

ANALYSIS OF SOCIAL MEDIA MARKETING ON INSTAGRAM TOWARDS PURCHASE INTENTION: STUDY ON INDONESIA'S DRINK GINGER MICRO SMALL MEDIUM ENTERPRISES IN KUDUS CITY

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Abstract

Ginger Rempah Bilal utilizes social media to market its products. The platform used by Ginger Spice Bilal is Instagram. The Instagram platform provides great advantages such as fast and inexpensive marketing communication tools, especially in promoting products, spreading advertising and brand awareness. This study aims to determine the influence of social media marketing on Instagram on purchase intentions in micro and medium ginger enterprises in Kudus city. This research uses a type of causal research, and the research method used in this study is quantitative. The population in this study is Instagram social media followers of Ginger Spice Bilal. The results of this study stated that social media marketing had a positive and significant effect on purchase intentions in micro and medium ginger enterprises in Kudus city. This means that if social media marketing on Instagram can be maximized, the buying intention of ginger buyers in the city of Kudus will increase.

Keywords: Social Media Marketing; Instagram; Purchase Intention; Ginger

INTRODUCTION

Severe Acute Respiratory Syndrome Coronavirus 2, better known as covid-19, attacks the respiratory system. The covid virus can cause mild disorders of the respiratory system, severe lung infections to death. Ginger has properties for patients with steoarthritis, neurodegenerative disorders, rheumatoid arthritis, type 2 diabetes, respiratory disorders, liver disease and primary dysmenorrhea. Ginger impacts direct and indirect inhibition in the virus development circular. Ginger can influence the main fundamental processes that participate in the pathogenesis of COVID-19 due to its anti-viral, anti-inflammatory, immunomodulatory and antioxidant properties (Ardan et al., 2020).

Wedang ginger beverage business people in Kudus are still changing MSMEs (micro small medium enterprises). The object of this study is the brand Ginger Spice Bilal. Ginger Rempah Bilal did not have a stable sales movement during December 2020 to July 2021. Market shared is only 35% with daily sales of 150 glasses. Ginger Rempah Bilal has a good opportunity in Kudus and low competition in this business. It is hoped that by mid-2023, the market share can reach 45% to 55% on sales reaching 400 glasses per day along with social media marketing activities.

Ginger Rempah Bilal utilizes social media to market its products. The platform used by Ginger Spice Bilal is Instagram. The Instagram platform provides great advantages such as fast and

inexpensive marketing communication tools, especially in promoting products, spreading advertising and brand awareness (Soedarsono et al., 2020). This study aims to understand and analyze the influence of Social Media Marketing Activity (SMMA) on Instagram on consumer buying interest, especially in the brand Ginger Spice Bilal. Based on all the previously mentioned phenomena, this research study was designed focusing on 7 objectives:

1. Knowing the impact of social media marketing activity (SMMA) on purchasing decisions on Ginger Spice Bilal.
2. Knowing the impact of social media marketing activity on customer engagement in Ginger Spice Bilal.
3. Knowing the impact of customer engagement on purchasing decisions on Ginger Spice Bilal.
4. Knowing the impact of social media marketing activities on brand equity in Ginger Spice Bilal.
5. Knowing the influence of brand equity on E-WOM on Bilal Spice Ginger.
6. Knowing the influence of E-WOM on purchasing decisions on Bilal Spice Ginger.
7. Knowing the effect of SMMA on purchase intention mediated by customer engagement

THEORETICAL FOUNDATION

Social Media Marketing Activity (SMMA)

Social media is a group of internet-based applications that use a view of life and website 2.0 technology, where consumers can create or switch data on the social media application. Social media continues to grow rapidly because of its advantages that can mimic human social interactions in everyday life (Prasetio et al., 2017). Social media can facilitate interaction, cooperation, and content sharing. With social media, entrepreneurs have the opportunity to advertise their local products at a low cost to consumers and get feedback from them (Kaplan & Haenlein, 2010)(Aji et al., 2020) (Hanna et al., 2011). Social Media Marketing Activities' characteristics include entertainment, interaction, trends, and customization (Aji et al., 2020). Quotes from Kang (2005) Entertainment or entertainment can impact the audience's positive emotions, adding to a continuous participatory attitude (Aji et al., 2020). Audience who feels positive emotions will share information with other audians that can impact purchasing decisions (Dobele et al., 2007). Interactions that social media occur when users can communicate with other users so that information can be conveyed. Interaction in social media marketing happens not only from client to client or client to company, but companies can also quickly respond to consumer inquiries. Trendi is one of the components in SMMA that provides customers the latest product information (Maoyan, 2014) (Godey et al., 2016). Trendy information surrounds brand renewal in the form of warm ideas about brands initiated by marketers and customers, contributing to creating customer awareness and encouraging brand loyalty. Advertising is part of a social media promotion campaign to increase sales (Gallaughier & Ransbotham, 2010)(Aji et al., 2020). The impact of advertising on social media proves that

advertising is an important ingredient in digital marketing (Duffett, 2017). Advertising on social media has many benefits and is cost-effective for the promotion of MSMEs, because the content we advertise can be spread to many users simultaneously (Aisha et al., 2013). Customization is a benchmark for a brand service to adjust the wishes or habits of buyers (Godey et al., 2016). Customization on social media is a channel for brands to communicate their characteristics and increase brand preference and loyalty (Martin & Todorov, 2010).

Customer Engagement

Customer engagement refers to consumers' physical, cognitive and emotional arrival in consumer bonds with services and brands. Customer engagement can be applied by marketers as a prediction of appropriate business capabilities (Toor et al., 2017). Customer engagement on social media is interpreted as where customers play an active role on brand social media. Brands need to drive traffic to their social media and keep consumers visiting the brand's social media for longer. Repeated interactions between sellers and buyers, where feedback strengthens the buyer-seller bond, facilitate the customer engagement process. Customer engagement is about bringing customers to life by building emotional bonds in relational exchanges with them (Agnihotri, 2020)(Morris, 2009)(Bowden, 2009; Brodie et al., 2013)(Sashi, 2012).

Brand Equity

Different brands and consumer perceptions of a product or brand and its marketing as well as benchmarks related to capturing consumer preference and loyalty (Prasetio et al., 2022). While shrinking is an added value that acts as more value given to a brand (Indrawati & Yusnita Erny, 2020). The dimensions of Brand equity are brand awareness, brand loyalty, perceived quality, and brand association. Brand awareness is the condition of a brand will be recognized by potential buyers and correctly identified for a particular product (Alamsyah et al., 2014). Brand awareness refers to the intensity of the brand's arrival in the customer's mind. It determines if the customer's ability to identify or remind if the brand is part of a specific product section (Wibowo et al., 2020). Brand loyalty is the integration of behavior, emotions, and attitudes to continue buying a brand based on previous experience because the brand offers the right image, price, quality, and characteristics. Brand Loyalty as an aspect of Brand Equity comes from the value of customer satisfaction with a brand. The Brand Association covers everything related to the memory of a brand (Kabiraj & Shanmugan, 2011)(Aaker & Biel, 2013) (Longwell, 1994). A clear and well-defined brand means a lot to prove yourself. Therefore, a brand must first recognize what uniqueness is valuable to customers to differentiate from its competitors. Perceive quality plays a vital role in brand equity. It seems plausible that perceived quality could influence the brand's purchase intent. Meanwhile, according to perceive quality is the customer's assumption of the overall product quality in a brand (Aji et al., 2020)(Calvo-Porrall & Lévy-Mangin, 2017) (Zeithaml, 1988).

Electronic Word of Mouth (E-WOM)

Electronic word of mouth (E-WOM) is the charge of positive or negative statements generated by potential, real, and past clients regarding a product or company over the internet (Hennig-

Thurau et al., 2004). E-WOM is one of the marketing tools that greatly influences consumer purchase intentions. The Internet is changing how consumers seek information online, interact online, and adopt information from eWOM (Prasetio et al., 2022)(Jiménez & Mendoza, 2013)(Cheung & Lee, 2012). The dimensions of E-WOM are intensity, valence of opinion, and content. Intensity in (Goyette et al., 2010). E-WOM is the number of opinions customers express on social networking (Liu, 2006). The intensity parameters are the frequency of accessing information from the social networking web, the frequency of communication with customers, the number of testimonials written by consumers (Goyette et al., 2010). Valence of opinion is a positive and negative comment or review from customers (Aji et al., 2020). Content is information sellers create for their customers on social networking sites (Goyette et al., 2010).

Purchase Intention

Intention is an attitude that motivates people to do something (Rezvani et al., 2012). Identification of purchase intent is critical because customer action is generally predicted through purchase intent. The way customers make decisions consists of several stages that customers go through when purchasing. The purchasing decision-making stage includes all stages from the perception of desire through pre-purchase search for data on potential to fulfill a desire, assessment of other options for factual purchase, and post-purchase stage listed on product experience and assessment (Hutter et al., 2013).

RESEARCH METHODS

Types of Research

This study used a type of causal research. Indrawati (2015) the paradigm in this study uses the positivism paradigm. Positivism is an ideological school that rejects metaphysical and theological factors from social reality (Rida N, 2017). This research method uses quantitative methods. Quantitative methods seek to apply appropriate measurements to attitudes, knowledge, views, or actions (Indrawati, 2015). Quantitative methods are used in research to test hypotheses. The theoretical approach to this study is deduction. The deductive approach focuses on using a theory or hypothesis (Aji et al., 2020). The research strategy uses a survey strategy. Robert Groves in the research of Susila et al. (2019) survey creates data that is naturally statistical. Survey research asks some respondents about their beliefs, opinions, character, and attitudes that have been or are being established (Groves R, 2010). The unit of analysis of this study is individual, while the involvement of researchers in this study is minimal. The background of this study is noncontrived, while the implementation time is cross-sectional.

Variable Operationalization

The variables in this study include independent variables: social media marketing, brand equity, electronic word of mouth, and mediation variables are customer engagement and variable dependent purchase intention. In this study, solving problems with the object of discussion is determined by determining research variables, using scales to describe the measured variables

(operational variables) into sub-variables, and referring to expanding these variables as indicators of each variable.

Measurement Scale

This study used an interval scale. The role of numbers on the interval measurement scale is a sign for but a condition with other conditions, to rank the quality of characteristics and display distances (Indrawati, 2015). The interval scale used, which is the Likert scale. Likert scale with five answer choices: strongly disagree, disagree, neutral, agree, and strongly agree (Indrawati, 2015).

Population and Sample

The population in this study is Instagram social media followers of Ginger Spice Bilal. The number of followers of Ginger Rempah Bilal until June 17, 2022 is 2100 (Indrawati, 2015). In this study using the sampling technique is non-probability sampling with purposive sampling. Non-probability sampling is a method that does not allow a similar probability to be selected in members of the population Purposive sampling is the determination of a certain sample by deliberate means. Sample determination in this study uses purposive sampling techniques with criteria as follows: (Indrawati, 2015).

- a. Visitors to Bilal Spice Ginger
- b. Have an Instagram social media account and follow Jahe Rempah Bilal's account
- c. Have visited the Jahe Rempah Bilal Instagram account profile and Jahe Rempah Bilal Instagram social media content

Determination of sample size in this study using the theory of Sekaran and Bougie (2010). Sample size based on population number as table 1 (Indrawati, 2015).

Table 1: Sample Size Based on Population Size

Population	Number of Samples	Population	Number of Samples
10	10	460	242
20	19	500	260
30	28	550	265
40	36	1200	291
50	44	1500	306
70	59	1800	317
90	73	2000	322
100	80	2200	372
220	140	2800	338
250	152	3000	341
300	175	3500	346

Source: Indrawati, (2015)

Data Collection and Data Sources

Data Type

The type of data used in this study is primary data. Primary data sources are information obtained from respective and individual first sources (informants) such as the results of questions and answers and the results of filling out questionnaires commonly carried out by researchers (Umar, 2013). The primary data in this study was obtained from distributing questionnaire questions to the research sample.

Collection Techniques

The data collection technique used is the questionnaire data collection technique. Questionnaire is the main data collection tool with survey procedures to obtain respondents' opinions. Questionnaires can be used to obtain individual data such as respondents' behavior, views, desires and desires. Ideally, all respondents are willing to include or rather have the motivation to complete the questions or statements contained in the research questionnaire (Pujihastuti, 2010).

This research centers on the bond of Instagram social media marketing factors that influence the purchase intention of Ginger Bilal Spice, so that the selected samples are those who meet the characteristics and criteria set out in this study for samples including:

- a. Have an Instagram social media account and follow the Jahe Rempah Bilal Instagram account.
- b. Have visited the Jahe Rempah Bilal Instagram account profile and Jahe Rempah Bilal Instagram social media content.

Data Analysis Techniques

Structural Equation Model

One of the multivariate models of social science analysis is the structural equation model. Multivariate analysis is the application of statistical procedures to analyze several research variables simultaneously. There are 2 groups in the structural equation model (Sholihin & Ratmono, 2021), namely covariance-based matrix structural equation modeling (CB - SEM) and variance-based matrix structural equation modeling (VB - SEM). The statistical analysis included in VB-SEM is partial least square (PLS). PLS focuses on carrying out projections (display variance) and for exploratory. This study used the VB-SEM PLS model. According to there are 7 steps to analyze with SEM-PLS, namely, making Path Model Specifications, making Ukuram Model Specifications, conducting Data Measurement Sholihin & Ratmono (2021) Data Screening, doing SEM-PLS Model Estimation, evaluating Measurement Models, evaluating Structural Model Test Results, interpreting Results and Drawing Conclusions.

Hypothesis Testing

Method bootstrapping creates number t-Statistics for each Line relationship that Used try Hypothesis. Number t-Statistics that will than with number t-table. Experiment that wear

Levels belief 95% so that Levels accuracy Or border Inaccuracies (α) = 5% = 0,05, The numbers t-The table Is 1, 96. If number t-Statistics smaller than number t-table (t -statistics < 1.96), Ho Accepted and Ha rejected. If the number t-statistics bigger or the same with t-table (t -statistic 1.96), Ho rejected and Ha Accepted (Ghozali & Latan, 2015).

RESULTS AND DISCUSSION

Data Description

Social Media Marketing Variables

Data obtained through the distribution of questionnaires recorded in tabulation format can then be compiled the number of respondents' answers to each answer choice in each statement regarding social media marketing as follows:

Table 2: Frequency of Social Media Marketing Data

Statement	Indicators	STS	TS	N	S	SS	Mean	Variable mean
1. I feel happy when interacting with Instagram Ginger Spice Bilal	SMMA1	4 (1, 3%)	10 (3, 1%)	22 (6, 9%)	36 (11, 3%)	248 (77, 5%)	4,61	4,59
2. I feel interested in the Instagram content of Ginger Spice Bilal	SMMA2	1 (0, 3%)	7 (2, 2%)	22 (6, 9%)	35 (10, 9%)	255 (79, 7%)	4,68	
3. I can share information with others thanks to the Instagram account Jahe Rempah Bilal	SMMA3	3 (0, 9%)	11 (3, 4%)	28 (8, 8%)	38 (11, 9%)	240 (75, 0%)	4,57	
4. I can express my opinion easily through Instagram Ginger Spice Bilal	SMMA4	2 (0, 6%)	12 (3, 8%)	25 (7, 8%)	36 (11, 3%)	245 (76, 6%)	4,59	
5. I always get the latest information from the Ginger Spice Bilal Instagram account	SMMA5	5 (1, 6%)	16 (5, 0%)	14 (4, 4%)	32 (10, 0%)	253 (79, 1%)	4,60	
6. I feel trendy when interacting with Jahe Rempah Bilal's Instagram account	SMMA6	0 (0, 0%)	9 (2, 8%)	26 (8, 1%)	70 (21, 9%)	215 (67, 2%)	4,53	
7. I get the information I need from the Instagram account Jahe Rempah Bilal	SMMA7	3 (0, 9%)	8 (2, 5%)	23 (7, 2%)	39 (12, 2%)	247 (77, 2%)	4,62	
8. I am grateful for the direction given by the Jahe Rempah Bilal Instagram account because therefore I can get the information I need easily	SMMA8	5 (1, 6%)	13 (4, 1%)	20 (6, 3%)	40 (12, 5%)	242 (75, 6%)	4,57	
9. I like the content published by Jahe Rempah Bilal on Instagram	SMMA9	3 (0, 9%)	16 (5, 0%)	17 (5, 3%)	37 (11, 6%)	247 (77, 2%)	4,59	
10. I have more interest in Ginger Rempah Bilal after seeing the Instagram Content of Ginger Rempah Bilal	SMMA10	5 (1, 6%)	12 (3, 8%)	17 (5, 3%)	41 (12, 8%)	245 (76, 6%)	4,59	

Source: Primary data processed, 2023

Based on table 2. The above shows that the social media marketing variable consisting of 10 statements has a mean variable value of 4.59. That is, research respondents who are followers of the Jahe Rempah Bilal Instagram account feel interested and satisfied with the posts on the Jahe Rempah Bilal Instagram account. The indicator with the highest value is found in the second indicator, namely "I feel interested in the Instagram content of Ginger Spice Bilal" with a value of 4.68. While the indicator that has the lowest value is found in the sixth indicator, namely "I feel trendy when interacting with the Ginger Spice Bilal Instagram account" with a value of 4.53.

Customer Engagement variables

Data obtained through the distribution of questionnaires recorded in tabulation format can then be compiled the number of respondents' answers to each answer choice in each statement regarding social media marketing as follows:

Table 3: Customer Engagement Data Frequency

Statement	Indicators	STS	TS	N	S	SS	Mean	Variable mean
1. I often visit Instagram Ginger Spice Bilal	CE1	5 (1, 6%)	14 (4, 4%)	21 (6, 6%)	39 (12, 2%)	241 (75, 3%)	4,55	4,59
2. I often read Instagram posts of Ginger Spice Bilal	CE2	4 (1, 3%)	9 (2, 8%)	17 (5, 3%)	34 (10, 6%)	256 (80, 0%)	4,65	
3. I often use the "like" option on Ginger Bilal Spice Instagram posts	CE3	3 (0, 9%)	9 (2, 8%)	19 (5, 9%)	40 (12, 5%)	249 (77, 8%)	4,63	
4. I often comment on Ginger Bilal Spice Instagram posts	CE4	6 (1, 9%)	15 (4, 7%)	15 (4, 7%)	33 (10, 3%)	251 (78, 4%)	4,59	
5. I follow Ginger Rempah Bilal's Instagram post to get information (e.g., new products, Close Information).	CE5	7 (2, 2%)	15 (4, 7%)	9 (2, 8%)	33 (10, 3%)	256 (80, 0%)	4,61	
6. Become a Follower of Ginger Spice Bilal's Instagram, increasing my trust in the brand.	CE6	5 (1, 6%)	15 (4, 7%)	15 (4, 7%)	66 (20, 6%)	219 (68, 4%)	4,50	

Source: Primary data processed, 2023

Based on table 3. The above shows that the Customer Engagement variable consisting of 6 statements has a mean variable value of 4.59. That is, research respondents who are followers of the Ginger Spice Bilal Instagram account are willing to establish interaction through posts on the Ginger Spice Bilal Instagram account. The indicator with the highest value is found in the second indicator, namely "I often read Instagram posts of Ginger Spice Bilal" with a value of 4.65. While the indicator that has the lowest value is found in the sixth indicator, namely "Becoming a Follower of Instagram Ginger Spice Bilal, increasing my trust in the brand" with a value of 4.50.

Brand equity variables

Data obtained through the distribution of questionnaires recorded in tabulation format can then be compiled the number of respondents' answers to each answer choice in each statement regarding brand equity as follows:

Table 4: Frequency of Brand equity data

Statement	Indicators	STS	TS	N	S	SS	Mean	Variable mean
1. I feel Ginger Spice Bilal has good quality when compared to other brands	BE1	6 (1, 9%)	11 (3, 4%)	15 (4, 7%)	37 (11, 6%)	251 (78, 4%)	4,61	4,58
2. I feel Ginger Spice Bilal is the best when compared to other brands	BE2	8 (2, 5%)	10 (3, 1%)	23 (7, 2%)	74 (23, 1%)	205 (64, 1%)	4,43	
3. I feel Ginger Spice Bilal has consistent quality when compared to other brands	BE3	4 (1, 3%)	5 (1, 6%)	21 (6, 6%)	34 (10, 6%)	256 (80, 0%)	4,67	
4. I can think of some characteristics of Bilal Spice Ginger quickly	BE4	5 (1, 6%)	11 (3, 4%)	18 (5, 6%)	35 (10, 9%)	251 (78, 4%)	4,61	
5. I can quickly remember the performance of Bilal Spice Ginger.	BE5	7 (2, 2%)	14 (4, 4%)	13 (4, 1%)	38 (11, 9%)	248 (77, 5%)	4,58	
6. I try to picture Bilal Spice Ginger in my mind.	BE6	11 (3, 4%)	13 (4, 1%)	11 (3, 4%)	62 (19, 4%)	220 (68, 8%)	4,43	
7. I was happy with Bilal Spice Ginger product during my last use	BE7	5 (1, 6%)	5 (1, 6%)	26 (8, 1%)	35 (10, 9%)	249 (77, 8%)	4,62	
8. I will buy the Bilal Spice Ginger at the next opportunity.	BE8	6 (1, 9%)	2 (0, 6%)	16 (5, 0%)	37 (11, 6%)	259 (80, 9%)	4,69	
9. I would recommend Bilal Spice Ginger products to others	BE9	5 (1, 6%)	9 (2, 8%)	14 (4, 4%)	37 (11, 6%)	255 (79, 7%)	4,65	
10. I know Bilal's Spice Ginger.	BE10	5 (1, 6%)	17 (5, 3%)	9 (2, 8%)	57 (17, 8%)	232 (72, 5%)	4,54	
11. I know the characteristics of Bilal Spice Ginger.	BE11	11 (3, 4%)	15 (4, 7%)	12 (3, 8%)	30 (9, 4%)	252 (78, 8%)	4,55	
12. I always remember the Bilal Spice Ginger logo	BE12	9 (2, 8%)	12 (3, 8%)	14 (4, 4%)	41 (12, 8%)	244 (76, 3%)	4,56	

Source: Primary data processed, 2023

Based on table 4. The above shows that respondents' responses to the brand equity variable consisting of 12 questions have a mean variable value of 4.58. This shows that the study respondents had a good assessment of Bilal Spice Ginger products. The indicator with the highest value is found in the eighth indicator, namely "I will buy the Bilal Spice Ginger at the next opportunity" with a value of 4.69. While the indicator that has the lowest value is found in the second indicator, namely "I feel Ginger Spice Bilal is the best when compared to other brands" and the sixth indicator, namely "I try to imagine Ginger Spice Bilal in my mind" with a value of 4.43.

Electronic word of mouth (E-WOM) variables

Data obtained through the distribution of questionnaires recorded in tabulation format can then be compiled the number of respondents' answers to each answer choice in each statement regarding Electronic word of mouth (E-WOM) as follows:

Table 5: Electronic word of mouth (E-WOM) Data Frequency

Statement	Indicators	STS	TS	N	S	SS	Mean	Variable mean
1. I often talk about Bilal Spice Ginger compared to other brands	EWOM1	4 (1,3%)	13 (4,1%)	20 (6,3%)	65 (20,3%)	218 (68,1%)	4,50	4,56
2. I talk about this Bilal Spice Ginger to many people.	EWOM2	8 (2,5%)	8 (2,5%)	14 (4,4%)	39 (12,2%)	251 (78,4%)	4,62	
3. I recommend Bilal Spice Ginger	EWOM3	2 (0,6%)	11 (3,4%)	12 (3,8%)	44 (13,8%)	251 (78,4%)	4,66	
4. I am proud to tell others that I am a customer of Bilal Spice Ginger	EWOM4	4 (1,3%)	12 (3,8%)	17 (5,3%)	50 (15,6%)	237 (74,1%)	4,58	
5. I mostly say positive things to others about Bilal Spice Ginger	EWOM5	6 (1,9%)	9 (2,8%)	15 (4,7%)	43 (13,4%)	247 (77,2%)	4,61	
6. I do not mostly say negative things to others about Bilal Spice Ginger	EWOM6	3 (0,9%)	10 (3,1%)	19 (5,9%)	74 (23,1%)	214 (66,9%)	4,52	
7. I do not spread bad things about Bilal Spice Ginger to others	EWOM7	6 (1,9%)	17 (5,3%)	10 (3,1%)	49 (15,3%)	238 (74,4%)	4,55	
8. I discussed the price of products offered by Ginger Spice Bilal	EWOM8	5 (1,6%)	12 (3,8%)	23 (7,2%)	67 (20,9%)	213 (66,6%)	4,47	
9. I discussed the various products offered by Ginger Bilal Spice	EWOM9	6 (1,9%)	17 (5,3%)	17 (5,3%)	43 (13,4%)	237 (74,1%)	4,53	
10. I discuss the quality of products offered by Bilal Spice Ginger	EWOM10	8 (2,5%)	12 (3,8%)	10 (3,1%)	45 (14,1%)	245 (76,6%)	4,58	

Source: Primary data processed, 2023

Based on table 5. Above shows that respondents' responses to the Electronic word of mouth (E-WOM) variable consisting of 10 questions have a mean variable of 4.56. This shows that Electronic word of mouth (E-WOM) formed through the Ginger Spice Bilal Instagram account is good because research respondents perceive Ginger Spice Bilal well. The indicator with the highest value is found in the third indicator, namely "I recommend Bilal Spice Ginger" with a value of 4.66. While the indicator that has the lowest value is found in the eighth indicator, namely "I discuss the price of products offered by Ginger Spice Bilal" with a value of 4.47.

Variable Purchase intention

Data obtained through the distribution of questionnaires recorded in tabulation format can then be compiled the number of respondents' answers to each answer choice in each statement regarding purchase intention as follows:

Table 6: Data Frequency Purchase intention

Statement	Indicators	STS	TS	N	S	SS	Mean	Variable mean
1. I can make a better decision after interacting with the Ginger Bilal Spice Instagram account before buying the products offered	PI1	3 (0,9%)	13 (4,1%)	19 (5,9%)	42 (13,1%)	243 (75,9%)	4,59	4,57
2. I have more interest in buying the products offered after interacting with the Ginger Spice Bilal Instagram account	PI2	2 (0,6%)	15 (4,7%)	20 (6,3%)	41 (12,8%)	242 (75,6%)	4,58	
3. I will buy the product as marketed on Instagram Ginger Spice Bilal.	PI3	3 (0,9%)	12 (3,8%)	20 (6,3%)	59 (18,4%)	226 (70,6%)	4,54	
4. I am determined to become a customer of Bilal Spice Ginger.	PI4	5 (1,6%)	15 (4,7%)	16 (5,0%)	42 (13,1%)	242 (75,6%)	4,57	

Source: Primary data processed, 2023

Based on table 6. The above shows that respondents' responses to the Purchase Intention variable of 4 have a total mean variable value of 4.57. These results show that Jahe Rempah Bilal's Instagram content can influence respondents' buying interest. The indicator with the highest value is found in the first indicator, namely "I can make better decisions after interacting with the Jahe Rempah Bilal Instagram account before buying the products offered" with a value of 4.59. While the indicator that has the lowest value is found in the third indicator, namely "I will buy products as marketed on Instagram Ginger Spice Bilal" with a value of 4.54.

Test Outer Model

Validity Test

a. Convergent Validity

The convergent validity test is carried out by looking at the loading factor value of each indicator against its variables. The indicator qualifies as valid if it has a value greater than 0.70. The following are the results of the PLS model estimation:

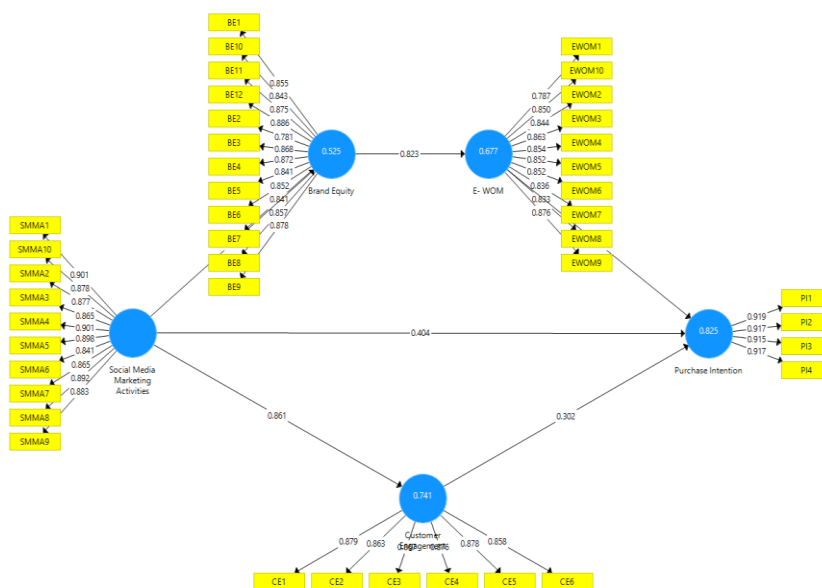


Figure 1: PLS Model Estimation Results (Algorithm)

Based on the results of the model estimation in figure 4.1, it can be seen that the indicators in this study have a loading factor value above 0.7. This shows that all indicators in the study can be said to be valid used to measure the variables. The value of the loading factor of each indicator against the variable can also be seen in the following table:

Table 7: Value Loading Factor Indicator

Indicators	Outer Loadings	Information
SMMA1	0,901	Valid
SMMA10	0,878	Valid
SMMA2	0,877	Valid
SMMA3	0,865	Valid
SMMA4	0,901	Valid
SMMA5	0,898	Valid
SMMA6	0,841	Valid
SMMA7	0,865	Valid
SMMA8	0,892	Valid
SMMA9	0,883	Valid
CE1	0,879	Valid
CE2	0,863	Valid
CE3	0,867	Valid
CE4	0,876	Valid
CE5	0,878	Valid
CE6	0,858	Valid
BE1	0,855	Valid
BE10	0,843	Valid
BE11	0,875	Valid
BE12	0,886	Valid
BE2	0,781	Valid
BE3	0,868	Valid

BE4	0,872	Valid
BE5	0,841	Valid
BE6	0,852	Valid
BE7	0,841	Valid
BE8	0,857	Valid
BE9	0,878	Valid
EWOM1	0,787	Valid
EWOM10	0,850	Valid
EWOM2	0,844	Valid
EWOM3	0,863	Valid
EWOM4	0,854	Valid
EWOM5	0,852	Valid
EWOM6	0,852	Valid
EWOM7	0,836	Valid
EWOM8	0,833	Valid
EWOM9	0,876	Valid
PI1	0,919	Valid
PI2	0,917	Valid
PI3	0,915	Valid
PI4	0,917	Valid

Source: Primary data processed, (2023)

In addition to looking at the loading factor value of each indicator, convergent validity testing will also be carried out by looking at the value of average variance extracted (AVE) in each variable. The condition of a variable is said to be valid if it has an AVE value of more than 0.50. Here are the results of the AVE Value on each variable:

Table 8: AVE value

Variable	Average Variance Extracted (AVE)
Social Media Marketing Activities	0,775
Customer Engagement	0,758
Brand Equity	0,730
E- WOM	0,714
Purchase Intention	0,841

Source: Primary data processed, 2023

According to Ghozali and Latan (2015) the resulting AVE value must be greater than 0.5. The value means that 50% or more, variance indicators can be explained. Based on table 4.15, the AVE value for each variable used in this study is greater than 0.5, so these variables have met the criteria.

b. Validity Discriminant

Discriminant validity ensures that each concept of each latent variable is different from other variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has the greatest loading value with another loading value against other latent variables. The results of discriminant validity testing are obtained as follows:

Table 9: Discriminant Validity (Cross Loading) Value

	Brand Equity	Customer Engagement	E- WOM	Purchase Intention	Social Media Marketing Activities
BE1	0,855	0,586	0,676	0,553	0,575
BE10	0,843	0,691	0,739	0,627	0,644
BE11	0,875	0,627	0,701	0,578	0,648
BE12	0,886	0,647	0,765	0,637	0,669
BE2	0,781	0,623	0,727	0,547	0,605
BE3	0,868	0,624	0,716	0,565	0,650
BE4	0,872	0,618	0,662	0,576	0,611
BE5	0,841	0,631	0,671	0,574	0,586
BE6	0,852	0,622	0,673	0,534	0,587
BE7	0,841	0,612	0,663	0,524	0,574
BE8	0,857	0,672	0,729	0,526	0,638
BE9	0,878	0,574	0,694	0,525	0,621
CE1	0,672	0,879	0,667	0,733	0,713
CE2	0,643	0,863	0,661	0,740	0,771
CE3	0,638	0,867	0,703	0,780	0,745
CE4	0,692	0,876	0,692	0,712	0,768
CE5	0,615	0,878	0,678	0,752	0,772
CE6	0,581	0,858	0,667	0,721	0,725
EWOM1	0,605	0,577	0,787	0,680	0,635
EWOM10	0,695	0,654	0,850	0,719	0,691
EWOM2	0,727	0,711	0,844	0,729	0,748
EWOM3	0,711	0,663	0,863	0,708	0,697
EWOM4	0,706	0,668	0,854	0,719	0,704
EWOM5	0,727	0,747	0,852	0,739	0,760
EWOM6	0,709	0,642	0,852	0,686	0,677
EWOM7	0,675	0,629	0,836	0,670	0,717
EWOM8	0,694	0,630	0,833	0,655	0,706
EWOM9	0,697	0,650	0,876	0,695	0,700
PI1	0,572	0,801	0,739	0,919	0,809
PI2	0,657	0,797	0,749	0,917	0,839
PI3	0,632	0,754	0,790	0,915	0,792
PI4	0,563	0,766	0,763	0,917	0,780
SMMA1	0,600	0,732	0,729	0,826	0,901
SMMA10	0,655	0,758	0,743	0,765	0,878
SMMA2	0,649	0,764	0,756	0,786	0,877
SMMA3	0,693	0,768	0,733	0,747	0,865
SMMA4	0,613	0,782	0,728	0,823	0,901
SMMA5	0,642	0,778	0,745	0,750	0,898
SMMA6	0,624	0,736	0,749	0,746	0,841
SMMA7	0,607	0,755	0,694	0,772	0,865
SMMA8	0,667	0,770	0,745	0,742	0,892
SMMA9	0,626	0,734	0,712	0,773	0,883

Source: Data processing with PLS, 2023

Table 12 it can be seen that the questionnaire indicators on each variable have a cross-loading of more than 0.70 so each indicator on this research variable is said to be valid. The validity of the discriminant can also be done using the Fornell and Larcker criteria. The results of

discriminant validity testing using Fornell and Larcker criteria are as follows:

Table 10: Discriminant Validity (Fornell and Larcker)

	Brand Equity	Customer Engagement	E- WOM	Purchase Intention	Social Media Marketing Activities
Brand Equity	0,854				
Customer Engagement	0,735	0,870			
E- WOM	0,823	0,779	0,845		
Purchase Intention	0,661	0,850	0,829	0,917	
Social Media Marketing Activities	0,725	0,861	0,833	0,878	0,880

Source: Data processing with PLS, 2023

From the results of the description validity test in the table above, it can show that all variables already have a square root value of average variance extracted (AVE) above the correlation value with other latent variables so that it can be concluded that the model in this study has qualified as a good description validity.

Reliability Test

A variable is said to qualify for high reliability if Cronbach's alpha value exceeds 0.7 and the composite reliability value exceeds 0.7.

Table 11: Variable reliability

Variable	Cronbach's Alpha	Composite Reliability
Social Media Marketing Activities	0,968	0,972
Customer Engagement	0,936	0,949
Brand Equity	0,966	0,970
E- WOM	0,955	0,961
Purchase Intention	0,937	0,955

Source: Primary data processed, 2023

Table 11. Indicates that the values of Cronbach's Alpha and Composite Reliability of the entire construct are greater than 0.70. This shows that the constructs or variables in this study have become fit measuring instruments and all statements used to measure each construct are reliable. So, it can be concluded that the construct has good reliability.

Inner Model

Multicollinearity Test Results

The results of the VIF calculation in this study can be seen in the table below.

Table 12: Variance Inflation Factor (VIF) Value

Indicators	VIF
BE1	3,975
BE10	3,956
BE11	4,731
BE12	4,733
BE2	2,543
BE3	4,271
BE4	4,779
BE5	3,495
BE6	3,804
BE7	3,866
BE8	3,423
BE9	4,843
CE1	3,555
CE2	3,081
CE3	2,998
CE4	3,184
CE5	3,422
CE6	3,028
EWOM1	2,450
EWOM10	3,863
EWOM2	3,305
EWOM3	3,846
EWOM4	3,298
EWOM5	3,355
EWOM6	4,514
EWOM7	3,357
EWOM8	3,888
EWOM9	4,122
PI1	3,817
PI2	3,653
PI3	3,660
PI4	3,801
SMMA1	4,770
SMMA10	3,898
SMMA2	3,805
SMMA3	3,435
SMMA4	4,397
SMMA5	4,819
SMMA6	3,121
SMMA7	3,496
SMMA8	4,445
SMMA9	3,912

Source: Primary data processed, 2023

Table 12. Above shows the results of the VIF calculation by the specified conditions. All indicators in this study have a VIF value below 10. That way, all indicators in this research variable do not have high collinearity.

Coefficient of Determination Test

Here are the values of R-Square (R²):

Table 13: R Square Model

	R Square
Brand Equity	0,525
Customer Engagement	0,741
E- WOM	0,677
Purchase Intention	0,825

Source: Data processed with SmartPLS (2023)

Based on the calculation of data in table 4.20, it can be seen that the value of R² in the brand equity variable is 0.525. This explains that social media marketing variables influence 52.5% on brand equity variables. The value of R² in the customer engagement variable is 0.741. This explains that social media marketing variables influence 74.1% on customer engagement variables. The value of R² in the E-WOM variable is 0.677. This explains that the brand equity variable influences 67.7% on the E-WOM variable. Furthermore, the purchase intention variable has an R value of ² of 0.825. This explains that the variables social media marketing, customer engagement and E-WOM have an influence of 82.5% on the variable purchase intention.

Hypothesis Testing

The results of testing with bootstrapping from SmartPLS analysis are as follows:

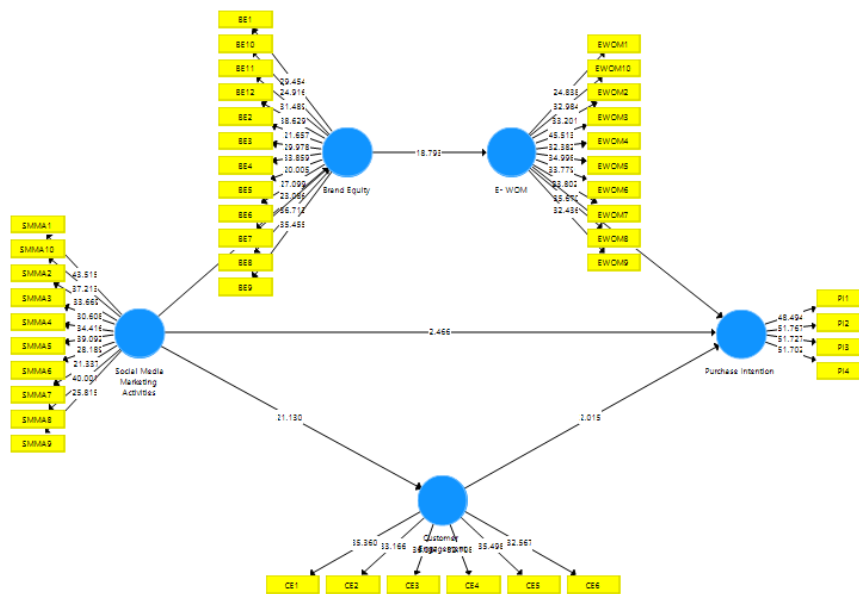


Figure 2: PLS Model Estimation Results (Bootstrapping)

Source: Primary data processed, 2023

Based on figure 2. In the bootstrapping test results, each research variable has a T-Statistics

value among social media marketing, customer engagement, brand equity, and electronic word of mouth on purchase intention.

The results of testing this hypothesis can be declared acceptable if the value of t-statistics is greater than 1.98 and the hypothesis is significant if the value of p-values is smaller than 0.05 (Garson, 2016). From the significance test results, the direction of the relationship between the influence of the independent variable on the dependent can also be known. The direction of the relationship can be known from the original value of the sample of each influence relationship. If the direction of the influence relationship is positive, then the independent variable's influence on the dependent is positive/unidirectional. At the same time, if the original sample is negative, the direction of the relationship between the influence of the independent variable on the dependent variable is opposite.

Table 14: Path Coefficient Hypothesis Test Results

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
H ₁ : Social Media Marketing Activities -> Purchase Intention	0,404	2,466	0,014
H ₂ : Social Media Marketing Activities -> Customer Engagement	0,861	21,130	0,000
H ₃ : Customer Engagement -> Purchase Intention	0,302	2,015	0,044
H ₄ : Social Media Marketing Activities -> Brand Equity	0,725	13,094	0,000
H ₅ : Brand Equity -> E- WOM	0,823	18,793	0,000
H ₆ : E- WOM -> Purchase Intention	0,257	2,888	0,004

Source: Primary data processed, 2023

Based on the table above, it can be explained as follows:

1. The Effect of Social Media Marketing Activities Variable on Purchase Intention Variable

H₀₁: $\alpha = 0 \rightarrow$ Social Media Marketing Activities do not positively impact purchase intention

H_{a1}: $\alpha \neq 0 \rightarrow$ Social Media Marketing Activities positively impact purchase intention

Based on the results of the bootstrapping resampling test, the relationship between social media marketing activities variables to purchase intention obtained an original sample value of 0.404 with a positive sign with a t-statistic value of 2.466 or greater than the table t value of 1.98 and a P Value value of 0.014 or below a significant value of 0.05. These results show that the variable social media marketing activities has a positive and significant effect on purchase intention, so the first hypothesis that states social media marketing activities have a positive impact on purchase intention is accepted.

2. The Effect of Social Media Marketing Activities Variables on Customer Engagement Variables

H₀₂: $\alpha = 0 \rightarrow$ Social Media Marketing Activities do not positively impact customer engagement

H_{a2}: $\alpha \neq 0 \rightarrow$ Social Media Marketing Activities positively impact customer engagement

Based on the results of the bootstrapping resampling test, the relationship between social media

marketing activities variables to customer engagement obtained an original sample value of 0.861 with a positive sign with a t-statistic value of 21.130 or greater than the table t value of 1.98 and a P Value value of 0.000 or below a significant value of 0.05. These results show that the variable social media marketing activities has a positive and significant effect on customer engagement, so the second hypothesis that states social media marketing activities have a positive impact on customer engagement is accepted.

3. The Effect of Customer Engagement Variables on Purchase Intention Variables

H₀₃: $\alpha = 0 \rightarrow$ Customer engagement does not positively impact purchase intention

H_{a3}: $\alpha \neq 0 \rightarrow$ Customer engagement positively impacts purchase intention

Based on the results of the bootstrapping resampling test, the relationship between customer engagement variables to purchase intention obtained an original sample value of 0.302 with a positive sign with a t-statistic value of 2.015 or greater than the table t value of 1.98 and a P Value of 0.044 or below a significant value of 0.05. These results show that the customer engagement variable has a positive and significant effect on purchase intention, so the third hypothesis that states customer engagement has a positive impact on purchase intention is accepted.

4. The Effect of Social Media Marketing Activities Variables on Brand Equity Variables

H₀₄: $\alpha = 0 \rightarrow$ Social Media Marketing Activities do not positively impact brand equity

H_{a4}: $\alpha \neq 0 \rightarrow$ Social Media Marketing Activities positively impact brand equity

Based on the results of the bootstrapping resampling test, the relationship between social media marketing activities variables to brand equity obtained an original sample value of 0.725 with a positive sign with a t-statistic value of 13.094 or greater than the table t value of 1.98 and a P Value of 0.000 or below a significant value of 0.05. These results show that the variable social media marketing activities has a positive and significant effect on brand equity, so the fourth hypothesis that states social media marketing activities positively impact brand equity is accepted.

5. The Effect of Brand Equity Variables on Electronic Word of Mouth Variables

H₀₅: $\alpha = 0 \rightarrow$ Brand equity does not have a positive impact on E-WOM

H_{a5}: $\alpha \neq 0 \rightarrow$ Brand equity has a positive impact on E-WOM

Based on the results of the bootstrapping resampling test, the relationship between brand equity variables to E-WOM obtained an original sample value of 0.823 with a positive sign with a t-statistic value of 18.793 or greater than the table t value of 1.98 and a P Value of 0.000 or below a significant value of 0.05. These results show that the brand equity variable positively and significantly affects E-WOM, so the fifth hypothesis that states brand equity positively impacts E-WOM is accepted.

6. The Effect of Electronic Word of Mouth Variables on Purchase Intention Variables

H₀₆: $\alpha = 0 \rightarrow$ E-WOM does not have a positive impact on purchase intention

H_{a6}: $\alpha \neq 0 \rightarrow$ E-WOM positively impacts purchase intention

Based on the results of the bootstrapping resampling test, the relationship between the E-WOM variable and purchase intention obtained an original sample value of 0.257 with a positive sign with a t-statistic value of 2.888 or greater than the table t value of 1.98 and a P Value of 0.004 or below a significant value of 0.05. These results show that the E-WOM variable has a positive and significant effect on purchase intention, so the sixth hypothesis that states E-WOM has a positive effect on purchase intention is accepted.

Test the effects of mediation

According to Sekaran and Bougie (2013), the mediating or intervening variable is an intermediate variable that regulates the relationship between the independent variable and the dependent variable. The mediation test is used to prove how the role of customer engagement as an intermediary variable mediates the relationship between the independent variable, namely social media marketing activities, and the dependent variable, namely purchase intention. The results of the mediation effect test in this study are as follows:

Table 15: Mediation Effect Test Results

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values
H ₇ : Social Media Marketing Activities \rightarrow Customer Engagement \rightarrow Purchase Intention	0,260	1,986	0,048

Source: Primary data processed, 2023

Based on the table above, it can be explained as follows:

1. Customer Engagement Mediates Social Media Marketing Activities to Purchase Intention

H₀₇: $\alpha=0 \rightarrow$ Customer engagement cannot mediate the relationship between SMMA and purchase intention

H_{a7}: $\alpha \neq 0 \rightarrow$ Customer engagement can mediate the relationship between SMMA and purchase intention

Based on the results in the table above, a P Value of 0.048 or below a significant value of 0.05 is obtained. These results show that the Customer engagement variable is a variable that can mediate the relationship between SMMA and purchase intention. The hypothesis that customer engagement can mediate the relationship between SMMA and purchase intention is accepted.

DISCUSSION OF RESEARCH RESULTS

The Effect of Social Media Marketing Activities Variables on Purchase Intention Variables

The analysis results in this study show that SMMA has a positive and significant influence on

purchase intention with a p-value of 0.014 and a positive original sample of 0.404. This means that the better SMMA, the more interested Jahe Rempah Bilal Instagram followers will be more interested in purchasing the Ginger Spice Bilal products offered. It can be said that SMMA can help increase sales of Bilal Spice Ginger products, thus the first hypothesis is accepted. Marketing through social media is currently widely used to offer a product or service because its accessibility and use can reach all countries. The results of this study are in line with his research) which observes if information about a product and service on social media positively influences customer purchase intentions. Likewise, those who found that purchase intent was influenced by SMMA (Pjero & Kërcini, 2015) (Aji et al., 2020).

The Effect of Social Media Marketing Activities Variables on Customer Engagement Variables

The analysis results in this study show that SMMA has a positive and significant influence on customer engagement with a p-value of 0.000 and a positive original sample of 0.861. This means that the better SMMA is, the better it can increase good relationships with Instagram followers of Ginger Spice Bilal. It can be said that SMMA can help improve good relationships with Instagram followers of Ginger Spice Bilal, thus the second hypothesis is accepted. Sijabat et al., (2020) finding SMMA influences consumer engagement. The argument that in the coming period, the critical aspects of increasing consumer engagement and sales are largely based on the benefits of social media. One of the goals for marketing is customer engagement, a study in 2012 found that customer engagement is reinforced by 78% of marketing information when a brand uses social media (van Doorn et al., 2010) Harris & Rae, (2009).

The Effect of Customer Engagement Variables on Purchase Intention Variables

The analysis results in this study show that customer engagement has a positive and significant influence on purchase intention with a p-value of 0.044 and a positive original sample of 0.302. This means that the better the customer engagement, the more interested the followers of Ginger Rempah Bilal Instagram will be in purchasing the Ginger Spice Bilal products offered. It can be said that existing customer engagement can help increase sales of Bilal Spice Ginger products, thus the third hypothesis is accepted. Barhemmati & Ahmad (2015) states that there is an emotional connection between the consumer and the brand. When good customer engagement is created, there will be a great opportunity to achieve sales goals. This strategy can influence consumers to buy a product or service offered. Therefore, customer engagement is one of the important concerns for the online market. In line with Magneto in research, consumers involved tend to persuade others to become brand consumers (Toor et al., 2017).

The Effect of Social Media Marketing Activities Variables on Brand Equity Variables

The analysis results in this study show that SMMA has a positive and significant influence on brand equity with a p-value of 0.000 and a positive original sample of 0.725. This means that the better SMMA is, the more it can increase the value of Ginger Rempah Bilal products in the minds of Ginger Rempah Bilal Instagram followers. It can be said that SMMA can help increase the value of the product in the minds of Instagram followers of Ginger Spice Bilal, thus the fourth hypothesis is accepted. Kim & Ko (2010) in research studying the influence of

SMMA on luxury brands on equity consumers. His research found that SMMA significantly influences a particular brand's equity value. The Aji et al. (2020) results of the study found that SMMA has a positive impact on brand equity. In addition, research found that SMMA contributes well to brand equity. Studies of airline brands in Middle Eastern countries found that SMMA positively impacts brand equity (Yadav & Rahman, 2017)(Godey et al., 2016)(Masa'deh et al., 2021).

The Effect of Brand Equity Variables on Electronic Word of Mouth Variables

The analysis results in this study showed that it had a positive and significant influence on E-WOM with a p-value of 0.000 and a positive original sample of 0.823. This means that the better the brand equity of Jahe Rempah Bilal, the better it can increase good judgment in the minds of consumers with a positive form of E-WOM. It can be said that the brand equity carried out can help improve the image of the product in the minds of Instagram followers of Ginger Spice Bilal in the form of positive E-WOM, thus the fifth hypothesis is accepted. The research results of research from Aji et al. (2020) show that a strong brand can attract potential customers to expand E-WOM on social media. In addition, research on a sports week event team in Korea focused on star players who chose large brand equity compared to ordinary players. By using star players increases E-WOM. Finding brand awareness has a positive impact on E-WOM (Park et al., 2019)(Stojanovic et al., (2018).

The Effect of Electronic Word of Mouth Variables on Purchase Intention Variables

The analysis results in this study show that E-WOM has a positive and significant influence on purchase intention with a p-value of 0.004 and a positive original sample of 0.257. This means that the better E-WOM, the more interested Jahe Rempah Bilal Instagram followers will be more interested in purchasing the Ginger Rempah Bilal products offered. It can be said that E-WOM can help increase sales of Bilal Spice Ginger products, thus the sixth hypothesis is accepted. E-WOM is so important, because of the data of many consumers who use the internet and social media platforms. Before buying a product or service, new consumers do not know the information correctly. The existence of testimonials/reviews from other consumers, about the picture of the quality of a product or service can affect the purchase intention of the new consumer (Cheung & Thadani, 2012) (Jalilvand & Samiei, 2012). Research from Nuseir, (2019) results that E-WOM significantly impacts online purchase intent.

Customer Engagement Mediates Social Media Marketing Activities and Purchase Intention

The analysis results in this study showed that customer engagement could mediate the relationship between social media marketing and purchase intention with a p-value of 0.048 and an original sample of 0.260 with a positive sign. This positive original sample value shows that customer engagement strengthens the relationship between social media marketing variables and purchase intention. This means that customer engagement is a mediating variable that strengthens the relationship of social media marketing to purchase intention. The results suggest that the seventh hypothesis in this study is accepted. Customer engagement on social media is largely supported by the emotional interest shown to increase purchase intent. Such

engagement will lead to an increase in customer trust which after that can advertise the brand and its products to other customers on social media (Asperen et al., 2018). Customer engagement can mediate SMMA with purchase intention (Toor et al., 2017).

CONCLUSION

Based on the research conducted, it is stated that the overall hypothesis is accepted, as follows:

1. The analysis results in this study show that SMMA has a positive and significant influence on purchase intention.
2. The analysis results in this study show that SMMA has a positive and significant influence on customer engagement.
3. The analysis results in this study show that customer engagement has a positive and significant influence on purchase intention.
4. The analysis results in this study show that SMMA has a positive and significant influence on brand equity.
5. The analysis results in this study show that brand equity has a positive and significant influence on E-WOM
6. The analysis results in this study show that E-WOM has a positive and significant influence on purchase intention.
7. The analysis results in this study show that customer engagement can mediate the relationship between social media marketing and purchase intention.

So it can be concluded that social media marketing affects the purchase intention of micro and medium ginger enterprises in the city of Kudus.

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