THE EFFECT OF ELECTRONIC WORD OF MOUTH AND INSTAGRAM AS SOCIAL MEDIA MARKETING ON BRAND IMAGE AND PURCHASE INTENTION TOWARD E-COMMERCE (STUDY ON BITTERSWEET BY NAJLA LAMPUNG)

Undergraduate Thesis

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UNIVERSITY OF LAMPUNG

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ABSTRAK

**PENGARUH ELECTRONIC WORD OF MOUTH DAN INSTAGRAM
SEBAGAI SOCIAL MEDIA MARKETING TERHADAP CITRA
MEREK DAN MINAT BELI PADA E-COMMERCE
STUDI PADA BITTERSWEET BY NAJLA LAMPUNG**

OLEH

TASIA KUSUMA KARTIKA

Electronic word of mouth (e-WOM) dan Pemasaran Media Sosial banyak dimanfaatkan konsumen untuk menggali informasi mengenai suatu produk. Informasi yang diperoleh dari berbagai sumber di internet akan mempengaruhi persepsi konsumen terhadap citra merek, risiko dan mendorong minat beli konsumen. Penelitian ini bertujuan untuk menguji pengaruh variabel electronic word of mouth, dan pemasaran media sosial terhadap minat beli dengan brand image sebagai variabel intervening. Penelitian ini dilakukan secara kuantitatif pada 150 responden. Penelitian dilakukan pada seluruh masyarakat Lampung yang mengetahui tentang Bittersweet by Najla Lampung di Instagram dan pernah melakukan pembelian melalui e-commerce. Metode yang digunakan adalah Structural Equation Model dengan Software SmartPLS 3.3.3 tahun 2023. Hasil dari pengujian ini menunjukkan bahwa hipotesis satu,dua,tiga,empat dan lima terbukti kebenarannya,dan dapat disimpulkan bahwa electronic word of mouth berpengaruh positif dan signifikan pada brand image dan minat beli, dan pemasaran media sosial berpengaruh positif terhadap brand image dan minat beli serta signifikan terhadap brand image dan signifikan terhadap minat beli. Sedangkan brand image berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci : Electronic Word of Mouth, Pemasaran Social media, Citra merek, Minat Beli

ABSTRACT

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By

TASIA KUSUMA KARTIKA

Electronic word of mouth (e-WOM) and Social Media Marketing are widely used by consumers to gather information about a product. Information obtained from various sources on the internet will affect consumer perceptions of brand image, risk and encourage consumer buying interest. This study aims to examine the effect of electronic word of mouth variables, and social media marketing on purchase intention with brand image as an intervening variable. This research was conducted quantitatively on 150 respondents. The research was conducted on all Lampung people who know about Bittersweet by Najla Lampung on Instagram and have made purchases through e-commerce. The method used is Structural Equation Model with SmartPLS 3.3.3 software in 2023. Statistical results after hypothesis testing show that each variable, namely: These results indicate that hypotheses one, two, three, four and five are proven, and it can be concluded that electronic word of mouth has a positive and significant effect on brand image and purchase intention, and social media marketing has a positive effect on brand image and purchase intention and is significant to brand image and significant to purchase intention. Meanwhile, brand image has a positive and significant effect on purchase intention.

Keywords : Electronic Word of Mouth, Social Media Marketing, Brand Image, Purchase Intention

THE EFFECT OF ELECTRONIC WORD OF MOUTH AND INSTAGRAM AS SOCIAL MEDIA MARKETING ON BRAND IMAGE AND PURCHASE INTENTION TOWARD E-COMMERCE (STUDY ON BITTERSWEET BY NAJLA LAMPUNG)

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Undergraduate Thesis Proposal
As One of the Requirements to Earn a Bachelor of Management Degree
(Bachelor of Management)

On
Management Department
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MAJOR OF MANAGEMENT

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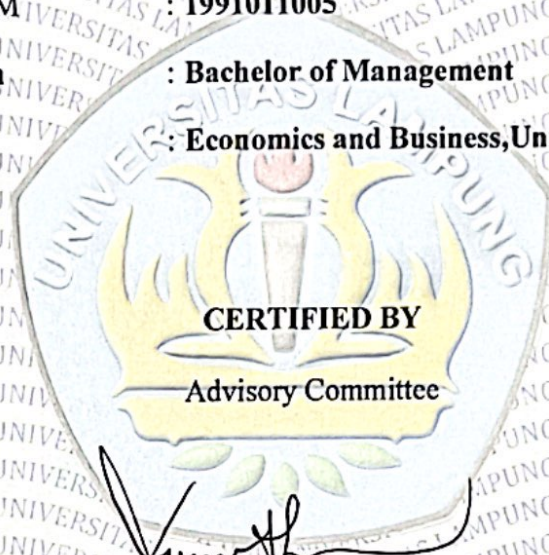
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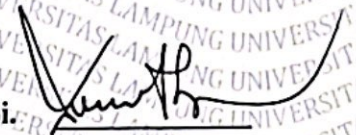
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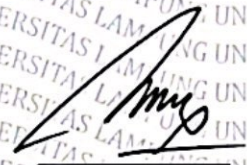
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Hereby declare that this research is the own work of the author, not a duplication or work of others except in parts that have been referred to and mentioned in the bibliography. If in the future it is proven that there are deviations in this work, the full responsibility lies with the researcher.

Thus I make this statement so that it can be understood

Bandarlampung. Februari 7, 2024

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BIOGRAPHY

The researcher's full name is Tasia Kusuma Kartika. The researcher was born on February 18th 2001 in Bandar Lampung. The researcher is the second child of two children, from Indawan Kusuma and Ani Hudaidah. The researcher started the education at TK Al-Azhar 2 Bandar Lampung, then continued the study at SD Al-Azhar 1 Bandar Lampung finished in 2013, SMP Negeri 2 Bandar Lampung finished in 2016, and SMAN 2 Bandar Lampung, finished in 2019.

In 2019, the researcher was accepted to enter the Faculty of Economics and Business, University of Lampung. The researcher was majoring Management and concentrating on marketing management and was a member of the International Class. During the study in Unila, the researcher was active in the Kelompok Studi Pasar Modal (KSPM) and the Economic English Club (EEC).

MOTTO

"So truly where there is hardship, there is also ease."

(Quran 94:5)

"When the world pushes you to your knees, you're in the perfect position to pray"

(Ali Ibn Abu-Talib A.S)

"I never dreamed about success, I worked for it"

(Estee Lauder)

DEDICATION

Praise be to the presence of Allah SWT for His grace and guidance, theauthor was able to finished this thesis well. Shalawat and greetings arealways poured out to the Great Prophet Muhammad SAW.

I dedicate this thesis to:

To my parents, Mrs. Ani Hudaidah and Mr. Indawan Kusuma

To my parents. The best gift from God, Ayah and Ibu who I love very much. Thank you for the supports, never-ending prayers, motivation, love,and endless struggles and sacrifices for me until today. The wish is that this can make Ibu and Ayah proud of me and be a good first step for the future.

To my Sister, Indatania Kusuma Hanjani

Thank you to my sister who always cheering me up, accompany, pray for, and support the writer while working on the thesis sothat the researcher can remain the spirit for working on the thesis.

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Praise be to the presence of Allah SWT for His grace and guidance, the author was able to finished this thesis well. Shalawat and greetings are always poured out to the Great Prophet Muhammad SAW so that the author can complete the thesis entitled **"The Effect of Electronic Word of Mouth and Instagram as Social Media Marketing on Brand Image and Purchase Intention toward E-commerce".** This undergraduate thesis is one of the requirements to achieve an undergraduate degree at the Economics and Business Faculty, University of Lampung.

In writing this undergraduate thesis, the researcher noticed that this achievement was not done alone and supported by many different people who were willing to offer the researcher with some guidance, help, and motivation. Thus, the researcher would like to express her gratitude to:

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Finally, the author realizes that this thesis is still far from perfection, but the author hopes that this thesis can be useful and useful for all of us. Hopefully all the help, support, guidance and prayers given to the author will be answered by Allah SWT. Aamiin.

Bandar Lampung, January 26th 2024

Tasia Kusuma Kartika

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CHAPTER I
INTRODUCTION

1.1 Background

The culinary industry in the food and beverage sector is significantly developed today. Apart from being a consumption product, over time, culinary can also be said to be part of people's lifestyles. Even when facing the post- Covid-19 transition period, the culinary industry has experienced an increase compared to the beginning of the pandemic. Based on data from the source www.dataindustri.com, in the first quarter of 2022, the food and beverage industry experienced positive quarterly growth of 2.56 percent. Meanwhile, the annual growth of the food and beverage sector in the first quarter of 2022 (year on year) is 3.75 percent.

The market potential in the culinary industry is also supported by digital developments that continue to develop in every era. In addition, Internet users in Indonesia are also overgrowing. More than half of Indonesia's population uses the internet. In February 2022, based on data released by social research, internet users reached 204.7 million people, an increase compared to 2021, when internet users got 202.6 million people. The rise also followed this increase in social media use, reaching 191.4 million active people, compared to the previous year, which had 170.0 million active users.

In 2022 based on data from DetikInet.com more and more people are using the internet, one of which is for the benefit of social media because many of them have felt the benefits of social media in their daily lives. According to Haudi et al. (2022) From social media, we can make online purchases that need recommendations from friends, family and so on because we can't see them directly. Hence, various worries arise, such as items that don't fit, items that don't ship and others. In the current generation, almost everyone

has social media because they can use it as a communication tool. We can interact with family or relatives who are far away or in different places on social media.

Social media, which was initially a means of communication with family or relatives, with the interaction can be used more as a transaction medium because it can bring together producers and consumers with various information. Social media activities lead businesses to be more interactive in marketing communications and to find innovative applications to make products and brands more affordable through online marketing efforts via social media communication channels. These practices, which express social media marketing activities, include encouraging consumers to choose products and brands and targeting marketing messages to other consumers online (Bilgin, 2018).

Based on sources obtained from Dataportal.com, several social media are widely used in Indonesia, as follows: Whatsapp (88.7%), Instagram (84.8%), Facebook (81.3%), TikTok (63.1%). It can be seen that Instagram is in second place after Whatsapp. Even though it is in second place, the role of Instagram in social media is quite influential for teenagers. This is because many features are offered by Instagram, ranging from instastory, reels, insight, and others that provide more benefits for buying and selling. With the available features, users can upload photos or videos easily. Besides that, editing features make it easier for users to beautify pictures or videos before uploading them to their accounts to add an attractive impression to the product.

In addition to using the internet for social media, people also use the internet for online shopping through e-commerce. Based on data from GoodStats, Indonesian people use Shopee as an intermediary for online purchases (77%), and in second place is Tokopedia (39%). Shopee is highly sought after and in great demand by the public. At competitive prices, users find it much easier to shop for various products, including daily necessities, electronics, fashion, and others.

Several businesses already used Instagram, Shopee and Tokoedia for marketing their products, for example, companies in the food and beverage sector, as is the case with one of the Bittersweet by Najla resellers, Bittersweet by Najla Lampung, who actively uses Instagram as a marketing and communication. Instagram has a mainstay feature that makes it easy for information to spread quickly, with a description, marking, and hashtag feature on uploaded links. The three main parts of Instagram are helpful for brands marketing new products launched or for re-promoting previous products (Hidayatullah & Dirgantara 2021)

Figure 1. Instagram Bittersweet by Najla Lampung
*Source: Researcher Documentation, 2022

Figure 1. is a photo of Bittersweet by Najla Lampung's Instagram account, which can be seen through this platform. Bittersweet by Najla Lampung promotes products and provides information related to products, flavour variants, prices, and uploads photos or videos. After each upload, a

comment section allows customers to interact or give reviews on their experiences when making purchases at Bittersweet by Najla Lampung. It can be said that the Instagram platform is also the mainstay of Bittersweet's social media marketing by Najla Lampung. This strategy can be used to build a brand image of Bittersweet by Najla Lampung.

Consumers who have shopped through e-commerce will provide information on the products they buy to others so that they will feel persuaded or tempted to purchase the product.

Around 42,100 people follow Bittersweet by Najla Lampung on Instagram, proving that Bittersweet by Najla Lampung's audience is relatively high.

Table 1. Followers Comparison Based on Instagram

N0	Instagram Account	Followers Comparison
1	@Bittersweet_by_Najla_Lampung	42,100
2	@Thekitchengirl	42,600
3	@dapurkito_lampung	48,900

*Source Instagram observation, 2022

Table 1 is several dessert businesses in Lampung use Instagram for social media marketing, for example, the kitchen girl and dapurkito_lampung. From the table data, Bittersweet by Najla Lampung is still a little behind on Instagram social media. Even through Bittersweet by Najla Lampung is quite active in promoting on social media . In addition, Bittersweet by Najla Lampung also uses Shopee and Tokopedia for their sales.
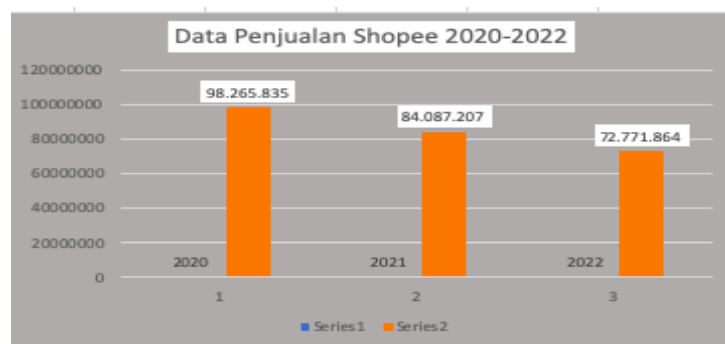
Figure 2. Overall Sales Data Shopee

* Source: : Researcher documentation, 2023

In Figure 2 , it can be seen that Shopee is the leading e-commerce platform used by Bittersweet by Najla Lampung. Based on the data from e-commerce used Bittersweet by Najla Lampung from Shopee, it can be seen that there has been a decline from the end of 2020-2022.

Table 2. Sales Data, e-commerce Bittersweet by Najla Lampung

Varian	Sales
Turkish	16 pcs
Cadbury	10 pcs
Regal	10 pcs
Belgium	4 pcs

*Source: Tokopedia observation, 2023

In figure 3, it can also be seen from the number of products sold at Tokopedia that still very minimal. This is one of the effects of weakening the brand image caused by a lack of marketing on their Instagram social media.

Bittersweet by Najla was viral in 2020 on Twitter and Tiktok because many people were promoting and reviewing products for free on their Instagram stories because they thought the dessert box products from Bittersweet by Najla were delicious. At that time, the covid number was high, and everyone preferred to stay at home and order food online. It became a habit and it resulted in demand for Bittersweet by Najla products, including the reseller, Bittersweet by Najla Lampung.

Since then, the Bittersweet by Najla Lampung Instagram account has always uploaded an Instagram story on its Instagram account (repost), which contains reviews from consumers who share their experiences after buying and trying products from Bittersweet by Najla. We can call the term electronic-word of mouth. According to Kotler and Keller (2019), viral marketing, or electronic word of mouth (e-WOM), is marketing that uses the internet to create the effect of word of mouth in supporting the business and objectives of the marketing itself.

The electronic word of mouth on Bittersweet by Najla Lampung occurs during reviews from consumers who upload photos or videos and then repost or repost them on Instagram Stories with the aim that the wider community sees the results of reviews from several people and influencers. It didn't stop there. Many influencers reviewed and added the word "dessert box pioneer in Indonesia," which made the name Bittersweet by Najla famous for being the pioneer of the first dessert box in Indonesia. Because it indirectly helps build the brand image of Bittersweet by Najla as a pioneer of dessert boxes in Indonesia in the eyes of their followers and consumers.

Figure 3. Example e-WoM in Bittersweet by Najla Lampung
*Source Instagram, 2022

Figure 4, is an example of a review given by several people and influencers, which are positive reviews about the taste and variant of the dessert box. Thus we can know that followers who follow Instagram Bittersweet by Najla Lampung are the result of recommendations from friends or the effect of seeing influencer reviews. It can be said as one example of the electronic word of mouth. Electronic word of mouth made by actual, potential, or previous consumers regarding a product or company where this information is available to people through the internet. Mochammad Jasin (2022) electronic word of mouth can make people more confident to buy the product because there are reviews about the item from people we trust, be they friends or even influencers. Using electronic word of mouth through social media can make it viral and trend so that it can reach a broader range of potential consumers. Almost everyone must have and use social media.

Even though it looks like they are doing electronic word-of-mouth marketing (reviews from customers and influencers) to attract customers on their Instagram social media account, judging by the post of Bittersweet by Najla Lampung, the last posting was in March 2023 and posting content once a month, this shows that Bittersweet by Najla Lampung is less active in posting on Instagram feeds, this problem will be examined whether electronic word of mouth and Instagram as social media marketing have a role or influence brand image and, ultimately, whether it will influence purchasing intention on e-commerce Bittersweet by Najla Lampung.

From the description above, the researcher conducted research replicating previous research conducted by Anggraini Setianingsih and Anas Hidayat (2021). Thus, the discussion of this paper was based on the research background. The researcher limited the research to test the impact of electronic word of mouth and social media marketing on brand image and purchase intention. With this background, the researcher conducted research entitled "The role of ElectronicWord Of Mouth and Instagram as Social Media Marketing on Brand Image and Purchase Intention toward E-Commerce."

This study will use a quantitative method that involves several principles of the instrument in collecting data from a sample or population. The population used in this study are people who are Lampung people who are active on social media and follow Bittersweet by Najla Lampung on Instagram are also interested in or have purchased products through e-commerce.

1.2 Problem Statement

Based on the background description, the problem formulations to be studied are as follows:

1. Is there an effect of electronic word of mouth on the brand image at Bittersweet by Najla Lampung?

2. Is there an effect of electronic word of mouth on purchase intention at Bittersweet by Najla Lampung?

3. Is there an effect of social media marketing on the brand image at Bittersweet by Najla Lampung?

4. Is there an effect of social media marketing on purchase intention at Bittersweet by Najla Lampung?

5. Is there an effect of brand image on purchase intention at Bittersweet by Najla Lampung?

1.3 Research Objective

Based on the background already described and problem formulation above, there are several objective for this research, as follow :

1. To determine is there the positive effect of electronic word of mouth on brand image at Bittersweet by Najla Lampung

2. To determine is there the positive effect of electronic word of mouth on purchase intention at Bittersweet by Najla Lampung

3. To determine is there the positive effect of social media marketing on brand image at Bittersweet by Najla Lampung

4. To determine is there the positive effect of social media marketing on purchase intention at Bittersweet by Najla Lampung

5. To determine is there the positive effect of brand image on purchase intentiom at Bittersweet by Najla Lampung

1.4 Research Benefit

1.4.1 Theoretical Uses

This research was conducted to put theory into practice in the field of marketing management to allow further knowledge development. The writer hopes that the report from this research can be used as a reference topic regarding social media marketing, electronic word of mouth, and its relationship with the brand image and purchase intention of a business.

1.4.2 For Researchers

This research was conducted as proof of implementing the lecture material obtained for the actual situation so that the hope can add knowledge and provisions for the author's future.

1.4.3 For Bittersweet by Najla Lampung

The researchers expected, the result of this study can contribute and be helpful to provide a reference for Bittersweet by Najla Lampung in marketing activities that utilize Instagram's social media and can maintain its brand image cause which is expected to affect purchase intention

CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Basis

2.1.1 Theory Acceptance Model (TAM)

A person's willingness to accept and use developing technology today also has a direct effect on the development of online business development. Information technology users' reactions and perceptions will influence their behaviour in the acceptance of information technology, i.e., the perception of users, the availability and ease of using information technology as an act based on the context of information technology to reason in looking at the benefits and ease of use of this information technology (Dewi and Santika, 2018). The Theory of Acceptance Model (TAM) was adopted from the Theory of Reasoned Action (TRA) model, a theory of action developed by Fishbein and Ajzen (1975), on the premise that a person's reaction and perception of a matter will determine the person's attitude and behaviour. This theory makes a model of a person's behaviour a function of the purpose of behaviour. The purpose of behaviour is determined by the attitude toward it. Thus it can be understood that internet users' reactions and perceptions will affect their attitude toward internet usage acceptance. The TAM model developed from psychological theory describes the behaviour of a computer user, namely trust, attitude, intention, and user behaviour relationship. The TAM (Technology Acceptance Model) developed by Davis F.D (1989) is one of the most widely used models in information technology research because it is simple and easy of use.

2.1.2   Grand Theory of Marketing Management

The grand theory in this research is marketing management. Marketing is an organizational function and a series of processes to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders (Kotler and Keller, 2019: 5). The key objective of marketing is to develop deep and lasting relationships with people and organizations that can directly or indirectly influence the success of the company's marketing activities (Kotler and Keller, 2019: 21). Marketing is not about finding the right customers, but getting the right products for customers (Kotler and Keller, 2019: 20).

Marketing management as the art and science of selecting target markets and achieving, retaining, and growing customers by creating, delivering, and communicating superior customer value (Kotler and Keller, 2019: 5). Meanwhile, marketer has its own meaning. A marketer is someone who, looking for a response-attention purchase support, donations from other parties called prospects (Kotler and Keller, 2019: 8).

According to Kotler and Keller management marketing, art and science select target markets and achieve, maintain, and grow consumers by creating, delivering, and communicating from superior customer value (Kotler and Keller, 2019). And in marketing management there is marketing communication, marketing communications are marketing activities that use communication techniques aimed at information to the target market. There are eight main communication models that exist in the marketing communication mix, according to Kotler, P., & Keller (2019), which include advertising, sales promotion, events and experiences, public relations and publicity, online and social. Media marketing, mobile marketing, direct and database marketing,

and personal selling. Marketing communication means companies seek to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Marketing communications also means companies can establish dialogue and build relationships with consumers. In addition, marketing communication can be interpreted as a form of communication that strengthens marketing strategies to achieve more comprehensive market coverage. Marketing communication involves advertising, sales, product purchases, packaging, and other communication tools. Marketing communication aims to convey information about products and services circulating in the market to the public, primarily to target consumers. One example of marketing communication is advertising, in advertising it is divided into several ways, one of which will be discussed, namely word of mouth. Word of mouth marketing is a marketing process performed by word of mouth. For example, there is a customer who likes a particular product very much. Not only did he like it, he also often discussed the product with others. Word of mouth (WOM) marketing strategy is a conventional marketing method that is carried out using communication carried out by a buyer who has experience using a particular product or service. As the message giver, the buyer will convey his opinion about the product to the recipient. With the development of time and all information can be easily obtained through the internet, the use of word of mouth (WOM) marketing has developed into electronic word of mouth.

2.1.3   Electronic-Word of Mouth

Before the internet, consumers shared experiences about a product through traditional word of mouth. Word of mouth communication in the field of marketing is no stranger. This way of promotion was known for thousands of years before marketing science developed as it is today. With the public's awareness of the internet, a new paradigm in word of mouth communication strategy called

electronic word of mouth. Social electronic word of mouth or communication among consumers through social networking sites has become one of the most frequently used digital media of existing electronic word of mouth formats. However, word of mouth has evolved into electronic word of mouth. Electronic word of mouth can be formed through the provision of good reviews or reviews on social media and recommendations by consumers to people around them (Setianingsih and Hidayat 2021). Unlike communicating with anonymous consumers through various electronic word of mouth formats such as opinion platforms, social networking sites that include Instagram, Twitter, etc. Providing consumers with unusual product information through their personal networks. In addition, product information will be much more effective when expressed through social media than word of mouth communication with its wide reach and easier accessibility so that electronic word of mouth can be a strategy for marketers to build consumer loyalty to the brand being marketed. When a consumer is going to make a purchase, they usually look for information about the product they are going to buy first (Kotler and Keller, 2019). This information can make consumers feel more confident about their decision to make a purchase.

In research conducted by Mohammad Jasin (2022) stated that electronic word of mouth communication uploaded on lively and interactive online media can have a strong effect on brand image, which as a result is purchase intention. Instagram allows its users to share their opinions and experiences about a product or brand through the comment feature on a post about the product. A person will be able to improve a company's brand image if they share the advantages of a product on social media. And also Provide consumers with product information that cannot be through their personal networks (Setianingsih & Hidayat 2021).

Research indicators that can be used are:

Recommendation

The results of previous research state that the activity of reading reviews or reviews of cosmetic products from other consumers via the internet will encourage interest in purchasing these products or brands, making repeat purchases in the future and encouraging consumers to provide recommendations about products to other consumers (Setianingsih & Hidayat 2021). Therefore, the first indicator is

"I frequently read the reviews of food products on social media to ensure the brand that I choose is right"

In previous research conducted by Setianingsih & Hidayat (2021) it was proven that people will share their opinions and experiences about a product or brand through the comment feature on an online upload about a product. So the second indicator in this study is

"Before I choose the flavour variant at Bittersweet by Najla Lampung, I frequently discuss the reviews with other people on social media"

Consultation

When a consumer is about to make a purchase, they usually look for information about the product they are going to buy first. Information from someone who has bought it can make consumers feel more confident about their decision to make a purchase. So the third indicator in this study is

"Other people information on Bittersweet by Najla Lampung social media affects my perception"

Experience

Advances in technology and the emergence of online social networking sites have changed the way information is distributed. Previous research also mentions that social media is an ideal tool for electronic word of mouth, because consumers spread and collect information about a product to their friends. So the fourth and fifth indicators are :

"I will always post what I eat on Instagram at the request of other People, to share my experience about products and brands more effectively with friends on social media"
"After trying Bittersweet by Najla product, I will communicate Bittersweet by Najla with other people through Instagram as Social Media"

Viral marketing, or electronic word of mouth, is marketing using the internet to create word-of-mouth news effects to support business and marketing goals. Viral marketing is contagious like a virus is another form of word of mouth or news from one mouse click to the next, which encourages consumers to share the products and services developed by the company in audio, video, and written form with others online (Kotler and Keller, 2019). Word of mouth has been recognized as one of the most influential sources of information transmission. Advances in technology and the emergence of online social networking sites have changed the way information is transmitted. Previous research also states that social media is an ideal tool for electronic word of mouth, because consumers spread and collect information about a product to their friends.

This viral marketing concept shows that marketers can harness the power of interpersonal networks to promote products or services. This concept assumes that electronic peer-to-peer communication

effectively transforms a communication network (electronic) into an influential network, capturing recipients' attention, sparking interest, and ultimately generating sales.

2.1.4 Social Media Marketing

Social Media is currently a lifestyle for people to be able to socialize with people who are connected in a certain community. This social media network is a new form of dialog between "consumer-to-consumer" and "business-to-consumer" which has major implications for marketers (Kotler & Armstrong, 2012). Social media marketing is a form of direct or indirect marketing to build awareness of, and action for, a brand, business, person, or other entity and is conducted using the tools of the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing. Social Media marketing activities using social media platforms that encourage users to disseminate content from social media based on their classification, namely interaction, information, word of mouth, personalization, and others (Yadav and Rahman, 2017). Social media marketing activities are marketing on online-based platforms that can facilitate interaction, collaboration, or content sharing (Seo and Park, 2018). With the existence of social media marketing, it is easier for business actors to interact with their customers online. The costs are not too high, and there is no time limit as long as you are connected to the internet. According to Setianingsih and Hidayat (2021) social media marketing variables have several indicators or dimensions that can be used in measuring, namely:

Be Active (become more active) is social media that needs to be active in posting. In previous research conducted by Mohammad Jasin (2022) based on research, the use of social media can increase sales by more than 100% if the company updates information

consistently through social media daily. So that the first indicator in social media marketing is

"Social media Instagram and e-commerce Bittersweet by Najla Lampung actively post information"

In previous research conducted by Setianingsih & hidayat (2021) it was proven that social media cosmetic e-commerce that actively posts on social media in the form of discussion forums with consumers will have a positive impact on an individual's confidence to buy products in e-commerce because in the discussion forum an individual shares information with other individuals and sellers. So the second indicator of social media marketing is

"Social media Instagram and e-commerce Bittersweet by Najla Lampung actively post information in the form of discussion forums with consumers."

Be Interesting (become more interesting) is social media provide content that attracts consumers. In previous research conducted by Setianingsih & Hidayat (2021) proves that content on social media is the main thing in marketing through social media, someone who does marketing through social media must pay attention and follow the latest topics that are happening in society and can enter these topics as promotional content so that they can attract an individual's buying interest. So the next indicator is

"Social media Instagram and e-commerce Bittersweet by Najla Lampung often display the latest topics."

Social media is interactive because it allows people to interact with each other or make comments. Social media allows individuals to connect with others. So in this case, individuals become active participants. Presenting content with interactive topics is an effective way to attract consumers. Interactive content is content

that is created so that the audience actively participates, not just viewing, watching or listening to our content. This type of interactive content will certainly be more interesting, thus adding a unique experience to the audience to social media (Setianingsih & Hidayat, 2021). So the next indicator is

"Social media Instagram and e-commerce Bittersweet by Najla Lampung provides interactive topics for consumers"

Be Humble (be more humble) is not to radiate superiority to consumers. Based on the distribution of answers from 140 respondents in Medan about social media marketing related to good service and being able to answer questions from consumers is able to influence consumer evaluations of the brand (Fahmi 2020), so the next indicator is

"When answering questions from consumers, don't be arrogant or look pushy.

In research conducted by Fahmi (2020) it can also be explained that marketing through social media by providing services by answering questions from consumers patiently and using polite language can improve the brand image of fast-food restaurants. So the next indicator is

"Bittersweet by Najla Lampung willing to give answers patiently to consumers."

Be Unprofessional (become more unprofessional) is that social media needs to look not too professional in front of consumers, but can be embracing consumers.

Social media marketers should try to reduce the strong views of users, and look very professional. In research conducted by Setianingsih & Hidayat (2021) said that criticism and suggestions

submitted by an individual can be used as an evaluation by a company and can fix problems and deficiencies in products or services. So the next indicator is

"Social media Instagram and e-commerce Bittersweet by Najla Lampung is open to consumer criticism and suggestions"

Criticism and suggestions have benefits for the company to develop further to always accept suggestions with good words from customers, to correct the shortcomings of a problem in products or services. Good service through social media marketing can also affect brand image in its attributes (Setianingsih & Hidayat 2021) so the next indicator is

"Social media Instagram and e-commerce answer consumer questions in a friendly manner"

Be Honest (to be more honest) social media marketers must become more honest and responsible in presenting the content or information provided. Social media managers must also be more careful in selecting information, if they make the wrong steps, then rumor or hoaxes will spread quickly (Setianingsih & Hidayat, 2021) so the next indicator is

"Social media Instagram and e-commerce Bittersweet by Najla Lampung provides reliable information."

Social media is the right place for companies to expand market share and strengthen the relationship between companies and consumers. The advantages of marketing products through social media include no limitations in time, place, and almost no cost. With a practical and flexible character, social media has been widely used for marketing communications. Through social media, companies can immediately upload a product quickly and easily, so that consumers can immediately find out about the company's products. Social media

marketing can be done through several platforms, one of which is Instagram;

Instagram

Instagram is an example of social media that can be accessed via smartphones. Instagram is also a widely used social media because Instagram has many features to offer. Instagram users can inspire each other and spark creativity. If it is related to a research problem, utilization here means using or using helpful something, in this case, using or utilizing Instagram as a marketing social media to convey information to the public, namely customers who are one of the external public (Sakina & Aslami 2022).

And also, Instagram is a form of social networking media that can be used as a direct marketing medium. Through Instagram, products/services can be offered by uploading photos or short videos so potential consumers can see the types of goods/services offered. According to Atmoko (2019) Instagram has five main menus with several other complementary features such as the following:

First, Home Page The main page on Instagram contains the latest updates from other users, followed by photo updates to Instagram stories, often called the 'timeline.' How to see the latest updates is relatively easy by scrolling the smartphone layer from top to bottom. And if you want to see Instagram Story updates, you can see them at the very top, then click and slide them aside. Comment, the comments feature on Instagram allows interacting with other users, such as replying to each other's comments on the uploads of people we follow or otherwise people commenting on our uploads. The method is relatively straightforward: pressing the comment icon at the bottom of the photo and then typing the impression you want to convey. Explore, contains photo or video recommendations based on the type of content users prefer. Instagram uses an algorithm to

determine which photos or videos to display. Profile In the profile feature, users can find out in detail about user information from users and other fellow users. This feature can also see the number of followers, followers, uploaded photos, and some brief user information. And the last, new feeds this feature can display the latest notifications about activity related to the user. New feeds contain comments, likes, and people who want to follow us. Using this feature is relatively easy by clicking the heart symbol on the top layer and after that, we can see the notifications we get.

Apart from these five main features, other features allow us to interact with other users, namely: First, Instagram stories this feature allows users to upload content in photos or short videos that are 15 seconds long last 24 hours, and appear on our followers' home page. Mention, the mention feature marks other users by adding an @ sign followed by the username. Last, direct message, as the name implies, this feature allows users to interact with other users by sending messages in the form of text, photos to videos.

From some of the features described, it can be concluded that Instagram social media can be used as the primary social media marketing to market products because it has many features that allow users to communicate with other users.

2.1.5   Brand Image

Brand is one of the most important parts of a product. Brands can be an added value for products, both products in the form of goods and services. This added value is very profitable for producers or companies. That's why companies try to continue to introduce their brands from time to time, especially consumers who are the target market.

Brand Image is the perceptions and beliefs made by customers, as reflected in the minds of customers (Kotler and Keller, 2019). One

way to achieve competitive advantage in maintaining consumer loyalty is to form a good brand image in the eyes of consumers. Brand image is what consumers perceive about a brand. For this reason, building a brand image, especially a positive image, is one of the important things. Because without a strong and positive image, it is very difficult for companies to attract new customers and maintain existing ones. Brand image information can be seen in the logo or symbol used by the company to represent its products. In addition to the logo used by the company, advertising also plays a crucial role in creating a brand image. In establishing a brand, there needs to be strategies used.

The brand strategy is where the company reflects the number and type of both common and unique brand elements that the company sets on the products it sells (Kotler and Keller, 2019). There are several ways to build a brand image, one of which is by developing a concept which is a creative process, because different from positioning, the concept can continuously change according to the life cycle of the product concerned. A good concept is able to communicate all the elements of brand value and the right positioning, so that the brand image can be continuously improved.

The use of advertising is to improve the brand image, wherein the advertisement, consumers can see directly what the product provides. The built brand image can be an identity and a reflection of the business owner's vision, excellence, quality standards, service, and commitment. According to Schiffman and Kanuk (2007) brand image is a set of associations about a brand stored in the minds or memories of consumers. The concept of brand image has attracted the attention of academics and practitioners, due to its importance in influencing many marketing outcomes. Research reveals that brand image is an important factor in building brand loyalty.

Although the brand image will always look for potential new sources of brand power, the top priority is to protect and retain existing customers. Ideally, the key sources of brand image would be sustainable and enduring values. However, this is not easy as these values can easily be forgotten as marketers try to expand their brand and add new products that are related or unrelated to the brand association.

Keller (2019) defines brand image as the perception of a brand as reflected by brand associations in the minds of consumers. Brand image consists of components:.

Brand Attributes are features that consumers think about products or services offered through social media. Brand image attributes consist of 2 types, namely product attributes and non-product attributes. Product attributes include information about the raw materials for making product products so that consumers can feel the benefits of the product (Setianingsih & Hidayat, 2021) so the next indicator is

"The product information about the Ingredients displayed on Bittersweet by Najla Lampung's social media is clear."

Meanwhile, non-product attributes are external attributes, which include information on the latest products, flavours, designs, packaging, prices, and types of target consumers. Then the next indicator is

"Information provided on Instagram as social media regarding the emergence of new products is also displayed on e-commerce."

Brand Benefit is a personal value that consumers link to the various attributes of a product. The second component is benefits, which means the value that each individual feels when using a brand. Benefits are divided into 2 types, namely functional benefits are

physical benefits that a person receives when consuming goods or services. Represents the indicator:

"By using social media, consumers will be able to receive information more quickly."

Symbolic benefits are the value that a person expects to receive socially when using goods and services. Represents the indicator:

"By using social media, consumers can more easily get information."

Brand Attitude is defined as the overall evaluation of a brand, what consumers believe about certain brands. According to Setianingsih & Hidayat (2021) brand attitude is the nature and description of a person for how consumers see the overall brand image which is the result of various activities carried out by the brand both in social media and other efforts. Then the indicator that represents is

"Consumers are interested in seeing products on e-commerce Bittersweet by Najla Lampung because they use social media."

A strong brand image can be very beneficial for a brand. A good brand image makes a brand more competitive. The indicator of whether a brand image is strong or not is based on how strongly it sticks in the minds of consumers. It can be said that brand image refers to the memory schema of a brand, which contains consumers interpretations of the attributes, advantages, uses, situations, users, and characteristics of marketers and/or maker characteristics of the product/brand.

2.1.6 Purchase Intention

Intention is illustrated as a person's situation before performing an action that can be a basis for predicting behaviour. Purchase intention is the primary input marketing managers use to predict future sales and determine how actions need to be taken to influence consumer buying behaviour. Purchase intention is closely related to consumer purchasing decisions, intention is used to predict the tendency of a person to do or not do buying behaviour. Purchase intention is one of the phases in the decision-making process for consumers that arises after a need is felt by the individual. Intention is an indication of how strong an individual's desire is to realize a behaviour, in other words, the stronger the individual's desire, the more likely a behaviour is realized. Word of mouth communication has a strong effect on customer behaviour. Purchase intention reflects the behaviour before the customer buys a product. According to the tricomponent attitude model, behaviour consists of 3 main components: cognitive, affective, and conative.

Purchase interest is the stage of the respondent's tendency to act before the buying decision is actually carried out. In most people, consumer purchasing behaviour is often initiated and influenced by many stimuli from outside themselves, both in the form of marketing stimuli and stimuli from their environment. These stimuli are then processed within themselves according to their personal characteristics, before finally making a purchase decision. The personal characteristics of consumers used to process these stimuli are very complex, and one of them is consumer motivation to buy.

According to Setianingsih and Hidayat (2021) purchase intention can be identified through the following indicators:

Exploratory Interest, this interest describes the behaviour of a person who is always looking for information about the product he is

interested in and looking for information to support the positive properties of the product. According to Setianingsih and Hidayat (2021) transactional describes the behaviour of someone who is always looking for information about the products they are interested in. Based on previous research, it is proven that a person first considers the information obtained about cosmetic products on social media before making a purchase through e-commerce. So the indicator used in this purchase intention variable is

"After considering the information about the products consumers share on social media, I will likely buy Bittersweet by Najla Lampung products."

Transactional interest, namely a person's tendency to buy a product. In previous research, it has been proven that a person will buy a product or take action related to a purchase as measured by the level of likelihood of consumers making a purchase. In research conducted by Setianingsih & Hidayat (2021) the level of possibility of purchase comes from a person's need for the product. So the indicator used is

"I will buy Bittersweet by Najla Lampung products via e-commerce when I need them."

Referential Interest, which is a person's tendency to refer products to others. After making a purchase decision and making a purchase, someone tends to refer the product to others. So the last indicator is

"I will recommend buying Bittersweet by Najla Lampung products through e-commerce to friends and family."

According to Setianingsih and Hidayat (2021) consumer behaviour is always influenced by a number of stimuli arising from the external environment of the consumer, which are then processed for adjustment to the consumer's personal characteristics as motivation that describes the consumer's interest in the product. In addition,

according to Andry Loekamto (2012) a person's willingness to accept and use technology also has a direct effect on the purchase intentions as well as the development of online business. The willingness to accept technological advances depends on the person's behaviour for what reason they want to use and what technology they adopt for. The technology accepted model (TAM) is used to predict user acceptance of new technology usage. A consumer's process of using internet media to purchase a product or service begins with the consumer's awareness of information or products that can be obtained from the internet.

Applying the concept of perceived usefulness and perceiving ease of use to the context of online shopping, usefulness is how effective online shopping helps consumers accomplish their tasks, and ease of use is how easy the internet is to use as a shopping medium (Monsuwe et al., 2004).

Consumers who transact with online store imply that ease of use indirectly affects consumers' intention to shop online, and this indirect effect is through usefulness (Setianingsih and Hidayat, 2021).

2.1.7 The Relation Between Electronic Word of Mouth and Brand Image

People who seek opinions or recommendations in online media are also called electronic word of mouth. Electronic word of mouth has a pretty important role in brand image, and this is proven based on several previous studies:

The research by Jalilvand and Samiei (2012) stated that electronic word of mouth communication uploaded on live and interactive online media could substantially affect brand image, resulting in purchase interest. Instagram allows users to share their opinions and experiences about a product or brand through the comment feature

on an upload about a product. Someone can improve the company's brand image if they tell the advantages of a product on social media. Most recently, the research by Widyawati proved that electronic word of mouth significantly positively affected the Brand Image of Starbucks products for Instagram users in Malang. This significant positive meaning is that the Brand Image of Starbucks products will increase with electronic word of mouth for respondents who know Starbucks. Previously, in 2021 Setianingsih & Hidayat showed that electronic word of mouth affected brand image on commerce cosmetic products. It is empirically proven that with the increase in electronic word of mouth, the brand image will increase significantly. And the results of this study confirm the theory, and previous research by Jalilvand and Samiei (2012) produced the same results where electronic word of mouth has a positive also significant effect on brand image.

H1: Electronic Word of Mouth affects Brand Image Positively

2.1.8 The Relation Between Electronic Word of Mouth and Purchase Intention

A company wants a lot of customers who buy its products. In today's digital era, it is a challenge for marketers because consumers tend to be more innovative and critical. Jalilvand and Samiei (2012) state that consumers can be influenced to generate interest in buying because of recommendations or reviews such as sharing platform reviews or communities from other consumers.

The relationship between electronic word of mouth and purchase intention is proven by the results of Previous research from Cynthiadewi and Hatammimi (2014) electronic word of mouth on 13th Shoes Instagram has a positive and significant effect on the purchase intention of 13th Shoe products by 52%, where it affects directly by 15.9% and indirectly through brand image by 36.1%. It means that, for the 13th Shoe Instagram followers who haven't

bought 13th Shoe products, through this knowledge about 13th Shoe's good image, which they got from electronic word of mouth, it would be easier for them to buy 13th Shoe products in the future.

After conducting research with 120 respondents of Instagram users in Malang, Widyawati (2022) concluded that electronic word of mouth positively impacted purchase intention for the people in Malang as Instagram users who know Starbucks products. This positive and significant meaning is that buying interest in Starbucks products will increase. These results indicate that the electronic word of mouth variable responds well. In addition to being seen from this analysis, the respondent's question will buy Starbucks products later, meaning that respondents who have seen Starbucks product reviews are willing to try and make sure to buy Starbucks products in the future.

H2 : Electronic Word of Mouth affects Purchase Intention Positively.

2.1.9 The Relation Between Social Media Marketing and Brand Image

Social media has become a part of daily life as a communication channel in which consumers reflect their consumption habits, preferences, opinions, likes, and experiences in their own eyes and interact with other users. This widespread communication area, where consumers interact with each other and with other users, offers significant opportunities for product and brand communication actions, such as cost, time, and ease of reaching large consumer masses. For this purpose, many businesses create their brand profiles on social media channels and develop activities to engage consumers with content sharing, such as online product information, discounts, advertisements, and promotions (Bilgin, 2018).

In the research of Heskiano et al. (2020) they proves social media marketing significantly affects the brand image of RSIA X in the midwifery department. That is, the higher the social media marketing, the higher the company's brand image in the eyes of consumers. Another research by Harvina et al. (2022) it is shown that social media marketing has a positive also significant effect on brand image.

The increasing number of information, promotions, and communications on social media can lead to consumers' good perception or picture of the brand image of Somethinc skincare products.

H3: Social Media Marketing affect Brand Image positively.

2.1.10 The Relation Between Social Media Marketing and Purchase Intention

Social media is used as a direct platform for companies you can take marketing measures. In this sense, social media pushes the boundaries of time and space in business interactions with potential consumers, facilitating them efficiently. Social media tools enable businesses to cost-effectively reach customers with product and brand promotions, campaigns, and advertisements and receive feedback (Heskiano et al., 2020). Purchase intention is a plan to purchase goods or services in the future, and purchasing behaviour is not necessarily carried out because it depends on individual abilities (Widyawati 2022).

In the research of Jasin (2022) he proves that social media marketing has a positive also significant effect on the level of purchase intention. In this study, it is interpreted that when social media marketing increases, it can also increase purchase intention.

H4: Social Media Marketing affect Purchase Intention Positively

2.1.11 The Relation Between Brand Image and Purchase Intention

Brand image is an important product component, be it goods or services. In a business, the influence of brand image on purchasing decisions is closely related and cannot be separated. The better the brand image a company creates, the more customers will glance at the products and services offered.

Most people buy an item because the brand has a positive image. Consumers often use the brand image of a product as a reference in making a purchasing decision. From the statement, it can conclude that a better brand image of a company will encourage people's purchase intention (Widyawati 2022).

In the research of Cynthiadewi and Hatammimi (2014) they proves that a brand image shows a positive and also significant effect on purchase intention. And another research by Jasin (2022) proves that brand image significantly positively affects SME's products' purchase intention. This research also explains that when the brand image gets stronger, it will increase purchase intention.

H5 : Brand Image affect Purchase Intention Positively.

2.2 Previous Research

This thesis proposal is made from research materials and the results of previous research conducted as a comparison. In writing this thesis, the writer collects information from various previous research journals as a basis for reference and comparison. In addition, the authors also seek several sources, such as books and international journals, to obtain information and supporting theories related to the titles used. Below is a table of previous research in the form of journals related to the research conducted by the author

Table 3. Main References of the Research

Reference	Title	Research Result	Similarities	Differences
Anggriani Setianingsih Anas Hidayat Society for Science and Education Research Vol. 9, No. 10 (2021) DOI:10.147 38/abr.910. 11025.	The Role of Electronic Word of Mouth and Social Media Marketing on Brand Image and Purchase Intention Toward E-Commerce Cosmetic Products	eWOM can be formed through the provision of good reviews or reviews on social media and recommendations by consumers to people around them. E-commerce managers are also expected to be able to do social media marketing well, complementing marketing instruments with well-managed social media because it is proven to be able to improve the company's brand image. E-commerce managers are expected to have a capability to improve brand image by doing branding regularly and consistently to increase purchase intention.	-Previous research use the same 4 variable, namely: Electronic word of mouth, Social media marketing, Brand image and Purchase decision	-Previous research about cosmetic product not food brand

Table 3. Main References of the Research Table (Continuation)

Mochamma d Jasin Journal Of Information Systems And Management Vol.01No.04 August (2022) eISSN: 2829-6591	The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product	For most SMEs, the benefits of using social media are personal communication with consumers, marketing and advertising, recording consumer needs, responding to consumers, helping decision making and as a discussion forum with consumers. Based on research, the use of social media can increase sales by more than 100% if the company updates information consistently through social media daily.	-Previous research use the same 4 variable, namely: Electronic word of mouth, Social media marketing, Brand image and Purchase decision	- Previous research about cosmetic product not food brand
Muhammad Fahmi, Muhammad Arif, Salman Farisi, Nadia Ika Purnama (2020)	The Role of Brand Image in Mediating the Effect of Social Media Marketing on Repeat Purchase at Fast-Food Restaurant in Medan City.	Based on the results of the study, it is known that social media marketing has a significant effect on brand image; brand image has a significant effect on repeat purchase; and, social media marketing has a significant effect on repeat purchase. Indirectly, the results prove that social media marketing has no effect on repeat purchase through brand image.	- Previous research used the same 2 variable Namely: Social media marketing and Brand image as mediating	- Previous research does not use eWOM and purchase intention as a variable.

Table 3. Main References of the Research Table (Continuation)

Putu CynthiadewI Jurry,Hatammimi Journal International conference on Economic, Education, and Humanities ICEEH (2014)	The Influenceof ElectronicWord of Mouth Toward Brand Image and Purchase Intention of the 13 Shoes	Electronic word of mouth on 13th Shoe's Instagram, brand image, and purchase intention have nearly good responses. The highest point is achieved by brand image by carrying the most sub-variables with a good predicate. In sub variable level, the highest point is reached by conation or intention to purchase in purchase intention variables.	-Previous research used the same 3 variable, namely: Electronic word of mouth, Brand image and Purchase intention	- Previous research does not use Social media marketing as variable - Previous research was not about food brands.
Muhammad Rafif Hidayatullah dan I Made Bayu Dirgantara (2018) V (1) (2018) 17-28	Pengaruh Electronic Word Of Mouth, Dukungan Selebritas, Dan Pemasaran Media Sosial Terhadap Minat Beli Dengan Brand Image Sebagai Variabel Intervening (Studi Pada Produk Fashion Levi's Di Kota Semarang)	eWOM has a positive effect on purchase intention, eWOM has a positive effect on brand image, Celebrity endorsement has a positive effect on brand image, Brand image has a positive effect on purchase intention, and Social media marketing has a positive effect on purchase intention.	- Previous research used eWOM,social media marketing and purchase intention as variables. And also used Brand Image as Variable Intervening.	- -Previous research was researching about fashion product

Table 3. Main References of the Research Table (Continuation)

Made Wahyu Krisna Upadana, Komang Agus SatriaPramudana E-Journal Management,Vol. 9, No.5, 2020 : 1921- 1941 ISSN : 2302-8912	Brand Awareness mediates the influence ofsocial media marketing on purchasing decisions.	The better social media marketing is applied, the better the brand image. The presence of social media can also be used as a tool for companies to communicate the uniqueness of their brand and increase preference for and customer loyalty so that it can positively affect purchasing decisions.	-Previous research used Social media marketing as avariable.	-Previous research does not use e-WOM,Bran d image and Purchase Intention as variable -Previous research used purchasing decisions as an intervening variable. -Previous research was not about food brands
MohammadReza Jalilvand, neda samiei Marketing Intelligence & PlanningEmerald Article. Vol. 30 No 4.	The Effect of Electronic word of Mouth on Brand Imageand Purchase Intention.	e-WOM communication uploaded on live and interactive online media could substantially affect brand image, resulting in purchase interest. Instagram allows users to share their opinions and experiences about a product or brand through the comment feature on an upload about a product. Someone can improve the company's brand image if they tell the advantages of a producton social media.	-Previous research used the same variables, namely e-WOM, Brand Image,and Purchase Intention	-Previous research does not used Social media marketing as variable. - Previous research was not about food brands.

Table 3. Main References of the Research Table (Continuation)

Heskiano Tantri Yanuar Mohamad Reza Hilmy Journal of Multidisciplinary Academic Vol. 4, No. 4,2020 ISSN 2541–0369/2613	Social Media Marketing Relations, Brand Awareness to Brand Loyalty Through The Brand Image.	Social media marketing significantly affects the brand image of RSIA X in the midwifery department. That is, thehigher the social media marketing, the higher the company's brand imagein the eyes of consumers	-Previous research used Brand Image and Social Media Marketing as variable	-Previous research does not used eWOM and Purchase intention as variable -Previous research was not about food brands.
Laurencia Geraldine Dinda Harvina Lena Ellitan Robertus Sigit Haribowo Lukito Journal of Entrepreneu rship &Business, Vol. 3, No. 2 (2022)	The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya	The results of the study prove that Social Media Marketing has a significant effect on Brand Image, Brand Image has a significant effect on Purchase Intention, Social Media Marketing has an effect which has a significant effect on Purchase Intention through Brand Image and Social Media Marketing have a significant effect on Purchase Intention through Brand Trust	-Previous research used the same 3 variables, namely: Social media marketing, Brand image and Purchase Intention	-Previous research does not used eWOM as variable -Previous research was not about food brands.

From table (2), some of the results of previous research show that the factors contained in electronic word of mouth, social media marketing, and also brand image have a significant effect on consumer purchase intentions

2.3 Theoricital Framework

As explained in Chapter I, this research is an adoption of research conducted by Anggriani Setianingsih and Anas Hidayat (2021). The conceptual framework in this study is based on the theory generated in the Figure below. This framework is based on a duplication research model. This study

consists of four variables: electronic word of mouth and social media marketing variables as independent variables, the brand image variable as an intervening variable, and purchase intention variable as the dependent variable. The following is the research framework.
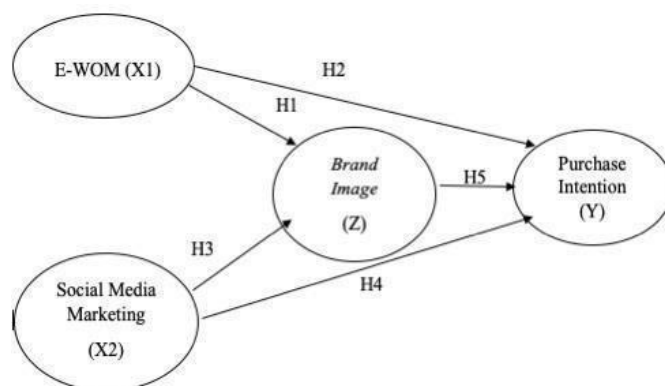
Figure 4. Research Model

Source : Setianingsih et al. (2021)

Independent Variable [X]:
X1. Electronic word of mouth
X2. Social media marketing

Intervening Variable [Z]:
Z. Brand image

Dependent Variable [Y]:
Y. Purchase intention

2.4 Research Hypothesis

H1: Electronic word of mouth effects brand image positively.

H2: Electronic word of mouth effects purchase intention positively.

H3: Social media marketing effect brand image positively.

H4: Social media marketing effect purchase intention positively

H5: Brand image effect purchase intention positively.

CHAPTER III
RESEARCH METHOD

3.1 Research Design

This type of research is quantitative research. The approach used is a quantitative approach. Sugiyono (2018) found that quantitative data is a method of research based on positivistic (concrete data), research data of numbers to be measured using statistics as a means of calculating tests, relating to problems studied to produce conclusions. The quantitative approach used in this study aims to understand the role of electronic word of mouth, and social media marketing with brand image intermediaries on the purchase intention of Bittersweet by Najla Lampung products.

3.2 Scope and Object of Research

The scope of this research is the field of marketing management. The scope of the discussion studied is the role of electronic word of mouth and Instagram as social media marketing on brand image and purchase intention, especially for Bittersweet by Najla Lampung followers on Instagram.

The objects of this research are Lampung people who are active on social media and follow bittersweet by Najla Lampung on Instagram are also interested in or have purchased products through e-commerce.

3.3 Source of Data

In a study the data used is quantitative data because it is expressed by numbers that show the value of the magnitude over the variables it represents. Research data sources are divided into 2 primary data sources and secondary data sources (Sugiyono, 2015). The data source used in this study is primary data, which can be classified as the following:

3.3.1 Primary Data

According to Sugiyono (2015) primary data is a data source that directly provides data to data collectors. Primary data was obtained from spreading questionnaires on Instagram to followers as well as consumer Bittersweet by Najla Lampung.

3.3.2 Secondary Data

According to Sugiyono (2020) secondary data sources are data used to support primary data. This data source does not directly provide data to data collectors, it must go through other people and documents first. The secondary data was obtained from sales data shopee and tokopedia Bittersweet by Najla Lampung

3.4   Data Collecting Method

This type of research is to use quantitative methods using descriptive methods through questionnaire media as a major research tool in data collection. This method in the form of a quervist gives a closed list of questions meaning that each question the respondent is asked to answer with the answers already available, so that the respondent chooses only one perceived answer according to his or her choice. The researcher chose a closed questionnaire because it made it easier for researchers to conduct data analysis. The distribution of this questionnaire was carried out online via google form. Then the respondent was asked to answer questions provided by the researcher on a scale to measure the respondent's attitude towards the questions in the questionnaire. The techniques used by researchers to collect data in this study used the Likert scale, which was used by researchers. According to Sugiyono (2018) the scale of the likert is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a likert scale, the variable to be measured is described as an indicator of the variable.

According to (Sugiyono 2010) for the purposes of quantitative analysis, the answers to the statement or question are given a score, namely:

1. Strongly agree/always/very positive   score of 5
2. Agree/often/positively   score of 4
3. Doubtful/sometimes/neutral   score of 3
4. Disagree/almost never/negative given a   score of 2
5. trongly disagree/never/strongly negative given a   score of 1

3.5 Population and Sample

3.5.1 Population

According to Sugiyono (2019) the population is a generalized region consisting of: objects/subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions. The population that will be selected in this study will be Lampung people who are active on social media and follow bittersweet by Najla Lampung on Instagram are also interested in or have purchased products through e-commerce. According to Instagram @Bittersweet_by_Najla_Lampung (2023) the total number of followers is 42,100

3.5.2 Sampling Method

According to Sugiyono, (2017) the sample is part of the population that is the source of data in the study, where the population is part of the number of characteristics held by the population. The sample to be used must be able to represent and reflect the existing population.

Given the time and cost constructs, and not all followers on Instagram are interested in making purchases in e-commerce, not all populations will be reviewed and only the expected samples can represent the population.

The determination of the sample of 150 is based on the Slovin formula with an error rate of 8%, and a confidence level of 95%. The base calculation formula is as follows (Malhotra, Nunan, and Birks 2017):

$$n \doteq \frac{N}{1 + (e)^2}$$

Equation 1. Slovin Formula

Formula In wich:

n = sample
N = population = 42.100
e = margin of error = setted 8%

$$n = \frac{42100}{1+42100(8/100)^2}$$

n =   150

Using Slovin formula as basic formula calculations, the results show that at least 150 samples are required to have a 95% confidence level that the real value is within 8% of the surveyed value.

3.6   Research Instrument Variable
(Conceptual definitions and Operational definitions)
3.6.1 Electronic Word of Mouth

Viral marketing, or electronic word of mouth, is marketing using the internet to create word-of-mouth news effects to support business and marketing goals. Electronic word of mouth can be formed through the provision of good reviews or reviews on social media and recommendations by consumers to people around them (Setianingsih and Hidayat, 2021). Electronic word of mouth shows that marketers can harness the power of interpersonal networks to promote products or services. This concept assumes that electronic peer-to-peer communication effectively transforms a communication network (electronic) into an influential network, capturing recipients' attention, sparking interest, and ultimately generating sales.

3.6.2 Social Media Marketing

Social media marketing activities is using social media platforms that encourage users to disseminate content from social media based on their classification, namely interaction, information, word of mouth, personalization, and others (Yadav & Rahman, 2017). With the existence of social media marketing, it is easier for business actors to interact with their customers online. The costs are not too high, and there is no time limit as long as you are connected to the internet.

3.6.3 Brand Image

One way to achieve competitive excellence in maintaining consumer loyalty is to form a good brand image in the eyes of consumers. Brand image can be said to be the perceptions and beliefs held by consumers, as reflected by the associations embedded in consumer memory (Kotler and Keller, 2019). The brand can simplify the consumer decision-making process (Kotler and Keller 2019). That's why building a brand image, especially a positive image is one of the important things. Because without a strong and positive image, it is very difficult for companies to attract new customers and maintain existing ones.

3.6.4 Purchase Intention

Purchase intention is the primary input marketing managers use to predict future sales and determine how actions need to be taken to influence consumer buying behaviour.Word-of-mouth communication has a strong effect on customer behaviour. Purchase intention reflects the behaviour before the customer buys a product. According to the tricomponent attitude model, behaviour consists of 3 main components: cognitive, affective, and conative.

3.7 Variable Operational Definition

The following variable operational definition was first developed from the definitions of the current literature. The definition was tested by first developing a model based on the existing purchase intention literature. The model resulted in five hypotheses, each of the following factors is projected to be positively related to the level of purchase intention as defined by the literature: electronic word of mouth, social media marketing, and brand image

Table 4. Variable Operational Definition

Variable	Indicator	Scale	References
Electronic Word of Mouth (X1)	1. I frequently read the reviews of food products on social media to ensure the brand that I choose is right (X1.1) 2. Before I choose the flavour variant at Bittersweet by Najla Lampung, I frequently discuss the reviews with other people on social media (X1.2) 3. Other people information on Bittersweet by Najla Lampung social media affects my perception (X1.3) 4. I will always post what I eat on Instagram, to share my experiences about products and brands more effectively with friends on social media (X1.4) 5. After trying Bittersweet by Najla product, I will communicate Bittersweet by Najla with other people through Instagram as SocialMedia (X1.5)	Likert	Setianingsih & Hidayat (2021)
Social Media Marketing (X2)	6. Social Media Instagram Bittersweet by Najla Lampung actively post information(X2.1) 7. Social Media Instagram Bittersweet by Najla Lampung actively post information in the form of discussion forums with consumers. (X2.2) 8. Social Media Instagram Bittersweet by Najla Lampung often display the latest topics. (X2.3) 9. Social Media Instagram Bittersweet by Najla Lampung provides interactive topics for consumers. (X2.4)	Likert	Setianingsih & Hidayat (2021)

Table 4.   Variable Operational Definition (Continuation)

	10. When answering questions from consumers, don't be arrogant or look pushy. (X2.5) 11. Willing to give answers patiently to consumers. (X2.6) 12. Social Media Instagram Bittersweet by Najla Lampung is open to consumer criticism and suggestions. (X2.7) 13. Social Media Instagram answer consumer questions in a friendly manner. (X2.8) 14. Social Media Instagram Bittersweet by Najla Lampung provides reliable information. (X2.9)		
Brand Image (Z)	15. The product information about ingredients displayed on Bittersweet by Najla Lampung's social media is clear. (Z.1) 16. Information provided on Instagram as social media regarding the emergence of new products is also displayed on e-commerce. (Z.2) 17. By using social media, consumers will be able to receive information more quickly. (Z.3) 18. By using social media, consumers can more easily get information. (Z.4) 19. Trust in Bittersweet by Najla Lampung e- commerce ,increase when using instagram. (Z.5) 20. Consumers are interested in seeing products on e-commerce Bittersweet by Najla Lampung because they use Instagram. (Z.6)	Likert	Setianingsih & Hidayat (2021)
Purchase Intention (Y)	21. After considering the information about the products consumers share on Instagram, I will likely buy Bittersweet by Najla Lampung products though E-commerce.(Y.1) 22. I will buy Bittersweet by Najla Lampung products via e-commerce when I need them. (Y.2) 23. I will recommend buying Bittersweet by Najla Lampung products through e-commerce to friends and family. (Y.3)	Likert	Setianingsih & Hidayat (2021)

3.8   Data Analysis Method

Data analysis was directed to determine whether there is a role electronic word of mouth and Instagram as social media marketing on brand image and purchase intention toward e-commerce in Bittersweet by Najla Lampung. The structural equation model – partial least square (SEM-PLS) will be used to analyze the data through the SMART PLS software. The reason for using this program is that this study is more probable to predict and explain latent variables than to test a theory. According to Ghozali (2008) this model is suitable for this situation.

3.9   Outer Model

Outer model is referred to as a measurement model. The outer model test aims to specify the relationship between latent variables and their indicators. The measurement of the indicator (Outer Model) is performed by looking at the Convergent validity, contract reliability, average variance extracted-AVE, discriminant validity, and cross-loading.

3.9.1 Convergent validity

Measuring the validity of an indicator as a gauge of the variable that can be seen from the outer loading of each variable indicator. An indicator is said to have good reliability if the outer loading value for each indicator is 00.70 (in research on underdeveloped fields, you can use 0.5-0.6).

3.9.2 Average Variance Extracted-AVE

Average Variance Extracted-AVE is used to determine the validity requirements of discrimination. The minimum value to indicate that reliability has been achieved is 0.50.

3.9.3 Contract Reliability

Contract Reliability is the measure of the reliability of the latent variable construct. The value considered reliable must be above 0.70. Contract Reliability is equal to Cronbach alpha.

3.9.4 Discriminant validity

Discriminant Validity tests how far the valid latent construct differs from other constructs. High-validity discriminant values indicate that a construct is unique and explain the measured phenomenon.

And the last, Cross-loading is another method to determine discriminant validity, i.e., by looking at cross-loading values. If the loading value of each item against the construct is greater than the cross-loading value

3.10 Inner Model

Inner Model or Inner Part Measurement is also called a structural model. We know that a structural model is a model that connects latent variables. The measurement of the PLS-SEM structural model can be summarized as follows:

3.10.1 Collinearity assessment coefficient of determination (R2)

1. R2 values of 0.67 are categorized as substantial.
2. R2 values of 0.33 are categorized as moderates,
3. R2 values of 0.19 are categorized as weak,
4. R2 values of 00.7 are categorized as strong

3.10.2 Affect size (F2)

1. The value of f2 of 0.02 is categorized as the weak influence of the latent variable of the predictor (exogenous latent variable) on the structural setting,
2. The value of f2 of 0.15 is categorized as the influence of sufficient latent variable predictors (exogenous latent variables)

on the structural setting and the effect of f2 on the latent variable (exogenous latent variable) on the structural setting.

3. The value of f2 of 0.35 is categorized as the strong influence of latent predictor variables (exogenous latent variables) on the structural setting.

3.10.3. Predictive relevance (Q2)

1. The value Q2 > 0 shows evidence that the observed values are well reconstructed, and thus, the model has predictive relevance. While the value Q2 < 0 indicates the absence of predictive significance.

3.11. Hypothesis Testing

3.11.1 Bootstrapping structural research path

Bootstrapping is a process for assessing the significance level or probability of direct, indirect, and total effects. The significance level of other parameters, such as r square and modified r square, f square, outer loading, and outer weight, can also be ascertained using the bootstrapping method. By clicking Bootstrapping, we will get the following analysis results:

1. The t statistical value, which we compare with the t table value to test whether or not the exogenous variable has a significant influence on the endogenous

2. P value, to compare whether the value is below the significance level, for example, below 0.05 or above 0.05, to state whether the null or alternative hypothesis is accepted or rejected

3. Original sample, used as regression coefficient value, to complete the regression equations for the research hypothesis.

CHAPTER V
CONCLUSION AND SUGGESTIONS

5.1 Conclusion

This study analyzed four variables related to the influence of electronic word of mouth, the role of social media marketing on brand image and purchase intention. Based on information obtained from questionnaires and analysis conducted with SMARTPLS 3.3.3. The purpose of this study is to find out if there is a role of electronic word of mouth, social media marketing, and brand image on purchase intention in Bittersweet by Najla Lampung through e-commerce. This study analyzed 5 hypotheses and of the 5 hypotheses analyzed, it was found that H1, H2, H3,H4 and H5 were supported , in detail it was found that:

1. **Electronic word of mouth has a positive and significant effect on Brand Image**. So that H1 in this study is supported. It proves that this research is in line with previous research conducted by Setianingsih & Hidayat (2021) it is proven that Other people information about the product on Bittersweet by Najla Lampung social media affects other people's perception, because the results of positive or negative reviews given by consumers on Instagram social media Bittersweet by Najla Lampung directly effect the company's image, therefore companies must utilize electronic word of mouth marketing tools to create a good impression and image of the company in the minds of consumers.

2. **Electronic word of mouth has a positive and significant effect on purchase intention**. So that H2 in this study is supported. From this study, it proves that other people's information about products on social media Bittersweet by Najla Lampung effects other people's perceptions, customers often read reviews of Bittersweet by Najla Lampung products on social media to make sure the brand they choose is right after they are convinced of the reviews on social media about bittersweet by Najla Lampung they will enter the exploration interest stage, namely after they

consider information about products shared by other consumers on social media, they are likely to buy Bittersweet by Najla Lampung products in e-commerce.

3. **Social media marketing has a positive and significant effect on brand image.** So that H3 in this study is supported. which means that with an increase in Social Media Marketing, there will also be an increase in the brand image of a company in this case Bittersweet by Najla Lampung. This shows that the use and utilization of good social media can have a major influence on the company's brand image through Be active and update on social media Instagram. Consumers will feel comfortable when social media is active in posting and responding to incoming questions and messages, it will be one way for consumers to spread their assessment of a product or service to others so that it will further enhance the brand image.

4. **Social media marketing has a positive and significant effect on purchase intention**. So that H4 in this study is supported. Social media marketing is effective for promoting a product because customers see product information through social media first before buying a product on e-commerce Bittersweet by Najla Lampung. All of that is passed in several ways through Be interesting in creating interactive content that will attract customers' purchase intention in e-commerce. Be unprofessional Bittersweet by Najla Lampung needs and wants to accept open suggestions or ideas from its customers and Be honest in the sense that Bittersweet by Najla Lampung must become more honest and responsible in presenting the content or information provided both on Instagram and e-commerce. After several ways are well implemented by Bittersweet by Najla Lampung, then the customer will be in the Referential Interest phase where they will recommend buying Bittersweet by Najla Lampung products through e-commerce to their friends and family.

5. **Brand Image has a positive and significant effect on purchase intention.** So that H5 in this study is supported. In this study proves that

a person's trust in Bittersweet by Najla Lampung e-commerce increases when they use social media social media Instagram Because before customer decides to buy a dessert box on Shopee or Tokopedia they will look for reviews and information about Bittersweet by Najla Lampung first through social media if a sense of trust in Bittersweet by Najla Lampung has been created, after that they will be in the transactional interest phase where they will buy a dessert box through Bittersweet e-commerce if they need it.

5.2   Suggestion

Even though it is valid and has a significant effect between variables, this research still has shortcomings in several aspects:

1. Although H1 is proven to have a positive and significant impact, there are indicators that must be considered, namely in X1 (e-WOM), namely the "experience" . This is because not everyone is active and wants to share their experience in trying a product or they don't have a memorable experience to share in trying Bittersweet by Najla Lampung products. This can be given more attention by Bittersweet by Najla Lampung. Bittersweet by Najla Lampung can improvise in terms of food quality, create product variations that can provide new experiences for anyone who buys Bittersweet by Najla Lampung products. And the marketing team can hold giveaways for customers who share their most interesting experiences about Bittersweet by Najla Lampung products on Instagram. In this way, it is hoped that it can stimulate consumers to share their experiences on Instagram and can increase company marketing and strengthen brand image (Z).

2. H2 is proven to have a positive and significant impact, but it can be seen from the research results that indicator X1.3 is still quite weak compared to other indicators. This proves that information in the form of positive reviews from other people on social media does not fully change the perception of some customers in making purchases or not. This will be a challenge for Bittersweet by Najla Lampung to find strategies to

convince customers to make purchases in e-commerce. One of the ways that Bittersweet by Najla Lampung can do is to try to optimize Shopee and Tokopedia more, such as providing good service, paying attention to the quality of the products being sold and the speed of packaging and shipping products in their e-commerce, thus it is hoped that customers who have made purchases in e-commerce will provide good ratings and reviews, because based on previous research conducted by Setianingsih & Hidayat (2021) proves that a person's trust in buying a product will increase by looking at the ratings and reviews of other users in e-commerce compared to seeing information on social media alone.

3. H3 is proven to have a positive and significant impact, but it can be seen from the research results that indicator X2.9 is still weak compared to other indicators. This proves that Instagram and e-commerce Bittersweet by Najla Lampung do not provide reliable information. If this continues in the future, it will affect the brand image because the loss of trust from customers automatically weakens the company's brand image. One way that can be done is, social media admins and e-commerce can work together to pay attention to the dissemination of information, both information about the latest products or ongoing promos, any information related to each other that is disseminated on social media, for example about products or promos, must be the same as that found in e-commerce so that customers do not hesitate or be confused to make purchases and will foster a sense of trust.

4. H4 is proven to have a positive and significant impact, but it can be seen from the research results that X2.1 is still weak, this proves that Instagram and e-commerce Bittersweet by Najla Lampung are still less active in posting information related to products. In this case the author suggests that Bittersweet by Najla Lampung be more active in posting product information and can also add interesting content about products such as looking for the latest topics after that linking them to Bittersweet by Najla Lampung products and all of that can be made into interesting video content so that customers will be interested in buying and trying

Bittersweet by Najla Lampung products. In addition, for e-commerce, besides having to show interesting photos, companies can also add promos that make customers interested in making purchases through Shopee or Tokopedia.

5. H5 is proven to have a positive and significant impact, but it can be seen from the research results that Z1.3 and Y1.3 have the smallest value. This proves that not all customers can receive information quickly because not everyone is always active on social media and not all customers can also suggest buying Bittersweet by Najla Lampung products through e-commerce. The first thing that must be considered is the vulnerable age of the customer because Bittersweet by Najla Lampung customers do not all come from young people who are active on social media and can accept technology quickly. One way can be done by providing more service to customers by providing clear direction regarding the ordering system and can also make it easier by creating a link that if clicked will be directly directed to the choice of menu variants, how to order or directly directed to shopee and tokopedia that way it will make it easier for someone to make purchases and get information.

The above aspects are expected to be taken into consideration for Bittersweet by Najla Lampung and future researchers to improve their abilities. Future researchers are expected to be able to combine mix method analysis by complementing quantitative and qualitative findings. This will enable a more comprehensive understanding of the complex and dynamic relationships that exist between Electronic Word of Mouth, Social Media Marketing, Brand Image, Purchase intention and the broader social and cultural circumstances in which these phenomena occur

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