

THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES TO PURCHASE INTENTION

Michellia Lois Dayoh

ibm.michellia.l.18@ukwms.ac.id

Lydia Ari Widyarini*)

lydiaari@ukwms.ac.id

Yulika Rosita Agrippina

agrippina@ukwms.ac.id

Widya Mandala Surabaya Catholic University

ARTICLE INFO

Article history:

Received: 21 April 2022

Revised: 26 Mei 2022

Accepted: 24 Juni 2022

***) Corresponding Author:**

lydiaari@ukwms.ac.id

Key words:

*Social Media Marketing Activities;
Value Equity; Social Brand Engage-
ment; Purchase Intention.*

DOI: [10.33508/jumma.v11i1.3951](https://doi.org/10.33508/jumma.v11i1.3951)

ABSTRACT

Internet has evolved significantly from its establishment and it proceeds to do so. In addition, the Internet has become a part of people's daily life. With the increasing number of internet users and various things that can be achieved through the internet, social media is also experiencing developments. This goes the same with marketing concept, where now the traditional marketing is shifted to modern marketing where now many companies use social media for marketing. This is known as social media marketing. Companies do this to enhance their consumer's purchase intention and simply to promote their products. There are opportunities and new challenges for companies striving to boost their customers' buying intention through social media marketing. Moreover, there must be many aspects that may influence consumer's purchase intention, precisely Surabaya consumers. Thus, this research is intended to analyze and explore the effect of Social Media Marketing Activities to Purchase Intention with the mediation of Value Equity and Social Brand Engagement of Skincare Somethinc in Surabaya. The data collected from Google Form, hence, there are 222 qualified respondents who live in Surabaya. In addition, the sampling method for this research is purposive sampling and the collected data is analyzed through Structural Equation Modelling (SEM) with SmartPLS 3.0 as the tool.

PRELIMINARY

The Internet has evolved significantly from its establishment and it proceeds to do so. This is an indication that the world has arrived to a new era, that is industrial revolution, 4.0 (Hasena & Sakapurnama, 2021). Not to mention, the Internet has become a part of people's daily life. The number of active users on the internet continues to increase in all parts of the world. Even Indonesia's active internet users are in huge number. According to Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), there are 196.7 million Indonesians who are using the internet by 2020. This figure was derived from the finding of a study on number of internet users and behavior in Indonesia for the 20192020 (Patrick, 2020). This eventually leads to the increase of social media users in Indonesia.

After the developments of the internet, the trends that always change, and society's increased insights of technology, social media has many functions. Now, social media is also used to exchange all kinds of information. According to

Hasena & Sakapurnama (2021) social media is now the most popular way for people to acquire and exchange information about the products. For instance, many companies and businesses use social media to boost their marketing, which is referred to social media marketing. The beauty products companies are one of the many industries that utilizes social media for those purposes.

The beauty products market is one of the consumer markets with the fastest growth due to the help from trends from the consumers and social media. Not only make up, but skincare is also included in the beauty products. Beauty trends have recently become far more exposed, due to social media and this makes people becoming more interested in them (Wira, 2020). The trend of using skincare products started with the popularity of Korean skincare products in Indonesia. But then, the trend has shifted. Indonesian beauty products have been quite popular recently.

Indonesian skincare brands are starting to grow speedily, with an approach of creating skincare variations based on the skin needs of their

users (Hasena & Sakapurnama, 2021). As a result, local cosmetics are now preferred by many consumers. To compete with brands from overseas, numerous beauty brands from Indonesia develop high quality of products and they arrange marketing strategies to attract a large number of consumers and potential consumers. The technological, social media, and digital platform advancements have played an important role for beauty product firms to become more diverse in terms of the variant and affordable for domestic consumers (Tempo, 2020).

The brand Somethinc is one of the popular Indonesian brands among other Indonesian brands which existed. Somethinc is an Indonesian beauty brand that provides skincare and makeup that was established in 2019 (Somethinc, n.d.). Inspired by people who seek high quality skincare goods for an active lifestyle and halal certified goods, this brand was created to meet this need (Hasena & Sakapurnama, 2021). Promotion consistently and positive customer relationships are fostered by Somethinc through their social media accounts. Additionally, Somethinc wants to educate consumers about Somethinc products and prevent them from being provoked by less realistic advertisements (Tanuwijaya & Mulyandi, 2021).

Somethinc, just like every other company, interacting with their customers through social media. There must be many challenges for companies when they want to do this. This statement is in accordance with Ismail (2017, as cited from Moslehpour et al., 2020), as there are opportunities and new challenges for companies striving to boost their customers' buying intention through social media marketing. The purchase intention, for this research, is conceivably interpreted by Choedon & Lee (2020) as consumer's possibility along with willingness in buying products suggested, following the use of websites for social networking. Intentions to purchase have already been explored in order to better understand why customers purchase specific brands (Shah et al., 2011, as cited from Moreira et al., 2017). Not to mention, consumer's buying behavior can be predicted by the purchase intention.

The value of a brand plays an important role, since it can be one of the reasons for a consumer's intention to acquire a goods or services. When it comes to value equity, the customer's objective evaluation is what they get for what they give up (Lemon et al., 2002, as cited from Yadav & Rahman, 2018). So, it can be pointed out that the value

equity lies within the consumers and values which consumers can get from the goods and services can be various. The consumers must have a value that they can get from a brand and then they can have the intention to buy. The value equity can arise from the consumer, if they feel that they get something from a brand. Generally, when people decide to purchase a product, it is because they have found a value that they get from it.

It is necessary for the companies to be able to engage with their consumers. When the company is able to communicate directly to their consumers, they will know the trends that the consumers are into or their behavior, get direct feedback for their products, as well as the factors influencing the consumers' purchase intention (Chen & Lin, 2019). The information gathered from the consumers can be utilized to improve their business to become better and to compete well. Consumer brand engagement has evolved into social brand engagement.

Social media has become a necessary for firms, that is why Somethinc also uses social media for marketing and promoting its products. One of the social media that Somethinc use is TikTok. This application is among the world's famous social media platforms in few years prior. Since the TikTok's initial release, the prominence has increased steadily. This application allows their users to make content in form of video with providing effects, features, and songs, in order to create appealing videos. Moreover, their clients can learn something new, look up the latest trend, and share contents created by other users (Iqbal, 2021). Somethinc is one of the popular brands on social media, specifically TikTok. iPrice did research about skincare products that have the most watchers from TikTok based on the brand's hashtag. The result shows that Somethinc, which has 57.3 billion viewers is placed in the first place (Devita, 2020). This shows that Somethinc has great strategies to make their video has many viewers. Currently, Somethinc's TikTok followers reach 620 thousand and the number keeps increasing. Somethinc is actively make content about their product.

When the brand's social media marketing activities strategy has made the consumers attracted, then the possibility that the consumers want to engage with the brand is possible. But not only that, the marketing activities from social media can influence the consumer's purchase intention. Many factors can affect the purchase intention. When a consumer already has a lot of input for a product

and has a positive intention for the product, it is likely for the consumer to purchase the product. Of course, in all goods or services, there is value that can be taken by the consumers. The value, later on, can affect people's decision to buy the product. Moreover, there are several studies that discuss these four variables. on the effect of social media marketing activities to value equity (A. J. Kim & Ko, 2012; Koivulehto, 2017; Ural & Yuksel, 2015; Yadav & Rahman, 2018), social brand engagement (Choedon & Lee, 2020), and purchase intention (Balakrishnan et al., 2014; Choedon & Lee, 2020).

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The popularity of Indonesian beauty products is rising, not to mention, most of people are interested in them, precisely a local brand called Somethinc. In line with this context, there should be several factors influencing Indonesians, specifically Surabayans, to purchase goods from Somethinc. Because the purpose of this study is to discover about the effect of social media marketing activities on purchase intention, the author narrow the variables into four. The used variables for this study are social media marketing activities, value equity, social brand engagement, also purchase intention, will be used. Moreover, several theories will be used for this research, namely, marketing communication theory, digital marketing communication theory, theory of reasoned action, and social presence theory. Further information is provided below.

Social Media Marketing Activities

The popularity of social media makes many people use them. Social media is included in modern marketing practices, precisely for marketing communications purposes. The basis for this concept is the theory of marketing communication. The theory of marketing communication is basically a concept used in order to transmit messages, i.e. for promotional purposes, regarding goods and services. Buttle (1995) considers marketing communication to be a mediated communicative practice and series of interpersonal that are intended to generate behavioral, affective or cognitive results in designated, target audiences that might have been external or internal to the organization. The aim is to attract the consumers or possible consumers which can lead them to purchase the goods or services offered.

Social media marketing activities (SMMA) are

defined as an efficient marketing communication technique trying to capture the conceptions of consumers as well as an insight of social media marketing activities' five dimensions, namely, customization, entertainment, word-of-mouth, trendiness, and interaction (Choedon & Lee, 2020). Different from most of the previous research which used the five dimensions of social media marketing activities, Liu et al., (2019) were excluding word-of-mouth from the dimensions. Word-of-mouth is the insight into the extent to which customers share and suggest their experiences (Yadav & Rahman, 2018). Word-of-mouth that acts as the result of social media marketing activities is more suitable. Furthermore, this research is using firm-generated content. Firm-generated content is defined as the information. sharing through any form established by firms and distributed immediately through the firm's official social media pages (Laroche et al., 2013; Daiya and Roy, 2016; Kumar et al., 2016, as cited in Poulis et al., 2019).

Value Equity

Value is a pivotal point among companies and consumers (Kim et al., 2020). Value equity (VE) is one of the three components of customer equity which was developed by Lemon et al. (2000, as cited from Koivulehto, 2017) Value equity is the brand utility's customer objective evaluation of a brand's utility relying on perceptions of what has been spent in exchange for what is obtained (Wang et al., 2016). Relying only on powerful brand strategies is not enough to appease the customer, rather the customers should be satisfied first with the goods and service (Kim et al., 2020). Kim et al. (2020, as cited from Ho & Chung, 2020) also mentioned that value equity describes the objective assessment of the brand, along with the quality, price recognition, and convenience.

Companies must consider the value that their customers will get when purchasing their goods or services. Value equity represents relative opinions on products or services by target customers (Lemon et al., 2001, as cited from Wang et al., 2016). They argue, predicated on the competitiveness of company goods and services, that the value equity should be taken into account unilaterally (Wang et al., 2016, as cited from Kim et al., 2020). Fundamentally, the value equity is what the consumers can get from the brand, either it is the usefulness, benefit, or the functions while having to sacrifice something. This metric evaluates the consumer's viewpoints of a company's product in terms of its

price, quality, and ease of use (Lemon et al., 2001, as cited from Koivulehto, 2017).

Social Brand Engagement

Customer acts as an important aspect for firms. Customer engagement is an important aspect of a company. Numerous viewpoints of customer engagement have a linkage with the existence or role of social engagement (Altschwager et al., 2018). Social brand engagement has taken into consideration social media's swift development and vital role in consumer brand engagement (Osei-Frimpong & McLean, 2018). The latest engagement research has progressed and gives an expanded view of engagement. It acknowledges that engagement spreads further than a dyadic relationship between a brand a person, and also, and contains a network of interactions with others that might have an effect on brand engagement (Storbacka et al., 2016; Chandler & Lusch, 2015, as cited in Altschwager et al., 2018).

According to Osei-Frimpong & McLean (2018), social brand engagement (SBE) is defined as the story of a brand from the creation, connection, and communication among the consumer and firm with utilizing the brand, images, brand-related language, as well as meanings from social networking site of the firm which was resulted from motivational drivers. From the definition, then it can be concluded that social brand engagement is the extent of a consumers' willingness to interact with the social media of a brand (McKay, 2017). With that, it becomes essential in understanding the motivations of the consumers for affecting their social brand engagement participatory, and most importantly, to know the cognitive effort that moderates the motivations which is the part of the consumer (Osei-Frimpong, 2019).

Purchase Intention

Every people's decision in making a purchase is varied. Purchase intention is the result of human behavior of their attitudes (Hasena & Sakapurnama, 2021). This statement is also supported by a claim from Ajzen (1991, as cited from Peña-García et al., 2020), where the author mentioned that "Consumer intentions are a sign of the extent to which people are eager to carry out a specific behavior." The research from Sumarwan (2017, as cited in Nurhandayani et al., 2019) asserts that behavior is related to the taste of an object, which then will either like or dislike towards an object. People might do something because they are driv-

en by intention which is a part of behavior (Rezvani et al., 2012, as cited from Aji et al., 2020). It is the stage during which consumers will evaluate the input they have gained. Purchase intention (PI) can also be characterized as a choice for certain goods be purchased. Furthermore, one of the principal elements of customer cognitive behavior, especially purchase intention, can be recognized as it implies the consumer's conscious approach to purchasing a brand (Spears and Singh, 2004, as cited from Kala & Chaubey, 2018).

The interest of customers and the probability to purchase goods are the combinations of purchase intention (Aji et al., 2020). Customers are more willing to purchase, even if they do not necessarily make a purchase (Resmawa, 2017). Eliasari & Sukaatmadja (2017) mentioned that the intention to buy signifies the likelihood that perhaps the customer intends to buy a specific product in the future. The inclination to purchase goods or services is likely to be higher when the customers find that the revenue is significantly higher than their sacrifice (Hasena & Sakapurnama, 2021). Furthermore, customers' choice of numerous alternatives to meet their needs can be categorized as purchasing decisions (Andreani et al., 2021). Also, when consumers decide to buy goods, then they will look for the details needed based on their experiences and the external surroundings (Choedon & Lee, 2020).

Hypothesis Development

Social media enables their users to actively engage themselves with firms that have social media. The users are free to give their opinions for certain brands and lookup for reviews from others. Not only that, many firms are using social media to boost their promotions effectively and efficiently, which can be identified as social media marketing activity. Through social media marketing activities, value can be potentially created for the customers (Felix et al., 2016). For instance, there are customers, specifically prudent customers, who carefully resort to resources carefully (Lichtenstein et al., 1990; De Young, 1986, as cited from Yadav & Rahman, 2018) and are attentive to price and quality (Sharma, 2011, as cited from Yadav & Rahman, 2018). As a result, they access social media constantly to find the best value products (Yadav & Rahman, 2018). Overall quality, convenience, and price competitiveness are the drivers of value equity (Koivulehto, 2017). It is the same for Somethinc. Somethinc is using social media, precisely, their

TikTok for marketing. From there, their consumers or potential consumers may find value from Somethinc's content. The content is various, which some of them can be persuasive and makes their consumers form value equity. Several studies have been conducted to examine the correlation of social media marketing activities to value equity. For instance, the studies from Kim & Ko (2012), Koivulehto (2017), Yadav & Rahman (2018). As a result, the explanations then can form the first hypothesis.

H1: The significant and positive effect of social media marketing activities to value equity of Somethinc products.

Social media plays an important role in customers' opinions. The availability in accessing social media generates assistance and benefits for various customers in a variety of distinctive methods, including advertising and marketing anywhere and anytime (Alawan et al., 2017; Hajli, 2014, as cited from Moslehpour et al., 2020). Also, through social media, a company could do marketing activities that enable them to perform two-way communication effectively (Laksamana, 2018). Isaksson and Xavier (2009, as cited from Taşkın & Alkaya, 2017) mentioned that the most essential approach which contains a definite role in the phase for decision making is the purchase intention. Furthermore, social media marketing influences purchase intent, which has an impact on brand sales results (Kim & Ko, 2010; Zhu & Zhang (2010), as cited in Laksamana, 2018). Research from Yadav & Rahman (2018), demonstrates that social media marketing activity has a positive impact on purchase intention. Moreover, Choedon & Lee (2020) also confirmed the significant effect of social media marketing activities to purchase intention. Thus, the second hypothesis for this study can be developed.

H2: The significant and positive effect of social media marketing activities on the purchase intention of Somethinc products.

Social media can influence the customer's perception of a certain brand. Since the development of the internet gives an impact on social media, many companies decide to do promotions through social media. This activity, later on, is known as social media marketing activity. In a way to attain and engage with customers, numerous companies incorporate social media metrics toward their communication on customer relations as well as

marketing (Malthouse et al., 2013; Ashley & Tuten, 2015, as cited from Osei-Frimpong & McLean, 2018). Due to its potential impact on consumer behavior, practitioners and academics have been increasingly attracted to consumer engagement in social media for some years (Gómez et al., 2019). Social media acts as an influential tool throughout the process of brand engagement between company-consumers but also consumers-company (Choedon & Lee, 2020). Thus, it can be seen that Somethinc and its consumers can engage from social media. A study from Choedon & Lee (2020) has proven the significance of social media marketing activities to social brand engagement. The social media activity of the cosmetic brand is believed to have an impact on social brand engagement. This would then define the third hypothesis.

H3: The significant and positive effect of social media marketing activities on the social brand engagement of Somethinc products.

The aim of a person in buying a service or product is purchase intention, and it might ultimately result in an actual purchase (Follows & Jobber, 2000, as cited from Alavijeh et al., 2018). Additionally, Alavijeh et al. (2018) stated that purchase intention includes a combination of the eagerness and consumer possibility to purchase a product. Shen et al., (2016) affirm that "Purchase intention was treated as the consequence of the value cocreation." Purchase decisions are affected by the evaluation of a value from the goods (Haseena & Sakapurnama, 2021). In respect of their price, quality, and convenience, value equity can be characterized as an objective assessment of a firm's goods. Purchasing intent is a variable attitude to measure customer contribution to the brand in the future, whilst the behavioral change that really leads to revenues is customer equity (Taşkın & Alkaya, 2017). Compared to other trademarks, Kosarizadeh & Hamdi (2015, cited by Alavijeh et al., 2018) recommended the important aspect of consumer's purchase intention is value equity. Previous studies have proven the relationship between value equity and purchase intention, namely studies from Kim & Ko (2012), Taşkın & Alkaya (2017), Koivulehto (2017), and Alavijeh et al., (2018). With that, fourth hypothesis is formulated.

H4: The significant and positive effect of value equity to purchase intention of Somethinc products.

Social brand engagement is likely to drive cus-

tomers with its interactive experience to the brand (Van Doorn et al., 2010; Hollebeek et al., 2014, as cited from Osei-Frimpong & McLean, 2018). As for purchase intention, it is a consolidation for both interests of the customer and a probability to purchase goods (Kim & Ko, 2012, as cited from Aji et al., 2020). Ajzen (1991, Choedon & Lee, 2020) described the intention in two namely, motive factors that affect behavior, and also, intention are signs of determination for individuals to try, how much initiative they plan to exert and execute the behavior. This intention is applicable in the purchase intention concept. There are some studies that have discussed the correlation between consumer brand engagement and purchase intention (Algesheimer et al., 2010; Dwivedi, 2015; Kircova et al., 2018). Furthermore, research from Choedon & Lee (2020) has discussed the positive correlation that exists among social brand engagement and purchase intention. Thus, the fifth hypothesis is formulated.

H5: The significant and positive effect of social brand engagement to purchase intention of Somethic products.

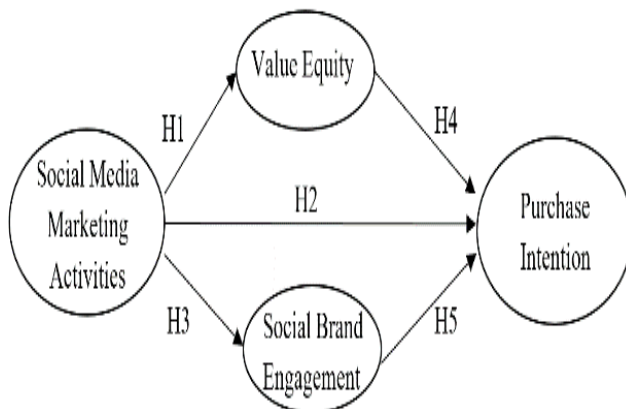


Figure 1. Research Model

RESEARCH FRAMEWORK

The current research is quantitative research with using PLS-SEM for analyzing the data, because the number of the dependent variable is more than one. The data gathered from the survey will be analyzed from SmartPLS 3.0 and several tests will be conducted to find the correlation between the variables and the overall model of this research. This type of research includes data gathering in order to obtain results, either to assist or dispute the claims by statistically treating the information that could be quantified (Leedy & Ormrod 2001; Williams, 2011, as cited from Apuke,

2017). Hence, a survey is mandatory. The survey will be from Google Form.

Population and research sample

The population for this research is Surabayans in age range of 17-45 years old who use social media TikTok and those who have seen the TikTok social media marketing activities and content from Somethinc. The number of 220 samples was obtained from the total number of measurements statements of all four variables used for this research then multiplied by 10. This research's total number of measurement statements from the questionnaire is 22 then multiplied by 10. This ten-timer guideline of sample size is commonly utilized in PLS-SEM (Hair et al., 2011, as cited from Kock & Hadaya, 2018). The selected method for this trial is nonprobability sampling, precisely purposive sampling.

Research Variable

The independent variable of this research is social media marketing activities. The dependent variables are value equity, social brand engagement, and purchase intention.

Variable Measurement

This research will use a Likert scale. The Likert scale is among the most commonly used response scales for research. A Likert five-point scale is a measurement tool used to assess a variety of concepts concerning attitudes (Likert, 1932, as cited from Chyung et al., 2017). Every variable questionnaire statement used a five-point Likert scale, with: 1 representing strongly disagree and 5 representing strongly agree.

RESULT AND DISCUSSION

Data Description

Table 1: Respondent's Characteristics

Chacteristics	Desc	Total	
		Frequency	Percentage
Location in Surabaya	Yes	226	98.7
	No	3	1.3
	Total	229	100
Have Tik-Tok	Yes	223	97.4
	No	6	2.6
	Total	229	100
Seen content from Somethinc's Tik-Tok	Yes	222	96.9
	No	7	3.1
	Total	229	100

Gender	Female	169	76.1
	Male	53	23.9
	Total	222	100
Age	17-24	142	64
	25-34	75	33.8
	35-45	5	2.2
	Total	222	100

The first three question is the screening questions which indicates whether the respondent is qualified or not for this study. For the respondents who answer their gender and age are the respondents that are qualified for this study. Thus, the qualified respondents are 222 and thus below is the result of the study.

Table 2: Descriptive Statistics Result

No	Variable	Mean	Class Interval
1	SMMA	4.292	Strongly Agree
2	VE	4.264	Strongly Agree
3	SBE	4.303	Strongly Agree
4	PI	4.247	Strongly Agree

Respondents' average response on social media marketing activities is 4.292, implying that something's official tiktok account does apply social media marketing activities and it is entertaining, interactive, trendy, and provides personalized search.

Respondents' average response on value equity is 4.264, implying that products advertised on something's official tiktok account does have a competitive price, good quality, convenience (ease to obtain), and have a good design.

Respondents' average response on value equity is 4.303, implying that something's official tiktok are able to engage with their consumers, which leads them to interact and share about their experience when using something products.

Respondents' average response on value equity is 4.247, implying that something's official tiktok are able to make their consumers and new consumers to have the willingness in purchase goods from something.

Outer model evaluation

The primary goal of the outer model analysis from this research study was to comprehend the correlation among the variable construct as well as the indicator by assessing the composite's discriminating validity, convergent validity, and reliability.

Table 3: Outer Loading

variable	indicator	loading factor
SMMA	SMMA1	0.761
	SMMA2	0.714
	SMMA3	0.700
	SMMA4	0.782
	SMMA5	0.710
	SMMA6	0.684
	SMMA7	0.714
	SMMA8	0.731
	SMMA9	0.636
VE	VE1	0.739
	VE2	0.781
	VE3	0.760
	VE4	0.797
	VE5	0.611
SBE	SBE1	0.760
	SBE2	0.756
	SBE3	0.724
	SBE4	0.708
	SBE5	0.738
PI	PI1	0.833
	PI2	0.837
	PI3	0.804

The table above is for analyzing the convergent validity and discriminant validity. all of the variable's result are accepted, because it is above the cut-off point, which is 0.6.

Table 4: Reliability test

variable	cronbach alpha
SMMA	0.881
VE	0.791
SBE	0.790
PI	0.765

Reliability test uses the cronbach alpha and the result must be higher than 0.7. All of variables are reliable because the result is higher than 0.7.

Table 5: Composite reliability

Variable	Composite reliability
SMMA	0.904
VE	0.858
SBE	0.856
PI	0.865

Composite reliability can also be used to determine whether or not data is reliable. As per table above, all variables used in this research have

an equal to or greater than 0.7, indicating that all variables are found reliable.

Inner model evaluation

The inner model was eligible to describe the connection between the latent variables in this research. R-square value, predictive relevance, and path coefficient can all be used to calculate the inner model.

Table 6: R-square value

Variable	R Square
VE	0.267
SBE	0.191
PI	0.420

The result of the table shows that the contribution of the variables social media marketing activities, value equity, and social brand engagement to purchase intention is 0.420, or 42%. The residual 58 percent is affected by variables out of the scope of this study. The social media marketing activities variable contributes 0.191 percent to social brand engagement. The remainder 80.9 percent is impacted by variables outside of the context of the study. The social media marketing activities variable contributes 0.267, or 26.7 percent, to value equity. The rest 73.3 percent is affected by variables outside of the scope of this study. As a result, all of the r square values for these variables are regarded as weak.

Table 7: Predictive relevance

Variable	Q Square
VE	0.129
SBE	0.096
PI	0.261

Predictive relevance is also known as predictive sample reuse to validate endogenous construct models. Q2's cut-off value ranges from 0 to 1. The q2 value greater than 0 indicates that the measured values were properly reconstructed, and thus the model has predictive relevance. Table above displays the q square produced by the research construct. Purchase intention results in 0.217, social brand engagement results in 0.101, and value equity results in 0.135. This means that all of the results are greater than zero, implying that these variables have predictive relevance.

Table 8: Path coefficient

	PI	SBE	SMMA	VE
PI				
SBE	0.337			
SMMA	0.013	0.437		0.516
VE	0.369			

A path coefficient is known as an estimated path correlation from the structural model. All of the path coefficients are standardized. Path weights range from -1 to +1, as an outcome of standardization. The result that is closest to +1 is analyzed as the strongest path, -1 is reflected as a perceived negative relationship, and -0 represents a positive relationship.

The path coefficient of social brand engagement to purchase intention is 0.337 showing a positive path, since the value is close to 1+. It indicates that when social brand engagement rise, then the purchase intention will also increase with the value of 33.7%.

The path coefficient of social media marketing activities to purchase intention is 0.013. It indicates that when social media marketing activities rise, then the purchase intention will also increase with the value of 1.3%. However, these variables' path coefficient has the least number than other variables' path coefficient.

The path coefficient of value equity to purchase intention is 0.369 showing a positive path, since the value is close to 1+. It indicates that when value equity rise, then the purchase intention will also increase with the value of 36.9%.

The path coefficient of social media marketing activities to social brand engagement is 0.437 showing a positive path, since the value is close to 1+. It indicates that when social media marketing activities rise, then the social brand engagement will also increase with the value of 43.7%.

The path coefficient of social media marketing activities to social brand engagement is 0.516 showing a positive path, since the value is close to 1+. It indicates that when social media marketing activities rise, then the social brand engagement will also increase with the value of 51.6%. These variables' path coefficient has the highest value than other variables' path coefficient.

Table 9: Mediating's path coefficient

	T-Statistics	Description
SMMA→SBE→PI	2.746	Significant
SMMA→VE→PI	3.278	Significant

The indirect path coefficient of social media marketing activities to purchase intention with social brand engagement as the mediation has a t-statistics value of 2.746, indicating that it is significant. As a result, when social media marketing activities rise, so will purchase intention through social brand engagement.

The indirect path coefficient of social media marketing activities to purchase intention with value equity as the mediation has a t-statistics value of 3.278, indicating that it is significant. As a result, when social media marketing activities rise, so will purchase intention through value equity.

Indirect effect

The impact of a variable on another variable is examined using the indirect effect. The indirect impact criteria encompass t statistics bigger than 1.96 and p-values under 0.05.

Table 10: Bootstrapping

Path	Original Sample	T Statistics	P-Value
SMMA→SBE→PI	0.147	2.910	0.004
SMMA→VE→PI	0.190	3.373	0.001

The p-value of social media marketing activities to purchase intention through social brand engagement results in 0.004, which is less than 0.05, indicating that these variables have a significant influence. In addition, the first indirect effect from social media marketing activities to purchase intention through social brand engagement exists.

The p-value of social media marketing activities to purchase intention through value equity results in 0.001, which is less than 0.05, indicating that these variables have a significant influence. In addition, the first indirect effect from social media marketing activities to purchase intention through value equity exists.

Hypothesis testing

The criteria of accepted hypothesis are when the t-statistics or t-value is more than 1.96 and p-value is less than 0.05.

Table 11: Result

	T Statistics	P Values
SMMA→VE	5.288	0.000
SMMA→PI	0.150	0.881
SMMA→SBE	4.730	0.000
VE →PI	4.914	0.000
SBE→PI	4.539	0.000

The hypothesis testing result for hypothesis 1 which discuss the impact of social media marketing activities to value equity has a t statistic result of 5.288, and the p-value result of 0.000. This indicates that social media marketing activities have a significant and positive impact on value equity. In other words, hypothesis 1 is accepted.

The hypothesis testing result for hypothesis 2 which discuss the impact of social media marketing activities to purchase intention has a t statistic result of 0.150, and the p-value result of 0.881. This indicates that social media marketing activities does not have both significant and positive impact on purchase intention. In other words, hypothesis 2 is rejected.

The hypothesis testing result for hypothesis 3 which discuss the impact of social media marketing activities to social brand engagement has a t statistic result of 4.730, and the p-value result of 0.000. This indicates that social media marketing activities does have a significant and positive impact on social brand engagement. In other words, hypothesis 3 is accepted.

The hypothesis testing result for hypothesis 4 which discuss the impact of value equity to purchase intention has a t statistic result of 4.914, and the p-value result of 0.000. This indicates that value equity does have a significant and positive impact on purchase intention. In other words, hypothesis 4 is accepted.

The hypothesis testing result for hypothesis 5 which discuss the impact of social brand engagement to purchase intention has a t statistic result of 4.539, and the p-value result of 0.000. This indicates that social brand engagement does have a significant and positive impact on purchase intention. In other words, hypothesis 5 is accepted. Here below is the result of the hypothesis testing from the smartpls 3.0.

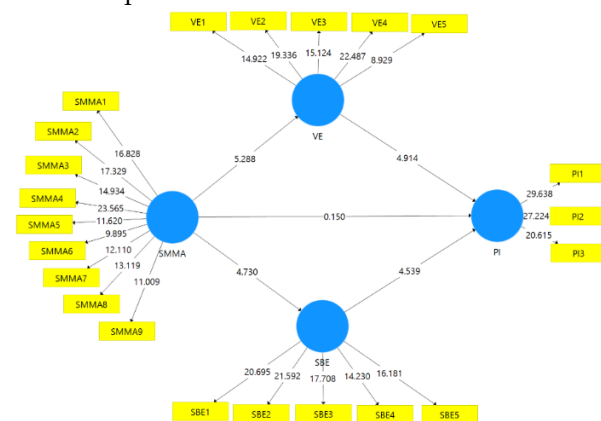


Figure 2. Output

CONCLUSION

The purpose of this study is to look into the impact of social media marketing activities, particularly from Somethinc's official TikTok account to social brand engagement, value equity, and purchase intention of somethinc users in Surabaya. Surabaya is chosen because it is one of the metropolitan cities in Indonesia and there are many Surabaya citizens who have taken interest in beauty products, especially Somethinc. It is undeniable if Somethinc will get numerous impacts from utilizing social media for their marketing activities.

Social media marketing activities have been shown to have a significant and positive effect on value equity. That would be enough to say that these two variables' relation are approved. In accordance with this, there is indeed a correlation where enhanced the value of social media marketing activities impacts the increase the value equity's value. It also implies that in attempt for somethinc to raise their customers' value equity, there must have been decent methods to supply effective social media marketing activities, particularly from Somethinc's official TikTok account.

It has been demonstrated that social media marketing activities have a significant and positive impact on social brand engagement. That would suffice to say that the relationship between these two variables is acceptable. In accordance with this, there is a correlation between increased the value of social social media marketing activities and increased the value of social brand engagement. It also implies that in order for Somethinc to increase their customers' social brand engagement, adequate methods for supplying effective social media marketing activities, particularly from Somethinc's official TikTok account, must have been in place.

It has been demonstrated that social media marketing activities have no significant and positive effect on purchase intention. That would suffice to say that the relationship between these two variables is rejected. In accordance with this, there is no direct correlation between increased the value of social media marketing activities and increased the value of purchase intention.

It has been demonstrated that value equity has a significant and positive effect on purchase intention. That would suffice to say that the relationship between these two variables is accepted. In accordance with this, there is a correlation where increased the value of value equity impacts the value of purchase intention. It also implies that

adequate methods for supplying effective value equity, particularly from Somethinc's official TikTok account, must have been in place for Somethinc to increase their customers' purchase intention.

It has been demonstrated that social brand engagement has a significant and positive effect on purchase intention. That would suffice to say that the relationship between these two variables is accepted. In accordance with this, there is a correlation between increased the value of social brand engagement and increased the value of purchase intention. It also implies that adequate methods for supplying effective social brand engagement, particularly from Somethinc's official TikTok account, must have been in place for Somethinc to increase their customers' purchase intention.

This study also has some limitations, for instance, the sample size could be larger than the population represented, and the current sample size is insufficient to adequately represent the whole population, the study is restricted to a single city, and the indicator for the value equity of this research is the older version and for a better result, it should adopt the latest version, as pertain to the object used.

Finally, the suggestions of this research would be:

1. Social media marketing activities have influenced both value equity and social brand engagement. Recognizing this, Somethinc must be capable of developing and start creating more creative content that can provoke its customers via social media marketing activities, particularly through their official TikTok account. In the meantime, Somethinc can create TikTok content that contains information including discounts, functionalities, and benefits of the products.
2. Purchase intention has been influenced by value equity and social brand engagement. The purchase intention of Somethinc customers can be enhanced because Somethinc has always been successful in delivering value equity and engaging with their customers through Somethinc's official TikTok. Useful information about the price and quality of the product, also the unique way of engage with their consumers would make Somethinc's customers have the tendency to share information about Somethinc, which later on can help in increase of intention to purchase.
3. Social media marketing activities have

proofed to influenced purchase intention through value equity and social brand engagement. Somethinc can benefit from a supervisor or person in charge who can consistently produce creative, up-to-date content, while also care for their consumers from Tik-Tok. Hence, their consumer's intention to purchase can be boosted.

REFERENCES

- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91-104.
<https://doi.org/10.5267/j.ijdns.2020.3.002>
- Algesheimer, R., Borle, S., Dholakia, U. M., & Singh, S. S. (2010). The impact of customer community participation on customer behaviors: An empirical investigation. *Marketing Science*, 29(4), 756-769.
- Altschwager, T., Dolan, R., & Conduit, J. (2018). Social brand engagement: How orientation events engage students with the university. *Australasian Marketing Journal*, 26(2), 83-91.
<https://doi.org/10.1016/j.ausmj.2018.04.004>
- Andreani, F., Gunawan, L., & Haryono, S. (2021). Social Media Influencer, Brand Awareness, and Purchase Decision Among Generation Z in Surabaya. *Jurnal Manajemen Dan Kewirausahaan*, 23(1), 18-26.
<https://doi.org/10.9744/jmk.23.1.18-26>
- Apuke, O. D. (2017). Quantitative Research Methods: A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), 40-47.
<https://doi.org/10.12816/0040336>
- Balakrishnan, B. K. P. D., Dahnil, M. I., & Yi, W. J. (2014). The Impact of Social Media Marketing Medium toward Purchase Intention and Brand Loyalty among Generation Y. *Procedia - Social and Behavioral Sciences*, 148, 177-185.
<https://doi.org/10.1016/j.sbspro.2014.07.032>
- Bilgin, Y. (2018). Business & management studies: an international journal. 1, 128-148.
- Buttle, F. A. (1995). Marketing Communication Theory: What do the Texts Teach Our Students? *International Journal of Advertising*, 14(4), 297-313.
<https://doi.org/10.1080/02650487.1995.11104621>
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140(July 2018), 22-32.
<https://doi.org/10.1016/j.techfore.2018.11.025>
- Choedon, T., & Lee, Y. (2020). The Effect of Social Media Marketing Activities on Purchase Intention with Brand Equity and Social Brand Engagement: Empirical Evidence from Korean Cosmetic Firms. *지식경영연구*, 21(3), 141-160.
<https://doi.org/10.15813/kmr.2020.21.3.008>
- Chyung, S. Y. Y., Roberts, K., Swanson, I., & Hankinson, A. (2017). Evidence-Based Survey Design: The Use of a Midpoint on the Likert Scale. *Performance Improvement*, 56(10), 15-23.
<https://doi.org/10.1002/pfi.21727>
- Devita, V. D. (2020). *Somethinc, Some By Mi dan The Ordinary Review Produk Paling Banyak Ditonton Di Tiktok*. IPrice.
<https://iprice.co.id/trend/insights/produk-skincare-mana-yg-paling-banyak-ditonton-di-tiktok/?nocache=1>
- Dwivedi, A. (2015). A higher-order model of consumer brand engagement and its impact on loyalty intentions. *Journal of Retailing and Consumer Services*, 24, 100-109.
- Eliasari, P. R. A. E., & Sukaatmadja, I. P. G. (2017). Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia dan mengingat merek dalam situasi yang berbeda . Kesadaran merek terdiri atas. *E-Jurnal Manajemen Unud*, 6(12), 6620-6650.
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2016). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126.
<https://doi.org/10.1016/j.jbusres.2016.05.001>
- Gómez, M., Lopez, C., & Molina, A. (2019). An integrated model of social media brand engagement. *Computers in Human Behavior*, 96(July 2018), 196-206.
<https://doi.org/10.1016/j.chb.2019.01.026>
- Hasena, C., & Sakapurnama, E. (2021). Leveraging Electronic Word of Mouth on TikTok: Somethinc Skin Care Product Innovation to Increase Consumer Purchase Intention. *Hasanuddin Economics and Business Review*, 5(1), 19.
<https://doi.org/10.26487/hebr.v5i1.2746>
- Ho, M. H. W., & Chung, H. F. L. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business*

- Research*, 121(April), 13–21.
<https://doi.org/10.1016/j.jbusres.2020.07.046>
- Iqbal, M. (2021). *TikTok Revenue and Usage Statistics (2021)*. Business of Apps.
<https://www.businessofapps.com/data/tiktok-statistics/>
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143–157.
<https://doi.org/10.1504/IJSEM.2018.096077>
- Karimi Alavijeh, M. R., Esmaeili, A., Sepahvand, A., & Davidaviciene, V. (2018). The effect of customer equity drivers on word-of-mouth behavior with mediating role of customer loyalty and purchase intention. *Engineering Economics*, 29(2), 236–246.
<https://doi.org/10.5755/j01.ee.29.2.17718>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.
<https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, W., Kim, H., & Hwang, J. (2020). Sustainable growth for the self-employed in the retail industry based on customer equity, customer satisfaction, and loyalty. *Journal of Retailing and Consumer Services*, 53(February 2019).
<https://doi.org/10.1016/j.jretconser.2019.101963>
- Kircova, I., Yaman, Y., & Köse, Ş. G. (2018). European Journal of Economics and Business Studies Instagram, Facebook or Twitter: Which Engages Best? A Comparative Study of Consumer Brand Engagement and Social Commerce Purchase Intention. *European Journal of Economics and Business Studies*, 4(1), 268–278.
<https://doi.org/10.26417/ejes.v4i1.p268-278>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261.
<https://doi.org/10.1111/isj.12131>
- Koivulehto, E. I. (2017). Do social media marketing activities enhance customer equity A case study of fast-fashion brand Zara. April.
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 8, 13–18.
- Liu, X., Shin, H., & Burns, A. C. (2019). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125(April), 815–826.
<https://doi.org/10.1016/j.jbusres.2019.04.042>
- McKay, B. A. (2017). CONTENT AND COMMUNITY: DECODING ENGAGEMENT BY EXPLORING EMPIRICAL LINKS WITH SOCIAL MEDIA ENGAGEMENT, BRAND EQUITY, PURCHASE INTENT, AND ENGAGEMENT INTENT.
- Moreira, A. C., Fortes, N., & Santiago, R. (2017). Influence of sensory stimuli on brand experience, brand equity and purchase intention. *Journal of Business Economics and Management*, 18(1), 68–83.
<https://doi.org/10.3846/16111699.2016.1252793>
- Moslehpour, M., Dadvari, A., Nugroho, W., & Do, B. R. (2020). The dynamic stimulus of social media marketing on purchase intention of Indonesian airline products and services. *Asia Pacific Journal of Marketing and Logistics*, 33(2), 561–583. <https://doi.org/10.1108/APJML-07-2019-0442>
- Nurhandayani, A., Syarief, R., & Najib, M. (2019). The impact of social media influencer and brand images to purchase intention. *Jurnal Aplikasi Manajemen*, 17(4), 650–661.
- Osei-Frimpong, K., & McLean, G. (2018). Examining online social brand engagement: A social presence theory perspective. *Technological Forecasting and Social Change*, 128(March 2017), 10–21.
<https://doi.org/10.1016/j.techfore.2017.10.010>
- Patrick, J. (2020). APJII Catat Pengguna Internet di RI Capai 196,7 Juta. *CNN Indonesia*. <https://www.cnnindonesia.com/teknologi/2021109200200-213-567803/apjii-catat-pengguna-internet-di-ri-capai-1967-juta>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6).
<https://doi.org/10.1016/j.heliyon.2020.e04284>
- Poulis, A., Rizomyliotis, I., & Konstantoulaki, K. (2019). Do firms still need to be social? Firm generated content in social media. *Information Technology and People*, 32(2), 387–404.
<https://doi.org/10.1108/ITP-03-2018-0134>

- Resmawa, I. N. (2017). Pengaruh Brand Image dan Product Knowledge terhadap Purchase Intention dengan Green Price sebagai Moderating Variabel pada Produk the Body Shop di Surabaya. *Jurnal Aplikasi Manajemen, Ekonomi Dan Bisnis*, 1(2), 1-11.
- Shen, G. C. C., Chiou, J. S., Hsiao, C. H., Wang, C. H., & Li, H. N. (2016). Effective marketing communication via social networking site: The moderating role of the social tie. *Journal of Business Research*, 69(6), 2265-2270. <https://doi.org/10.1016/j.jbusres.2015.12.040>
- Somethinc. (n.d.). *Bonjour*. <https://somethinc.com/en/bonjour>
- Tanuwijaya, J., & Mulyandi, R. (2021). PENGARUH VIRAL MARKETING DAN TURBO MARKETING TERHADAP KEPUTUSAN PEMBELIAN SKINCARE SOMETHINC Jessica Tanuwijaya dan Rachman Mulyandi Abstrak Pengaruh Viral Marketing dan Turbo Marketing Terhadap Keputusan Pembelian Skincare Somethinc Pendahuluan Aulia Taz. *Jurnal Sosial Sains*, 1(5), 368-373.
- Taşkın, E., & Alkaya, A. (2017). The Impact of Social Media Pages on Customer Equity and Purchase Intention; An Empirical Study of Mobile Operators. *Journal of Business Research - Turk*, 3(9), 122-133. <https://doi.org/10.20491/isarder.2017.291>
- Tempo. (2020, January 27). Perubahan Gaya Hidup Dorong Industri Kosmetik. *Tempo*. <https://koran.tempo.co/read/ekonomi-dan-bisnis/449594/perubahan-gaya-hidup-dorong-industri-kosmetik>
- Ural, T., & Yuksel, D. (2015). the Mediating Roles of Perceived Customer Equity Drivers Between Social Media Marketing Activities and Purchase Intention. *International Journal of Economics, Commerce and Management*, 3(10), 1-18. https://doi.org/2348_0386
- Wang, H., Kim, K. H., Ko, E., & Liu, H. (2016). Relationship between service quality and customer equity in traditional markets. *Journal of Business Research*, 69(9), 3827-3834. <https://doi.org/10.1016/j.jbusres.2016.04.007>
- Wira, N. N. (2020, January 28). Indonesian beauty trends to look out for in 2020. *The Jakarta Post*. <https://www.thejakartapost.com/life/2020/01/28/indonesian-beauty-trends-to-look-out-for-in-2020.html>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking*, 25(9), 3882-3905. <https://doi.org/10.1108/BIJ-05-2017-0092>