

**THE INFLUENCE OF *SELF EXPRESSION*, *E-WOM*, AND *BRAND EQUITY*
TOWARD *PURCHASE INTENTION* ON SOCIAL MEDIA INSTAGRAM GOLDEN
GEISHA**

Ghulam Fadil Aqsal

Department of Magister Management, Faculty of Business and Economics,
University of Islam Indonesia, Yogyakarta, Indonesia

Correspondence		
Email: zinghulam7@gmail.com	No. Telp:	
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ABSTRACT

Companies in the food sector have a very unique challenge where they need to do branding so that the company can be recognized. There are several important aspects that become indicators of the company in carrying out this strategy in practice. One of the strategies used is through social media marketing. This study aims to analyze the effect of the three components of marketing strategy on social media instagram golden geisha. This research was conducted using google forms and questionnaires distributed online. The research also requires 161 respondents, this research uses quantitative methods with data processing using PLS-SEM (smartpls). The results of this research test will provide answers to the results of the three components of activity, namely selfexpression has a positive effect on purchase intention, ewom has a positive effect on purchase intention and brand equity which has no positive effect on purchase intention.

Keywords: Self Expression; eWOM; Brand Equity; Purchase Intention; Social Media Instagram; Golden Geisha

INTRODUCTION

Technology in life has evolved over time, from simple daily processes to the satisfaction level of individuals and society. This starts from the era of agriculture, industry, information, and communication and information. Technology is considered an asset for companies (Capon & Glazer, 1987). In recent years, the term "digital marketing" has become more popular compared to the terms "internet marketing" and "e-marketing". (Nalbant & Aydin, 2023). Therefore, in marketing, the term social media refers to "applications, platforms, and online media that aim to facilitate interaction, collaboration, and content sharing" and is used to organize customer interactions with brands through content sharing (Aljuhmani et al., 2023). Based on data from Websindo.com in January 2019, there were 150 million active internet users in Indonesia out of a total Indonesian population of 268.2 million or 56% of the Indonesian population already using the internet (Sutrisno & Mayangsari, 2022).

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Brand equity components increase the effectiveness of marketing programs and provide value to the company. The components of brand equity enable companies to build competitive advantage. Ultimately, this increases the price-earnings ratio and shareholder value due to

customer loyalty to the brand (Poturak & Softic, 2019). Self-expressive in a brand or product perceived by consumers can help describe and reflect the personality of a consumer. Self-expressive value is generated by symbolic meaning, where consumers derive satisfaction from influence regarding a purchase or due to product consumption (Fazrin, 2023). In this study, there are 3 main variables to be studied, namely selfexpression, brand equity, e-wom, and purchase intention. Several previous studies have also examined related variables. The purpose of this study is to determine the effect of selfexpression, e-wom, and brand equity on Instagram social commerce on Golden Geisha's purchase intention.

LITERATURE REVIEW

A. Purchase Intention

Advances in technology, especially the internet, have had an impact on changes in consumer behavior and mindset in shopping. Advances in information technology have resulted in significant changes in people's lifestyles which are now dominated by the demands of a fast-paced life. These changes also affect how businesses implement their product or service marketing strategies. Many companies are currently using online marketing as a strategy (Fitri & Wulandari, 2020).

B. Brand Equity

The Marketing Science Institute (MSI) says that brand equity can be seen by customers "as a financial asset and as a set of profitable associations and behaviors" (MSI 1989). While Farquhar (1989) argues that brand equity for consumers follows from positive evaluations of, or attitudes toward, branded products, Keller (1993) hypothesizes that consumer-based brand equity arises from more favorable attitudes toward a firm's marketing efforts. Brand equity can also be viewed as a result of consumer behavior, specifically consumer behavior that is biased towards brands with positive brand relationships. Keller describes different responses as a result of consumers, which include the memory structure of brand knowledge, brand image, and brand awareness. Keller defines brand image as perceptual beliefs about attributes, benefits, and attitudinal associations, which are often used as the basis for overall evaluation or attitude towards the brand (Faircloth et al., 2001).

C. EWOM

The term "culture" refers to "the collective programming of the mind that distinguishes members of one group or one group or category of people from another." This cultural framework is the most commonly used in cross-cultural research to distinguish one group or category of people from another. Hofstede classifies culture into 6 dimensions: Power Distance, Individualism/Collectivism, Masculinity/Femininity, Uncertainty Avoidance, Long-term to Short-term Orientation, and Pleasure with Restraint. (Agag et al., 2024).

D. Self Expression

Support for selfexpression is not only a way to support autonomy, but also important for social support in general, as selfexpression can be partly determined by others' reactions to meaningful selfexpression (Al-Khouja et al., 2022).

E. Research Framework

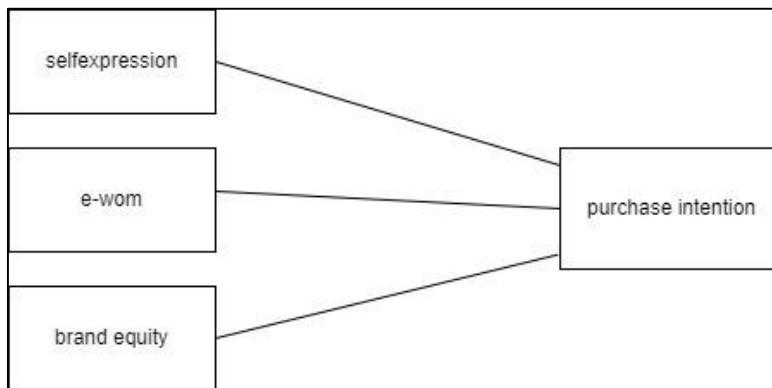


Fig 1. Research Framework

METHODS

This research is a quantitative research that can be interpreted as a research method based on the philosophy of positivism. This research collects data by distributing questionnaires using google form. Researchers will later distribute questionnaires to target respondents with several social media such as Whatsapp, Instagram and Line to reach more than 160 active respondents effectively. This research was conducted in one of the culinary industry shopping centers called Golden Geisha. Purposive sampling is a non-random sampling method where the researcher ensures the quotation of illustrations through the method of determining a special identity that matches the research objectives so that it is expected to respond to the research case. (Rizky & Aguspriyani, 2023).

RESULTS

Statistic Analysis

A. Outer Model Test

This research is measured by testing the validity and reliability of each variable, namely brand equity, EWOM, SelfExpression and purchase intention. The validity and reliability test process on all these variables is processed using SmartPLS with 161 respondents.

a) Convergen Validity Test

Table 1. Outer Loading

	Brand Equity	EWOM	Purchase Intention	Self Expression
BE2	0,416			
BE3	0,318			
BE4	0,311			
EW1		0,692		
EW2		0,601		
EW3		-0,295		
PI1			0,676	
PI2			0,553	
PI3			0,536	
SE1				0,302
SE2				0,729
SE3				0,004
SE4				0,624

BE1	0,624
BE2	0,416
BE3	0,318
BE4	0,311
EW1	0,692
EW2	0,601
EW3	-0,295

Source: data processing(2024)

It can be concluded that there are five indicators whose outer loading value is below the criteria (<0.40). Although the majority of variables are more than the criteria or can be said to be valid such as SE2 whose value is 0.729. The five indicators whose values are below the criteria are BE3 (0.318), BE4 (0.311), EW3 (-0.295), SE1 (0.302) and SE3 (0.004). These five indicators show weak values. This can affect reliability and consistency. Therefore, BE3, BE4, EW3, SE1 and SE3 should be removed to make the results more significant.

b) Diskriminant Validity Test

Table 2. Diskriminant Validity Test

	Brand Equity	EWOM	Purchase Intention	Self Expression
Brand Equity	0,677			
EWOM	0,414	0,648		
Purchase Intention	0,351	0,478	0,590	
Self Expression	0,299	0,311	0,448	0,726

Source: data processing(2024)

In the table of discriminant validity results, it can be seen that the results of each item of the majority variable have a greater value than the variable below it. For example, the value of the Brand Equity item (0.677) is greater than the value of the EWOM item which is 67 percent in the bottom row (0.414). Likewise, the purchase intention item (0.590) is greater than the value of Self Expression (0.448). The results of the discriminant validity test can thus be seen that this research variable can be said to be discriminant validity with good/good results.

c) Reliability Test

In a study, of course, not only do convergent and discriminant validity tests, but it is necessary to conduct a reliability test which can be measured using Cronbach's alpha and composite reliability. A variable is considered reliable if it has a Cronbach's alpha value and a composite reliability value of more than 0.40 (Noor, 2017). It was found that the Cronbach's alpha value of each variable was not reliable because each variable had a Cronbach's alpha value <0.4 , but this was still tolerable because each variable had a composite reliability value of more than 0.40. :

Table 3. Cronbachs Alpha and Composite Reliability

	Cronbach's Alpha	rho_A
Brand Equity	-0,182	-0,185
EWOM	-0,381	-0,383
Purchase Intention	0,073	0,063
Self Expression	0,106	0,109

Source: data processing(2024)

Inner Model Test**a) Colinearity Test**

The collinearity test is one approach to conducting a structural model test, which tests the relationship between latent variables. In the context of PLS-SEM, a tolerance value of 0.20 or lower than a VIF value of 5. If higher each indicates a potential collinearity problem. When the level of collinearity is very high or the VIF value is 5 or more, it should consider removing one of the corresponding indicators (F. Hair Jr et al., 2014). As in this study, such as the relationship between the variable purchase intention variable and self expression, the value is 1.151.

Table 4. Colinearity Test

	Brand Equity	EWOM	Purchase Intention	Self Expression
Brand Equity			1,256	
EWOM			1,266	
Purchase Intention				
Self Expression			1,151	

Source: data processing(2024)

b) R Square Test

R-square is a measure most commonly used to evaluate and test the extent to which exogenous variables describe endogenous variables. This coefficient is a form of model predictive power measure and is calculated as the squared correlation between the actual specific endogenous construct and the predicted value. This coefficient certainly represents the exogenous latent variable's combined effect on the endogenous latent variable.

Table 5. R Square Test

	R Square	R Square Adjusted
Purchase Intention	0,339	0,327

Source: data processing(2024)

It can be seen from that purchase intention is described by the antecedent variable by 32.7%. This means that there is still an influence of 67.3% of other variables outside the purchase intention variable

c) Q Square Test

Q-Square is an indicator of an out-of-sample structural model or an accurate data predictor, which is not used in model estimation (Hair et al., 2016). In the structural model, the Q-square value must be greater than zero ($Q^2 > 0$) for a particular reflection of the endogenous latent variable which indicates the relevance path model predictions for a particular dependent construct (Hair et al., 2016).

Table 6. Q Square Test

	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Equity	322,000	322,000	
EWOM	322,000	322,000	
Purchase Intention	483,000	442,858	0,083
Self Expression	322,000	322,000	

Source: data processing(2024)

It can be seen that the Purchase Intention variable is 0.083. As for the Brand Equity, EWOM, and Self Expression variables, it is 0. Even though Brand Equity, EWOM, and Self Expression are 0, these results are normal because the three variables are independent variables.

d) Path Coefficients Test

The path coefficient is a step to test the results of the hypothesis, which is calculated using the SmartPLS application using the bootstrapping technique. Based on the bootstrapping results in table 4.9, it shows that all hypotheses are supported, except for relationship H1. This is because it is in line with the principle (Hair et al., 2016), which says that the value of T-statistics must be more than 1.96; and the value of the P-value must be less than 0.05. Therefore, all hypotheses are supported, except H1.

Table 7. Path Coefficient test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	TStatistics (O/STDEV)	P Values	Kesimpulan
BrandEquity-> Purchase Intention	0,122	0,133	0,079	1,537	0,125	H1 Ditolak
EWOM -> Purchase Intention	0,331	0,333	0,073	4,554	0,000	H2 Diterima
SelfExpression -> Purchase Intention	0,308	0,313	0,068	4,509	0,000	H3 Diterima

Source: data processing(2024)

1) The Influence of Selfexpression on Purchase Intention

The research conducted above shows that the results of testing the effect of selfexpression on purchase intention are good, which indicates that hypothesis 3 can be accepted. The results of testing this hypothesis show that selfexpression has a good influence on purchase intention. These results are supported by previous journals, namely (Bian & Forsythe, 2012) which have a positive impact on purchase intention. Based on this explanation, it can be concluded that the effect of selfexpression on purchase intention is positive and this statement is in accordance with previous researchers. This also explains that the effect of selfexpression on the purchase intention of the golden geisha company is positive.

2) The Influence Ewom on Purchase Intention

The research conducted above shows that the results of testing the effect of ewom on purchase intention are good, which indicates that hypothesis 2 can be accepted. The results of testing this hypothesis show that ewom has a good influence on purchase intention. These results are supported by previous journals, namely According to Maslim & Pasaribu, (2021) Internet development through social media is one of the most effective methods in encouraging consumer buying intentions Based on this explanation, it can be concluded that the effect of ewom on purchase intention is positive and this statement is in accordance with previous researchers. This also explains that the effect of ewom on the purchase intention of the golden geisha company is positive.

3) The Influence Pengaruh Brand Equity on Purchase Intention

The research conducted above shows that the results of testing the effect of brand equity on purchase intention are insignificant which indicates that hypothesis 1 is rejected. The results of testing this hypothesis show that brand equity has an insignificant effect. However, brand equity has an indirect influence if you pay attention to aspects of selfexpression and ewom properly. This means that selfexpression and ewom are important influences on purchase intention. The results of the study are not in line with previous research, namely brand equity which is proven to have an effect on purchase intention, which means that when consumers form purchase intentions for products (Makbul, 2021). Even though it is not in line, this study can prove that the other variables in this study can be fully and well important variables between brand equity and purchase intention.

CONCLUSION

Based on the results of data processing and data analysis that has been carried out on 161 respondents, the following conclusions and suggestions can be obtained. This research was conducted to test indicators related to the influence of selfexpression, ewom, brand equity on purchase intention instagram golden geisha. Based on the hypothesis that has been explained, conclusions can be obtained, namely:

1. Selfexpression has a positive effect on purchase intention where it has a big influence on golden geisha Instagram media and the intention to buy golden geisha products.
2. Ewom has a positive effect on purchase intention where there is a significant and positive influence which states that ewom is an important factor in the purchase intention of golden geisha products.
3. Brand equity which has an insignificant and not positive effect. This explains that brand equity does not have a significant effect on the purchase intention of golden geisha products and on their Instagram social media.

This study has limitations so that it is important to improve in further research, these limitations are:

1. Researchers currently focus on several variables and on Instagram media only, it is hoped that future researchers can conduct deeper research on other variables so as to get different results.
2. This study distributed questionnaires online, therefore the researcher could not control the respondent's attitude in filling out the questionnaire. Therefore, it is hoped that further research can pay attention to how to distribute questionnaires, one of which is by distributing questionnaires directly.

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