

The Influence of Social Media Marketing Activities, Brand Awareness, Brand Image, Against Purchase Intention

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ABSTRACT

This study aims to analyze the relationship between social media marketing activities used by several airlines and the dimensions of social media marketing activities, namely entertainment, customization, interaction, trendiness, e-word of mouth on brand awareness, and brand image to seek influence on purchase intention. This study used Survey Research on all airline service passengers in several Indonesian airlines, which was distributed to 161 respondents using a purposive sampling technique. Data testing methods are instrument tests with validity and reliability tests using SmartPLS software 3. Data analysis methods use Structural Equation Model (SEM) using SmartPLS software 3. The results reveal social media marketing activities' positive and significant impact on brand awareness and image. It was found that the dimensions of social media marketing activities, namely entertainment, customization, interaction, trendiness, and e-word of mouth, significantly had a positive effect on brand awareness and brand image, and brand awareness had a positive impact on brand image, while brand awareness did not influence purchase intention and brand image has a significant effect on purchase intention. This research has several theoretical and practical implications that can benefit managers, especially airlines, in their marketing to use various activities on social media such as Instagram, Twitter, Facebook, Youtube, and Tiktok.

INTRODUCTION

The availability of internet services has enabled people to access and interact more and more using social media (Münch et al., 2021). Developments in technology and the internet in life help humans to be able to communicate without distance and time limits. Karnadi (2022) notes that internet users in Indonesia reached 204.7 million out of 278 million Indonesians in February 2022. 73.7% of Indonesia's population used the internet. The data shows that Indonesia is ranked third as the country with the largest population of internet users in Asia. Social media is one of the activities accessed by Indonesian residents to communicate with friends, relatives, and even foreigners. As many as 205 million Indonesians will be active social media users by 2022. YouTube is the most accessed social media, with 88% of the total internet users, followed by Whatsapp with 84% of the population, Facebook with 82% of the population, and Instagram with 79% of the population.

Currently, many companies are experiencing problems in marketing; in addition to marketing costs that relatively expensive companies must incur, there are also problems in the operational field, namely the price of essential product ingredients, which continues to increase. Koksall and Oztgul (2007) state that this is reinforced by the problem of the price of basic input materials for products which tends to continue to increase so that companies are increasingly having financial problems. However, at this time, the internet has become a phenomenon that answers the problems of these companies, which makes a sizeable contribution to marketing (Masa'deh et al., 2021). This is reinforced by research put forward by

Killian (2015); the role of the internet has become very large because of the use of social media in the marketing of goods and services; the dynamics that occur in the marketing sector can be seen from the development of marketing strategies used by many companies.

In marketing, social media has become an essential means of introducing various products and services to consumers, influencing brand image, brand awareness, and purchase intention (Cheung et al., 2019). In addition, distributors and manufacturers see social media as an essential tool for success in marketing a product. Enables consumers to become aware of new products at a high level. Marketing through social media involves several activities, namely entertainment, customization, interaction, trendiness, and e-word of mouth. This activity takes over many roles in businesses worldwide, including marketing. Entertainment is the pleasure obtained from using social media; it is the time obtained from customers by using social media sites; this is the primary driver of the attractiveness of using social media (Killian & McManus, 2015). Customization is the alignment of social media with customer preferences and attitudes to enhance their relationship with brands. This technique usconveysuniqueness of branding and to inincreasesomer loyalty (Martin & Todorov, 2010). Furthermore, Interaction is a critical component of social media, as it allows customers to exchange information and opinions with others. This interaction results in active engagement and keeps customers motivated to seek information (Godey et al., 2016). Trendiness represents how much information provided via social media remains up-to-date and new (Seo & Park, 2018). Finally, electronic word of mouth is a statement made by an actual, potential, or a previous consumer regarding a product or company where this information is available to people or institutions through internet media (Husein, 2017).

This research studies the impact of social media activity on brand awareness, brand image, and purchase intention. Indonesian airlines, namely Citilink, Nam Air, Garuda Indonesia, Lion Air, and Super Air Jet, are some of the airlines in Indonesia that are considered active in using various social media to enhance their brand and sales on several social media platforms (Yosafat et al., 2020). Previous studies considered social media as an essential tool for online marketing. In contrast, previous studies only examined the effect of social media activity on brand equity at Royal Jordanian Airlines in Jordan. Given the worldwide popularity of the internet, many companies are taking advantage of this by creating their own social media platforms (Seo & Park, 2018). It is a concern for entrepreneurs and business people to explore the level of influence of social media on customers to improve their marketing strategy. This research will contribute to developing the airlines and marketing strategy of Indonesia.

Super Air Jet, founded in 2021, was promoted on social media as a new airline that had attracted much attention because Super Air Jet appeared when the aviation industry was experiencing a disaster due to the COVID-19 pandemic. However, this is an opportunity for Super Air Jet airlines to do marketing on social media. They have marketed their promotions on social media through photographs of their crew and aircraft, widely circulated to the public. Not only Super Air Jet, other airlines such as Citilink, Lion Air, Garuda Indonesia, and Nam Air, since the COVID-19 pandemic, have competed to promote through social media to survive. Based on the news sourced from detik.com, the author is interested in researching some of these airlines where in their marketing, they utilize internet technology to increase purchase intention through their brand awareness and brand image.

Studies on the role of social media activity on image and brand awareness still need to be completed (Cheung et al., 2019). Based on existing journals, there still needs to be more research exploring this issue in Indonesia, even regarding Super Air Jet, Citilink, and Nam Air airlines. This study has provided essential knowledge about the impact of social media marketing activities on brand awareness, brand image, and purchase intention. In addition, it will form the basis for future similar studies to enhance this activity and emphasize the aspects that have the most significant impact in the marketing field. This research seeks to develop existing literature by gaining knowledge about the impact of social media marketing activities on brand awareness, brand image, and purchase intention.

Social media is one of the most potent ways businesses contact and entrust their customers to build a distinctive brand identity (Münch et al., 2021). Hartzel (2011) says that "interaction with customers using social media platforms such as Facebook and Twitter in marketing strategies will positively impact brand image. Tsimonis (2014) conducted a study on brand equity consisting of brand awareness and brand image, where they concluded that it is one of the results of social media business activity. A previous study by Fanion (2011) investigated the impact of social media activity on brand awareness. The study reveals that social media is one of the essential tools for building and increasing brand equity. Seo & Park (2018) examined whether social media activity is essential to brand equity in the fashion industry. The results reveal a positive effect of social media activity on brand equity. Bearing this in mind and considering the rapid evolution of social media, most companies have realized that keeping social media activity out of their marketing plans will yield unfavorable results regarding competitive advantage. In addition, competition between companies is getting tougher and continues to grow.

Entertainment is an important part that motivates the attitude of the participants and the continuity of the pursuit that leads to favorable perceptions about the brand (Kang, 2019). In addition, marketers use social media to display entertaining and funny content to convey exciting information to consumers, such as images and videos shared on Tiktok and Instagram, to please consumers to fulfill their need for fun that attracts their attention (Merrilees, 2016). For example, the entire crew of Super Air Jet used tiktok as a dance venue which was a hit then. This humorous content goes viral through hashtags on Instagram and TikTok, where individual opinions vary between supporters and opponents. However, people in Indonesia know that a new airline has been born in Indonesia. Customization in social media is defined as the extent to which the services provided are adjusted to meet consumer preferences (Godey et al., 2016). In contrast to conventional advertising media, which are based on interaction and communication with consumers, it is possible to obtain consumer satisfaction by optimizing the information provided to them individually (Ding & Keh, 2016). Moreover, customization enables businesses to give their brand exclusivity and increase consumer preference for it (Martin & Todorov, 2010). Moreover, it enables businesses to address customer concerns individually and direct advertisements and services, and personalized messages for value creation to specific groups of individuals (Chan & Guillet, 2011). For example, answering consumers' personal questions instantly builds customer satisfaction.

Interaction in social media activities can be achieved when consumers share their thoughts about social media platforms, meet, exchange, and debate with people who have the same thoughts about specific products or brands (Muntinga et al., 2011). Therefore, interaction means the amount of space social media platforms provide for discussion and exchanging ideas, two-way interaction, and data sharing (Dessart et al., 2015). Many businesses encourage their customers to share their purchasing experience in a simple way on selected social media platforms, which can be called user online interaction (So et al., 2017). In essence, today's social media overcomes the limitations of space and time by encouraging businesses to interact with potential consumers and increase their intimacy (Davis Mersey et al., 2010).

Trendiness is the ability to provide up-to-date information about brands, products, and services (Godey et al., 2016). Marketers are asked to continuously update their social media pages to attract consumers' attention, which can build solid and positive consumer brand knowledge (Kim & Ko, 2010). Electronic Word of Mouth (E-WOM) is a response given by potential and actual customers, both positive and negative, towards brands and products in the online environment (Monfared et al., 2021). Consumers perceive EWOM as entirely credible information because it involves communication about personal opinions and experiences (Cheung et al., 2019). This motivates consumers to look for EWOM available on social media to evaluate each product offered. EWOM is also helpful in building relationships between consumers and brands, which will ultimately form positive intentions and attitudes toward brands (Kudeshia & Kumar, 2017). Aaker (1996) defines Brand Awareness as the ability of potential consumers to recognize or remember certain brands, which helps consumers to associate products with brands. This can be created by repeated and memorable consumer exposure to the brand. This is defined in the literature

by Langaro (2018) as a prerequisite for brands to be considered in the consumer decision-making process. On the other hand, Brand Image means a collection of memories related to the brand in consumers' minds, which shows how the brand is recognized in consumer memory. Aaker (1996) claims that brand equity is achieved when customers know the brand, have a distinctive perception and are well-known.

Brand Image is the primary driver of brand equity, referring to customers' general perceptions and feelings about the brand, which influence customer behavior. Brand image is a subjective and perceptive phenomenon in which Somers believe or have an impression of the brand (Putri & Wijaya, 2015). To have a brand image, consumers do not need to have product or service experiences but are the result of brand impressions they receive from various sources related to the brand (Sari et al., 2022). Brand image is the thoughts and feelings of consumers toward a brand (Roy & Banerjee, 2007). Brand image has always been considered an essential factor in marketing literature because it allows marketers to study buyer behavior; when consumers like a brand, they tend to share positive word of mouth with other consumers to compare with their competitors.

Purchase intention is a phenomenon of predictable consumer behavior related to purchases or repeated purchases (Kasornbua & Pinsame, 2019). Similarly, Do (2020) shows that companies can use social media advertising to influence their customers' purchase intentions. According to McClure & Seoc (2020), consumer interaction and engagement on social media channels are essential in influencing purchase intentions. Purchase intention cannot be separated from consumer purchasing decision theory because interest is one of the final processes of purchasing decisions. Likewise, according to Kotler (2009), buying interest arises after receiving stimulation from the product he sees; from there, an interest arises to try the product until, in the end, a desire arises to buy to have it. Susetyarsi (2013) explains that external determinants, awareness of needs, product introduction, and evaluation of alternatives can generate consumer buying interest. These external determinant factors include social factors, marketing efforts, and socio-cultural factors.

A Social Media Marketing Activity carried out by business actors, which consumers find very pleasant, the information provided is always up to date, and the content presented is also fun, can build a strong brand in the minds of consumers. According to research by Seo & Park (2018), it is said that Social Media Marketing Activity has positively affected Awareness. This study explained that Social Media Marketing Activities contribute to forming a positive effect on Brand Awareness. Brand awareness in the research proved to have a positive effect on commitment. It confirmed that a brand with low awareness could actively pursue Social Media Marketing Activities to increase and develop customer commitment in commitment to its customer awareness. The results of Bilgin's research (2018) explain that Social Media Marketing Activities have a significantly high-level effect. This research shows that social media marketing is an awareness tool in terms of reminding a brand to consumers and staying in their minds.

H1. Social Media Marketing Activities have a positive influence on Brand Awareness

Business actors can use social media as a suitable marketing medium. When they use social media for marketing their products, they can interact with consumers and create a good brand image. Seo & Park's research (2018) shows that Social Media Marketing Activity has a significant positive direct relationship with Brand Image. Brand Image also has a positive effect on commitment, which can be shown in this study that Social Media Marketing Activities have a positive effect on brands. With this, it can be proven that it can influence customers' emotions to develop a commitment to the growth of an image of a brand. The results of Bilgin's research (2018) explain that Social Media Marketing Activity has a significant influence on brand image; this research shows that the most critical component of Social Media Marketing Activity is consumer customization which can be able to liven up the company's brand image.

H2. Social Media Marketing Activities have a positive influence on Brand Image

The results of Bilgin's research (2018) explain that brand awareness does not affect brand image. This finding indicates that brand awareness reflects the need for more influence on brand image consumers perceive at the same level. Dib's research (2015) explains that brand awareness significantly affects brand image. This research shows that increased awareness generally results in a higher level of brand image simultaneously because brand awareness plays a vital role in building brand image.

H3. Brand Awareness has a positive influence on Brand Image

Brand awareness will arise when producers carry out a strong strategy toward consumers so that they can recall a brand. Therefore, continuous recall will be significant for purchasing decisions. His research (Novansa & Ali, 2017) said that Brand Awareness partially has a positive and significant effect on purchasing decisions at Smesco Indonesia Cooperative and Small and Medium Enterprises Marketing Service Institute (LLP-KUKM). Thus, in his research, Yanti (2016) said that Brand Awareness positively affects the decision to purchase Aqua packaged drinking water. This means that the more often business people recall their product brands, the more purchasing decisions will also increase.

H4. Brand Awareness has a positive influence on Purchase intention.

The decision to buy applies to consumers to buy products or services. In other words, purchase intention is the probability that consumers will buy a product after evaluation (Kian1 et al., 2017). Purchasing goals are often seen as an element of customer cognitive behavior, which shows how someone wants to buy a particular brand (Huang et al., 2019). Purchase intention can be used to predict which products or brands customers will buy when shopping shortly. Strong purchase intentions can reflect customer loyalty for certain products and brands and indicate the possibility of repeat purchases (Moorman et al., 1993). The current study shows that the effect of brand equity is purchase intention. Purchase intention represents a customer's desire to plan or be able to buy a product or brand in the future and, therefore, can predict customer behavior dramatically (Wu et al., 2011). Brand awareness and image are prerequisites for brand preference and thus influence purchase intention (Netemeyer et al., 1995). Many studies show that brand equity and purchase intention are positively related (Roozy et al., 2014; Shah et al., 2016). There are empirical indications that once consumers admire a particular brand, they become more receptive and increase the likelihood of the brand becoming a destination for future purchases (Shah et al., 2016). More importantly, Kim (2010) emphasizes that purchase intention can be influenced by all dimensions of brand equity (Brand Awareness and Brand Image). In addition, market research shows that brand image is the main factor that directly influences brand purchases (Shah et al., 2016). Based on this logic, this research assumes that brand equity for aviation services will also have a direct impact on purchase intention for these services.

H5. Brand Image has a positive influence on Purchase intention.

RESEARCH METHOD

This type of research is quantitative descriptive to determine the degree of relationship and influence between two or more variables. The population in this study are people who have used the services of Indonesian airlines at least once in the last two years. This study uses a purposive sampling technique to collect specific sample criteria, namely, only using a sample of respondents who have seen airline social media content in Indonesia. Based on the criteria set, the number of samples obtained was

161 respondents. The source of data used in this research is primary data. Primary data is obtained directly from the object of research using a questionnaire instrument. The results of filling out the questionnaire were measured using a Likert scale where each answer had a score of 5 (SS = Strongly Agree), a score of 4 (S = Agree), a score of 3 (KS = Disagree), a score 2 (TS = Disagree) and score 1 (STS = Strongly Disagree). The data analysis method consists of descriptive statistical analysis, validity test, reliability test, and hypothesis testing using Structural Equation Modeling (SEM) analysis with the help of the SmartPLS 3 program.

Table 1. Operational Definition

Variable	Item	Indicator	Reference
Social Media Marketing Activities (X1)	X1.1	Entertainment	(Bilgin, 2018; McClure & Seock, 2020)
	X1.2	Customization	
	X1.3	Interaction	
	X1.4	Trendiness	
	X1.5	E-Word of Mouth	
Brand Awareness (X2)	X2.1	Kenal	(Bilgin, 2018; Novansa & Ali, 2017)
	X2.2	Ingat	
	X2.3	Sadar	
	X2.4	Pertimbangan	
Brand Image (X3)	X3.1	Unik	(Bilgin, 2018; Dib & Alhaddad, 2015)
	X3.2	Keyakinan	
	X3.3	Preferensi	
	X3.4	Persepsi	
Purchase Intention (Y)	Y1.1	Perhatian	(Roozy et al., 2014; Shah et al., 2016)
	Y1.2	Keterarikan	
	Y1.3	Keinginan	
	Y1.4	Keyakinan	

RESULTS AND DISCUSSION

Respondents in this study were people who had used the services of Indonesian airlines. Four characteristics of respondents were included in this study, namely based on age, gender, type of work, and monthly expenses. To clarify the characteristics of the intended respondent, data regarding the respondent is presented in table 2.

Table 2. Demographic Data

Variable	Measurement	N	%
Gender	Man	92	55.4%
	Woman	74	44.6%
Age	< 17 Year	3	1.8%
	19 – 24 Year	36	21.7%
	25 – 35 Year	52	31.33%
	36 – 45 Year	27	16.3%
	> 45 Year	48	28.9%
Job	Private Employees	55	34.4%
	PNS / State-Owned	43	26.9%
	Students	26	16.3%
	Entrepreneurial	26	16.2%
	etc	10	6.2%
	< Rp. 3.000.000	42	25,3%
Expenditure Per month	Rp. 3.100.000 - Rp.3.600.000	24	14,5%
	Rp. 3.700.000 - Rp.4.000.000	20	12%
	Rp. 4.100.000 - Rp.5.000.000	29	17,5%
	> Rp. 5.000.000	51	30,7%

Table 2 shows that there are 92 (55.4%) more respondents with male gender compared to 74 (44.6%) female respondents. Respondents in this study were in the age range of 25-35 years, 31.33% (52 respondents). The second largest percentage of respondents is in the age range of more than 45 years, 28.9% (48 respondents), and the third largest percentage of respondents is in the age range of 19-24 years of, 21.7% (36 respondents). Respondents in the age range of 36–45 years were 16.3% (27 people) and respondents in the age range below 17 years were only 1.8% (3 respondents). Characteristics of respondents based on occupation are dominated by private employees, as much as 34.4% (55 people), while in second place are occupied PNS/BUMN employees who are as much as 26.9% (43 people), Students/Students and Entrepreneurs each of 16.2 % (26 people), Pensioners as much as 3.1% (5 people) and the least are Retired Supervisors, Farmers, and Unemployed, each of which is 0.6% (1 person). Based on monthly expenses, most of the respondents with the most significant expenses seen at more than five million rupiahs were 30.7% (51 people), while in second place were expenditures of under three million rupiahs covering 25.3% (42 people).) of the total respondents, in third place with expenditures of four million rupiahs to five million rupiahs, namely 17.5% (29 people), fourth place is occupied by respondents whose expenses range from three million one hundred thousand rupiahs to three million six hundred thousand rupiahs as much as 14.5% (24 people), and in the last sequence are respondents whose expenses are three million seven hundred rupiahs to four million rupiahs which are as many as 12% (20 people).

Furthermore, this study's data quality testing method was tested for validity and reliability using the Structured Equation Model (SEM) and SmartPLS 3 as tools. To verify the validity and reliability of data collected through Confirmatory Factor Analysis (CFA). The measurement model calculates the loading factor to test the validity of the selected measurement items. The acceptable value of factor loadings for each item should be in the range of 0.3-1. To estimate the reliability test according to Hundleby & Nunnally (1968); Peterson & Kim (2013), the acceptable value of Cronbach's Alpha and Composite Reliability must be 0.6 or higher to achieve internal consistency across the selected items.

Table 3. Validity and Reliability Test Results

Variable	Instrument	Loading Factor	Cronbach Alpha	Composite Reliability	Information
X1	X1.1	0,750	0.910	0.933	Valid dan reliable
	X1.2	0,619			Valid dan reliable
	X1.3	0,717			Valid dan reliable
	X1.4	0,659			Valid dan reliable
	X1.5	0,762			Valid dan reliable
	X1.6	0,759			Valid dan reliable
	X1.7	0,789			Valid dan reliable
	X1.8	0,853			Valid dan reliable
	X1.9	0,807			Valid dan reliable
	X1.10	0,821			Valid dan reliable
	X1.11	0,705			Valid dan reliable
	X1.12	0,759			Valid dan reliable
	X1.13	0,795			Valid dan reliable
	X1.14	0,812			Valid dan reliable
	X1.15	0,800			Valid dan reliable
	X1.16	0,609			Valid dan reliable
	X1.17	0,664			Valid dan reliable
X2	X2.1	0,831	0.934	0.949	Valid dan reliable
	X2.2	0,870			Valid dan reliable
	X2.3	0,892			Valid dan reliable
	X2.4	0,815			Valid dan reliable
	X2.5	0,881			Valid dan reliable
X3	X3.1	0,890	0.946	0.961	Valid dan reliable
	X3.2	0,867			Valid dan reliable
	X3.3	0,894			Valid dan reliable

Y	X3.4	0,884	0.951	0.956	Valid dan reliable
	X3.5	0,904			Valid dan reliable
	Y1.1	0,929			Valid dan reliable
	Y1.2	0,934			Valid dan reliable
	Y1.3	0,917			Valid dan reliable
	Y1.4	0,930			Valid dan reliable

Source: SmartPLS 3 data processing results

Based on the results of validity testing with table number 3, it can be concluded that the variables Entertainment, Customization, Interaction, Trendiness, E-Word of Mouth, Brand Awareness, Brand Image, and Purchase Intention (PI) on all statement indicators have a factor loading value of ≥ 0.45 which means that all indicators of the statement are valid so that they can be used in research. Moreover, based on the reliability test results, the average Cronbach Alpha's and Composite Reliability values are > 0.9 , meaning that the Cronbach alpha's coefficient is ≥ 0.6 which indicates that alpha is declared reliable. Furthermore, for the model to meet the model fit criteria, the Standardized Root Mean Square Residual (SRMR) value which must be less than 0.10 or 0.08, will be considered suitable (See Hu & Bentler, 1999). Meanwhile, the Normal Fit Index (NFI) must produce a value between 0 and 1. The closer to 1, the better or more suitable the built model (Bentler & Bonnet (1980).

Table 4. Model Feasibility Test Table

Measurement	Saturated Model	Estimated Model	Border Acceptance	Conclusion
SRMR	0.074	0.076	≤ 0.1	Fit
NFI	0.743	0.742	0 - 1	Fit

Source: SmartPLS 3 data processing results

Table 4 shows that the value of the SRMR is 0.074, which means that the number is less than 0.10 or 0.08, so the model meets the criteria. Likewise, the value of the NFI, which produces numbers 0 to 1, is equal to 0.743, so the NFI model built is classified as good. This study uses a Structured Equation Model (SEM) because several relationships between variables need to be tested simultaneously. This research was processed using variance-based SEM modeling, namely Partial Least Square - Structural Equation Modeling (PLS-SEM) with SmartPLS software.

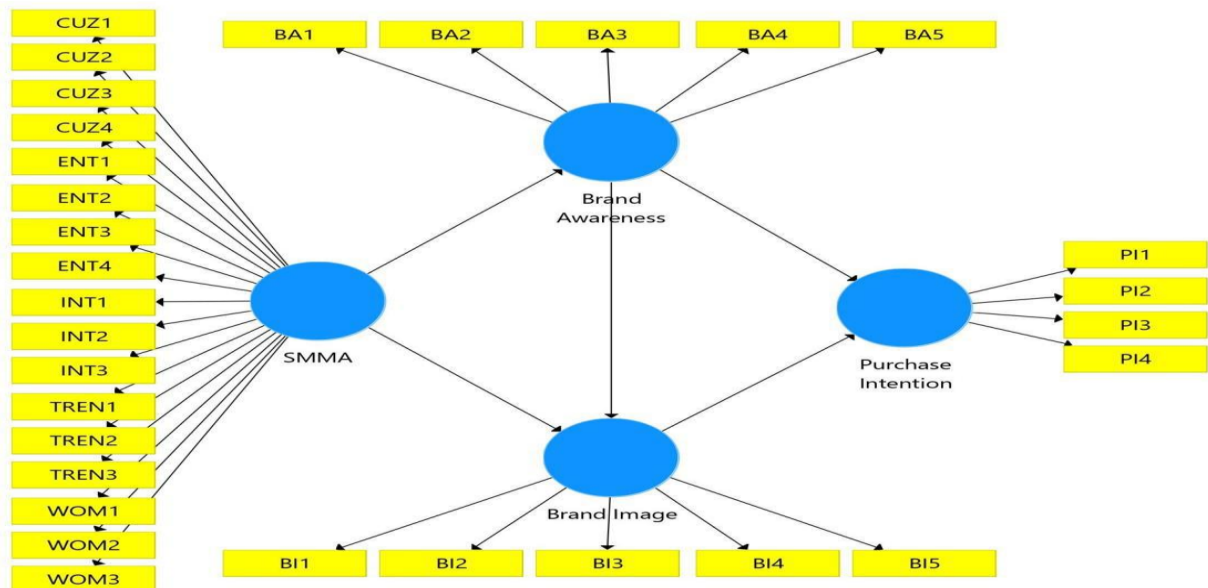


Figure 1. Structural Equation Model (SEM)

Source: SmartPLS 3 data processing results

Furthermore, hypothesis testing in this study was carried out using Structural Equation Modeling (SEM) analysis with the help of the SmartPLS program. This hypothesis was tested at a significance level of 0.05 and a confidence level of 95%. This hypothesis test compares the p-value with an α level of 0.05. If the p-value ≤ 0.05 , it means that H0 is rejected and Ha is accepted, meaning that the hypothesis is supported, and vice versa. The test results can be seen in table 5.

Table 5. Hypothesis Test Results

Hypothesis	Description	Original Sample	P-Value	Keputusan
H1	SocialMedia Marketing Activities have a positive influence on Brand Awareness	0.569	0.000	Didukung
H2	SocialMedia Marketing Activities have a positive influence on Brand Image	0.488	0.000	Didukung
H3	BrandAwareness has a positive influence on Brand Image	0.372	0.000	Didukung
H4	BrandAwareness has a positive influence on Purchase intention	0.024	0.684	Tidak didukung
H5	BrandImage has a positive influence on Purchase intention	0.855	0.000	Didukung

Source: SmartPLS 3 data processing results

Pembahasan

Effect of Social Media Marketing Activities (SMMA) on Brand Awareness (BA)

Based on the results of the H1 hypothesis test, the influence of Social Media Marketing Activities (SMMA) on Brand Awareness (BA) has a p-value of 0.000 or below the significance value (0.05) with an original sample value of 0.569. Then H1 is supported. Based on the test results, the H1 logic states that social media marketing activities positively affect Brand Awareness, which is proven or accepted. This shows that if a social media user has a high curiosity about airline social media, then the user will also determine a positive attitude towards the service system of the social media. It can be interpreted that the higher the trust in the intended airline's social media, the more the high positive attitude of social media users toward knowing the brand because if there are more and higher experiences of social media users towards the intended brand, the level of trust will also be higher and will have a positive impact. The results of this analysis are in line with previous research, namely from research (Raharjo, 2018), where the research results show that social media marketing activities positively affect brand awareness. According to him, if marketing on social media is studied compositely, it will have a significant and positive influence on brand awareness.

Effect of Social Media Marketing Activities (SMMA) on Brand Image (BI)

Based on the results of the H2 hypothesis test, the effect of Social Media Marketing Activities (SMMA) on Brand Image (BI) has a p-value of 0.000 or below the significance value (0.05) with an original sample value of 0.488. Then it can be stated that H2 is supported. Based on the test results, the H2 logic states that social media marketing activities positively affect Brand Image, proven or accepted. This shows that users who engage in brand-related activities via social media platforms become very familiar with their favorite airline's social media activities and effortlessly recognize the product among other competing brands. This means that social media activity increases consumer memory of the product. Respondents also revealed that Social Media Marketing Activities increased consumer perceptions of brands regarding quality, reliability, and outstanding features of handicraft products. Moreover, Social Media Marketing Activities create a positive image of handicraft products among consumers, which helps them differentiate the brand from other competing brands. The results of this study are also in line with previous research, namely research from (Damayanti et al., 2021), where the study results show an

influence between social media marketing activities and brand image. According to him, entertainment, customization, interaction, and e-word of the mouth are significant predictors of brand image. As mentioned in the reviewed literature, with the growing importance of Social Media Marketing Activities in marketing, businesses are increasingly using Social Media Marketing Activities to convey key brand-related messages to create a brand image and brand awareness.

The influence of Brand Awareness (BA) has a positive effect on Brand Image (BI)

Based on the results of the H3 hypothesis test, the effect of Brand Awareness (BA) on Brand Image (BI) has a p-value of 0.000 or below the significance value (0.05) with an original sample value of 0.372. Then it can be stated that H3 is supported. Based on the test results, the H3 logic states that Brand Awareness positively affects Brand Image proven or accepted. This shows that the more a social media user knows and knows an airline, the higher they will have a positive attitude towards the product. This is also supported by previous research, namely research from (Hafez, 2021) which proves that brand awareness positively affects brand image. According to him, aggressive social media activities can create an emotional attachment to a particular brand, enhancing the brand image in the future.

Effect of Brand Awareness (BA) on Purchase Intention (PI)

Based on the results of the H4 hypothesis test, the effect of Brand Awareness (BA) on Purchase Intention (PI) has a p-value of 0.684 or above the significance value (0.05) with an original sample value of 0.024. Then it can be stated that H4 is not supported. This shows that someone who knows an airline brand does not necessarily want to use the airline's services because they need to know for sure about the brand image, so to convince someone to use the services of an airline, a good brand image is needed. This is also supported by research from (Bilal et al., 2021) which proves that brand awareness does not affect purchase intention. According to him, when someone knows a product but has yet to feel its image, the intention to purchase does not fully occur. The findings show that Brand Awareness cannot predict purchase intention, and Brand Awareness cannot be predicted by Entertainment, even though there is a correlational relationship. These results need to be more consistent with the literature emphasizing the effects of customization, trendiness, and interaction on brand image and brand awareness. In addition, the literature has described the importance of entertainment in motivating social media user attitudes and creating favorable perceptions about brands. In addition, there is conflicting literature regarding the effects of the e-word of mouth, as it has been found in a series of recent studies that the e-word of mouth can greatly influence brand image and awareness and the entire decision-making process. The insufficient effect of this activity may lead to the fact that more collaboration is needed to improve social media entertainment in some Indonesian airlines so that they can amplify their effect on brand image and brand awareness. In addition, it is essential to encourage platform users to post their ratings and opinions to encourage e-word-of-mouth circulation.

Effect of Brand Image (BA) on Purchase Intention (PI)

Based on the results of the H5 hypothesis test, the influence of Brand Image (BI) on Purchase Intention (PI) has a p-value of 0.000 or above the significance value (0.05) with an original sample value of 0.855. Then it can be stated that Ho is supported. Based on the test results, logic H5 states that Brand Image has a positive effect on Brand Image proven or accepted. The results of the test show that the original sample value is 0.855, which states that brand image has a strong effect on purchase intention. This shows that when consumers feel optimistic about the perceived image, the intention to buy the product becomes more muscular, and feels the readiness to pay the amount. This process helps in generating leads by turning intentions into actual purchases. The results of this study are from previous research, namely research conducted by (Masa'deh et al., 2021), which shows the influence of brand image on purchase intention. According to him, when consumers become aware of a product on social media

and feel optimistic about it in terms of perceived image, they tend to be more loyal and show a solid commitment to the product. The study's results reveal that brand image and awareness are significantly predicted in the model by entertainment, customization, interaction, trendiness, and e-word of mouth. According to the analysis results, entertainment, customization, interaction, and e-word of the mouth are significant predictors of brand image. As mentioned in the reviewed literature, with the growing importance of Social Media Marketing Activities in marketing, businesses are increasingly using Social Media Marketing Activities to convey key brand-related messages to create a solid and increasing brand Image and brand awareness. Purchase intention in the minds of consumers. . brand awareness can be predicted by customization, interaction, e-word of mouth, and trends, while entertainment does not explain changes in brand awareness. This differs from previous research, which concluded that trendy information and the latest updates strengthen consumers' positive awareness of brands.

CONCLUSION

Based on the results of data analysis and discussion of research results, there is a positive and significant impact of Social Media Marketing Activities on Brand Awareness and Brand Image. Furthermore, Brand Awareness has an influence on Brand Image but has no influence on Purchase Intention, and Brand Image has a significant influence on Purchase Intention. This is not by the literature reviewed, which states a positive relationship between Social Media Marketing Activities, Brand Image, Brand Awareness, and Purchase Intention.

This study provides several practical implications for managers and decision-makers in airlines. Based on the analysis results, marketing managers need to focus on Entertainment to increase customer brand awareness. For entertainment, more focus should be placed on providing more up-to-date, creative content on different social media accounts. Airlines must also frequently share their latest news, offers, products, and services. In addition, airlines should also work on creating more fun and entertaining content on various social media accounts, such as images and videos, which will attract customers and engage them with the company's activities. Entertainment will increase customer awareness and create a positive image in the minds and hearts of customers. Providing sufficient space for customers to share their thoughts with other customers, and responding to customer requests individually, will positively impact brand awareness and image. In addition, the current research provides a better understanding of the dimensions and drivers of engagement in social media activities in the Indonesian aviation industry, which can help managers improve their social media strategy to build brand awareness and brand image.

Nevertheless, the current research highlights the importance of customer engagement through social media activities. It provides insights for managers to form and train dedicated teams to work on social media activities and to monitor customer interactions on social media platforms better, aiming to revitalize their company brand. . Practically speaking, marketing activities on social media can be an effective and relatively inexpensive way to promote a brand. On the other hand, managers and decision-makers can update their policies and procedures according to their customers' preferences, going beyond marketing to reform and improve their companies.

This research has drawbacks, namely in some geographical regions such as Jabodetabek. Cross-cultural studies of different sectors need to be carried out to generalize the current research results. In addition to data collection, this study only uses quantitative data collected through online questionnaires from respondents, so the power obtained is limited. The variable dimensions of Social Media Marketing Activities used are the general ones: Entertainment, Customization, Interaction, Trendiness, and e-word of mouth. Meanwhile, it better describes the overall brand image and awareness by adding other dimensions such as interactivity, informativeness, etc. The number of samples used in this study was also limited, namely only 161 samples, due to time constraints. It would be better if the statement items for each variable were multiplied by ten so that the sample used was 310.

Current research explores five Social Media Marketing Activities; other activities, such as interactivity, informativeness, and personalization, can also be explored in future research. On the other

hand, because this study considers brand equity using only brand image and awareness, future studies should include other dimensions of brand equity, such as brand loyalty and quality. Some of the results of this study contradict the existing literature regarding the effect of Brand Awareness on purchase intention. However, due to the originality of the current study, this study was conducted on a smaller sample. Further research is expected to use a larger sample in the national context needed to explain the results of this study. Future studies could also focus on just one of these activities and include culture or income as a moderating factor on the impact of Social Media Marketing Activities. In addition, in this study, there was no direct effect between social media marketing activities on purchase intention so further research can add a direct effect between social media marketing activities on purchase intention.

The current study illustrates that online brands and social presence in the aviation industry can build brand awareness and image and add value to consumers and brands. As a result, future research can finally examine the effect of Social Media Marketing Activities on Brand Equity and Re-Purchase intention across different industries to conclude a new marketing business model.

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