

DOI: <https://doi.org/10.38035/dijefa.v5i2>

Received: 27 April 2024, Revised: 10 May 2024, Publish: 12 May 2024

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The Role of Mediating Purchase Intention : Influence Between Brand Image and Social Media on Buying Decision Traveloka Apps in Bekasi City

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Abstract: This research aims to study and analyze the influence of brand image and social media on purchasing decisions which are mediated by purchasing interest. This research uses a quantitative design with sample in this study consisted of 105 respondents who were users of the Traveloka application in Bekasi City. This research uses multivariate statistical analysis (SEM) techniques to process research data. This research found that there is an influence of brand image on purchasing decisions, but social media has no influence on purchasing decisions. The same results show that buying interest influences purchasing decisions. Other findings show that brand image influences purchasing decisions through purchasing interest, but other findings show that social media has no influence on purchasing decisions through purchasing interest. This research focuses on the influence of brand image and social media marketing on purchasing decisions which are mediated by purchasing interest. This research also focuses on discussing users of the Traveloka application in Bekasi City to see how the Traveloka application can be of interest to consumers. Theoretically, this research has an improvement research side where this research model has never been examined before during the researcher's research.

Keyword: Brand Image, Social Media, Purchase Intention, Buying Decision, Traveloka Apps.

INTRODUCTION

The era of globalization grows and develops along with the increasingly rapid development of information and communication technology, both of which have a major

influence on changes in people's lives throughout the world, including Indonesia. The development of information and communication technology is also followed by the growth in use of the "internet" as a medium for disseminating information and communication itself (R. D. Nasution, 2017). A report from (Ministry of Communication and Information Technology, 2018) explains that the growth of internet users in Indonesia has experienced a very significant increase, where in 2016 it reached 132.7 million people out of a total population of 256.2 million people and in 2017 it grew to 143.26 million people. millions of people. This further strengthens the conclusion that the millennial generation as active internet users is a relevant fact (Sulistiyowati et al., 2020).

According to (Nursal et al., 2022) Global competition has had a significant impact on technological developments which has also given rise to increasing public demand for internet use, including online ticket booking applications in Indonesia.



In the picture above, it is clear that Traveloka is ranked first in the use of online sites for hotel reservations (parawisata), Tiket.com is ranked number two in the use of online sites for booking plane tickets and travel, this proves that Trevaloka is one of the choices for the Indonesian people as a means of to start their journey

Based on (Kompas.com, 2018) Indonesian tourists are active digital users. As many as 62% of Indonesian tourists order via cellphone. This is of course very different from New Zealand where only 11% use mobile phones. This increase was influenced by the company's strategy in introducing and relying on application services to provide convenience to customers (Leon, 2018). Mobile applications have changed people's habits in interacting and doing business in the era of digitalization. Based on this phenomenon, several researchers have found many factors that influence purchasing decisions (Aprila & Marnis, 2020; Iswanto, 2015; Mourina & Mulyadi, 2020; Paendong & Tielung, 2016).

Based on the results of analysis and literature studies, purchasing decisions for travel booking applications can be influenced by brand image. According to (Sean & Dian Nuswantoro Semarang, 2022) the factor that influences purchasing decisions is brand image where a brand image is important in a product because it is a reflection of consumers' memories of interest in the brand. Brand image has a crucial role in product marketing. Brand image is needed because it is a solid attraction to competition in the struggle for and success in reaching consumers. Brand image is defined as a feeling that consumers have about the entire organization towards an individual product (Sean & Dian Nuswantoro Semarang, 2022).

Apart from that, other research explains that the factor that influences purchasing decisions in the current era of digitalization is social media marketing. According to (Monia, 2022) Social media marketing is a process that encourages individuals to promote their websites, products or services via online social channels and to communicate by utilizing a much larger community that has greater possibilities for marketing than through traditional advertising channels.

Likewise with the influence of buying interest in influencing purchasing decisions. Several studies have found that there is an influence between the two (Novianti & Saputra,

2023; Sari, 2020). Several other studies explain that buying interest can mediate several other factors, such as research findings (Alviansyach et al., 2024; Fatimahtu Zahra, 2024).

Several researchers have examined brand image (Fatmaningrum et al., 2020; Hidayat & Sudarwanto, 2022; Sean & Dian Nuswantoro Semarang, 2022) who found that there is an influence between brand image and purchasing decisions, but different results were found by (Wowor et al. al., 2021) that there is no influence between brand image and purchasing decisions. It is also widely found that there is an influence of social media marketing on purchasing decisions (Alviansyach et al., 2024) but different results were found by (Elyawati, 2021) where there was no influence between the two. Other researchers found that the influence of brand image on purchasing decisions is mediated by purchasing interest (Sariayu et al., 2020). The same results were also found that the influence of social media marketing had an influence on purchasing decisions which were mediated by purchasing interest (Alviansyach et al., 2024)

Based on the phenomena and inconsistencies in research results, this research focuses on the influence of brand image and social media marketing on purchasing decisions which are mediated by purchasing interest. This research also focuses on discussing users of the Traveloka application in Bekasi City to see how the Trevaloka application can be of interest to consumers. Theoretically, this research has an improvement research side where this research model has never been examined before during the researcher's research.

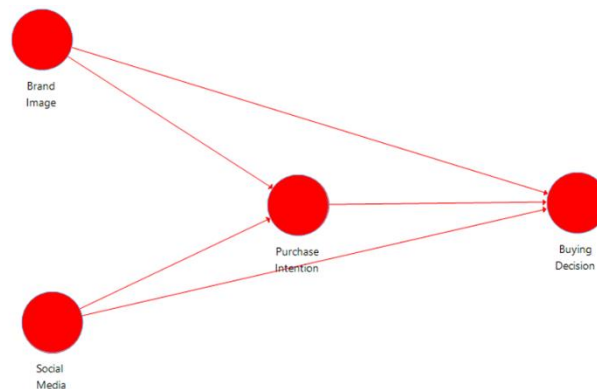


Figure Conceptual Framework

Much research has been conducted regarding the influence of brand image on purchasing decisions (Hidayat & Sudarwanto, 2022; Mujid & Andrian, 2021; S. L. Nasution et al., 2020; Teddy & Zuliestiana, 2020) where brand image will become a perception for consumers to remember the product (Wowor et al., 2021) besides brand image is a combination of objects (names, terms, symbols, styles, etc.) for the purpose of identifying the seller's goods or services as something different from those goods or services or competitors' services (Teddy & Zuliestiana, 2020).

The same thing is also shown in the influence of social media marketing on purchasing decisions where good use of social media will increase the opportunity for new customers to find out about the products we market. Several studies have found that social media influences product purchasing decisions. Apart from that, asking to buy is also the basis for consumers to decide to buy a product. Purchase interest is something personal and is related to the attitude of a person who is interested in an object, where it can be a motivating factor for someone to become interested and interested in that object (Fatimahtu Zahra, 2024). Based on the arguments above, several hypotheses can be drawn as follows:

- H1. Brand image influences purchasing decisions
- H2. Social Media influences purchasing decisions
- H3. Purchase interest influences the purchase decision

Apart from that, several researchers also found the influence of brand image on purchasing decisions through buying interest (Sariayu et al., 2020) and there was also an influence between social media on purchasing decisions through buying interest which was found by (Alviansyach et al., 2024). This research makes buying interest play an important role as a mediating or intervening variable that connects brand image and social media variables to purchasing decisions because with buying interest a person will tend to be able to make larger purchases than without buying interest. Based on these arguments, the following hypothesis can be drawn:

H4. Brand image influences purchasing decisions through buying interest

H5. Social Media influences purchasing decisions through buying interest.

METHOD

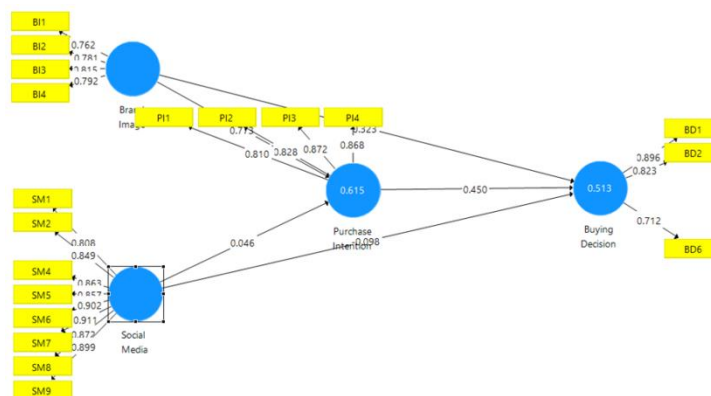
This research is research that was designed using a quantitative approach, namely research that uses numbers which are then interpreted into data from which conclusions can be drawn to answer the research hypothesis (Rianto et al., 2021). The population in this study which is the unit of analysis is users of travel booking applications in Bekasi City. The population in this study is unknown so the number of samples used in this study uses the approach (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017) where the number of indicators is multiplied by the number 5 -10. This research uses 21 indicators x 5 so the minimum sample size is 105 respondents.

The statements in this research were adopted from previous research where brand image was adopted from research (Fahmi & Triyuniati, 2013) with 4 statements. Meanwhile, purchasing interest was adopted from research (Handayani & Rianto, 2021) with 4 statements. Social media was adopted from research (Nguyen et al., 2022) with 9 statement items and purchasing decisions were adopted from research (Suhardi et al., 2022) with 5 statement items. This research uses a 1-5 Likert scale where the value 1 is the answer from the respondent who strongly disagrees and the answer 5 is strongly agree (Rianto, 2021). This research design uses the SEM (Structural Equation Modeling) approach with multivariate statistical analysis techniques and uses the SmartPLS 3.0 statistical tool which will test the data and process the research data.

RESULTS AND DISCUSSION

This research will use 2 research stages, namely outer model testing by testing validity and reliability and inner model testing to test direct and indirect hypotheses (Ghozali & Latan, 2015).

Based on the results of the outer model test, it can be concluded that several statement items must be eliminated to be able to produce data that meets the validity and reliability requirements. The following is an overview of the research outer model.



Source : Reserach Results

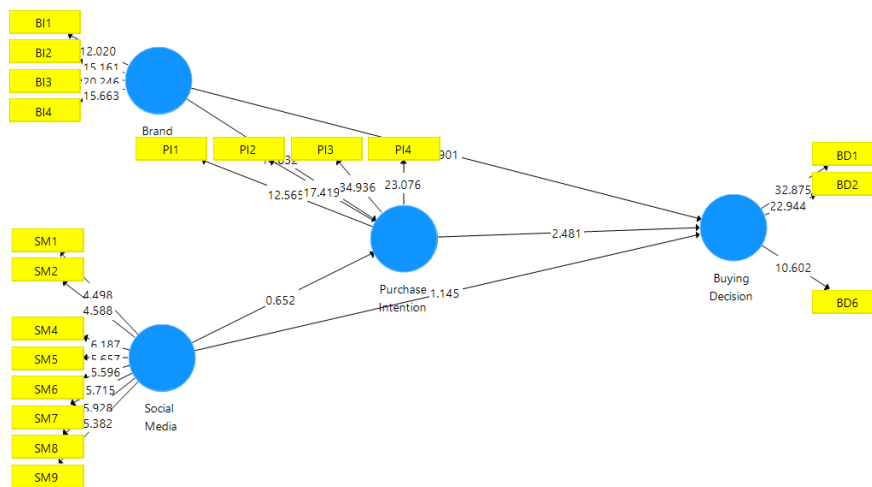
Based on the image above, it can be concluded that all remaining statement items have met the validity requirements, namely having an outer loading value > 0.7 (Ghozali & Latan, 2015). Therefore, the brand image item must eliminate 1 statement, namely BI5. Likewise, social media must eliminate SM3 and purchase intention must eliminate items PI5, PI6 and PI7, while purchasing decisions must eliminate BD 3, BD4 and BD5.

Apart from that, this outer model test will also test reliability which will be shown in the following picture:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image_	0.797	0.800	0.867	0.621
Buying Decision	0.739	0.743	0.854	0.662
Purchase Intention_	0.866	0.871	0.909	0.714
Social Media_	0.955	1.025	0.962	0.758

Based on the image above, the results of the reliability test show that the Cronbach's alpha value has a value of > 0.7, which means it meets the requirements for good research (Ghozali & Latan, 2015). These results also show that the AVE value is > 0.5, which means that overall the variables and data examined in this research meet the requirements and can be continued at the next stage, namely hypothesis testing.

The next stage is to test the inner model to answer the research hypothesis. The following are the results of the inner model test shown in the path coefficient image:



Source : Reserach Results

This research will test hypothesis data through 2 stages, namely direct influence and indirect influence. Direct influence is the influence of the independent variable on the dependent variable directly without mediating or moderating (Sujarweni, 2018).

Direct Effect

	Original Sampel	Sampel Mean (M)	Standar Deviation (STDEV)	T Statistic	P Value
Brand Image --> Buying Decision	0,623	0,623	0,170	2,901	0,007
Brand Image --> Purchase Intention	0,773	0,770	0,052	14,832	0,000
Purchase Intention --> Buying Decision	0,450	0,453	0,181	2,481	0,013
Social Media--> Buying Decision	-0,098	-0,090	0,086	1,145	0,253
Social Media --> Purchase Intention	0,046	0,053	0,071	0,652	0,515

Source : Reserach Results

Based on the table above, it can be concluded that brand image has no influence on purchasing decisions where the p-value is $0.048 < 0.05$ so Hypothesis 1 is accepted. These results also found that there was no influence of social media on purchasing decisions where the p-value was $0.253 > 0.05$ so that Hypothesis 2 was rejected. The influence of purchase intention on buying decisions has a p-value of $0.000 < 0.05$ so that hypothesis 3 is accepted.

Indirect Effect

	Original Sampel	Sampel Mean (M)	Standar Deviation (STDEV)	T Statistic	P Value
Brand Image -->Purchase Intention --> Buying Decision	0,348	0,349	0,142	2,451	0,015
Social Media --> Purchase Intention--> Buying Decision	0,021	0,025	0,037	0,567	0,571

Source : Reserach Results

Based on the table of inner model test results above for indirect influence, this research found that there is an influence of brand image on purchasing decisions which is mediated by purchasing interest where the p-value is $0.015 < 0.05$ so that hypothesis 4 is accepted. However, different results were shown on the influence of social media on purchasing decisions which were mediated by purchase interest with a p-value of $0.571 > 0.05$ so that H5 was rejected.

Based on the results of the inner model of direct and indirect influences, the following conclusions can be drawn:

	P Value	Conclusions
Brand Image --> Buying Decision	0,007	Accpteted
Brand Image -->Purchase Intention --> Buying Decision	0,015	Accpteted

The results of the analysis of the mediating role of buying interest as an intervening variable are partial mediation. Where brand image directly influences purchasing decisions and indirectly brand image influences purchasing decisions through purchasing interest.

Discussion

1. The results of this research have produced several findings, including the direct influence between brand image and purchasing decisions. This research is in line with research conducted by (Akbar et al., 2013; Teddy & Zuliestiana, 2020; Wolff et al., 2021). This research also further strengthens previous findings where the higher the brand image given by the company, the more it will increase purchasing decisions. This is in line with the facts on the ground where Traveloka is the first travel application to appear in Indonesia, therefore the brand image of Traveloka has been firmly rooted in the minds of consumers in Indonesia. The Traveloka travel application has been established since 2012, meaning this company has been around for more than 1 decade or 12 years now. Because this research further strengthens the findings in the field where the high brand image provided by Traveloka makes customers' decisions to use the application even higher.
2. Other research results show that there is no influence of social media on purchasing decisions. This research is in line with research (Elyawati, 2021) and is not in line with several previous studies (Komariah et al., 2022). We can see that in the traveloka business, it is very rare to advertise on social media, some of the reasons for this could be inaccurate target segment, unattractive content, inappropriate social media used and a lack of advertising intensity.
3. Apart from that, this research also shows that there is an influence of buying interest on purchasing decisions. This research is in line with research conducted by (Novianti & Saputra, 2023; Stansyah et al., 2023). This finding further strengthens the fact that if

someone has high purchasing interest, it will increase purchasing decisions on the Traveloka application.

4. Another influence in this research is the influence of brand image on purchasing decisions which is mediated by purchasing interest. This research is in line with previous research, namely (Fatimahtu Zahra, 2024). If a good brand image is supported by the behavior of consumers who have an interest in purchasing an item, it will increase the possibility of purchasing that product. This is in accordance with the fact that users of the Traveloka application have the brand image offered by the company for 12 years, so that when someone wants to travel or book accommodation, the application they will use first is Traveloka. Apart from that, the average user who enters the application is they who need accommodation and travel services, purchasing decisions for the products offered by Traveloka will increase.
5. However, this research also obtained different results where there was no influence of social media on purchasing decisions which were mediated by purchasing interest, where this research is not in line with research conducted by (Alviansyach et al., 2024). This can happen when social media is used incorrectly so that the content presented is not interesting.

CONCLUSION

The findings of this research conclude several things, including:

1. Brand image influences purchasing decisions
2. Social Media has no influence on purchasing decisions
3. Buying interest influences the purchase decision
4. Brand image influences purchasing decisions mediating by purchase Intention
5. Social Media has no influence on purchasing decisions mediating by purchase Intention

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