

# **Influence of Social Media Marketing, Word of Mouth and Advertising on Brand Awareness and Buying Interest (Case Study of Indihome Product)**

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## **Abstract**

IndiHome is a product that is engaged in home internet service providers. The emergence of intense competition among similar service provider products makes IndiHome must have a strategy to compete. One of the strategies used is to utilize marketing through social media to grow WOM communication and as an advertising platform to grow brand awareness and create buying interest in the community. The purpose of this study was to examine the relationship between social media marketing, WOM and advertising on brand awareness and buying interest. Data collection from this study was carried out by distributing questionnaires to 394 respondents who were people from all over Indonesia who did not use IndiHome as a home internet service provider. The method used is non-probability sampling with purposive sampling technique. The data analyzed using SPSS version 25. Based on the results of hypothesis testing, the results obtained that simultaneously or partially each independent variable has a significant effect on the dependent variable. In addition, the results of the Sobel test also stated that the brand awareness variable succeeded in mediating the relationship between the independent variable and the dependent variable. The results of the study revealed that word of mouth did not significantly affect buying interest.

## **Keywords**

Advertising, Brand Awareness, Buying Interest, Social Media Marketing and Word of Mouth

## **1. Introduction**

Technology is experiencing rapid development in various aspects, including the communication aspect. One of the implementations of technological developments in the field of communication is social media. Social media continues to evolve over time. Social media development can even create new business opportunities (Larasati, 2020) and is often used as a marketing tool (Saputra *et al.*, 2020). The use of social media is known as social media marketing. Based on research conducted by Rusli and Mulyadi (2019), Siswanto *et al.* (2019), Maulani and Sanawiri (2019) social media marketing can create word of mouth, used as an advertising tool, and build brand awareness. Ideally, if social media marketing has been carried out optimally, supported by maximum efforts in word-of-mouth communication and strives for the spread of advertising to be effective so that it has a high brand awareness, it can increase the interest in buying products (Indah and Budiatmo, 2018; Aries *et al.*, 2018; Hatta and Khairunnisa, 2020).

IndiHome is a product of PT. Telekomunikasi Indonesia, which is engaged in the telecommunications industry, which focus on providing home internet services. As a company that has a business like this, IndiHome also utilizes various marketing tools to market its products. One of the things IndiHome uses is social media. Through social media, IndiHome is determined to be able to increase people's buying interest in the products offered. Therefore, IndiHome also makes various efforts such as providing MyIndiHome apps to facilitate customers, procuring MyIndiHome Points feature that can be redeemed for discounts and creating interesting content to attract the attention of the public. Even so, IndiHome still facing the challenge in increasing people's buying interest. In 2020, IndiHome was unable to meet the desired customer target due to the Covid-19 pandemic (Jatmiko, 2021). Compared to competitors such as MyRepublic, Biznet and FirstMedia which experienced a significant increase in the number of subscribers despite the Covid-19 pandemic (Pratomo, 2021; Jatmiko, 2021; Qolbi, 2021). In addition to not achieving the target by IndiHome,

this research has also conducted a mini survey of 46 respondents who have not used IndiHome and came from all over Indonesia to determine people's buying interest in IndiHome. From the result of the mini survey, it was found that 52.2% of the total respondents stated that they had no interest in buying IndiHome even though they had seen the marketing done by IndiHome on social media. So, this research aims to see how the relationship and influence of social media marketing, word of mouth, advertising in increasing brand awareness and buying interest in IndiHome products.

## 1.1 Objectives

This research aims as follows:

1. Knowing the direct influence of social media marketing on brand awareness.
2. Knowing the direct effect of word of mouth on brand awareness
3. Knowing the direct effect of advertising on brand awareness.
4. Knowing the direct influence of social media marketing on buying interest.
5. Knowing the influence of word of mouth directly on buying interest.
6. Knowing the direct effect of advertising on buying interest.
7. Knowing the direct influence of brand awareness on buying interest.
8. Knowing the indirect effect of social media marketing on buying interest through brand awareness.
9. Knowing the influence of word of mouth indirectly on buying interest through brand awareness.
10. Knowing the indirect effect of advertising on buying interest through brand awareness.

Based on the research objectives, it is hoped that this research can provide education about the relationship between social media marketing, word of mouth and advertising that can affect brand awareness and buying interest in a product. In addition, this research is expected to be able to contribute to become a reference for companies to find out the utilization and management of online marketing media effectively and efficiently to increase brand awareness and buying interest.

## 2. Literature & Hypothesis Development

Social media is part of a marketing tool because it has the advantage of building interactions with consumers in real time so that they can build closer relationships with companies (Kotler and Armstrong, 2018). The interactions that are built can attract consumer interest if consumers already have more knowledge of a product or service offered by the company because they know a product or service on social media (Maria *et al.*, 2019).

Word of mouth is a form of verbal or written communication that contains consumer experiences in using a product or service (Schiffman and Wisenblit, 2019). WOM will form beliefs that can influence consumer interest in making purchasing decisions. Positive WOM will be created from consumer experience of the quality of a product so that it will encourage consumers to make recommendations to others (Winadi, 2017).

Advertising could form a perspective on a product or service in the minds of customers (Aniniyah and Fahma, 2020). So, it is very important for advertisements to contain information that is in accordance with the products or services offered. Therefore, research by Lee *et al.* (2018) revealed that advertisements that contain information needed by customers can effectively be a factor in the formation of buying interest.

The problem of buying interest in IndiHome makes IndiHome need to consider strategies that can increase public interest in IndiHome products. An example of a strategy that can be applied is marketing through social media through the presentation of creative and interactive content as a means of advertising and controlling public perception of IndiHome products so that people have a tendency towards IndiHome products. Based on the result of the literature, social media marketing and advertising have a significant effect on increasing purchase intention while WOM has an insignificant effect on the formation of brand awareness but has a positive influence on the formation of buying interest (Maria *et al.*, 2019).

This study replicates the previous research conducted by Maria *et al.* (2019). In this study also uses three types of variables, namely independent variables, intervening variables, and dependent variables. The independent variables in this study were social media marketing, word of mouth and advertising. The intervening variable in this study is purchase intention and the dependent variable in this study is brand awareness. So, based on the explanation about the variables in study, the hypothesis that were development based on the literature from the variables is:

- H1: Social media marketing influences brand awareness.
- H2: Word of mouth influences brand awareness.
- H3: Advertising influences brand awareness.
- H4: Social media marketing influences buying interest.
- H5: Word of mouth influences buying interest.
- H7: Advertising influences buying interest.
- H8: Social media marketing influences buying interest through brand awareness.
- H9: Word of mouth influences buying interest through brand awareness.
- H10: Advertising influences buying interest through brand awareness.

### 3. Methods

This study uses quantitative research methods to answer what has been determined in this study. The research instrument used in this study was a questionnaire using a likert scale. Table 1 will show the score that used to measure respondents' answers.

**Table 1 Measurement Scale**

| Answer Option     | Score |
|-------------------|-------|
| Strongly agree    | 5     |
| Agree             | 4     |
| Neutral           | 3     |
| Disagree          | 2     |
| Strongly disagree | 1     |

This study also uses the interpretation of the coefficient of the r-value to show the strength of the relationship between the variable used in this study. Table 2 will show the interpretation of the r-value.

**Table 2 Intepretation of the r-value**

| Coefficients Interval | Level of Relationship |
|-----------------------|-----------------------|
| 0,00 – 0,199          | Very Low              |
| 0,20 – 0,399          | Low                   |
| 0,40 – 0,599          | Medium                |
| 0,60 – 0,799          | Strong                |
| 0,80 – 1,000          | Very Strong           |

The data that has been obtained through the awareness to the questionnaire will be converted first using the MSI (Method of Succesive Interval) through Microsoft Excel 2016 software. Futhermore, the converted data will be tested using hypotesis testing, sobel test and path analysis. Data processing in this study using the SPSS version 25 software. The framework of this research will be shown in Figure 1. From this framework, it is determined that there are 2(two) substructures in this study. Substructure 1 is testing the effect of Social Media Marketing (X1), Word of Mouth (X2) and Advertising (X3) on Brand Awareness (Y) and substructure 2 is testing the influence of Social Media Marketing (X1), Word of Mouth (X2) and Advertising (X3), Brand Awareness (Y) on Buying Interest (Z).

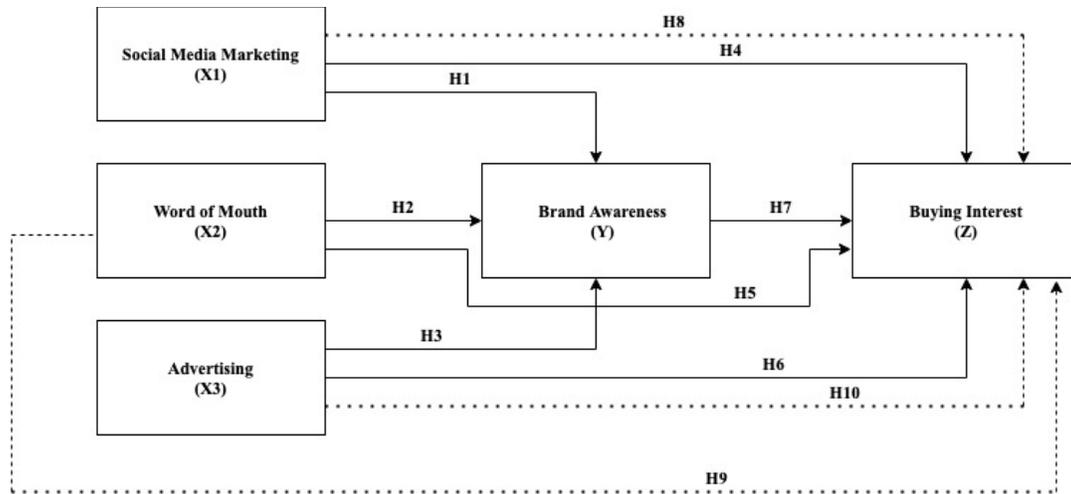


Figure 1 Research Framework

#### 4. Data Collection

This study used a sample of 394 respondents from all over Indonesia. This sample collection was done by distributing questionnaires through Google Form from February 2021 to May 2021. The complete characteristics of the respondents in this study are shown in Table 3.

Table 3 Characteristic of Respondents

| Gender                      |     |
|-----------------------------|-----|
| Male                        | 45% |
| Female                      | 55% |
| Age                         |     |
| 17 years old – 25 years old | 44% |
| 25 years old – 35 years old | 31% |
| 35 years old – 45 years old | 15% |
| Above 45 years old          | 9%  |
| Occupation                  |     |
| Students                    | 35% |
| Entrepreneur                | 21% |
| Civil Servant               | 13% |
| Private - Employee          | 16% |
| Housewife                   | 10% |
| Other                       | 5%  |
| Hometown                    |     |
| Sumatera                    | 9%  |
| Kalimantan                  | 11% |
| Jawa                        | 28% |
| Sulawesi                    | 20% |
| Bali                        | 8%  |
| Nusa Tenggara               | 5%  |
| Maluku                      | 13% |
| Papua                       | 6%  |
| Salary Rate                 |     |
| <1.000.000 IDR              | 25% |
| 1.000.000 – 3.000.000 IDR   | 14% |

|                           |     |
|---------------------------|-----|
| 3.000.000 – 6.000.000 IDR | 30% |
| >6.000.000 IDR            | 31% |

## 5. Results and Discussion

### 5.1 Numerical Results

Before conducting further testing, the validity test is carried out first. According to Sugiyono (2019:188) the normal number of samples used in the validity test is a minimum of 30 respondents. This test uses a significance level of 5% and  $r_{table} = 0,361$ . Thus, the results will be declared valid if the result of  $r_{value}$  is greater than 0,361 or equal to 0,361. The results of the validity test are shown in Table 4.

**Table 4 Validity Test**

| Variable                    | Item | r-value | r-tabel | Information |
|-----------------------------|------|---------|---------|-------------|
| Social Media Marketing (X1) | PM1  | 0,452   | 0,312   | Valid       |
|                             | PM2  | 0,595   | 0,312   | Valid       |
|                             | PM3  | 0,712   | 0,312   | Valid       |
|                             | PM4  | 0,719   | 0,312   | Valid       |
| Word of Mouth (X2)          | WM1  | 0,584   | 0,312   | Valid       |
|                             | WM2  | 0,517   | 0,312   | Valid       |
|                             | WM3  | 0,775   | 0,312   | Valid       |
| Advertising (X3)            | I1   | 0,845   | 0,312   | Valid       |
|                             | I2   | 0,868   | 0,312   | Valid       |
|                             | I3   | 0,823   | 0,312   | Valid       |
| Brand Awareness (Y)         | KA1  | 0,771   | 0,312   | Valid       |
|                             | KA2  | 0,726   | 0,312   | Valid       |
|                             | KA3  | 0,708   | 0,312   | Valid       |
|                             | KA4  | 0,857   | 0,312   | Valid       |
|                             | KA5  | 0,706   | 0,312   | Valid       |
|                             | KA6  | 0,685   | 0,312   | Valid       |
| Buying Interest (Z)         | MB1  | 0,796   | 0,312   | Valid       |
|                             | MB2  | 0,888   | 0,312   | Valid       |
|                             | MB3  | 0,771   | 0,312   | Valid       |
|                             | MB4  | 0,769   | 0,312   | Valid       |
|                             | MB5  | 0,795   | 0,312   | Valid       |
|                             | MB6  | 0,850   | 0,312   | Valid       |

After conducting the validity test, the existing data needs to go through a reliability testing. Reliability test aims as a benchmark as a measurement result can be trusted. Each variable in this study needs to be tested for the reliability. The reliability test in this study used the Alpha Croancbach technique. A study can known have a good level of credibility if it has a minimum Alpha Croancbach coefficient = 0,70 (Indrawati, 2015). The results of the reliability test are shown in Table 5.

**Table 5 Reliability Test**

| Variabel                    | Croancbach's Alpha Value | Coefficient Reliability | Information |
|-----------------------------|--------------------------|-------------------------|-------------|
| Social Media Marketing (X1) | 0,719                    | 0,7                     | Reliable    |
| Word Of Mouth (X2)          | 0,724                    | 0,7                     | Reliable    |
| Advertising (X3)            | 0,800                    | 0,7                     | Reliable    |
| Brand Awareness (Y)         | 0,836                    | 0,7                     | Reliable    |
| Buying Interest (Z)         | 0,894                    | 0,7                     | Reliable    |

This study also conducted normality test, heteroscedasticity test and multicollinearity test. The result of each test show that the data held meet the criteria in the test. The next test to be carried out is hypothesis testing. Hypothesis testing is be done through 2 types of testing which is F-test and T-test. The F test is used to determine the effect of the

independent variables simultaneously on the dependent variable (Pardede and Manurung, 2014). The F test uses a significance level of 0,05 or 5%. The hypothesis test in the form of F test was carried out on two substructures specified in this study. The decision making of F-test is:

a.  $H_0 = \beta_1 = \beta_2 = \beta_3 = 0,$

Substructure 1: Social media marketing, word of mouth and advertising have no simultaneous and significant effect on brand awareness.

Substructure 2: Social media marketing, word of mouth, advertising and brand awareness have no simultaneous and significant effect on buying intention.

b.  $H_1 = \beta_1 = \beta_2 = \beta_3 = \beta_4 \neq 0,$

Substructure 1: Social media marketing, word of mouth and advertising have a simultaneous and significant effect on brand awareness.

Substructure 2: Social media marketing, word of mouth, advertising and brand awareness have no simultaneous and significant effect on buying intention.

Based on the hypothesis on F-test, the result of F-test from substructure 1 is the result of  $F_{value}$  is 90,685 and the  $F_{table}$  is 2,394. From this result can be conclude that  $F_{value} > F_{table}$ , which means it can be said that  $H_0$  from substructure 1 is rejected and  $H_1$  is accepted. Similarly, the result of the F-test on substructure 2. From substructure 2, the result of  $F_{value}$  is 76,441 and the  $F_{table}$  is 2,394. From this result, also can be conclude that  $F_{value} > F_{table}$ , so it can be said that  $H_0$  from substructure 2 is rejected and  $H_1$  is accepted. After the F-test, this research needs to find out the effect from each independent variable to dependent variable, and this process can be done using T-test. The result of T-test will be shown on Table 6.

**Table 6 The Results of T-Test**

| Variable | T <sub>value</sub> | T <sub>table</sub> | p-value (.Sig) | Significance Level | Information                        |
|----------|--------------------|--------------------|----------------|--------------------|------------------------------------|
| X1 -> Y  | 8,269              | 1,966              | 0,000          | 0,05               | Positive and significant influence |
| X2 -> Y  | 5,587              | 1,966              | 0,000          | 0,05               | Positive and significant influence |
| X3 -> Y  | 4,452              | 1,966              | 0,000          | 0,05               | Positive and significant influence |
| X1 -> Z  | 3,389              | 1,966              | 0,001          | 0,05               | Positive and significant influence |
| X2 -> Z  | 0,240              | 1,966              | 0,810          | 0,05               | No positive and significant effect |
| X3 -> Z  | 5,007              | 1,966              | 0,000          | 0,05               | Positive and significant influence |
| Y -> Z   | 8,314              | 1,966              | 0,000          | 0,05               | Positive and significant influence |

**Table 7 Result of Sobel Test**

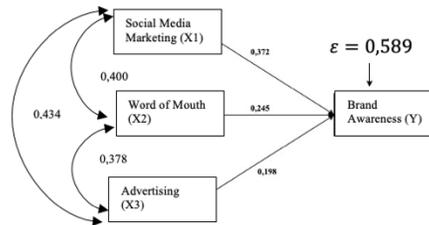
| Variable     | T <sub>value</sub> | T <sub>table</sub> | Information                             |
|--------------|--------------------|--------------------|---|
| X1 -> Y -> Z | 5,853              | 1,966              | Successfully mediates the relationship. |
| X2 -> Y -> Z | 4,611              | 1,966              | Successfully mediates the relationship. |
| X3 -> Y -> Z | 3,942              | 1,966              | Successfully mediates the relationship. |

Then, after the T-test and F-test, the Sobel test was carried out to see whether the intervening variable, which in this case the Brand Awareness variable, could mediate the relationship between the independent variable and the

dependent variable. The result of the Sobel test will be shown in Table 7. The decision-making rule in this Sobel Test is when  $T_{\text{value}} > T_{\text{table}}$  means that the intervening variable successfully mediates the relationship between the independent variable and the dependent variable.

### 5.2 Path Analysis

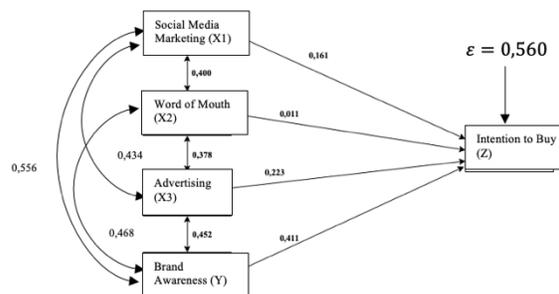
Pardede and Manurung (2014) state that path analysis is a model that analyzes causal relationships between variables based on the assumption that between variables have a relationship with one another. According to Riduwan and Kuncoro (2017) path analysis is carried out because in social research it only reveals the relationship of variables as a statistical translation of the relationship between variables but also reveals a causal relationship between variables. Therefore, this study uses path analysis to see the direct and indirect effects between research variables. After the test is carried out to determine the relationship between the variables in the previous test, a correlation test will be carried out to see the correlation or the amount of influence between variables. First, a correlation test will be carried out on substructure 1 and the results are shown in Figure 2.



**Figure 2 Diagram Path Correlation Substructure 1**

Based on Figure 2, it can be concluded that social media marketing (X1) directly affects brand awareness (Y) by  $0,372^2 = 0,1384$  or 13,84%. Word of mouth (X2) directly affects brand awareness (Y) by  $0,245^2 = 0,0600$  or 6% and advertising (X3) directly affects brand awareness (Y) by  $0,198^2 = 0,0392$  or 3,92%. From this calculation, it known that social media marketing (X1) has the greater contribution more than another variable. The  $R^2$  calculation also shown the value contribution of independent variable simultaneously affect the dependent variable by 41,1% and the rest is determined by factors outside the independent variable. After that, correlation calculation needs to be done. So, based on Figure 2, the information about correlation between those independent variables such as the correlation between social media marketing (X1) and word of mouth (X2) is 0,400 and it conclude based on Table 2 that the level of relationship from interval coefficients of 0,400 is medium. Likewise, the level of relationship between word of mouth (X2) and advertising (X3) is on low level because the interval coefficients is 0,378. Also, the level of relationship between social media marketing (X1) and advertising (X3) is on medium level because the interval coefficient is 0,434.

Next, a correlation test on substructure 2 will be shown in Figure 3.



**Figure 3 Diagram Path Correlation Substructure 2**

From the Figure 3, it also can be concluded that social media marketing (X1) directly affects buying interest (Z) by  $0,161^2 = 0,0259$  or 2,59%, word of mouth (X2) directly affects buying interest (Z) by  $0,011^2 = 0,000121$  or 0,01%, advertising (X3) directly affects buying interest (Z) by  $0,223^2 = 0,0497$  or 4,97% and brand awareness (Y) affects

buying interest (Z) by  $0,411^2 = 0,1689$  or 16,89%. From this calculation, it known that brand awareness (Y) has a greater contribution than other independent variable in affect buying interest. The  $R^2$  calculation also shown the value contribution of independent variable simultaneously affect the dependent variable by 44,0% and the rest is determined by factors outside the independent variable. The same process in substructure 1, in subscture 2 need to calculate the correlation calculation. Based on Figure 3, it known that relationship between social media marketing (X1), word of mouth (X2), advertising (X3) and brand awareness (Y) is all on the medium level. Figure 3 also the variables that have a more significant relationship than other is brand awareness (Y) and

After calculating the correlation, the indirect effect and total effect will be calculated. The result will be shown in Table 8.

**Table 8 Final Result of Direct and Indirect Influence**

| Variable                          | Causal Effects |                         | Residual<br>$\epsilon_1$ & $\epsilon_2$ | Total<br>Effects |
|-----------------------------------|----------------|-------------------------|---|------------------|
|                                   | Direct         | Indirect (Through<br>Y) |   |                  |
| X1 -> Y                           | 0,372          | -                       | -                                       | 0,372            |
| X2 -> Y                           | 0,245          | -                       | -                                       | 0,245            |
| X3 -> Y                           | 0,198          | -                       | -                                       | 0,198            |
| X1 -> Z                           | 0,161          | 0,622                   | -                                       | 0,783            |
| X2 -> Z                           | 0,011          | 0,249                   | -                                       | 0,26             |
| X3 -> Z                           | 0,223          | 0,289                   | -                                       | 0,512            |
| Y -> Z                            | 0,411          | -                       | -                                       | 0,411            |
| X1, X2, X3 -> Y ( $R^2$ value)    | 0,411          | -                       | 0,589                                   | 1,00             |
| X1, X2, X3, Y -> Z ( $R^2$ value) | 0,440          | -                       | 0,560                                   | 1,00             |

From Table 8, it can be concluded that brand awareness (Y) has more significant effect to affect intention to buy (Z). Brand awareness (Y) succesfully mediate the relationship between the independent variable and dependent variable, so it can affect more influence to attract the intention to buy the products.

#### 5.4 Validation

Based on the research results that have been obtained, here is the following is a discussion of the research results:

##### **H1: Social media marketing (X1) has directly and significance influence on Brand Awareness (Y)**

According to Raharjo and Samuel (2018), social media marketing that is done well will have a positive impact on brand awareness and this is proven in IndiHome where IndiHome management uses a marketing strategy using social media to form customer brand awareness. Also, in addition, by the results of interview with Home Service Division from PT. Telkom Indonesia said the strategy of using social media by IndiHome has succeeded in forming IndiHome brand awareness to customers and has an impact on increasing IndiHome engagement with customers. IndiHome's effort in utilizing social media to increase customer brand awareness are carried out by creating content that contains product knowledge dissemination, IndiHome's features, subscription fees and benefits obtained when customer subscribe to IndiHome products.

##### **H2: Word of Mouth (X2) has directly and significance influence on Brand Awareness (Y)**

According to Putra and Widyatmoko (2018), WOM is an effective strategy to make a brand reach the brand recall stage in forming brand awareness where people could remember a certain brand in their minds without any coercion or stimulus from the other parties. This is proven by the efforts that have been made by the management of IndiHome, where the management of IndiHome has consistently sought interaction and conversation intensity through social media to grow WOM and have an impact on brand awareness among IndiHome consumers.

##### **H3: Advertising (X3) has directly and significance influence on Brand Awareness (Y)**

According to Yuniyanto and Sirine (2018), advertising has a direct influence in shaping brand awareness, especially if the advertisement uses social media platforms as a medium for advertising. The high number of internet users today

makes it possible for advertisements that are distributed through social media to increase the intensity of these advertisements being seen by social media users so that they can form brand awareness (Yuniyanto and Sirine, 2018). This is proven by the efforts of the IndiHome management in maximizing the features on advertising social media to grow public brand awareness of IndiHome. Features used by IndiHome to maximize advertising in the form of google ads and instagram ads.

**H4: Social media marketing (X1) has directly and significance influence on Buying Interest (Z)**

According to Maria *et al.* (2019) social media marketing has a positive impact on buying interest because marketing activities using social media can make consumers understand and know the company more closely. In addition, Adelaar *et al.* (2003) also revealed that the combination of the use of content through social media that is packaged interactively by adding test, songs or in the form of short videos can encourage customer buying interest in a product. This is proven by IndiHome's efforts to create creative content on social media to design a stimulus for buying interest in consumers.

**H5: Word of Mouth (X2) has no significance effect on Buying Interest (Z)**

According to Maria *et al.* (2019) word of mouth has no effect on buying interest because it is influenced by many factors, one of which is because people prefer to use a service or buy a product that has proven quality rather than just hearing persuasive persuasion from the company through any medium. This is proven by what happened to IndiHome, where since the pandemic period due to increased traffic, IndiHome has had difficulty adapting to increasing customer demand, followed by the company's limited mobility capabilities so that it affects the quality of IndiHome services which decreases and causes complaints about the quality of IndiHome in various media.

**H6: Advertising (X3) has directly and significance influence on Buying Interest (Z)**

According to Sudirjo and Handoyo (2020) advertisements can have a significant effect on buying interest in a brand if the advertisement is made attractively, in the sense that the content of the advertisement is not only persuasive in inviting people to buy or use a product or service but it also accompanied by including information about the product knowledge of product that is offered so that people feel more familiar with the quality and quality of certain products or services. And this is also proven to happen at IndiHome. IndiHome does not only create advertisements to sell products, but is optimized by conducting product knowledge dissemination, conveying superior product features and introucing the benefits obtained by subscribing to IndiHome.

**H7: Brand Awareness (Y) has directly and significance influence on Buying Interest (Z)**

According to Repi *et al.* (2020) brand awareness can positively influence buying interest through a brand's efforts to trigger a more optimal marketing strategy so that more people know a particular brand. In this case, IndiHome is one of the products brands engaged in home internet provides since 2015 and has controlled more than 70% market share in Indonesia so many people are familiar with this brand.

**H8: Social media marketing (X1) has indirect and significance influence on Buying Interest (Z) through Brand Awareness (Y)**

The results of data processing through the sobel test that has been carried out in the study show that brand awareness has succeeded in being a mediator to influence the relationship between social media marketing and buying interest. According to Maria *et al.* (2019) the connection made through interactive activites on social media between the company and the community makes the public more familiar with the company and the products offered by the company. This interaction builds brand awareness of the company and its products, so that brand awareness does not only have a role as a value adder but also becomes a driving force in controlling the intensity of people's buying interest in certain brands. This also happens to IndiHome where IndiHome uses social media which is intended to build public brand awareness so that it can buy interest which will affect the increase in sales of IndiHome products.

**H9: Word of Mouth (X2) has directly and significance influence on Buying Intreset (Z) through Brand Awareness (Y)**

The results of data processing through the sobel test that has been carried out in the study show that brand awareness has succeeded in being a mediator to influence the relationship between word of mouth and buying interest. According to Boonsiritomachai and Sud-On (2020) brand awareness has succeeded in being a word-of-mouth mediator in influencing buying interest because through brand awareness, the company can provide value to the public to get to know the company and the products it offers. For companies, increasing brand awareness is as important as creating value which is pursued through various strategies (Boonsiritomachai and Sud-On, 2020). This is also evident in IndiHome where IndiHome consistently seeks interaction with customers on every existing platform to grow public brand awareness of IndiHome.

#### **H10: Advertising (X3) has directly and significance influence on Buying Interest (Z) through Brand Awareness (Y)**

The results of data processing through the sobel test that has been carried out in the study show that brand awareness has succeeded in being a mediator to influence the relationship between advertising and buying interest. According to Maria *et al.* (2019) advertising is an effort to make consumers familiar with certain products and build brand awareness of these products by providing more information that contains the advantages of a product when compared to other competitors. Advertisements need to be made in an attractive way to foster public interest in trying a product and must create a clear image and have an advantage over other competitors (Maria *et al.*, 2019). In this case, IndiHome management has tried to maximize advertising by socializing product knowledge, conveying superior product features and introducing the benefits obtained by subscribing to IndiHome.

## **6. Conclusion**

After all the tests have been tested, here is the conclusion of the study to answer the research objectives:

H1: Social media marketing (X1) has directly and significance influence on Brand Awareness (Y).

H2: Word of Mouth (X2) has directly and significance influence on Brand Awareness (Y).

H3: Advertising (X3) has directly and significance influence on Brand Awareness (Y).

H4: Social media marketing (X1) has directly and significance influence on Buying Interest (Z).

H5: Word of Mouth (X2) has no significance effect on Buying Interest (Z).

H6: Advertising (X3) has directly and significance influence on Buying Interest (Z).

H7: Brand Awareness (Y) has directly and significance influence on Buying Interest (Z).

H8: Social media marketing (X1) has indirect and significance influence on Buying Interest (Z) through Brand Awareness (Y).

H9: Word of Mouth (X2) has directly and significance influence on Buying Interest (Z) through Brand Awareness (Y).

H10: Advertising (X3) has directly and significance influence on Buying Interest (Z) through Brand Awareness (Y).

Based on the results obtained, it can be concluded that IndiHome can develop a strategy to strengthen the awareness of this product. Because from the calculation, it shown that brand awareness could make more significant effect to grow the intention of public to buy the products. Furthermore, it is expected for further researchers to take research object that can come from other industry such as food and beverage industry and the fashion industry. In addition, authors suggest that further researchers should deepen their research by exploring research methodologies more like conducting descriptive analysis with the aim of broadening the respondent's perspective on their choices to obtain more in-depth research results.

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