



**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND
ELECTRONIC WORD OF MOUTH ON BRAND IMAGE
AND PURCHASE INTENTION WITH VENTELA
SHOE PRODUCTS IN PEKANBARU CITY**

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ARTICLE INFO	ABSTRACT
<p>Accepted: 27 July 2024 Revised: 28 July 2024 Approved: 01 October 2024</p> <p>Keywords: Social Media Marketing, electronic Word of Mouth, Brand Image, Purchase Intention</p>	<p>This study examines the impact of social media marketing and electronic word of mouth (eWOM) on brand image and purchase intention, with a focus on Ventela shoe products in Pekanbaru City. Using a quantitative approach, the research surveyed 100 respondents selected through purposive sampling, targeting individuals familiar with Ventela but yet to purchase the brand. The findings reveal that social media marketing and eWOM significantly influence brand image, which, in turn, positively impacts purchase intention. Additionally, brand image mediates the relationship between social media marketing, eWOM, and purchase intention. These results highlight the strategic importance of leveraging digital platforms to enhance consumer perception and stimulate purchase behavior. Practical implications include consistent, engaging social media content and proactive reputation management to strengthen Ventela's market presence.</p>

INTRODUCTION

Business competition in the era of globalization is fierce in the domestic and international markets. The number of products sold on the market hypnotizes an individual's interest in purchasing and using an item or product. There are various ways that potential consumers can consider when buying an item, for example, by looking at direct or indirect testimonials or reviews that are well-received for the product they will buy later. The relatively sharp competition in the fashion sector, especially shoes today, has formed marketers to compete to market their products by placing advertisements, such as Print media, electronic media, radio, television, and even the most commonly used today is marketing through social media.

In today's era of Industry 4.0, the increase in digital intelligence and technology allows marketers to take advantage of new opportunities to increase consumer buying interest. One of the strategies that can be used is Social Media Marketing (SMM). Social Media Marketing is a marketing strategy, technique, and process that uses Social Media to promote a product or service. The use of social

media in business activity is believed to be one of the attractive marketing tools; they will be able to conduct two-way communication, reviews, campaign offers, and other relevant content to attach, interact, engage them, strengthen relationships, and create value for customers (Tatar & Erdogmus, 2016).

Social media today has a crucial role in various aspects of sales, especially in information search and purchase decisions. According to the SDGs, a person's behavior is influenced by three main factors: the individual's attitude towards the behavior, subjective norms (the individual's perception of whether others consider the behavior appropriate or not), and perceived behavioral control (the individual's perception of the extent to which they have control over the behavior) (Hartoyo & Arsyad, 2021).

Social media, such as Instagram, TikTok, Twitter, Facebook, and so on, are currently widely loved by the public. One way to disseminate information using digital technology is through online customer or consumer reviews, which are part of the electronic Word of Mouth (eWOM). Reviews of a product or service carried out by consumers on the internet are the essential form of electronic Word of Mouth; consumers tend to look for product reviews to get information on specific products that eventually form an interest in purchasing.

Various brands of shoe products are widely circulating on the market; consumers must be more careful and thorough in deciding on the expected shoe products because, generally, brands influence consumer buying interest. Brand Image, as the identity of a product, plays a crucial role in shaping consumer perception and purchase decisions.

As many as 40% of the shoe industry in Indonesia are local brands that compete closely with global brands. The number of local shoe brands in circulation has caused increasingly fierce competition; this competition is due to the many similar products on the market, such as Aerostreet, Compass, Sage Footwear, Ventela, Piero, and so on. One of the local brands that can participate in competitions in the local shoe industry is Ventela Shoes. Shoes Ventela is a local shoe company introduced in 2017 by William Ventela, originally the owner of a vulcanized shoe factory in 1989 in Bandung, West Java.

A person's purchasing behavior is challenging to predict because consumer choices and attitudes toward goods or services differ. In addition, consumers also come from various segments, so what they want and need is also different. Therefore, producers need to understand consumer behavior, namely purchase interest, so that the products given to consumers are not wrong, and it is necessary to do a way so that consumers are interested in the products produced. Subagio (2010) stated that buying interest is related to consumers' plans to buy a particular product and how many units are needed in a certain period.

LITERATURE REVIEW

Social Media Marketing

Social media, commonly called social media, is a digital platform used for various parties to communicate, share, create content, and even promote, where all things shared are in real time. Erwin et al. (2023) define Social Media Marketing as a next-generation marketing tool that increases consumer attention and

engagement through social media. Wiastuti and Sunggiardi (2021) state that Social Media Marketing can be measured through 4 indicators: Entertainment, Interaction, Trendiness, and Customization.

Electronic Word of Mouth

Along with the many studies on word-of-mouth communication in the context of the Internet environment, various definitions of e-WOM have also begun to develop. Rauf et al. (2021) stated that electronic Word of Mouth (e-WOM) is a marketing communication that uses internet technology to create word-of-mouth news effects that are useful to support marketing efforts and goals. Research conducted by Adeliasari et al. (2014) divides the e-WOM Indicator into three dimensions, namely:

- a. Intensity.
The indicators of Intensity are as follows:
 1. Frequency of accessing information from social networking sites
 2. Frequency of interaction with users of social networking sites
 3. The sheer number of reviews written by users of social networking sites.
- b. Valence of Opinion
Valence of Opinion Includes:
 1. Positive comments from users of social networking sites.
 2. Recommendations from users of social networking sites.
- c. Content

Brand Image

Brand image can be defined as a perception that appears in the minds of consumers when remembering a brand from a particular product. Firmansyah (2019) explained that a brand is a name, term, sign, symbol, design, or combination that marks products or services from one seller or group of sellers and distinguishes them from competitors. Brand image is a set of consumer beliefs regarding a particular brand (Kotler & Amstrong, 2001). Firmansyah (2019) explained that brand image is the consumer's perception of the product's brand image to be consumed or used (Moksaoka & Rahyuda, 2016). Brand image measurement can be done based on three indicators, namely:

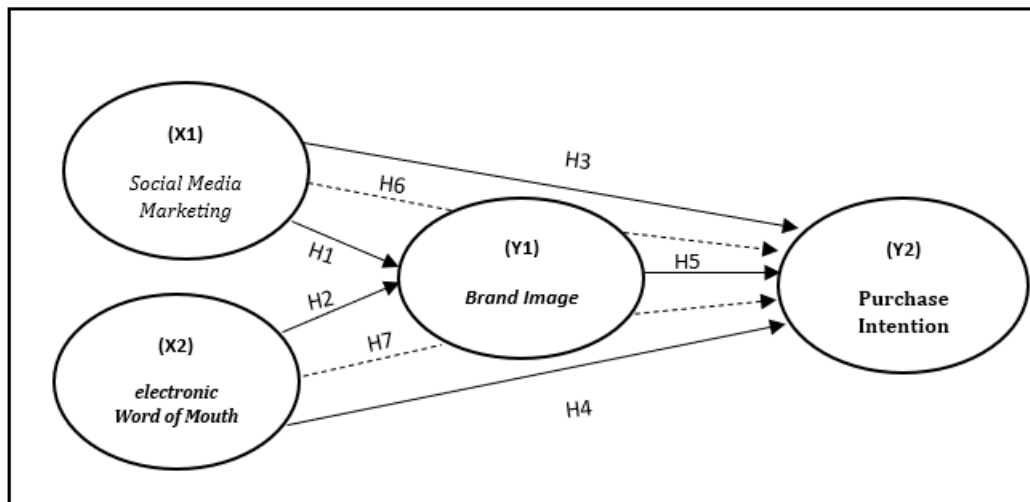
- 1 Memorable brand.
- 2 Recognizable brands.
- 3 Good brand reputation.

Purchase Intention

Purchase intention is part of the behavioral component of consumption behavior. A product is said to have been consumed by consumers if the consumer has decided on the product to buy. Sundari (2022) explained that Purchase Intention is related to consumers' plans to buy certain products and how many units of products are needed in a certain period. According to Sundari (2022), purchase interest can be identified through the following indicators:

- 1 Transactional interest.
- 2 Referral interest.
- 3 Preferential interest.
- 4 Exploratory interests.

RESEARCH MODEL



Source: researcher, 2024
Figure 1: Research Model

HYPOTHESIS

H1: There is a significant influence between Social Media Marketing on the Brand Image of Ventela Shoe Products in Pekanbaru City

H2: There is a significant influence between electronic Word of Mouth on the Brand Image of Ventela Shoe Products in Pekanbaru City

H3: There is a significant influence between Social Media Marketing on Purchase Intention in Ventela Shoe Products in Pekanbaru City

H4: There is a significant influence between electronic Word of Mouth on Purchase Intention in Ventela Shoe Products in Pekanbaru City

H5: There is a significant influence between Brand Image on Purchase Intention in Ventela Shoe Products in Pekanbaru City

H6: There is a significant influence between Social Media Marketing and Purchase Intention through Brand Image on Ventela Shoe Products in Pekanbaru City.

H7: There is a significant influence between electronic Word of Mouth on Purchase Intention through Brand Image on Ventela Shoe Products in Pekanbaru City

METHODH

Population and Sample

In this study, the entire population in Pekanbaru City knows about Ventela brand shoes but has never bought them. This study uses a non-probability sampling technique, namely purposive sampling. Sugiyono (2019) defines purposive sampling as a sample determination technique with specific considerations. The criteria set by the researcher in sampling the research are:

1. ≥ 17 years old.
2. Consumers who know the Ventela shoe brand but have yet to buy it.
3. Consumers who have visited social media accounts and e-commerce of Ventela products through Instagram, TikTok, Shopee, Facebook, and other applications.
4. Respondents domiciled in the city of Pekanbaru.

The population size of this study is still being determined, so the researcher used the Lameshow formula. Sample calculation using the Lameshow formula approach can calculate the total sample whose population is unknown or uncertain (Nurwahida, 2023). The following is the Lameshow formula:

$$n = \frac{z^2 \cdot p (1-p)}{d^2}$$

Remarks:

n = Number of samples

z = Score z at 95% confidence Standard value = 1.96

p = Maximum estimate n = 0.5

d = alpha (0.10 or sampling error = 10%)

Based on the formula above, it can be calculated that the number of samples to be used is as follows

$$\begin{aligned} n &= \frac{1,96^2 \cdot 0,5 (1-0,5)}{0,1^2} \\ n &= \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,1^2} \\ n &= \frac{0,9604}{0,1^2} = 96,04 \end{aligned}$$

By using the Lameshow formula above, the result of the minimum number of samples needed in this study is 96.04 respondents, which will be rounded to 100 respondents.

Data Analysis Methods

This study uses a quantitative research method. Quantitative research is a research method based on the philosophy of positivism as a scientific or scientific method because it has fulfilled scientific principles concretely or empirically, objectively, measurably, rationally, and systematically (Sugiyono, 2019). The quantitative method tests predetermined hypotheses to research specific populations and samples, collects data using research instruments, and analyzes quantitative or statistical data. This study uses a quantitative research method because this study uses numbers with statistical calculations and aims to test the hypotheses made. Following the model developed in the study, the data analysis used is Path Analysis with SPSS 26 software. Path analysis is a development of multiple regression analysis.

RESULTS AND DISCUSSION

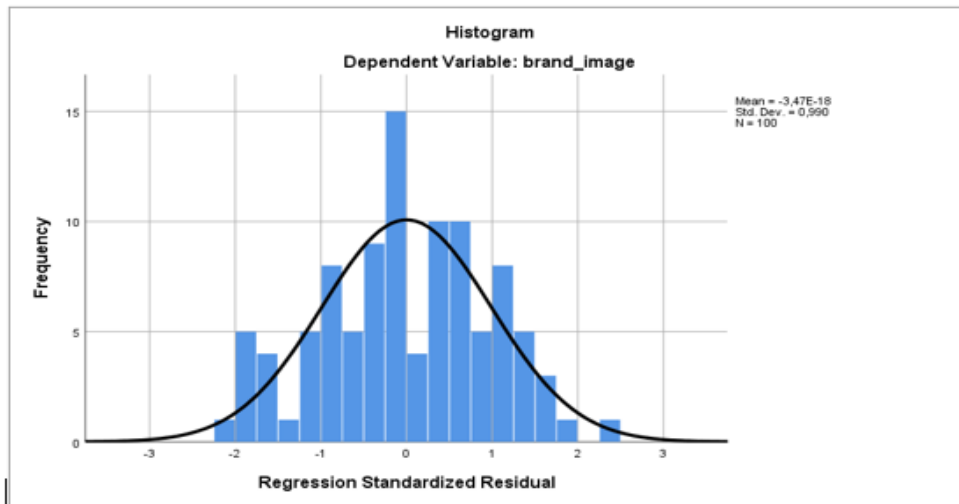
Based on the results of the validity test that was carried out, all variables in this study met the specified criteria, namely r calculation $>$ table. Therefore, it can be said that the variable indicators in this study are valid, so they can be used to measure the variables.

Table 1. Reliability Test Results

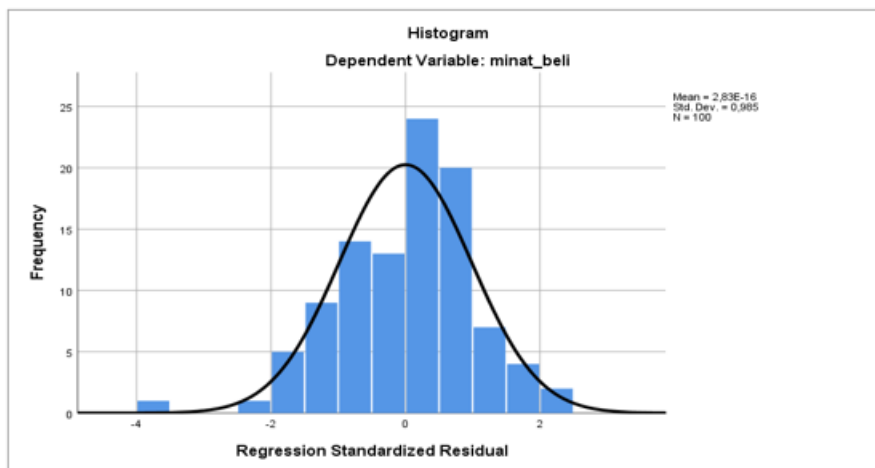
Information	Cronbach's Alpha	Critical Value	Information
<i>Social Media Marketing (X1)</i>	0,727	0,7	Reliable
<i>electronic Word of Mouth (X2)</i>	0,747	0,7	Reliable
<i>Brand Image (Z)</i>	0,754	0,7	Reliable
Purchase Intention (Y)	0,725	0,7	Reliable

Source: Processed by the researcher SPSS 26, 2024

The reliability test results above show that the indicators of the variables Social Media Marketing, electronic Word of Mouth, Brand Image, and Buying Interest are declared reliable or trustworthy as a variable measuring tool because the value of Cronbach's Alpha variable $>$ 0.7.



Source: Processed by Researcher SPSS 26, 2024
Figure 2: Histogram Chart of Equation Normality Test 1



Source: Processed by the researcher
Figure 3: Histogram Chart of Equation Normality Test 2

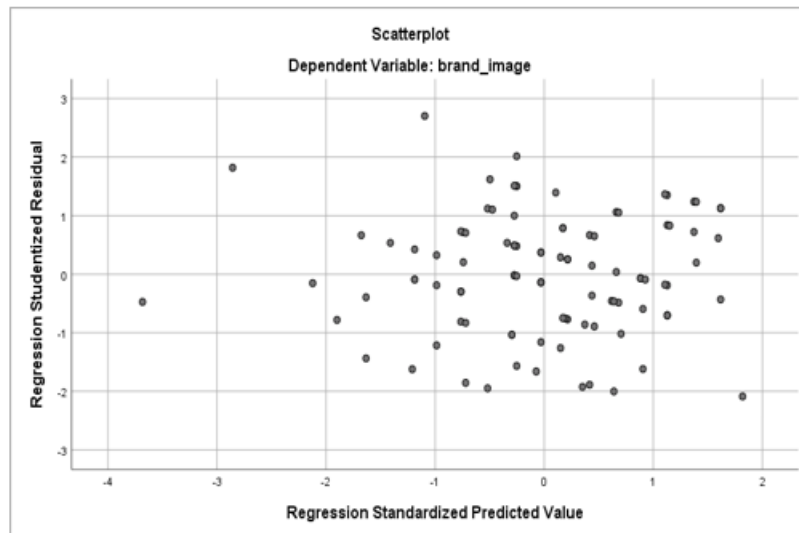
Based on the normality image above, it can be seen that the histogram chart forms a bell shape. Data is expected in the form of a bell, so it can be concluded that the data in equations 1 and 2 is said to be normal or normally distributed.

Table 2: Multicollinearity Test Results

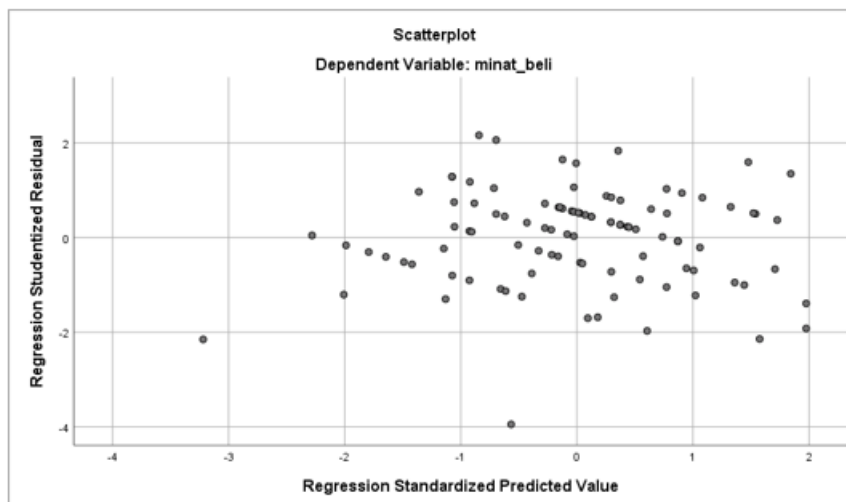
Variable	Equation 1		Equation 2	
	<i>Tolerance</i>	<i>VIF</i>	<i>Tolerance</i>	<i>VIF</i>
<i>Social Media Marketing (X1)</i>	803	1,246	755	1,325
<i>electronic Word of Mouth (X2)</i>	803	1,246	752	1,329
<i>Brand Image (Z)</i>			809	1,235

Source: Processed by the researcher SPSS 26, 2024

Based on the table above, it can be seen that the calculation results show that the tolerance value is > 0.1 and the VIF value is < 10 . It can be concluded that equations 1 and 2 of the regression model do not contain a multicollinearity problem, which means that there is no significant correlation between the independent variables, so it is suitable for further analysis



Source: Processed by SPSS researcher 26, 2024
Figure 4: Scatterplot Heterokedacity Test Equation 1



Source: Processed by SPSS researcher 26, 2024
Figure 5: Scatterplot Heterokedacity Test Equation 1

Based on the figure above, it can be seen that there is no heteroscedasticity due to the presence of diffuse points, and it does not form a specific pattern around the number zero. Ghozali (2021) explained that if there is no clear pattern, such as dots

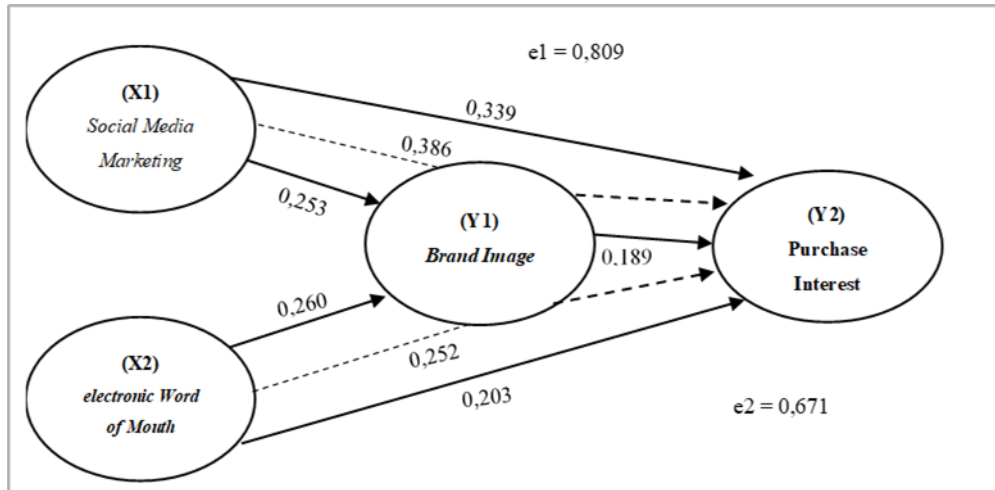
spreading above and below the number 0 on the Y axis on the scatterplot, then heteroscedasticity does not occur.

Table 3: Results of Direct and Indirect Influence

Variables Between Variables	Direct	Indirect	Total	Category
<i>Social Media Marketing → Brand Image</i>	0,253		0,253	Keep
<i>Electronic word of Mouth → Brand Image</i>	0,260		0,260	Keep
<i>Social Media Marketing → purchase Intention</i>	0,339		0,339	Strong
<i>Electronic word of Mouth → purchase Intention</i>	0,203		0,203	Keep
<i>Brand Image → purchase Intention</i>	0,189		0,189	Keep
<i>Social Media Marketing → Brand Image → purchase Intention.</i>		0,047	0,386	Strong
<i>Electronic word of Mouth → Brand Image → purchase Intention.</i>		0,049	0,252	Keep

Source: Researcher processed data, 2024

Based on the table above, it can be seen that the influence of social media marketing on buying interest and the influence of social media marketing on buying interest through brand image are strong categories. So, Ventela must pay more attention to marketing through social media by disseminating information or content consistently, interestingly, and easily understood by consumers. This can improve the brand image of the product in the minds of consumers so that it can strengthen buying interest and influence the decision to buy Ventela shoes for potential consumers in the city of Pekanbaru.



Source: researcher, 2024

Figure 6: Results of Path Analysis

$$Y1 = 0,253 + 0,260 + 0,809$$

$$Y2 = 0,339 + 0,203 + 0,189 + 0,671$$

Information:

X1 = Social Media Marketing

X2 = e-WOM

Z = Brand Image

Y = Purchase Intention

DISCUSSION

a. The Influence of Social Media Marketing on Brand Image on Ventela Shoes in Pekanbaru City.

The coefficient of the X1 path to Z is 0.253, and the significance value is 0.015, which shows a $\alpha < 0.05$. So, it can be concluded that there is a direct significant influence between the Social Media Marketing (X1) variable and the Brand Image (Z). So, the hypothesis, "There is a significant influence of social media marketing on the brand image of Ventela Shoe Products in Pekanbaru City," is acceptable.

b. The influence of electronic Word of Mouth on the Brand Image of VentelaShoes in Pekanbaru City.

The coefficient of the X2 path to Z is 0.260, and the significance value is 0.012, which shows a $\alpha < 0.05$. So, it can be concluded that there is a significant influence between the electronic Word of Mouth (X2) variable and the Brand Image (Z). So, the hypothesis, "There is a significant influence of electronic word of mouth on the brand image of Ventela Shoe Products in Pekanbaru City," is acceptable.

c. The Influence of Social Media Marketing on Purchase Intention in VentelaShoes in Pekanbaru City.

The coefficient of the X1 path to Y is 0.339, and the significance value is 0.001, which shows a $\alpha < 0.05$. So, it can be concluded that there is a significant direct

influence between the variables of social media marketing (X1) and buying interest (Y). So the hypothesis that states "There is a significant influence between Social Media Marketing on Buying Interest in Ventela Shoe Products in Pekanbaru City" is acceptable.

d. The Effect of Electronic Word of Mouth on Purchase Intention in Ventela Shoes in Pekanbaru City.

The coefficient of the X2 path to Y is 0.203, and the significance value is 0.001, which shows a $<$ of 0.05. So, it can be concluded that there is a significant direct influence between the variables of social media marketing (X1) and buying interest (Y). So, the hypothesis, "There is a significant influence between electronic Word of Mouth and Buying Interest in Ventela Shoe Products in Pekanbaru City," is acceptable.

e. The Influence of Brand Image on Purchase Intention in Ventela Shoes in Pekanbaru City.

For the coefficient of the Z path to Y of 0.189, the significance value is 0.045, which shows a $<$ of 0.05. So, it can be concluded that there is a direct significant influence between the Brand Image (Z) variable and Buying Interest (Y). So the hypothesis that states "There is a significant influence between Brand Image and Buying Interest in Ventela Shoe Products in the City of Pekanbaru" is acceptable.

f. The Influence of Social Media Marketing on Purchase Intention through Brand Image on Ventela Shoes in Pekanbaru City.

It can be seen that the total value is 0.386, and the significance value of indirect influence is 0.047, which shows a $<$ of 0.05. So, indirectly, there is a significant influence between the Social Media Marketing (X1) variable and Buying Interest (Y) through Brand Image (Z). So, the hypothesis, "There is a significant influence of social media marketing on buying interest through brand image on Ventela Shoe Products in Pekanbaru City," is acceptable.

g. The Influence of Electronic Word of Mouth on Purchase Intention through Brand Image on Ventela Shoes in Pekanbaru City.

It can be seen that the total value is 0.252, and the significance value of indirect influence is 0.049, which shows a $<$ of 0.05. So, it can be concluded that there is an indirect significant influence between the electronic Word of Mouth (X2) variable on Buying Interest (Y) through Brand Image (Z). So the hypothesis that states "There is a significant influence between electronic Word Of Mouth on Buying Interest through Brand Image in Ventela Shoe Products in Pekanbaru City" can be accepted.

CONCLUSIONS

Based on the results of the research that the author has carried out, several conclusions can be obtained based on the variables studied as follows:

- 1 Social Media Marketing directly influences the Brand Image of Ventela Shoes in Pekanbaru City.
- 2 electronic Word of Mouth directly influences the Brand Image of Ventela Shoes in Pekanbaru City.
- 3 Social Media Marketing directly influences Purchase Intention in Ventela Shoes in Pekanbaru City.
- 4 electronic Word of Mouth directly influences Purchase Intention in Ventela Shoes in the City.
- 5 Brand Image directly influences Purchase Intention in Ventela Shoes in Pekanbaru City.
- 6 Social Media Marketing influences Purchase Intention through Brand Image on Ventela Shoes in Pekanbaru City.
- 7 Electronic Word Of Mouth influences Purchase Intention through Brand Image on Ventela Shoes in Pekanbaru City.

SUGGESTIONS

Based on the research that the author has carried out, some suggestions for the company and for future researchers are obtained, which are as follows:

a) For Companies.

- 1 With the results of this research, it is hoped that Ventela can always pay attention to marketing through social media by disseminating information or content consistently, interestingly, and easily understood by consumers. This can strengthen buying interest and influence the decision to buy Ventela shoes for potential consumers in Pekanbaru City.
- 2 Ventela must further increase the confidence or perception of potential buyers on social media with users who have used Ventela brand shoes by reviewing product advantages, both in terms of Quality and price advantages, to increase buying interest for potential consumers.
- 3 The management of Ventela must further improve its corporate image in the minds of consumers and must act responsively to bad news if there is a mistake in the product that can cause losses to consumers.

b) For the next researcher.

- 1 Researchers are then expected to take a larger number of samples according to the provisions of the formula used; this aims to obtain better data accuracy and prevent invalidity and realism in the data that has been collected.

- 2 It is hoped that the next researcher can add other variables, such as price, sales promotion, or brand ambassador, that are more influential to improve the results obtained.

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