can affect the level of user purchasing decisions in e-commerce applications.

II. LITERATURE REVIEW

Brand image is a perception or a view of a brand image that is trusted and is part of a unique special image in the market that has been trusted or known by the wider community (Gómez-Rico et al., 2023). This is an important part of the company, because if a company has a bad brand image, it can affect the impact of sales in the company (Araújo et al., 2023). Therefore, a deep understanding and understanding is needed regarding the brand image variable as an important part in influencing customer purchasing intentions. In this variable, there are 3 (three) questionnaire questions related to the brand image variable.

Based on research by Hakim Muthi & Andyan Pradipta Utama (2023), promotion is one of the marketing tools used as a communication tool from the company to the public. This promotion usually aims to provide information about the product, influence and encourage the public to buy the product or service. Therefore, a deep understanding and understanding is needed regarding the promotion variable as an important part in influencing customer purchasing intentions. In this variable, there are 3 (three) questionnaire questions related to the promotion variable.

Sales is one of the most important parts of a business. Sales is an activity or process carried out in a company which is the sale of products or services to customers. Sales are closely related to promotion because they require activities that involve encouragement and persuasion for customers to make purchases (Antara & Rastini, 2022). Therefore, a deep understanding and understanding is needed regarding the sales variable as an important part in influencing customer purchasing intentions. In this variable, there are 3 (three) questionnaire questions related to the sales variable.

Product quality is something and the ability provided by a product to be able to meet the needs, functions and expectations of customers. Product quality is also measured by the level of customer satisfaction in using the product, the higher the level of customer satisfaction, the higher the quality of the product, this is also supported by research by Rahman & Sitio (2020). Therefore, a deep understanding and understanding is needed regarding the product quality variable as an important part in influencing customer purchasing intentions. In this variable, there are 4 (four) questionnaire questions related to the product quality variable.

Service is a service provided by a company to customers which aims to meet the needs and desires desired by customers. Companies must be able to pay attention to and maintain the quality of service provided to customers, because this can affect the level of interest

The Influence of Brand Image, Promotion, Sales, Product Quality, and Services on Purchase Intention with Social Media Marketing as a Mediating Variable on E-Commerce Users

in repurchasing by customers. If a company has good service quality, it can increase the company's profits (Gani & Hillebrandes Oroh, 2021). Therefore, a deep understanding and understanding is needed regarding the service variable as an important part of influencing customer purchasing intentions. In this variable there are 3 (three)

Social Media Marketing is a strategy used by companies in conducting digital marketing by utilizing social media platforms with the aim of achieving business goals. Usually, social media marketing is often used to find and add potential customers for the company. Social media marketing activities if done correctly and well will be able to increase sales and purchasing interest (Chawla & Chodak, 2021). Therefore, it is necessary to have a deep understanding and understanding of the social media marketing variable as an important part of influencing customer purchasing intentions. In this variable, there are 3 (three) questionnaire questions related to the social media marketing variable. Purchase Intention is a level of customer likelihood in purchasing a particular product or service. Customers often make purchases if a product or service catches their attention. Companies must be able to determine the products or services needed in everyday life (Buchori & Harwani, 2021). Therefore, it is necessary to analyze things that can attract customer purchasing intentions. In this variable, there are 4 (four) questionnaire questions related to the Purchase Intention variable.

III. RESEARCH METHODOLOGY

In conducting this research, there are research objects that are studied, research objects are subjects and phenomena that will be discussed in the research. Research objects can be various things such as individuals, organizational groups, policies, products, services, social phenomena or certain concepts, as well as statistical data or interview and survey results. For the subjects of this study, the results of a survey of data that have or often use the e-commerce media platform are used based on the results of a questionnaire survey that has been distributed to the Batam community. The author in this study used the Hair et al., (2021) method to determine the number of samples needed. Based on this method, the number of samples will be calculated based on the number of indicators and multiplied by 5-10. For this study, a multiplication of 10 will be used, which means $10 \times 23 = 230$ respondents, the minimum needed for this study. For this study, the target has been achieved and exceeded the minimum target, namely a total of 304 respondents to be used.

In this study, primary data collection techniques were used. Primary data is data obtained directly by the author without any mediation or taking data sources from outside. There are various techniques that can be used to obtain primary data sources such as surveys, conducting experiments, observations and others (Aisya et al., 2022). For this study, primary data collection was carried out using survey or interview techniques. By collecting primary data, it is possible to provide accurate and specific information related to the needs of this research. After obtaining the data, the data must pass the reliability and validity test requirements using the Smart PLS application system. Smart PLS can be used as a system to test the hypothesis model used for research and check the suitability of the data variables used to be valid and reliable (Hair et al., 2021a).

IV. ANALYSIS RESULTS AND DISCUSSION

From the results of the questionnaire that has been distributed to a total of 304 and 256 valid respondents to be used, there is a table description below explaining that the percentage of men is greater at around (69.9%) compared to women only around (30.1%). This can conclude that many men are more active in making purchases in e-commerce than women in the results of this questionnaire distribution. Grouping at age <18 years has a percentage of (4.3%), the age range of 18-25 years has a percentage of (70.3%), followed by the age range of 26-33 years of (20.7%), then continued with the age range of 34-41 years of (3.1%) and ending with age > 41 years (1.6%). It is known that the majority of respondents who make purchases on the e-commerce platform are 18-25 years old (70.3%), followed by the 26-33-year age range (20.7%), and in third place there are ages <18 years around (4.3%) and the fourth position is in the 34-41-year age range (3.1%) and the last position is above 41 years (1.6%).

Explanation of the survey results on respondent education. that the high school/vocational school education level has the highest percentage, namely (62.9%) and in second place there is a S1 education level of (19.1%), likewise in third place there is a D3 education level of (10.5%), then continue to the fourth position, namely junior high school at (5.5%) and the last fifth position is elementary school of (0.4%).

In the survey results that have been conducted, the majority of respondents who are valid for use have used the e-commerce platform of 256 respondents. And there are various periods of frequency in using this e-commerce media device consisting of every day (4%), 1-3 weeks in percentage (25.4%), some respondents also rarely use the e-commerce platform, namely 1-3 times per month, this is around (37.9%). There are also some respondents who are uncertain around (32.0%) in the time of using this e-commerce platform.

In this AVE test, it is a validity test used to measure the value of an instrument in measuring a questionnaire with an accurate concept. This validity is the most important part in providing measurement results with the results to be measured. There is an AVE test standard, the minimum acceptable result is 0.50 - AVE 0.50 or higher than the minimum standard that the construct explains 50 percent or more of the variant indicators that will form the construct (Hair et al., 2021). If it does not reach the minimum result, it cannot form a construct. In the table below, it can be said that all the results of this data are constructs (valid).

The Influence of Brand Image, Promotion, Sales, Product Quality, and Services on Purchase Intention with Social Media Marketing as a Mediating Variable on E-Commerce Users

Table 1. AVE Test Results

| <i>Variabel</i> | <i>AVE</i> | <i>Keterangan</i> |
|-------------------------------|------------|-------------------|
| <i>Brand Image</i> | 0,731 | Valid |
| <i>Product Quality</i> | 0,606 | Valid |
| <i>Promotion</i> | 0,716 | Valid |
| <i>Purchase Intention</i> | 0,686 | Valid |
| <i>Sales</i> | 0,699 | Valid |
| <i>Service</i> | 0,669 | Valid |
| <i>Social Media Marketing</i> | 0,737 | Valid |

(Source: Data processed by the Author 2024)

At this reliability test stage, the results of the processed data in the Cronbach's and Composite Reliability (CR) sections will be used, which is a general test result used to perform the combined reliability of the indicator block compared to other constructs. The Cronbach Alpha value must be more than >0.6 and the Composite Reliability section must be more than >0.7. Based on the test results, it can be concluded that there is each variable that shows good and reliable consistency. This information can be seen in the table below:

Table 2 CR Test Results

| Variabel | Cronbach's Alpha | Analysis | Composite Reliability | Analysis 2 |
|-------------------------------|-------------------------|-----------------|------------------------------|-------------------|
| <i>Brand Image</i> | 0.818 | Realibel | 0.891 | Realibel |
| <i>Product Quality</i> | 0.787 | Realibel | 0.860 | Realibel |
| <i>Promotion</i> | 0.805 | Realibel | 0.883 | Realibel |
| <i>Purchase Intention</i> | 0.848 | Realibel | 0.897 | Realibel |
| <i>Sales</i> | 0.785 | Realibel | 0.874 | Realibel |
| <i>Service</i> | 0.765 | Realibel | 0.858 | Realibel |
| <i>Social Media Marketing</i> | 0.822 | Realibel | 0.894 | Realibel |

(Source: Data processed by the Author 2024)

R-Square Adjusted gives the result that the independent variable provides an explanation of the Purchase Intention variable of 17.9%. And for the R-Square Adjusted value of the Social Media Marketing variable of 0.116% which is concluded to be the value of the variable worth 11.6% and the other 88.4% is influenced by other variables. The relationship between variables in this study is:

H1: There is a positive influence of Brand Image on Purchase Intention.

This is also supported by researchers Hasan & Elviana (2023), therefore it can be concluded that the influence of a good brand image will be able to provide consumer trust in the brand offered so that they tend to be more willing to make purchases of the product. And a good brand image can increase consumer perceptions of the quality of a product or service. When consumers consider a brand to be of high quality, consumers will be more likely to be willing to pay more for the product or service because the product or service has a good brand image. Therefore, it is important for E-Commerce companies to build and maintain a positive brand image.

H2: There is a positive influence of Promotion on Purchase Intention

This is also supported by research from several researchers concluding that promotion has a close relationship and has a positive and significant influence on the resulting influence on purchase intention (Irawan, 2020; Prayogi & Malik, 2022; Setiawan, 2020; Setyo Rahayu, 2019). This is because Promotion can make consumers feel that they are getting an attractive offer. When consumers see discounts or special offers, they will be more likely to buy the product or service. In the E-Commerce marketplace, there is often big competition and promotions to attract customers to make purchases

H3: There is a positive influence of Sales on Purchase Intention

The results of this are also supported by research from Safitriani et al., (2020) that the results of sales sold can increase the interest of purchase intention towards prospective customers because many consumers have purchased the product. This is also because a good sales history shows that the company has a good brand image. Therefore, this can increase the credibility of the company in the eyes of prospective consumers. And the high level of sales provides a sign that the product is widely sought after and used by consumers. This can provide encouragement or purchase intention for prospective customers who will come

The Influence of Brand Image, Promotion, Sales, Product Quality, and Services on Purchase Intention with Social Media Marketing as a Mediating Variable on E-Commerce Users

H4: There is a positive influence of Product Quality on Purchase Intention

Based on previous studies, it states that product quality has a significant positive effect on Purchase Intention (Fitriana et al., 2019; Haitao, 2022; Ristanti & Iriani, 2020; Robustin et al., n.d.). This is because if the quality of the product or service obtained by consumers is good, it can increase consumer satisfaction. Increasing consumer satisfaction will lead to repurchase intention and this will increase sales which will also improve the company's brand image.

H5: There is a positive influence of Service on Purchase Intention

Based on research from Tobing et al., (2022), it is explained that good quality service provides great support for interest and purchases of the Grab company. Other studies also show that after-sales services are very helpful in maintaining the quality and loyalty of customers to the product, this can trigger purchase intentions for the product again (Teoh et al., 2022)

H6: There is a negative influence of Promotion mediated by Social Media Marketing on purchase intention.

This is supported by research from Fatimah & Prihandono (2020) which concluded that web-based entertainment such as social media marketing affects brand image. With brand image, it can have a significant influence on social media marketing on purchasing intentions based on research by Fahmi et al., (2019), Kusumasari & Arifianto (2020) and Alif Harvianam (2022). This is because interesting and informative content on social media can increase consumer awareness of the brand and its products which can increase purchase intention for the product.

H7: There is a positive influence of Sales mediated by social media marketing on purchase intention.

This is because the Relationship between Promotion, Purchase Intention, and Social Media Marketing in E-Commerce is still a complex topic and is still widely debated. Because excessive and irrelevant promotions can damage trust in the product or service. This can also be associated with social media content that promotes products or services excessively and is not transparent and can make consumers feel manipulated.

H8: There is a positive influence of brand image mediated by Social Media Marketing on purchase intention.

This is supported by researchers Dolega et al., (2021) who stated that implementing sales with social media marketing increased sales by 79.70% and the number of products sold by 42.86% in textile social commerce.

V. CONCLUSION

This study found that brand image, promotion, sales, product quality, service, and brand image through social media have a significant influence on purchase intention. Promotion through social media does not have a significant influence on purchase intention, while sales through social media have a significant influence on purchase intention. Brand image is the most important factor in influencing purchase intention, followed by product and service quality. Social media can be an effective channel for increasing sales and building brand image, but not for promotion. Companies need to focus on building a positive brand image through various marketing strategies, improving the quality of their products and services, and using social media to increase sales and build brand image by choosing the right promotion strategy. Thus, it can be concluded that brand image, promotion, sales, product quality, and service all play an important role in increasing purchase intention, both through direct and indirect influences through social media marketing.

LIMITATIONS

There are also limitations experienced in this study. Limitations in obtaining data, namely online through the distribution of google form questionnaires, in addition to the time used in distributing questionnaires and collecting data is very short, only within 1-2 months. And the use of the variables discussed also uses independent variables of brand image, promotion, sales, product quality and service. Against Social Media Marketing as a mediator variable and purchase intention as a dependent variable.

RECOMMENDATIONS

There are also recommendations that can be taken for researchers or businesspeople, including:

1. Further researchers can consider other independent variables such as E-WOM to maximize customer purchase intention research in using E-Commerce applications.
2. Businesspeople or sellers who use E-Commerce media are expected to pay more attention to brand image, promotion, sales, product quality and service in making purchases on E-Commerce. This is because it can have an impact on customer purchase intention.

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The Influence of Brand Image, Promotion, Sales, Product Quality, and Services on Purchase Intention with Social Media Marketing as a Mediating Variable on E-Commerce Users

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The Influence of Brand Image, Promotion, Sales, Product Quality, and Services on Purchase Intention with Social Media Marketing as a Mediating Variable on E-Commerce Users

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