

THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND EQUITY AND PURCHASE INTENTION (STUDY OF SILUNGKANG RESTAURANT INSTAGRAM FOLLOWERS)

Ilham Surya Vendri¹, Ratni Prima Lita^{2*}, Verinita³

^{1,2,3}Universitas Andalas

*ratniprimalita@eb.unand.ac.id

ABSTRACT

This research aims to analyze the influence of social media marketing activities on brand equity and purchase intention (study on Instagram followers of Silungkang Restaurant). This explanatory research uses a survey, explanatory survey with a quantitative approach. Data collection on 250 Instagram followers of Silungkang Restaurant who were interested in buying food at Silungkang Restaurant was carried out using a purposive sampling technique. The data was then analyzed using Structural Equation Modeling - Partial Least Square (SEM-PLS). The research results show that social media marketing activities have a significant effect on brand equity. Brand equity has a significant effect on purchase intention, social media marketing activities have a significant effect on purchase intention, and social media marketing activities have a significant effect on purchase intention with brand equity as a mediating variable.

Keywords: *social media marketing activities, brand equity, purchase intention*

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INTRODUCTION

Social media has an important role in marketing company products or services. Social media has made traditional methods of searching for information and purchasing goods no longer relevant and has resulted in new social and economic consequences. In today's digital era, companies need to adopt social media-related activities to build new ways of interacting with customers. Marketing activities on social media are one of the company's strategies and the value contained can be conveyed to customers. The efficiency of social media has attracted many companies to increase performance and revenue through social media. The current development of social media allows companies or business owners to market their products or services with a new approach, namely social media marketing activities (Zia et al., 2022).

Social media marketing activities are now an important part of business marketing strategies, including restaurant businesses. According to (Kim & Ko, 2012) social media provides great opportunities for businesses to interact with consumers directly and promote products or services effectively. In today's digital era, social media is a very effective means of connecting businesses with consumers and building long-term, sustainable relationships.

Social media marketing increases trust and brand loyalty for a company and also makes it easier for consumers to get information about the company's products. Apart from that, social media marketing is used to build brand equity by companies. Brand equity is the added value given to products or services offered to consumers. This added value can influence thoughts, feelings, and actions towards the brand. The higher the brand equity, the higher the brand value in terms of price, market share, and profits that will be obtained (Almestarihi et al., 2021).

Brand equity can help create a positive image and influence consumer purchasing decisions. When consumers have a good perception of a company's brand or product, they tend to prefer to buy that product and recommend it to others. In the long term, this can increase consumer

loyalty and increase company sales (Ali & Muqadas, 2015). Social media marketing can influence the level of brand equity with interesting and unique content. Interesting and unique content will have a positive influence on brand equity. Consumers will remember the brand with unique values that differentiate it from other brands. Thus, it can increase consumer loyalty to the brand (Karman, 2015).

Consumers usually use purchase intent to analyze their behavior. Before making a purchase, consumers will look for information about the product for consideration (Kumar et al., 2020). Purchase intention is a process where consumers evaluate their interest and inclination towards a brand or product, as well as their willingness to buy that product (Rijitha R, 2021).

Research conducted by (Sağtaş, 2022) found that social media marketing had a positive influence on brand equity and purchase intention. (Prameswari & Giri, 2022) obtained research results showing that social media marketing activities influence the formation of brand awareness and brand image which can become the basis of a company's brand equity and subsequently influence purchase intention.

The results of research by (Zarei et al., 2021) show that marketing activities on social media have a significant positive effect on brand equity and customer response. Then flow theory significantly moderates the impact of marketing activities on social media on brand equity and customer response. Furthermore, brand equity also influences customer responses in this research, at the same time marketing activities on social media have a positive and significant effect on customer responses through the mediation of brand equity. (Seo & Park, 2018) found that trend is the most important component of SMMA, and SMMA has a significant influence on brand awareness and brand image. In addition, the results show that brand awareness significantly influences commitment and brand image influences electronic word of mouth and commitment. Therefore, researchers are interested in conducting research that examines the influence of social media marketing activities on brand equity and purchase intention at Silungkang Restaurant which has carried out social media marketing, especially on Instagram.

Silungkang Restaurant is one business that can utilize social media marketing activities to increase brand equity and attract new customers. With social media, restaurants can introduce new menus, hold promotions, and share photos of food to attract consumers' attention. Apart from that, social media also allows restaurants to get feedback from consumers regarding service and food quality. By utilizing social media marketing activities appropriately, restaurants can build a positive image in the eyes of consumers and increase customer loyalty. Therefore, it is important to research social media marketing activities in restaurants to increase marketing effectiveness and business competitiveness in this digital era.

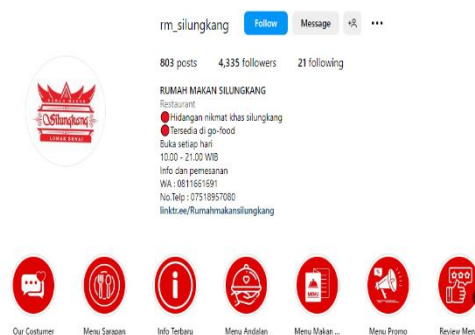


Figure 1 Silungkang Restaurant Instagram

It can be seen here that the Silungkang restaurant has carried out social media marketing activities well starting from the end of 2020 and has gained 4,335 followers from its activities to reach consumers.

Silungkang Restaurant is located on Jalan Sawahan Timur in front of PT KAI Padang. What makes this restaurant unique is Silungkang's culinary specialties which are served in a distinctive way, such as the jengkol hotplate menu which until now is the mainstay menu of Silungkang Restaurant. This provides a distinct advantage compared to its competitors in the region. However, Silungkang's excellence does not only lie in the food served. This restaurant also has the Silungkang Playground, which is a children's play area with a Sharia playground concept, so when we want to buy food while bringing the family, the children can be entrusted to play at the Silungkang playground. Apart from that, facilities like this can also attract tourists to return to Silungkang Restaurant on their next visit.

Silungkang Restaurant is a relatively new restaurant in the city of Padang which opened at the end of 2018. Therefore, as a restaurant owner, you must be able to compete in the face of increasingly fierce competition in the restaurant market in the city of Padang. Currently, competitors have built a positive image in the eyes of consumers because they were established before Silungkang Restaurant. Therefore, to be able to win this competition, researchers are interested in investigating the extent of the role of social media marketing activities in consumer interest in buying at Silungkang Restaurant.

METHOD

The type of research used in this research is explanatory research. Meanwhile, the research method is an explanatory survey that prioritizes quantitative methods. This research uses hypothesis testing. The method used is a quantitative method using a survey method (Sekaran & Bougie, 2016).

Population is the whole or generalization of groups of people, as well as events and other interesting things that researchers will carry out research or investigations (Sekaran & Bougie, 2016). The research population was all Instagram followers of Rumah Makan Silungkang who were interested in buying food at Rumah Makan Silungkang. The sample is a part of the population. The sample consists of several members selected from the population (Sekaran & Bougie, 2016).

Samples were obtained using the formula (Hair et al., 2010) states that a study is considered representative if the number of samples used is as many as the number of indicators multiplied by 5-10 or a minimum of 100 (one hundred) samples or respondents. In this research, the number of indicators is 25 so $25 \times 10 = 250$. So the sample is 250 Instagram followers of Silungkang Restaurant who are interested in buying food at Silungkang Restaurant.

The sampling technique used was purposive sampling. The sampling technique used is purposive sampling, where each element of the population does not have the same opportunity and sampling is limited to certain types of people with criteria that suit the author's needs (Sekaran & Bougie, 2016). The characteristics of respondents in this study were determined using the following criteria:

1. Know or know the Silungkang Restaurant brand
2. Follow Instagram from Silungkang Restaurant

3. Be at least 17 years old to know and understand social media marketing and be able to select information
4. Have you ever shopped at Silungkang Restaurant?

This research distributed questionnaires to research participants via offline questionnaires (Sekaran & Bougie, 2016). This research was carried out using a paper questionnaire where every visitor to the Silungkang Restaurant who was met was given a questionnaire to fill in the questionnaire. Measurements in the questionnaire use a Likert scale. The data analysis method uses Structural Equation Modeling - Partial Least Square (SEM-PLS) which is divided into two parts. The first measurement model (outer model) consists of the first 3 steps of the convergent validity test which is obtained by looking at the correlation between the item scores and the construct scores. An individual indicator is declared valid if it has a correlation value (outer loading) above or greater than 0.70 and AVE > 0.50. Furthermore, if the AVE value is > 0.50 then outer loading can use a value > 0.50 (Hair et al., 2014). The two discriminant validity tests are assessed using a comparison of the square root of the AVE value for each variable with the relationship between the variable and other variables in the model. Another condition is that if the AVE square root value for each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have good discriminant validity values. Where the AVE value must be greater than 0.50 (Hair et al., 2014). The three construct reliability tests use two assessments in the form of composite reliability and Cronbach alpha from the indicator block that measures the construct. Furthermore, to declare a construct reliable, it can be seen from the composite reliability and Cronbach alpha values which are above 0.70 (Hair et al., 2014). The second part is a structural model (inner model) whose measurement uses R-square to assess the ability of exogenous variables to explain endogenous variables and at the same time in this model, the results of hypothesis testing are obtained. Hypothesis results are declared acceptable when using the provisions for two-tailed hypothesis results (2-way hypothesis) with the provisions being a large t-statistic value from the t-table value (1.96) for a degree of significance of 0.05 (Hair et al., 2014).

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this research were 250 Instagram followers of Silungkang Restaurant who were interested in buying food at Silungkang Restaurant. Respondents who participated in this research were grouped into several categories, namely:

Table 1. Characteristics of Respondents

Information	Frequency (people)	Percentage (%)
How often did you shop during the last 3 months?		
1 - 3 times	224	89.6
4 - 6 times	17	6.8
7 - 9 times	9	3.6
Gender		
Male	161	64.4

Female	89	35.6
Age		
17 s/d 23 years	12	4.8
24 s/d 30 years	88	35.2
31 s/d 37 years	87	34.8
> 37 years	63	25.2
Last education		
High School	77	30.8
Diploma	49	19.6
Undergraduate (S1)	85	34.0
Postgraduate (S2)	33	13.2
Doctorate (S3)	6	2.4
Occupation		
Lecturer	17	6.8
Housewife	21	8.4
Others	8	3.2
Student/Collagers	12	4.8
Trader	21	8.4
Employee BUMN/ BUMD	32	12.8
Civil Servant	46	18.4
PNS	33	13.2
TNI/POLRI	21	8.4
Self-Employment	39	15.6
Average Income Per Month		
< 1.500.000	12	4.8
1.500.000 - 4.000.000	122	48.8
4.100.000 - 6.500.000	86	34.4
6.600.000 - 9.000.000	30	12.0
n = 250		

Source: Results of primary data processing (2022)

Testing Research Instruments

Measurement Model (Outer Model)

Convergent Validity Test

Convergent validity values are obtained by looking at the correlation between item scores and construct scores. An individual indicator is declared valid if it has a correlation value (outer loading) above or greater than 0.70 and AVE > 0.50. Furthermore, if the AVE value is > 0.50 then outer loading can use a value > 0.50 (Hair et al., 2014). Apart from that, individual indicators are declared valid when they have a correlation value above or greater than 0.70. However, in the research development stage, large correlation values from 0.50 to 0.60 are still acceptable (Ghozali, 2014). The following are the results of the convergent validity test which are seen based on the Outer Loading and AVE values in Table 2

Table 2 Output Outer Loading and AVE

Variable	Indicator Item	Outer Loading	AVE
Brand Equity	BE1	0,942	0,907
	BE2	0,965	
	BE3	0,961	
	BE4	0,950	
	BE5	0,930	
	BE6	0,965	
Purchase Intention	PI1	0,958	0,886
	PI2	0,958	
	PI3	0,936	
	PI4	0,911	
Social Media Marketing Activities	SMMA1	0,900	0,774
	SMMA10	0,914	
	SMMA11	0,740	
	SMMA12	0,948	
	SMMA13	0,946	
	SMMA14	0,782	
	SMMA15	0,701	
	SMMA2	0,837	
	SMMA3	0,928	
	SMMA4	0,939	
	SMMA5	0,926	
	SMMA6	0,904	
	SMMA7	0,915	
SMMA8	0,927		
SMMA9	0,842		

Based on Table 2, it can be seen that the AVE value for all variables used in the form of social media marketing activities, brand equity, and purchase intention is > 0.50 . then if we refer to the outer loading value used of 0.50 by the theory put forward by Hair et al., (2014) that if the AVE value is > 0.50 then the outer loading can use a value > 0.50 , then all statement items on all variables used in the form of social media marketing activities, brand equity and purchase intention have met the requirements where the outer loading value for each statement item is > 0.50 , so that all statement items are declared completely valid so that they can proceed to the next stage, namely the discriminant validity test.

Discriminant Validity Test

The method used to assess discriminant validity is by comparing the square root of the AVE value for each variable with the relationship between the variable and other variables in the model. The condition is that if the AVE square root value for each construct is greater than the

correlation value between the construct and other constructs in the model, then it is said to have good discriminant validity values (Hair et al., 2014).

Table 3 Discriminant Validity Test Results Using Square Root AVE Seen in Fornell – Larcker Criterium Test Results

	BE	PI	SMMA
BE	0,952		
PI	0,909	0,941	
SMMA	0,853	0,865	0,880

Note: BE = Brand Equity, PI = Purchase Intention, SMMA = Social Media Marketing Activities

Table 3 shows that the AVE root value for each variable consisting of social media marketing activities, brand equity, and purchase intention variables is greater than the correlation between the variable and other variables, so it is said to have good discriminant validity values. This means that the discriminant validity test is declared valid.

Construct Reliability Test

Measuring construct reliability can use two assessments in the form of composite reliability and Cronbach alpha from the indicator block that measures the construct. Furthermore, to declare a construct reliable, it can be seen from the composite reliability and Cronbach alpha values which are above 0.70 (Hair et al., 2014).

Table 4 Results of Cronbach's Alpha and Composite Reliability Testing

	CA	CR
BE	0,979	0,983
PI	0,957	0,969
SMMA	0,979	0,981

Type CA = Cronbach's Alpha, CR = Composite Reliability

Table 4 above, shows that all variables in the form of social media marketing activities, brand equity, and purchase intention have Cronbach's Alpha and composite reliability values greater than 0.70, which shows that all variables are declared reliable.

Structural Model Testing (Inner model) and Hypothesis

R-Square Valuation

The R-squares value is used to assess the ability of the independent latent variable to explain whether the dependent latent variable has substantive explanatory ability (Hair et al., 2014).

Table 5 R Square Assessment

	R Square
Brand Equity	0,728
Purchase Intention	0,855

From Table 5 it can be seen that the R-Square value for the brand equity variable has an R-Square value of 0.728. This value shows that 72.8% of the brand equity variable can be explained by the social media marketing activities variable, while the remaining 27.2% is influenced by other variables not explained in this research.

The purchase intention variable has an R-squared value of 0.855. This value shows that 85.5% of the purchase intention variable can be explained by the social media marketing activities and brand equity variables, while the remaining 14.5% is influenced by other variables not explained in this research.

Hypothesis test

Hypothesis results are declared acceptable when using the provisions for two-tailed hypothesis results (2-way hypothesis) with the provisions being a large t-statistic value from the t-table value (1.96) for a degree of significance of 0.05 (Hair et al., 2014). The results of hypothesis testing are divided into two parts, namely the direct influence (path coefficient). Then, indirect effect analysis is used to see whether brand equity mediates (intervenes) the influence of social media marketing activities on purchase intention at Rumah Makan Silungkang among Instagram followers of Rumah Makan Silungkang. The results of hypothesis testing in this research can be seen as follows:

Table 6 Path Coefficient Results and Indirect Effect Results

	O	M	STDEV	T Statistics	P V
H1) SMMA -> BE	0,853	0,854	0,024	35,182	0,000
(H2) BE -> PI	0,630	0,631	0,057	10,988	0,000
(H3) SMMA -> PI	0,327	0,325	0,056	5,794	0,000
(H4) SMMA -> BE -> PI	0,538	0,539	0,053	10,228	0,000

Note: O = Original Sample, M = Sample Mean, STDEV = Standard Deviation, P V= P Values

The Influence of Social Media Marketing Activities on Brand Equity

Based on the results of testing the first hypothesis, show that social media marketing activities have a significant influence on the Silungkang Restaurant brand equity among Silungkang Restaurant's Instagram followers, this can be seen from the t-statistics value of 35.182 > 1.96 and the p-value of 0.000 < 0.05, then hypothesis 1 in this study is accepted.

This shows that the better the assessment of Instagram followers of Rumah Makan Silungkang who are interested in buying food at Rumah Makan Silungkang, which is the sample in this research, the social media marketing activities carried out by Rumah Makan Silungkang will influence the brand equity of Rumah Makan Silungkang, which during social media marketing activities increases, then in line with that the Silungkang Restaurant brand equity will also increase.

Social media marketing activities show an influence on the brand equity of Silungkang Restaurant as seen in the brand awareness dimension, where the Instagram followers sampled in this study know the brand of this restaurant, know about the characteristics of this restaurant, and the logo of this restaurant is always known to them. Researchers found that each indicator

of the brand awareness dimension statement was dominated by strongly agreed answers. This explains that the majority of Instagram followers sampled in this study strongly agree that their assessment of their brand awareness of the Silungkang Restaurant brand is very good. This is because they know the brand of this restaurant and also know about the characteristics of this restaurant, namely that it serves a typical Silungkang food menu and are familiar with the logo of the restaurant, as proven by the majority of them being able to recognize the logo of this restaurant very well.

The Instagram followers who were the sample in this study all knew or were familiar with the Silungkang Restaurant brand. However, the brand image of Silungkang Restaurant in terms of this restaurant being a leader in this industry, followers have impressive memories of this restaurant and this restaurant is customer-centered which is not optimal because there are still respondents who answered neutral and disagreed. This is because some respondents think that this restaurant is not a leader in the restaurant industry because there are still other restaurants that have a quality that compete with this restaurant, apart from that, even though the respondents' memories are impressive about restaurants that serve typical Silungkang food, basically the food menu which is served almost the same as other restaurants, the difference is that it has the characteristic longkang.

Furthermore, on Silungkang Restaurant's Instagram social media, the second brand equity assessment using brand awareness and brand image will be a place for displaying comments, testimonials, and consumer reviews as well as hashtags related to this matter, which will then be what is displayed on Instagram social media, which will be taken into consideration by consumers in determining the brand equity towards Silungkang Restaurant.

The main characteristic of social media is the production and consumption of content that occurs without time and location restrictions. This shows that social media, through active consumer participation, has a greater impact on the way consumers behave or think about a brand than one-sided communication led by the company (Aji et al., 2020). When consumers are motivated to use hashtags on social media, it is likely to have a positive effect on customer participation and Brand Equity (Chae et al., 2015)

What makes social media unique in marketing is that it is a user-based platform. People can create, and express their thoughts on social media. This allows users to become active participants in the communication process. Customers are more engaged with brands because they can provide feedback to the company and create brand engagement with the company (Godey et al., 2016; Kim & Ko, 2012).

The company's active participation in social media is a marketing activity to develop real relationships with customers and increase organizational profits, so the company's social media activities are expected to have a positive effect on brand equity and purchase intentions (Godey et al., 2016);(Kim & Ko, 2012)

The results of this research are supported by research conducted (Kim & Ko, 2012) studying the influence of social media marketing activities in luxury brands on customer equity and found that social media marketing activities have a significant effect on brand equity value. Several other studies also found the same thing where marketing in social media had a positive and significant effect on brand equity (brand image & and brand awareness)) (Zarei et al., 2021). By measuring customer perceptions of social media marketing activities, it was found that social media marketing activities had a positive impact on purchase intention and brand

equity (Yadav & Rahman, 2017). social media marketing activity has a significant influence on brand equity Aji et al., 2020. Social media marketing activities have a significant positive effect on brand equity (Choedon & Lee, 2020); (Sağtaş, 2022). Social media marketing has a significant effect on brand equity (Ivanka et al., 2023).

The Influence of Brand Equity on Purchase Intention

Based on the results of testing the second hypothesis, show that brand equity has a significant effect on purchase intention at Rumah Makan Silungkang among Instagram followers of Rumah Makan Silungkang. This can be seen from the t-statistics value of $10.988 > 1.96$ and the p value of $0.000 < 0.05$. then hypothesis 2 in this study is accepted.

This shows that the better the assessment of Instagram followers of Rumah Makan Silungkang who are interested in buying food at Rumah Makan Silungkang, which is the sample in this study, on the brand equity of Rumah Makan Silungkang, it will influence purchase intention at Rumah Makan Silungkang, where when the brand equity assessment increases, the purchase intention This increase will also be seen in the majority of Instagram followers sampled in this study who strongly agree that they have a high intention to become buyers at this restaurant. This is proven that in the last 3 months, they have purchased the most food at this restaurant, ranging from 1 to 3 times.

Apart from this, respondents also interact with this restaurant's Instagram to increase their interest in buying products and services, this is because on Instagram social media they can obtain information regarding the latest information regarding the products and services offered. At the same time, interacting with this restaurant's Instagram helps them make decisions. better before buying restaurant products and services, because they can see comments testimonials, or menu reviews from other customers which can be taken into consideration when they are interested in buying food at Silungkang Restaurant.

The brand equity dimension that has the most influence on food purchase intention at Silungkang Restaurant among Instagram followers sampled in this research is brand awareness. Where each indicator of the brand awareness dimension statement is dominated by strongly agreed answers. This explains that the majority of Instagram followers strongly agree that their assessment of their brand awareness of the Silungkang Restaurant brand is very good. This is because they know the brand of this restaurant and also know about the characteristics of this restaurant, namely that it serves a typical Silungkang food menu and are familiar with the logo of the restaurant, as proven by the majority of them being able to recognize the logo of this restaurant very well.

Today, businesses can differentiate themselves from their competitors, gain a competitive advantage, and place themselves in the minds of consumers through branding. Businesses that offer brand-based services can create strong brand prestige by establishing strong bonds with their consumers. At the same time, with the strong brands they create, they can provide added value to the products and services they offer to their consumers (Sağtaş, 2022b).

Purchase intention is the possibility that consumers will buy a product after evaluation. Purchase intent is often viewed as an element of a customer's cognitive behavior, indicating how a person would like to purchase a particular brand. Brand equity is considered a prerequisite for brand preference, and thus influences purchase intention (Guha et al., 2021).

The results of this research are supported by the results of previous research which found that brand equity had a significant positive effect on purchase intention (Sağtaş, 2022b). Brand equity has a significant effect on purchase intention (Ivanka et al., 2023). Brand equity has a positive influence on purchase intention. This means that the better a person's brand equity is based on a brand, the more positive it will have a positive influence on purchase intention (Prameswari & Giri, 2022).

The research results found by (Guha et al., 2021) also state that brand equity will influence purchase intentions because brand equity can shape brand preferences in determining purchases. Likewise, the results of subsequent research by (Rizwan et al., 2021) also explain that brand equity has a significant influence on purchase intention because brand equity is the value of a product or brand which is related to a person's opinion and intention to buy a product.

The Influence of Social Media Marketing Activities on Purchase Intention

Based on the results of testing the third hypothesis, show that social media marketing activities have a significant effect on purchase intention at Rumah Makan Silungkang among Instagram followers of Rumah Makan Silungkang. This can be seen from the t-statistics value of $5.794 > 1.96$ and the p-value of $0.000 < 0.05$, so hypothesis 3 in this study is accepted.

This shows that the better the assessment of Instagram followers of Rumah Makan Silungkang who are interested in buying food at Rumah Makan Silungkang, which is the sample in this study, on social media marketing activities, it will influence purchase intention at Rumah Makan Silungkang, where when the assessment of social media marketing activities increases, the purchase intention will also increase. The social media marketing activities that Instagram followers most consider to influence them to be interested in buying food at Silungkang Restaurant are in terms of interaction and customization.

Where the interaction being considered is being able to share information on the restaurant's Instagram social media, as well as the possibility of having discussions and exchanging opinions as well as the ability of the restaurant's Instagram social media to facilitate information sharing with other users which can be carried out very well. Interaction is the best assessment because Instagram followers can comment on posts on this restaurant's Instagram social media regarding the food menu offered, and service, as well as assess the taste, presentation, and all things related to the products and services offered by this restaurant so that Other users can read and use these comments as consideration for their interest in buying the food on offer.

Likewise, for customization, the majority of Instagram followers who were sampled in the research strongly agreed that the customization they received on the restaurant's Instagram social media was very in line with what they wanted. This is because this home's social media provides the data (information) needed while also offering information searches and providing customized services as evidenced by its Instagram providing information regarding our customers, breakfast menus, the latest information, mandalas menus, food menus, promo menus, and also available. menu reviews and photo posts regarding the food menu offered, photos of people eating as well as promotions of the products offered.

The business world is seeking to have a greater say in consumer purchasing behavior through its marketing strategies following technological developments and consumer trends. Consumer purchasing behavior is a complex process shaped by many factors such as needs,

motives, personal characteristics, and brand attitudes. Today, social media applications are important for businesses that want to shape the consumer purchasing process (Sağtaş, 2022b).

As a tool for communication, sales, and relationships with their customers, brands are now starting to turn to social media. This two-way communication platform is perfect for sharing information and opinions. Social media is considered more honest with consumers because it communicates what a brand is rather than trying to control its image. This type of interaction increases positive attitudes toward the brand, influencing commitment and stronger Purchase Intentions (Aji et al., 2020). When social media marketing activities develop and improve customer relationships which in turn develop liking for a company/brand, social media marketing activities are expected to have a positive impact on purchase intention (Aluri et al., 2015).

The results of this research are supported by the results of previous research which found that social media marketing activity had a significant influence on purchase intention. This shows that social media marketing activities are an important factor in generating purchasing intentions among consumers (Aji et al., 2020). Social media marketing activities have a significant positive effect on purchase intention (Sağtaş, 2022b). Social media marketing has a significant positive effect on purchase intention (Laksamana, 2018). Apart from that, by measuring customer perceptions of social media marketing activities, it was found that social media marketing activities had a positive impact on purchase intention and brand equity (Yadav & Rahman, 2017).

The Influence of Social Media Marketing Activities on Purchase Intention with Brand Quite as Mediator

The results of testing the fourth hypothesis show that social media marketing activities have a significant effect on purchase intention at Silungkang Restaurant with brand equity as a mediating variable for Silungkang Restaurant's Instagram followers, this can be seen from the t-statistics value of $10.228 > 1.96$ and the p-value of $1.96 \cdot 10^{-10} < 0.05$, then hypothesis 4 in this study is accepted.

This indicates that brand equity as an intervening variable can mediate the influence of social media marketing activities on purchase intention at Silungkang Restaurant because brand equity as seen from brand awareness and brand image is something that Instagram users who are sampled in this study consider as an intermediary between the influence of social media marketing activities on purchase intention at Silungkang Restaurant. Brand awareness is considered by Silungkang Restaurant's Instagram followers in terms of always knowing the brand of this restaurant, knowing about the characteristics of this restaurant, and always knowing the logo of this restaurant. Then for the brand image that followers consider, this restaurant is a leader in the restaurant industry, as well as having an impressive memory about Silungkang Restaurant and the restaurant is customer-centric.

What makes social media unique in marketing is that it is a user-based platform. People can create, and express their thoughts on social media. This allows users to become active participants in the communication process. Customers are more engaged with brands because they can provide feedback to the company and create brand engagement with the company (Choedon & Lee, 2020). The company's active participation in social media is a marketing activity to develop real relationships with customers and increase organizational profits, so the

company's social media activities are expected to have a positive effect on brand equity and purchase intentions (Godey et al., 2016);(Kim & Ko, 2012).

Today, businesses can differentiate themselves from their competitors, gain a competitive advantage, and place themselves in the minds of consumers through branding. Businesses that offer brand-based services can create strong brand prestige by establishing strong bonds with their consumers. At the same time, with the strong brands they create, they can provide added value to the products and services they offer to their consumers (Sağtaş, 2022b).

The results of this research are consistent with the research results of (Ivanka et al., 2023) which found that social media marketing had a significant effect on purchase intention with brand equity as a mediator. (Karman, 2015) also found that social media marketing had a significant effect on customer purchase intention which was mediated by brand equity.

CONCLUSION

Based on the results of the analysis from the research and discussions that have been carried out, it can be concluded that social media marketing activities have a significant effect on brand equity. Brand equity has a significant effect on purchase intention. Social media marketing activities have a significant effect on purchase intention. Social media marketing activities have a significant effect on purchase intention with brand equity as a mediating variable.

This research has several important findings for Rumah Makan Silungkang, to pay more attention to social media marketing activities and brand equity felt by Instagram followers to increase purchase intention at Rumah Makan Silungkang. An important effort that must be made by the Silungkang Restaurant to improve its social media marketing activities is to provide an increase in entertainment by making the restaurant's Instagram social media enjoyable, so the Silungkang Restaurant should balance posts that use photos with video reels so that consumers do not misperceive the appearance. post photos with actual conditions. Then the content shared on the restaurant's Instagram social media should be further enhanced in creativity so that the content is interesting to enjoy the storyline. Furthermore, for comfort and pleasure when viewing Instagram from this restaurant, the company should set a contrast in the color of the photo post with the content of the post even though the Silungkang Restaurant is identical to the color red

Then, several important efforts must be made by Silungkang Restaurant to increase brand equity are as making Silungkang Restaurant a market leader or competitive with other restaurants, so it must improve in terms of service while maintaining consistent taste because that is the priority. consumers for a restaurant service are service and taste. Furthermore, to increase impressive memories about Silungkang Restaurant, this restaurant must try to display and provide the best quality, both for the menu offered, service, and pricing so that consumers feel that what they get is comparable to what they expected.

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