

The Influence of Social Media Marketing, Electronic Word of Mouth, and Brand Image through Social Media TikTok on Purchase Intention of Lafiye Hijab Products

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Abstract—The purpose of this study was to investigate the impact of Social Media Marketing, Electronic Word of Mouth, and Brand Image on consumer purchase intention for Lafiye Hijab products through Tiktok on social media. This condition has led to increasingly fierce competition in the fashion industry. The research methods used in this research are quantitative methods. The number of samples used in this study were 100 respondents. Data collection was carried out using a questionnaire distributed online to Lafiye Hijab consumers in Indonesia. The analytical technique used is multiple linear with the help of SPSS to determine whether there is a positive relationship between Social Media Marketing, Electronic Word of Mouth, and Brand Image on consumer purchasing intention for Lafiye Hijab products.

Keywords— *Social Media Marketing, E-WOM, Brand Image, Purchase Intention, Tiktok*

I. INTRODUCTION

The growing technology has the potential to make people's daily activities easier. In particular, the growth of information technology and the internet has changed many aspects of life, including consumer behavior. These changes include the way humans obtain information, the ability to make decisions quickly without being bound by space and time, and the need to participate in cyberspace. In Indonesia itself, internet users in 2023 reached 213 million people as of January 2023. according to the Databoks report, this number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year. The number of internet users in the country increased by 5.44% compared to the previous year. With the continued development of the internet world, this situation provides a great opportunity for companies to adopt digital marketing as an effective means of delivering messages and the value of products or services to consumers. In the context of digital marketing, communication and transactions can be established around the time with a wide range, as explained (Ratna Gumilang, 2019). The use of digital marketing makes it easier to promote products or services

owned by companies. One of the strategies used is Social media marketing, which aims to build brand awareness through marketing efforts on social media platforms (Gunelius, 2011 in Niswatulloh et, al 2023: 3).

This Social media marketing practice focuses on using online social media and utilizing online communities to conduct marketing with the aim of reaching a wider audience. Thus, it can increase people's interest in buying products, especially for those who are active on social media. The results of a study show that Social media marketing has a significant impact on brand image and customer trust levels, which in turn affect product purchase intentions (Oktriyanto, et al., 2021). Through data obtained by Databoks, TikTok active user statistics, Indonesia is ranked second in terms of the largest number of active TikTok users, after the United States. Through the TikTok platform, businesses have the opportunity to market their products by uploading videos, and TikTok has the ability to expand a wider reach..

TikTok is used as a channel to promote products because of its ability to quickly spread information by producers to consumers, which leads to Electronic Word of Mouth (EWOM). Social media facilitates its users to be able to comment and respond to other users who have similar experiences (Arif, 2019). The existence of various responses from social media users in the comments column indirectly creates an EWOM effect on the audience. The way consumers receive information has a significant impact on Electronic Word of Mouth (EWOM) and consumer behavior on social media platforms. In this context, Generation Z shows higher purchase intention than other age groups because they are influenced by content or peer reviews that affect brand awareness and brand trust.

In order to promote products, it is important to build a strong brand image. Brand image reflects consumer perceptions about a particular brand (Andira, 2021). A positive brand image can increase the company's profitability

because it helps consumers recognize the product and encourages their interest in buying it. By developing a good brand image, companies can gain support from the public and create a positive impression in the eyes of consumers. Brand image is a representation of how consumers see a product and is the initial stage in introducing a product to consumers (Fauziah & Mubarak, 2019).

Lafiye is one of the local products from Indonesia that is engaged in fashion with a hijab brand that is built simple and elegant, especially now that it is in high demand by generation Z. Lafiye is also active in various Social Media, especially on TikTok by using interesting social media marketing content that can attract people's attention to make purchases.

For example, Tiktok has a variety of content in it so that consumers can be interested in buying their products. When compared to its competitors in this case *hi.hijabinaja* sells the same product, however, based on performance data through the content presented on Tiktok by looking at one of the highest content views by each brand above, the Lafiye hijab brand has a superior position supported by data on the level of followers, views and likes with better performance than its competitor, *hi.hijabinaja*. Other results are supported by other social media performance, such as Instagram, data obtained through Social Blade, both brands get B- results, but the latest results of Lafiye's rank followers performance are in a better position with a rank of 285,565 thousand while its competitor here *hi.hijabinaja* ranks 1,954,537 thousand.

Lafiye also collaborates with young influencers, some of whom are micro and macro influencers, including through the Tiktok accounts of Nashya, Sashfir, *seilairfaniaa*, and Syifa byandra, they review Lafiye pashmina use Tencel material and describe products that are comfortable to wear among Gen Z in all activities. So far the reviews given by consumers show positive and varied results, describing their pleasure to buy Lafiye products, and have known the brand from Lafiye. Focusing on selling hijab products using the Social Media platform on Tiktok and uploading video content as well as the many reviews from various influencers and consumers, this certainly creates Electronic Word of Mouth (E-Wom) that has been built by Lafiye.

Regarding previous research, a study conducted by Laksamana (2018) shows that Social Media Marketing has a positive and significant influence on consumer buying interest. However, research conducted by Satriyo, et al. (2021) concluded that Social Media Marketing has a negative and insignificant effect on consumer buying interest. In addition, based on the results of research by Mughoffar, et al. (2019), EWOM has a positive and significant effect on purchase intention, but according to Yulianita and Mulyo (2022), EWOM has a negative and insignificant relationship with consumer purchase intention. Furthermore, the results of research by Gunawan (2021) show that the Brand Image variable has a negative impact on purchase intention.

Based on the explanation of the phenomena and research gaps obtained from previous research related to consumer buying interest above, researchers want to know the extent of the influence of Social Media Marketing, Electronic Word of Mouth and brand image on consumer buying interest in Lafiye products. So the researchers are interested in doing research with the title "The Influence of Social Media Marketing, Electronic Word of Mouth and Brand Image on tiktok Social Media on Purchase Interest in Lafiye Hijab Products".

II. LITERATURE REVIEW

A. *Social Media Instagram*

According to Dewi al (2021) Social media marketing is a form of marketing using social media by utilizing people who participate in social media, this is used to market a product or service. In the opinion of Bhattacharjee et al., (2006) defines that Social media marketing is a process used to attract mass attention through mass media that is already available. The existence of social media can encourage consumers to express their opinions about a product or service that has been offered and these opinions can be published on internet social networks, this can also provide knowledge to consumers who see and read comments on people's opinions about these services and goods (Techniques, 2018).

The importance of using Social Media Marketing in today's information and communication age lies in its ability to build a community of engaged and continuous interaction between businesses and consumers. It is a tool used by every type of business to maintain and develop its operations in accordance with the goals that have been set. With Social Media Marketing, companies can provide information about their products and services, which in turn can influence consumer decisions in purchasing and using products whose information is conveyed through this social media marketing platform. According to Solis (2010), there are 4 indicators that need to be considered in conducting online marketing through social media, namely context, communication, collaboration, and connection.

B. *Electronic Word of Mouth*

Electronic word of mouth (eWOM) is a form of marketing communication containing positive or negative statements made by potential customers, as well as former customers about a product or company, which are available to many people through internet media (Hennig-Thurau et al., 2017). WOM has a significant influence on consumer decisions to change attitudes and behavior from friends (Opermann, 2016). Meanwhile, according to Goldsmith (2018), eWOM has a significant influence on purchase intention, besides that if eWOM is logical, persuasive and based on facts about the product, it will have a positive impact on purchase intention. Goldsmith added that the quantity of eWOM also has a positive relationship with consumer purchase intention. Therefore, e-WOM can be concluded as a form of communication that develops from WOM electronically or with the use of the internet, which is better than personal selling or conventional advertising where consumers use the internet to share experiences after using a product or service, or consumers can take advantage of other people's experiences to make purchases. Both can be positive or negative, if positive advice is more likely to encourage other consumers to make purchasing decisions, if negative advice is more likely consumers will not make purchasing decisions. Indicators that influence E-Wom according to Goyette, et al., (2010: 11) are Intensity, Content, Positive opinions, and negative opinions.

C. *Brand Image*

According to Kotler & Keller (2016) Brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumer memory. Brand image is the public's view of the company or its products. The image of a brand itself is influenced by many factors that are outside the company. An effective image will later affect three things, the first, establishing the character and value of the product.

Second, it can convey a different character so that the character of the product cannot be confused by the character of competitors' products. Third, it can provide emotional strength that is more than just a mental image. In order for the image to function effectively, it must be conveyed through every means. Available communication and contact from the brand. Then according to Simamora (2017), brand image is an interpretation of the accumulation of various information received by consumers. So what is interpreted is the consumer, and what is interpreted is information. The results of interpretation depend on two things. First, how consumers interpret and second, the information that is interpreted. The company cannot fully control these two factors. Because how consumers interpret a brand is influenced by the consumer's own personal aspects and the surrounding environment.

It can be concluded that buying interest is consumer behavior in the form of an urge to want to have so that they try to get it. Buying and selling is defined as an agreement to exchange objects or goods that have value voluntarily between the two parties, one of which receives goods and the other party receives in accordance with the agreed agreement.

D. Purchase Intention

Purchase intention is the result of consumer alternative evaluation activities that begin to lead to an interest or desire to buy with a tendency to buy a particular brand (Morissan, 2016). According to Kotler and Keller (2016) purchase interest is a decision to buy one alternative brand among various other alternative brands. And while Kotler & Keller (2016) also mention that, interest is an effective response or the process of feeling or liking a product but not yet making a decision to purchase.

However, according to Lamb in Savitri (2017), one way to develop buying interest is through promotion, namely communication that informs potential buyers of an income or something or gets a response. Purchase intention arises after going through a series of processes, namely need recognition, information search, information evaluation, so that buying intentions arise. The concept of purchase intention can be applied to examine the phenomenon to be investigated in this study. Purchase interest arising from reviews from influencers and comments from other users has led to the emergence of EWOM on social media. This can be seen in several fashion influencer videos, Sashfir shared her experience of buying and using Lafiye products which invited hundreds of other users who felt the same way when using the product.

III. METHOD

A. Type of Research

In this study, the method used is quantitative research. Quantitative research method is an approach used to investigate populations or samples by collecting data using research instruments, analyzing data in quantitative form to explain and test existing hypotheses (Sugiyono, 2017). This study chose a quantitative approach because the focus is to understand the impact of Social Media Marketing variables, Electronic Word of Mouth (EWOM), and Brand Image through TikTok on purchase intention. Therefore, statistical analysis is used by researchers to clearly answer questions or test research hypotheses.

B. Population

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions (Sugiyono, 2013). In collecting data, the population for this study are TikTok application users who already know the Lafiye hijab product. The population size of this study is not clearly known.

C. Sample

According to Sugiyono (2013) the sample is part of the number and characteristics of the population. In this study, samples were taken from part of the population. Because the population members are not known exactly and how many, the sampling method in this study uses nonprobability sampling. Nonprobability sampling is a sampling technique that does not provide equal opportunities or opportunities for each element (member) of the population to be selected as a sample (Sugiyono 2013). The type of nonprobability sampling used in sampling in this study is purposive sampling.

Sugiyono (2013) states that purposive sampling is a sampling technique with certain considerations. In this study, the sampling technique was carried out using purposive sampling, which means that each individual sampled was selected intentionally based on certain considerations, purposive sampling considerations have certain characteristics. The characteristics of a respondent can be a sample are, Generation Z which is the Indonesian people who use TikTok Social Media in 2023, Women aged 17-26 years, Generation Z who already know Lafiye Hijab products through TikTok Social Media in 2023.

D. Research Instrument

The data collection method used by this study is to distribute questionnaires to respondents with a respondent perception measurement scale using the Likert Scale. Questions are made using a scale of 1-5 to represent respondents' opinions from strongly disagree to strongly agree.

E. Data Analysis

The analytical tool used in this research is Multiple Linear Regression which is a statistical method used to understand the correlation between one dependent variable, the variable to be predicted, and two or more independent variables, the variables used to make predictions. In the context of multiple linear regression, the main objective is to build a mathematical model that reflects the linear relationship between the variables. This model can be applied to predict the value of the dependent variable based on the values of the independent variables. A multiple linear regression model is usually represented by a mathematical equation such as the following:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon$$

Where:

-Y is the dependent variable.

-X₁, X₂, ..., X_n are the independent variables.

-β₀, β₁, β₂, ..., β_n are the regression coefficients to be estimated.

-ε is the error that cannot be explained by the model.

The objective of multiple linear regression analysis is to identify the coefficient values (β₀, β₁, β₂, ..., β_n) that optimally explain the correlation between the dependent

variable and the independent variables. These steps involve using techniques such as the least squares method to determine the coefficients that can produce the most accurate model according to the available data. The results of multiple linear regression analysis include model parameters that allow us to:

1. Evaluate the relative influence of each independent variable on the dependent variable.
2. Predict the value of the dependent variable based on the given value of the independent variable.
3. Measure the quality of the model in explaining variations in the data.
4. Multiple linear regression is very useful in various disciplines, such as social sciences, economics, natural sciences, and others, where research and data analysis are conducted to understand and predict the relationship between variables:

IV. DISCUSSION

The research on social media marketing, electronic word of mouth (e-WOM) and brand image on purchase intention aims to explore the complexity of the interaction between these factors in shaping consumer decisions. Through this analysis, this study seeks to determine the extent to which marketing activities on social media influence consumer perceptions, how e-WOM plays a role in shaping brand image, and finally, how the combination of these three aspects affects consumer purchase intention. By understanding the dynamics of the relationship between social media marketing, e-WOM, brand image, and purchase intention, this research is expected to provide marketing practitioners with insights to design more effective strategies in utilizing social media, building positive brand reputation, and stimulating consumer purchase intention.

There are several researcher hypotheses that are supported by previous studies, for example research conducted by Asi & Hasbi (2021) Social Media Marketing shows that it has a positive and significant influence on consumer buying interest. Supported by other research conducted by Therrasista & Sidharta (2021), based on the significance value of the t test that has been carried out, the resulting significance value for the social media marketing variable is $0.000 < 0.05$. It can be interpreted that the social media marketing variable has a positive and significant influence on consumer buying interest. So that the better and better the social media marketing owned by the company, it can increase consumer buying interest. Therefore, researchers argue that:

H1: Social Media Marketing has a positive influence on consumer purchase intention.

The research findings conducted previously by Muhammad et al (2021) found that electronic word of mouth has a positive and significant influence on consumer buying interest. Supported by other research conducted by Sinaga & Sulistiono (2020) which states that electronic word of mouth has a positive and significant effect on consumer buying interest. This means that the higher the use of electronic word of mouth, the more it will attract consumer buying interest. Researchers assume and form a hypothesis as follows:

H2: Electronic Word of Mouth has a positive and significant effect on consumer purchase intention.

Furthermore, based on research conducted by Zulfikar et al (2022) which shows that brand image affects purchase intention both simultaneously and partially. Supported by research conducted by An'umillah & Zulestiana (2022), that brand image affects buying interest both simultaneously and partially. Which means that if the brand image increases, it can increase buying interest. So that researchers form a hypothesis as follows:

H3: Brand Image has a positive influence on consumer purchase intention.

Discusses the topics of Social Media Marketing, Electronic Word of Mouth (EWOM), and Brand Image which can have an impact on purchase intention, and there is a relationship between these three factors. In the context of marketing through social media, individuals tend to look for product information from various content shared on social media platforms such as Tiktok, Instagram, Facebook, and others. What's more, the positive effect of EWOM reviews can influence consumers' belief in products, and the more positive talk about a particular product on social media, the more people will know about the brand's products, so that the impression of the brand image that exists in the minds of consumers about a brand will also be formed.

This will help convince whether consumers will increase their purchase interest or not. So the researcher can assume the following hypothesis:

H4: Social Media Marketing, E-Wom, and Brand Image have a positive influence on consumer purchase intention.

Schematically, the 4 exploratory hypotheses prepared by the researcher can be drawn in a theoretical framework as follows

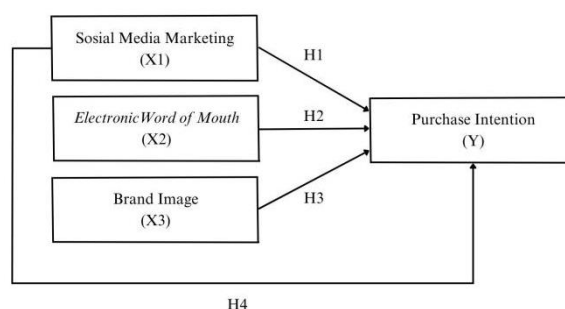


Figure 1. Theoretical framework of research

V. IMPLICATION & PLANNED RESEARCH

A. Implication

The implication of this research is that researchers and Lafiye will be able to find out whether Social Media Marketing, E-WOM, and Brand Image have a significant influence on the development of buying interest in Lafiye hijab products through Tiktok Social Media. The results of this study can be a reference for Brand Lafiye whether or not to continue the strategy that has been implemented.

B. Planned Research

This research will be carried out from mid-November to the end of January to test the validity of the theoretical framework model that has been proposed by the researcher. The presentation of the research results is planned to be carried out in February, so that later it can immediately become a source of reference for Lafiye in improving the business strategy that is being carried out.

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