The effect of social media marketing, SerQual, eWOM on purchase intention mediated by brand image and brand trust: Evidence from black sweet coffee shop

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CHRONICLE	ABSTRACT
	The research analysis of the study was to determine the influence of Social Media Marketing, Service Quality, and eWOM on Purchase Intention (Black Sweet Coffee Shop) through Brand as mediation. The type of research is quantitative with a case study research design. The implementation of research was carried out in Indonesia, especially in the city of Balikpapan. The subject of the study was a sweet Black Café Consumer who had used sweet Black Products with a sample count of 518 using THE SPSS-SEM Amos 22. The results of this discovery show that there was a direct influence of social media marketing, SerQual, and eWOM on Purchase Intention. The theoretical implication of this study is to find additional knowledge about marketing strategies in the field of SMEs. and integrate marketing and technology capabilities to optimize social media marketing against the purchase intentions of SMEs consumers, especially coffee shop franchises. © 2023 by the authors; licensee Growing Science, Canada.

1. Introduction

Given that technology plays a part in every aspect of human life and daily activities, social media is developing at an accelerated rate. Social media used by users can be used to provide convenience for other users when there is mutually constructive communication (Moghavvemi et al., 2016). The use of social media has become the focus of the community in communicating and spending time viewing available information. Social media includes online communication and collaboration related to online movies (Basuki et al., 2022). Today's society is inseparable from the prominent role of social media, which has been used as a tool to run a business and carry out transactions on an ongoing basis. The part of social media is to provide information on a product and continue with the use of e-wallet technology to process payments (Siagian et al., 2022).

The growth of the world of technology, especially digital technology, is increasing rapidly, especially the use of the internet. This is an answer to the demands of people's needs for an increasing level and quality of life. For people today, the internet supports their mobility in meeting various kinds of needs, ranging from communication needs, access to information, and even shopping needs can currently be obtained through the internet. Indonesia is one of the 20 countries with the most internet users in the world with a penetration rate of 8.561% (liputan6.com, 2021)

Social media in marketing may be regarded as a brand new element of advertising techniques for groups that promote products, services, facts and thoughts via on-line social media (Dahnil et al., 2014). It creates applicable and beneficial content material

for consumers, allowing companies to have higher expectations of patron shopping for behavior (Kim & Ko, 2012). Increase the recognition of branded posts (De Vries et al., 2012) patron (Michaelidou et al., 2011). Marketing activities through social media are widely used by SMEs in Indonesia, one of which is the sweet black coffee shop. The sweet black coffee shop utilizes social media marketing as a form to improve brand image and brand trust to get customers' purchase intentions (PI).

Researchers have revealed that the right use of social media marketing (SMM) can improve the BI (brand image) and buying interest of consumers (Moslehpour et al., 2020). Currently, business actors are trying to improve their brand image through various media with a focus on creating a great brand image and perceived value to increase purchase intent (Ameyaw et al., 2021). In increasing value, in customers, consumer trust and buying intentions play a role about the company's image (Yu et al., 2021), so that building trust relationship becomes something important to influence behavior on purchase intentions (Yen & Chiang, 2021), This is what reinforces that SMM to be applied in increasing customer buying intentions and brands can be a mediating variable in this study. Research by Gautam and Sharma (2017) states that Social Media in Marketing and Consumer Relations buying intentions provides value to customers to make decisions in buying, Business activities in general in management functions are grouped into marketing, human resources, financial and operational activities. So, there are gaps that need to be followed up in this study.

2. Literature review and hypothesis

2.1 Effect of SMM on PI

According to Gautam and Sharma (2017), customers relationships related to social media marketing and consumer purchase intent provide value to customers to make decisions buying, in its practice SMMA has a strong influence and direct impact on customer buying intentions, (Aji et al., 2020), currently, to maintain marketing activities SMEs need a digital market as a strategy in customer engagement and purchase intentions (Bismo et al., 2019).

H₁: *SMM marketing has a positive effect on PI.*

2.2 Effect of Service Quality on PI

Higher standard of services provided by sellers to buyers further increases the buying interest by customers. According to Chongsanguan (2017), SerQual feels greatly affects customers whereas the perceived quality of service affects positively and significantly the purchase intention (Ahmad & Zhang, 2020). Support for good service quality from business actors will cause the occurrence of customer buying intentions (Khatoon et al., 2020). Any perceived value in the quality of a product's services greatly impacts purchase intentions (Wei, 2021), with a quality reputation given with good standards, will affect consumers' purchasing intentions (Qalati et al., 2021).

H₂: *Service Quality has a positive effect on PI.*

2.3 Effect of eWOM on Purchase Intention

Research by Pradesh (2018) states eWOM has the greatest impact on purchase intent, so Marketers shouldn't avoid the impact of eWOM since what consumers feel influences their purchase intentions. EWOM is positively correlated with fashion engagement, belonging, trust, attachment strength, and information influence to buy interest so that what is conveyed by consumers becomes a valuable note to always be followed up (Bilal et al., 2021). Pandemic conditions have caused many consumers to switch to an online purchase system, eWOM is one of the ways others assess products during Pandemics and their role in their prediction buying intentions is quite high (Meng et al., 2021).

H₃: *eWOM has a positive effect on PI.*

2.4 The Influence of SMM on BI

Research by Moslehpour (2020), marketing using Social Media affects brands, where Marketing sports play a critical position in constructing image (Fiaz et al., 2019; Zhang, 2019) with Social media in marketing influences brand image, explained great power (BİLGİN, 2018).

H₄: *SMM has a positive effect on BI.*

2.5 The Influence of SMM on BT

Ebrahim (2020) stated the role of trust in brands in guiding to measure the effectiveness of SMM, where BT shows a significant effect (Ibrahim et al., 2021; Moslehpour et al., 2020; Zhang et al., 2019; Aji et al., 2020).

H₅: *SMM has a positive effect on BT.*

2.6 The Effect of SerQual on BI

The quality of services provided by business actors has a stronger effect on the brand image (Dam & Dam, 2021; Kurniawan & Sidharta, 2016) in social enterprises, the most important points that make consumers uneasy. That is by using quality service with moderation factors for social missions about the brand image (Lin et al., 2021), so that only great services and different clients play a critical position in shaping the emblem picture within the minds of eating place guests (Erkmen & Hancer, 2019).

H₆: *SerQual has a positive effect on BI.*

2.7 Effect of SerQual on BT

According to Boonlertvanich (2019) and Najib and Sosianika (2019), the quality of the donation process is influential in achieving donor satisfaction and strengthening trust.

H₇: *SerQual has a positive effect on BT.*

2.8 The Effect of eWOM on BI

According to Cheung et al. (2019), Evgeniy et al. (2019) and Farzin and Fattahi (2018), marketers must emphasize on profitable eWOM communication to improve brand image. When better communication is established, the brand image looks better (Kala & Chaubey, 2018), Business actors must be able to communicate well because eWOM has a large positive impact on brand image (Elseidi & El-Baz, 2016; Rahman, 2020).

H₈: *eWOM has a positive effect on BI.*

2.9 The Effect of eWOM on BT

In line with Seifert (2020), brand-related eWOM can change the brand trust and influence consumers, (Seo et al., 2020; Bulut & Karabulut, 2018) and eWOM has a positive effect and causes trust if the information conveyed is by the conditions (Mohammed Abubakar, 2016), where the negative comments that often appear refer to fashion presentations which lead to a significant decrease in trust in a product (Kumar et al., 2017).

H₉: *eWOM has a positive effect on BT.*

2.10 The Influence of BI on BT

Brand photo and logo trust, the early degrees of the branding process, play a critical function in buying decisions (Kim & Chao, 2019; Kashyap & Chaudhary, 2019), brand image greatly influences Brand belief, the connection among logo belief and sturdy logo loyalty (Chinomona, 2016; Chen-Yu et al., 2016).

H₁₀: *BI has a positive effect on the BT.*

2.11 The Influence of BI on PI

By research of Purwanto (2021) BI, halal certification, fitness motives and perceived price have a massive wonderful impact purchasing intentions, besides that the brand image of a hotel can cause the trust aspect to increase and affect consumers' purchase intentions to stay (Shin & Choi, 2021; putri s, 2021).

H₁₁: *BI has a positive effect on the PI.*

2.12 Effect of Brand Trust on Purchase Intention

According to Moslehpour (2020), BT has an effect on consumer purchase intentions, influencer trust, attractiveness and similarity to followers and further influence purchase intent (Lou & Yuan, 2019; Kim & Kim, 2021; Qalati, 2021).

H₁₂: *BT has a positive effect on the PI.*

3. Method and Analysis

Quantitative research and purposive sampling techniques are used in this study. Survey targets the number of consumers of black sweet coffee shops who have followed the Black sweet coffee shop Instagram and have used their products at least 3 times. A total of 824 respondents have answered questionnaires that have been distributed in the form of online questionnaires and as many as 518 respondents can be used for research the rest are omitted from the analysis.

This questionnaire uses a Likert scale of 1-5 consisting of options. The Questionnaire validity test analysis includes the validity of items intended to measure the accuracy of an item in the questionnaire and whether it is correct in measuring what is being measured. To determine whether an item is feasible or not, namely by testing the significant correlation coefficient of 0.05, an item is said to be valid if it correlates significantly with the total score of the item. Reliability testing is used to determine the durability of meters. Is the meter being used reliable and consistent with repeated measurements? A commonly used reliability technique is Cronbach's alpha (0.60).

3.1 Respondent Demographics

Table 1 presents the respondent demographics. Frequency evaluation carried out the use of this system IBM SPSS Statistics 22.0. Of the 518 respondents, 307 (59.3%) were women, slightly more than 307 men (40.7%). In terms of work, most of them worked as students with 200 respondents (38.6%), private (145.28%), others (109.21%), students (53, 10.2%), and civil servants (11, 2.1%). As for age, most were aged 15-25 with 464 respondents (89.6%), followed by those aged 26-35 (45. 8.7%), ages 36-50 (7.21.8%), aged >50 (2. 0.2%).

Table 1
Demographics of Respondents

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
	Man	211	40.7	40.7	40.7
Valid	Woman	307	59.3	59.3	100.0
	Total	518	100.0	100.0	
	Education	Frequency	Percent	Valid Percent	Cumulative Percent
	Other	109	21.0	21.0	21.0
	Students	200	38.6	38.6	59.7
Valid	Student	53	10.2	10.2	69.9
	Civil servants	11	2.1	2.1	72.0
	Private	145	28.0	28.0	100.0
	Total	518	100.0	100.0	
	Age	Frequency	Percent	Valid Percent	Cumulative Percent
	> 50	2	.4	.4	.4
	15-25	464	89.6	89.6	90.0
Valid	26-35	45	8.7	8.7	98.6
	36-50	7	1.4	1.4	100.0
	Total	518	100.0	100.0	

3.2 Descriptive analysis and reliability of the questionnaire

Table 2 presents variance, correction, and reliability of the measures performed in IBM SPSS Statistics 22.0. Item reliability was rated based on 0.6 was considered acceptable in this study (Cronbach, 1951). In Social Media Marketing (SMM) for Black Coffee Shop, Cronbach has an overall alpha score of 0.924. Respondents showed that social media marketing on Instagram both in Context, Communication, Collaboration, and Connection is very representative of a sweet black coffee shop. The reliability of each item which is a Service Quality to Purchase Intention at the black sweet coffee shop is also appropriate at 0.918, this shows that SerQual is good in Tangible, Empathy, Reliability, Responsiveness, and Assurance carried out by the black sweet coffee shop as expected by the customer. The reliability of the eWOM was also at a level corresponding to Cronbach's alpha value of 0.915, indicating that respondents generally talked about sweet black coffee shops positively on Instagram. Brand Image reliability is at Cronbach's alpha value of 0.917, indicating that respondents understand the image that comes to mind about a black sweet coffee shop well. The reliability of the Brand Trust corresponds to Cronbach's alpha value of 0.916, indicating that respondents understand the trust in the black sweet coffee shop brand well. Purchase Intention reliability corresponds to Cronbach's alpha value of 0.913, indicating that respondents had purchase intentions at the sweet black coffee shop.

Table 2
Cronbach's Alpha

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Cor-relation	Cronbach's Alpha if Item Deleted
X11	90.4300	76.551	.245	.924
X12	90.4800	76.495	.234	.924
X13	90.5700	76.005	.256	.924
X14	90.4200	77.398	.167	.925
X21	90.5400	74.493	.594	.918
X22	90.5800	73.579	.626	.917
X23	90.5200	74.676	.534	.919
X24	90.5500	73.523	.613	.917
X25	90.5800	74.327	.618	.917
X31	90.8400	71.186	.706	.915
X32	90.8600	70.324	.735	.914
X33	90.6800	72.381	.696	.916
X34	91.6200	68.763	.399	.932
Z11	90.7400	72.578	.645	.916
Z12	90.6500	73.785	.587	.918
Z13	90.6900	73.287	.631	.917
Z21	90.5900	73.901	.681	.917
Z22	90.6900	71.428	.698	.915
Z23	90.6600	72.772	.660	.916
Y11	90.7000	71.848	.864	.914
Y12	90.6400	71.081	.878	.913
Y13	90.7300	70.280	.845	.913
Y14	90.6200	71.288	.864	.913

3.3 Exploratory factor analysis

Exploratory Factor analysis for variables (SSM, SQ, eWOM) on (PI) mediated by Variables (BI, BT) in the Black Manis coffee shop using products from processed coffee beans reflects the relationship between variables based on previous research in influencing consumers' buying interest. Therefore, it is necessary to verify the variables studied by using, (EFA) performed using the program SPSS 22.0. EFA is performed by KMO. The KMO score was 0.928 and the Bartlett test at p level < 0.001. Bartlett's circularity test (p<0.05) for EFA agreement (Williams et al., 2010). Results are given in Table 3.

Table 3
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.928
Bartlett's Test of Sphericity	Approx. Chi-Square	17.295.688
	Df	406
	Sig.	.000

3.4 Goodness of Fit

Table 4 that a full model test is performed to see how well the built model meets the goodness-of-fit criteria.

Table 4
Good of Fit

Criterion	Cut of Value	Result	Evaluation
Chi-Square	With df : 516 p ; 5% = 596.953	373.932	Good
Probability	≥0.05	0.000	Marginal
CMIN/DF	<2.00	1.927	Good
GFI	≥0.90	0.941	Good
AGFI	≥0.90	0.923	Good
TLI	≥0.95	0.978	Good
Cfi	≥0.95	0.981	Good
RMSEA	≤0.08	0.042	Good

3.5 Structural model and hypotheses testing

Hypothesis testing directly against Purchase Intention confirm that the variables Social media marketing (β = 0.222, p < 0.05), Service Quality (β = 0.153, p < 0.05), eWOM (β = 0.275, p < 0.05), Brand Image (β = 0.342, p < 0.05) and Brand Trust (β = 0.208, p < 0.05) are all supported. The effect of mediation on brand image, namely Variable Social media marketing (β = 0.019, p > 0.05) is rejected, while Service Quality (β = 0.406, p < 0.05) and eWom (β = 0.596, p < 0.05) is supported. The effect of mediation on Brand Trust, namely Variable Social media marketing (β = 0.367, p < 0.05), Service Quality (β = 0.175, p < 0.05), eWOM (β = 0.244, p < 0.05), Brand Image (β = 0.328, p < 0.05) are all supported.
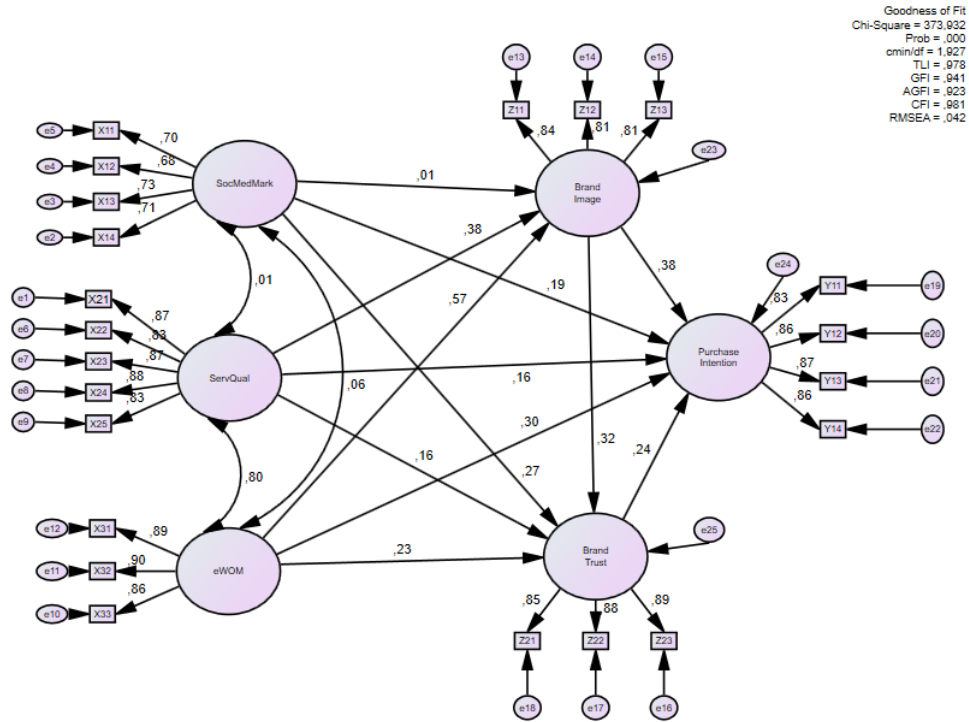

Fig. 1. Results of structural equation modeling

Table 5
Results of hypothesis testing

			Estimate	S.E.	C.R.	P
Bi	←	SSM	0,019	0,04	0,466	0,641
Bi	←	Sq	0,406	0,059	6,893	***
Bi	←	eWOM	0,596	0,059	10,024	***
Bt	←	Smm	0,367	0,055	6,633	***
Bt	←	Sq	0,175	0,086	2,023	0,043
Bt	←	eWOM	0,244	0,104	2,348	0,019
Bt	←	Bi	0,328	0,118	2,786	0,005
Pi	←	SSM	0,222	0,024	9,435	***
Pi	←	Sq	0,153	0,031	4,882	***
Pi	←	eWOM	0,275	0,039	7,104	***
Pi	←	Bi	0,342	0,046	7,357	***
Pi	←	Bt	0,208	0,022	9,631	***

4. Discussion

4.1 The Influence of SMM on PI

In this survey, we have a found positive and significant effect of Social Media Marketing on purchase intent (CR = 9.435 p = .000). This means Ho is rejected and Ha is accepted and the results are consistent with Moslehpour et al. (2020). Business actors must understand aspects of SMM have the most direct impact on consumers' buying intentions, strong marketing through Social Media strategies and Perception Values has a strong impact on Buying Intentions (Hansopaheluwakan & Kristiyanto, 2020). Also SMMA activities have positive influence on purchase intentions (Zhang et al., 2019), Marketing activities carried out through social media will significantly affect purchase intentions and brand loyalty for customers (Laksamana, 2018).

4.2 Effect of SerQual on PI

The results also found positive and significant effect of SerQual on purchase intent (CR = 4.822, p = .000). This means Ho is rejected and Ha is accepted (Khatoon et al., 2020). Support for good service quality from business actors will cause the occurrence of customer purchase intentions, any perceived value on the quality of service of a product greatly impacts the purchase intention (Wei, 2021), with a reputation for quality provided with good standards will affect consumers' buying intentions (Qalati et al., 2021). In addition, the quality of service can also negatively affect purchasing intentions but is not significant when the reality provided is not as expected (Maslim & Pasaribu, 2021).

4.3 Effect of eWOM on Purchase Intention

The results indicate positive and significant correlation between eWOM and purchase intent (CR = 7.104, p = .000). This means Ho is rejected and Ha is accepted. The research of Pradesh (2018) states eWOM has the greatest impact on purchase intent, so marketers should not avoid eWOM's influence because what consumers feel will have an impact on other buying interests (Bilal et al., 2021). Pandemic conditions have caused many consumers to switch to an online purchase system (Meng et al., 2021).

4.4 The influence of SMM on BI

The results have also indicated that there was a positive and significant correlation between SMM and BI (CR = .466, p = .641). It means Ho is accepted and Ha is rejected. According to Dulek and Saydan (2019) and Rouzfarakh et al. (2022), social media ad awareness has no effect on brand image.

4.5 The Influence of SMM on BT

Our survey found a positive and significant correlation between Social media marketing and Brand Trust (CR = 6.633, p = .000). This means Ho is rejected and Ha is accepted. According to Moslehpour et al. (2020) consumer trust is influential through the dimensions of Social media marketing, online collaboration activities with websites built by business actors are very useful in brand trust (Tatar & Eren-Erdoğmuş, 2016; Zhang, 2019; Aji, 2020).

4.6 The Effect of SerQual on Brand Image

The survey has found positive and significant correlation between SerQual and Brand Image (CR = 6.893, p = .000). This means Ho is rejected and Ha is accepted which is consistent with the results of Wijaya (2020), Hsieh (2018) and Altaf (2018). The quality of service in the health sector should create a brand image so that customers would visit back to get good service.

4.7 Effect of Service Quality on Brand Trust

Our survey has indicated that there was a positive and significant relationship between SerQual and Brand Trust (CR = 2.023, p = .043). This means Ho is rejected and Ha is accepted and the results is supported by Setiawan et al. (2020), Rahman et al. (2020), Edhie Budi Setiawana et al. (2020) and Pham et al. (2020). The quality of e-learning services has a positive relationship with the e-Brand Trust factor.

4.8 The Effect of eWOM on BI

Found something positive and significant correlation eWOM on Brand Image with results (CR = 10,024, p = .000). This means Ho is rejected and Ha is accepted. The results are consistent with Elseidi and El-Baz (2016) and Rahman (2020) which means business actors must be able to communicate well because of the eWOM effect on brand image.

4.9 The Effect of eWOM on Brand Trust

Our survey has indicated that there was a positive and significant correlation between eWOM and Brand Trust (CR = 2.348, p = .019). This means Ho is rejected and Ha is accepted. The results are also confirmed by Matute Vallejo et al. (2015), which indicate that the quality of eWOM also indirectly affects repurchase intentions through trust in online vendors so that good communication and accurate information have enough impact on subsequent activities, eWOM is also positively related to destination trust, especially in the male gender (Mohammed Abubakar, 2016).

4.10 The Influence of BI on BT

The results of our study have also indicated that there was a positive and significant relationship between Brand Image and Brand Trust (CR = 2.786, p = 0.005). This means Ha is accepted and Ho us rejected (Propheto et al., 2020; Benhardy et al. 2020).

4.11 The Influence of BI on PI

Our study has concluded that there was a positive and significant correlation between SMM and BI (CR = 7.357, p = .000). This means Ho is rejected and Ha is accepted. According to Ameyaw et al. (2021) currently business actors are trying to improve their brand image through various media by focusing on creating purchase intentions, so that Brand Image affects Purchase Intention (Perlambang & Susanto, 2021; Hien et al., 2020).

4.12 The Effect of BT on PI

The results have indicated that there was a positive and significant correlation between Brand trust and Purchase Intent (CR = 9.631, p = .000). This means Ho is rejected and Ha is accepted (Harrigan et al., 2021; Furner et al., 2021). Therefore, The level of trust built on brands and Social Media channels affects purchase intentions.

5. Conclusion

Data in analysis have shown that Social media marketing, SerQual, eWom, Brand trust, Brand Image, and all have a direct effect on purchase intent in black sweet coffee shops and, in mediation, all variables affect except social media marketing to Brand Image. The theoretical implication of study is to find additional knowledge about marketing strategies and integrate marketing capabilities and technology in social media marketing to the purchase intentions of SME consumers, especially coffee shop franchises. Further research can develop and use other research methods and objects, for example exploring consumer behavior in making online purchase decisions in Balikpapan, Indonesia. Thus, it will produce broader information and discussion about the proper use of social media.

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