The Influence of Social Media Marketing Through Instagram and Brand Awareness on Consumer's Purchase Intention of Speedtuner in Indonesia

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Abstract

Along with the development of technology, at the same time the development of marketing is also of various kinds, this is indicated by the emergence of forms of marketing on social media where in this study focuses on marketing on Instagram social media and consumer awareness of brands that do marketing on Instagram social media. Speedtuner is the object of this research with the Instagram account @speedtuner_indonesia, this original Indonesian auto-wardrobe brand carries out marketing activities, increasing brand awareness to consumers on Instagram social media. The purpose of this study was to determine the influence of social media marketing and brand awareness on interest in buying Speedtuner in Indonesia. The independent variable in this study is social media marketing with indicators of online communities, interaction, sharing content, accessibility and credibility, the second independent variable is brand awareness with indicators unaware, recognition, recall and top of mind and the dependent variable is purchase intention with indicators of attention, interest, desire and action. The method used in this research is descriptive quantitative and uses data collection techniques through the distribution of online questionnaires namely google form to a total of 250 samples. The results of the study prove that there is a significant influence between social media marketing on purchase intention and there is a significant influence between brand awareness on purchase intention partially. And this research proves that there is a significant influence of social media marketing and brand awareness on the interest in buying Speedtuner in Indonesia simultaneously. Social media marketing variables and Speedtuner brand awareness have an influence on Speedtuner consumer purchase intention by 60.1%, and 39.9% other influences are determined by variables not examined in this study..

Keywords
Social Media Marketing, Brand Awareness, Purchase Intention, Speedtuner.

1. Introduction

The development of fashion in Indonesia, especially clothing, is currently increasing every year, with various kinds of the latest clothing models that have emerged, making many people continue to buy and update their clothes to newer trends. The development of the fashion world today, especially for men who like automotive to support their hobbies and desire to look more fashionable, to look more confident, and like clothes that are used according to their automotive hobbies. Seeing this development, many business actors create considerable opportunities by following the existing fashion trends to keep many people interested. However, during the current pandemic, business actors have to think more about how to stay afloat and run with their business to sell their products. Because during this pandemic many people prefer to shop at the Online Shop / E-Commerce. Given that the situation is not conducive if you have to come directly to the Offline Store. In the midst of a pandemic that is currently still sweeping globally, it affects various aspects, one of which is clothing fashion trends. In Indonesia, clothing trends related to one's hobbies have a very high impact, especially during this pandemic because many people prefer to shop online through the marketplace or social media.

The existence of a new lifestyle called the stay at home lifestyle affects people's consumption patterns during the covid-19 pandemic and consumer behavior in choosing shopping places where at this time social media and market places are the most popular shopping locations for consumers. Figure 1 explains the category of clothing items that are the most popular products by consumers in online shopping activities , followed by travel products or services and toys and hobbies. Where in this study the object under study is Speedtutuner Indonesia selling products in the form of clothing related to consumer hobbies, namely automotive. This makes it important to do good marketing through social media due to the high interest in the product categories sold by Speedtuner. Brand automotive wardrobe or autowardrobe in Indonesia is quite a lot, relying on design featured their respective marketing in social media through content that can attract the attention of automotive enthusiasts. Manufacturers of automotive wardrobe distros in Indonesia itself have several big names that are often compared both in terms of quality and aesthetics. Through the comparison table of various autowardrobe brands above, it can be seen that Speedtuner has the highest followers on Instagram social media and this also explains that Speedtuner is the most recognized autowardrobe brand in Indonesia today. With the growing market place and e-commerce in Indonesia, business people use social media as a tool to promote and introduce products or services that are sold to the public, especially among automotive enthusiasts. In the use of social media Instagram, Speedtuner Indonesia can be known nationally and internationally, with a wide reach through social media Instagram which helps Speedtuner Indonesia in introducing its products and services. Speedtuner Indonesia also always follows the times & technology so that it can continue to be known by automotive enthusiasts and users, especially in the city of bandung which is always increasing in automotive matters.

With engagement on Instagram social media that Speedtuner does to consumers and their follower in order to attract purchase intention in their products. The Owner and Founder of Speedtuner Indonesia, Ibam Octria and Joe Paul engage their customers through social media which they believe is an easy way to understand such as using social media and of course using everyday language according to marketing targets so that it can be accepted by consumers. In addition, Speedtuner Indonesia also interacts with followers through Social Media Instagram as the most active medium used by Speedtuner with communications such as Questionnaires and Polls to trigger consumer interaction in product selection at Speedtuner Indonesia. Speedtuner Indonesia also uses social media Instagram as a place for criticism and suggestions from followers and consumers that can be submitted through the Instagram feature, namely Direct Mesaage. Speedtuner also provides regular information about automotive to its followers, this can make Speedtuner Indonesia visible and memorable among automotive fans, especially Speedtuner Indonesia followers and consumers.

Brand awareness or the ability of consumers to remember a product or brand has several levels that are important as a benchmark for a brand or company. Where with the level of brand awareness the company can measure the effectiveness of its marketing, such as through social media content by measuring the ability of potential consumers to recognize or remember a brand as well as remembering product names, logos, slogans or product images (Keller, 2013: 55). Speedtuner Indonesia brand awareness can be seen through the number of followers of the Instagram account @speedtuner_indonesia which illustrates how many Indonesians know about the Speedtuner brand, below is a statistical graph of the number of monthly Speedtuner Instagram followers from 2018 to 2021 :
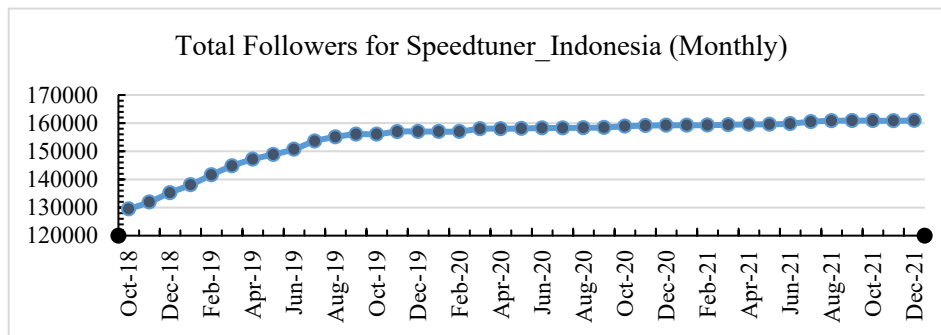

Figure 1. Detailed Instagram Followers Statistics of @Speedtuner_Indonesia

Through the graph above, it can be seen that the followers of the Speedtuner Instagram account have always increased every month from 2018 to 2021. Although the increase in followers has slowed in 2020 and 2021, there has been no reduction in followers and the graph is considered stagnant or stable. This means that more and more people are aware of the Speedtuner Indonesia brand. Through the graph above, it can be seen that the followers of the Speedtuner Instagram account have always increased every month from 2018 to 2021. Although the increase in followers has slowed in 2020 and 2021, there has been no reduction in followers and the graph is considered stagnant or stable. This means that more and more people are aware of the Speedtuner Indonesia brand. The increasing number of people who are aware of the Indonesian Speedtuner brand is a good thing for the Speedtuner brand itself, because the brand is already widely known by the public and the number of people who know about the brand is increasing. This relates to the purchase intention of consumers where people think that brands they already know prevent them from risking use because their assumption is that a known brand can be relied on.

1.1 Objectives

Through the discussion about the background of the research above, the author chooses Instagram social media @Speedtuner_Indonesia Bandung as the object of research and will raise problems that occur in the social media marketing process on Instagram @speedtuner_indonesia social media and also the brand awareness that exists among Speed Tuner Indonesia consumers in Indonesia. Instagram social media which will discuss how the influence of Instagram social media and brand awareness on the process of influencing consumer's purchase intention. On this basis, the author is interested in finding out the problems that often occur in Instagram @speedtuner_indonesia social media marketing and brand awareness on consumer's purchase intention with the research title "The Influence of Social Media Marketing Through Instagram and Brand Awareness on Consumer's Purchase Intention of Speedtuner in Indonesia".

2. Literature Review

According to Nasrullah in Aliyah (2017) social media is content containing information created by people who utilize publishing technology is very accessible and is intended to facilitate communication, influence and interaction with others and with the general public. Social media marketing / social media marketing according to Afifah (2016) focuses on creating content in the form of uploads, writings, images or videos that can attract the attention of consumers who see it to share the marketing content through social media. In short, social media marketing is the effort of the marketing department to create text, images, videos, graphics, or posts on the agency's social media accounts to promote good or services. The dimensions of marketing media social / social media marketing which aims to determine the extent to which the intensity of the use of media social Instagram influence of social media marketing by As'ad and Alhadid in (Afifah 2016), namely: Online communities, interaction, sharing of content, accessibility and credibilities, interaction, sharing of content, accessibility and credibility.

Brand awareness is stated by Kotler (2012) as the ability of consumers to know, recognize and remember a brand that is part of a component of a more specific product type. Brand awareness has a purpose as stated by Peter and Olson (2012) as a link to the entire marketing plan. Companies and business people according to Rochaety in Hidayat (2014) expect their brand to be remembered in the minds of consumers by building this brand awareness which will then be compared with various choices when deciding to make a purchase transaction. The process of building brand awareness is judged by the ability of consumers to recognize a brand or brand marketing content in a sudden or after it is created with the help of which later this brand awareness will be used as a parameter of how effective a marketing is in generating transactional interest or purchase intention of consumers. The level or level of brand awareness expressed by Durianto in Ansari, Ghori & Khazi (2019) has several levels and will build a pyramid, contains of unaware of brand, brand recognition, brand recall, and top of mind.

Purchase Intention according to Assael in Pradana and Dewantara (2018) is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of possibility of consumers making purchases. Furthermore, according to Thamrin in Sartika (2017), he argues that purchase intention is part of a component of consumer behavior in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented. Purchase intention is part of the behavioral component in the attitude of consuming. According to Suwandari in Rizky and Yasin (2014), the indicators of a prospective consumer's purchase intention, contains of attention, interest, desire, and action.

3. Methods

The author uses this type of quantitative research because this approach can clearly measure the influence of social media marketing with the sub-variables of online communities, interaction, sharing of content, accessibility and credibility and brand awareness with sub-variables unaware of brand, brand recognition, brand recall, and top of the line. mind on purchase intention with sub-variables of attention, interest, desire and action, this is analyzed through a comparison of numbers with the aim of making it easier to analyze and conclude answers to the problem formulation. Sampling technique were used in this study is purposive sampling, according to Sujarweni (2015) purposive sampling is a sampling technique with certain considerations or criteria. This study uses purposive sampling by selecting criteria, namely @Speedtuner_Indonesia followers who have purchased Speedtuner products or in other words who have become Speedtuner consumers. The sample in this study based on the population is 160,000 users of Instagram followers @speedtuner_indonesia. Because the total population is known, in determining the sample size the researcher uses the Slovin formula. Based on the calculations that have been obtained above, the sample size value is 99.93 respondents which is then rounded up to 100 respondents to make it more representative of the population. But as Gay and Diehl (1992) say that the larger the sample is, the more representative the shape and character of the population will be. Because this study will analyze the purchase intention of Speedtuner consumers in Indonesia, the number of samples is rounded up to 250 people.

4. Data Collection

After obtaining the results of data processing that has been presented in the table 1, the total score on the Social Media Marketing Speedtuner variable through its five indicators, namely online communication, interaction, sharing of content, accessibility, and credibility with a total score of 16 items, is 16246 with an ideal score of 20000. and the percentage score of 81.2%. Ideally, the total required for 16 statements is 20000. In the table 1, the total score obtained for the Social Media Marketing variable is five indicators, namely online communication, interaction, sharing of content, accessibility and credibility is 16246, the authors can conclude that the social media marketing variable which is the independent variable 1 is in the high category. The following is a recapitulation of the total score and percentage of each indicator in social media marketing:

Table 1. Recapitulation Of Social Media Marketing

No	Indicators	Total Score	%
1	Online Communcation	3924	78.5%
2	Interaction	3092	82.5%
3	Sharing of Content	3032	80.9%
4	Accesibility	3094	82.5%
5	Credibility	3104	82.8%
Social Media Marketing (X1)		**16246**	**81.2%**

The table above is a recapitulation of respondents answers regarding social media marketing speedtuner on the Instagram platform using five indicators, namely online communication, interaction, sharing of content, accessibility and credibility. The indicators for online communication and sharing of content are in the high category, while the indicators for interaction, accessibility and credibility are in the very high category. Overall the expected score for the 16 statements is 20000. In the table above the total score obtained in the recapitulation of respondents' responses to the X1 variable is 16246, with a percentage of 81.2% and thus the X variable is in the high category on the continuum line. The author can conclude that Speedtuner's social media marketing on the Instagram platform with indicators on the X variable as a whole is in the high category.

After obtaining the results of data processing that has been presented in the table above, it is known that the total score on the brand awareness variable (X2) with a total of 9 statement items which is 9345 with an ideal score of 11250 and a percentage score of 83.01%. Ideally the total required for 9 statements is 11250. In the table above the total score obtained on the brand awareness variable with 4 indicators, namely unaware of the brand, brand recall, brand recognition and top of mind is 9345, the authors can conclude that the brand variable awareness with four indicators in total, brand awareness is in the very high category. The following is a recapitulation of the total score and percentage of each indicator in the brand awareness variable (Table 2):

Table 2. Recapitulation Of Brand Awarness

No	Elements	Total Score	%
1	Unaware of Brand	2072	82.9%
2	Brand Recall	2065	82.6%
3	Brand Recognation	2104	84.2%
4	Top of Mind	3104	82.8%
Brand Awareness (X2)		**9345**	**83.1%**

The table above is a recapitulation of respondents answers regarding Speedtuner's brand awareness using 4 elements, namely brand recognition, brand recall, brand recognition and top of mind. Each of the four elements is in the very high category. Overall the expected score for the 9 statements is 11250. In the table above the total score obtained in the recapitulation of respondents' responses to the X2 variable is 9345, with a percentage of 83.1% and thus the X2 variable is in the very high category. The author can conclude that the brand awareness of the Speedtuner brand with the indicators on the X2 variable as a whole is in the very high category.

After obtaining the results of data processing that has been presented in the table above, it can be seen that the total score on the Y variable is purchase intention with a total of 13 items of statements of 13303 with an ideal score of 16250 and a percentage score of 81.9%. Ideally, the total required for 13 statements is 16250. In the table above, the total score obtained for the purchase intention variable with 4 indicators is 13303, the writer can conclude that the Y variable purchase intention with 4 indicators is in the very high category. The following is a recapitulation of the total score and percentage of each indicator in the purchase intention variable (Table 3):

Table 3. Recapitulation Of Purchase Intention

No	Elements	Total Score	%
1	Attention	4078	81.6%
2	Interest	3100	82.7%
3	Attention	3072	81.9%
4	Action	3053	81.4%
Purchase Intention (Y)		**13303**	**81.9%**

The table above is a recapitulation of respondents answers regarding the interest in buying the Speedtuner brand using 4 elements of purchase intention, namely attention, interest, attention and action. Each of the four elements is in the very high category. Overall the expected score for the 13 statements is 16250. In the table above the total score obtained in the recapitulation of respondents' responses to the Y variable is 13303, with a percentage of 81.9% and thus the Y variable is in the very high category. The writer can conclude that the purchase intention of the Speedtuner brand with the indicators on the Y variable as a whole is in the very high category.

5. Results and Discussion

Table 4. Hipotesis Test (T-Test)

Model		t	Sig.
1	(Constant)	1.649	.100
	Social Media Marketing	18.586	.000
	Brand Awareness	6.736	.000
a. Dependent Variable: Purchase Intention			

Based on the results of the test on the social media marketing variable (X1), it was obtained that it was calculated as 18,586. If compared to t table to dk = (250-2 = 98) at the level of contentification of 5%, then it counts. Value more is bigger than ttable (18,586>1,662) (Table 4), so that social media marketing has significant influence over it. Based on the analysis of the ideation above, it can be concluded that there is a significant and positive effect of social media marketing on purchase intention of Speedtuner's consumer. Based on the results of the test t on the variable brand awarenessness (X2), t is obtained that the count is 6.736. Speed if compare with ttable with dk = (250-2 = 98) at the level of content significance 5%, then it counts the value is greater than is bigger than ttable (6,736>1,662) (table 5) so that the ibrand has a significant impact on the consumer. Based on the analysis of the ID above, it can be concluded that there is a significant and positive effect of brand awareness on consumer's purchase intention of Speedtuner.

Table 5. F-Test Results (Simultan)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7320.748	2	3660.374	112.870	.000b
	Residual	801.016	247	3.243		
	Total	8121.764	249			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Brand Awareness, Social Media Marketing						

Based on the table above, it can be seen that the calculated F is 112.870 with a significance level of 0.000. Therefore, in both calculations, namely Fcount>Ftable (112.870 > 2.58) and the significance level is 0.000 < 0.05. This shows that H0 is rejected and Ha is accepted, meaning that social media marketing and brand awareness simultaneously have a significant influence on consumer's purchase intention of Speedtuner (table 6).

Table 6. Coefficient Of Determination

Model Summaryb									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.649a	.601	.601	1.8083	.901	112.87	2	247	.000
a. Predictors: (Constant), Brand Awareness, Social Media Marketing									
b. Dependent Variable: Purchase Intention									

The value of the coefficient of determination of X1 and X2 against Y (Adj. R2) is 0.601. This shows that the variables of Speedtuner's social media marketing and brand awareness have an influence on the consumer's purchase intention of Speedtuner by 60.1%, and 39.9% other influences are determined by variables not examined in this study.

6. Conclusion

Based on the results of research and discussions that have been carried out regarding the influence of social media marketing and brand awareness on consumer's purchase intention of Speedtuner, then some conclusions are obtained to answer some questions in this study. The conclusions obtained by the author are as follows:

a. Based on the partial hypothesis testing, the t-count obtained is 18.586 or > t-table (2.832) and the significant value obtained is 0.000 or < 0.05. Therefore, social media marketing has a significant influence on consumer's purchase intention of Speedtuner.

b. Based on the partial hypothesis testing, the t-count obtained is 6.736 or > t-table (2.832) and the significant value obtained is 0.000 or < 0.05. Therefore, brand awareness has a significant influence on consumer's purchase intention of Speedtuner.

c. Based on the simultaneous hypothesis testing, the f-count obtained is 112.870 or > f-table (2.58) and the significant value obtained is 0.000 or < 0.05. Therefore, social media marketing and brand awareness have a significant influence on consumer's purchase intention of Speedtuner.

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