The Effect of Social Media Marketing on Brand Awareness to Purchase Intention on Apartment Products

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ABSTRACT	This study examines the influence of social media marketing on brand awareness and purchase intention for apartment products. In the digital marketing era, platforms such as Facebook, Instagram, and Twitter are key in reaching and interacting with target audiences. This study aims to identify and determine how the influence of content creation involvement and attributes of social media marketing (SMM) activities in order to influence brand awareness and subsequently increase purchase intention in purchasing apartment products, Corporate Credibility and Brand Self Congruity variables are also added in order to identify the influence on purchase intention. The research method used is using the PLS-SEM calculation method. The research findings show that social media marketing activities, especially the factors of Interaction, Entertainment, Customization, Trendiness and Electronic Word-of-Mouth have a significant effect on brand awareness, among these factors the most influential on Brand Awareness is Electronic Word-of-Mouth. In addition, Brand Awareness, Corporate Credibility and Brand Self-Congruity are proven to have a significant positive relationship with Purchase Intention, but among these variables that have a significant influence is Brand Self-Congruity. This research was conducted in urban areas in Jakarta, Bogor, Depok, Tangerang and Bekasi, which requires further research to cover other major cities in Indonesia and consider additional variables that influence the overall purchasing decision process specifically for Apartment products. Insights from this research are useful for marketers or developers or entrepreneurs interested in the property sector, especially in formulating digital marketing strategies and the use of social media marketing to increase brand visibility and purchase motivation.
Keywords:	interaction, entertainment, customization, trendiness, electronic word-of mouth, corporate credibility, self-congruity, purchase intention

INTRODUCTION

The information and digital age has fundamentally changed the way people live, work and interact. Developments in the information and digital world provide great opportunities for innovation, efficiency and global connectivity. Recent research clearly shows that social media is very effective in influencing the behavior of its users. Followers are willing to go to great lengths to at least slightly resemble their idols on social media. Changing one's image, creating a similar lifestyle, or buying a product promoted by the influencer, are just some of the actions taken by followers to achieve what they consider "ideal" (Staniewski &

Awruk, 2022), this behavior has been confirmed by research showing the influence of Instagram on user purchasing decisions (Alghamdi & Bogari, 2019; Alotaibi et al., 2019; Smith, 2019), which has been confirmed by studies showing the influence of Instagram on user purchasing decisions (Alghamdi & Bogari, 2019), 2019; Smith, 2019), clearly demonstrating the marketing power of Instagram advertising (Aragoncillo & Orús, 2018; Jin & Ryu, 2020; Khan & Dhar, 2006).

Various digital-based social media platforms are in high demand among internet users, including Instagram, Facebook, Twitter and so on. From previous research, buying a product advertised on social media can be a means of maintaining higher prestige. However, purchasing decisions are usually still associated with a person's financial capability and high income (Staniewski & Awruk, 2022). This shows that the decision to purchase products promoted on social media is due to financial capability and the desire to increase prestige. In the research conducted by Staniewski & Awruk mentioned above, the objects studied were consumptive products and other light needs. While some previous studies have also revealed a relationship between Instagram as social media and marketing activities of a product or service. For example, Mele, Filieri & De Carlo in 2023 have also researched the relationship between promotion through social media and tourist destinations (tourism).

In general, an apartment is a property product that has a relatively expensive price and has investment value for the long term. This is certainly different for everyone in the buying process, both in terms of confidence in the product itself and the supplier developer. Apartment products are usually marketed in a conservative way, namely by making direct offers (hard selling) to prospective buyers with various marketing strategies. In this condition, the role of social media as a marketing tool is needed to accelerate the dissemination of information to consumers by displaying the advantages of the apartment product. Therefore, the combination of digital and direct contact enabled by technology-based platforms and personalized customer service needs to be adopted to provide an integrated customer experience (Nanda et al., 2021). This also encourages the need for a study that focuses on relationship marketing through social media as one of the determining factors for consumer interest in making a purchase (Purchase Intention).

METHOD
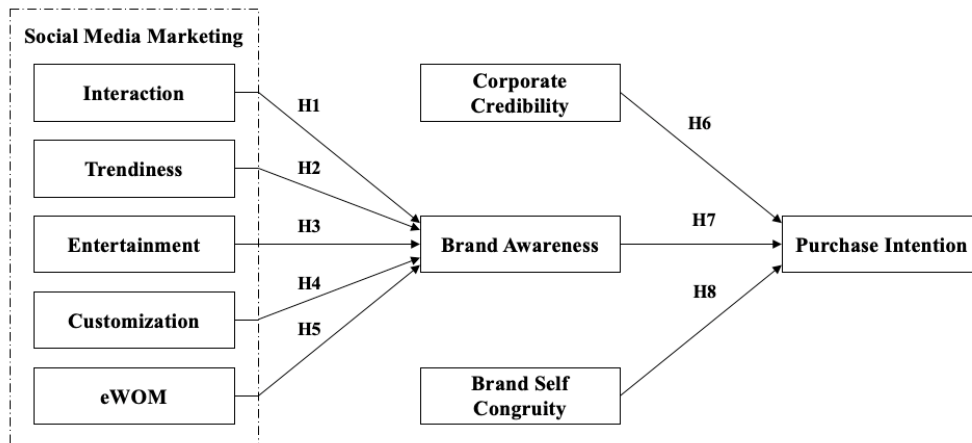
Data Collection and Sample

This research uses a quantitative approach, a questionnaire built with 34 statements for 9 groups of variables studied, as in the research model. The questionnaire was created using G-form and distributed through social media. The survey subjects are male or female consumers aged 25 - 55 years who actively use social media who live in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek), to make it clear that consumers can focus on responding to the questionnaire, researchers used three apartment developers, namely Agung Podomoro Group, PP Property and Bumi Serpong Damai. Determination of the number of samples is by using purposive sampling. To determine the number of samples using the Cochran formula approach (Sugiyono, 2018, page 128), with a sample error value level of 5% (e = 5%) and a confidence level value of 95% with a value of z = 1.96, the value of p and q is the value of the correct chance and the value of the wrong chance which is 50% or 0.5 respectively. So that the number of samples in this study (n) is as many as = 385 respondents.

Data Analysis Method

After coding and filtering the respondents' data, the data will be processed in Smart PLS software for data measurement and analysis, which includes: (1) Cronbach's Alpha reliability coefficient analysis. The scale has acceptable reliability when the Cronbach's Alpha coefficient is more significant than 0.7. (2) AVE exploratory factor analysis to evaluate the validity of the scale. (3) PLS SEM analysis method to evaluate the relationship between the dependent variable and the factors that influence it

Construction and Measurement

Construct	Item		Source
Social Media Marketing			**Tran Thi Thuy & Le Phuoc Cuu, 2023**
Interaction	IR1	Developer's social media can be used to share apartment-related information with other users	
	IR2	Social media developers can be used as a means to interact between consumers and apartment developers	
	IR3	The developer's social media makes it easy for me to convey my opinion to the apartment developer	
Trendiness	TD1	Apartment developer's social media presence is very trendy	
	TD2	The content and market situation of the apartment developer's social media is always updated daily	
	TD3	Apartment developer content is the most up-to-date information	
Entertainment	EN1	It's nice to open the apartment developer's social media	
	EN2	The content on the apartment developer's social media looks interesting	
	EN3	Easy to spend time using social media apartment developers	
Customization	CS1	Apartment developer's social media provides services that can be customized according to consumer desires	
	CS2	Apartment developer social media can be applied anytime and anywhere	
	CS3	Apartment developer's social media is easy to apply	
	CS4	Information can be searched on the apartment developer's social media according to consumer desires	
	CS5	The apartment developer's social media provides interesting information for me	
Electronic Word of Mouth	WM1	I want to pass on information about apartment developers to my colleagues	
	WM2	I want to share the apartment developer's social media content through social media	
	WM3	I want to share my experience of using the apartment developer's social media service with my friends	
Brand Awareness	BA1	I can easily remember the apartment products from the Developer I chose	Mehrullah Jamali & Rohail Khan, 2018
	BA2	I know all the apartment products from the Developer I choose	
	BA3	I can recognize the differences between all the apartment products from the developer I chose.	
Corporate Credibility	CC1	I trust the developer of this apartment	Yongqiang Li, Xuehua Wang & Zhilin Yang, 2011
	CC2	This apartment developer is trusted for its products	
	CC3	This apartment developer has a lot of experience	
	CC4	This apartment developer is a classy one	
	CC5	I really like this apartment developer	
Brand Self-Congruity	SC1	The apartment products offered are in line with my personal views.	Gopal Das, 2013
	SC2	The apartment products offered reflect me.	
	SC3	The apartment products offered fit my personal picture.	
Purchase Intention	PI1	I want to buy an apartment in the future	Han Pham Dinh, Hai Vo Thanh & Hai Phan Thanh, 2022
	PI2	I intend to buy several apartments in the future	
	PI3	I have plans to buy an apartment	
	PI4	I will try to buy an apartment	
	PI5	I want to buy an apartment soon	

RESULTS AND DISCUSSION

Respondent demographics and characteristics

Table 1 shows the demographic data of the respondents in the study, the total respondents who became the subject of the study were 400 respondents, the majority of respondents (55.5%) were male and female by 44.5%, a total of 39.8% of respondents were aged between 36 - 45 years, 25.0% of respondents were under 30 years old and as many as 16.3% were 36-40 years old the rest were 19.1% aged between 41 and 50 years and above. From the respondent's monthly expenditure data, the majority of respondents as much as 34.5% have expenditures between Rp. 10 million - 20 million and as many as 26.2% of respondents earn more than Rp. 40 million and based on marital status a total of 73.8% of respondents are married, the remaining 26.2% of respondents are unmarried. Furthermore, 70.2% of respondents are S1 graduates or equivalent and master's degree by 20.2%.

Figure 1. Result Structural Equation Model PLS SEM

<table>
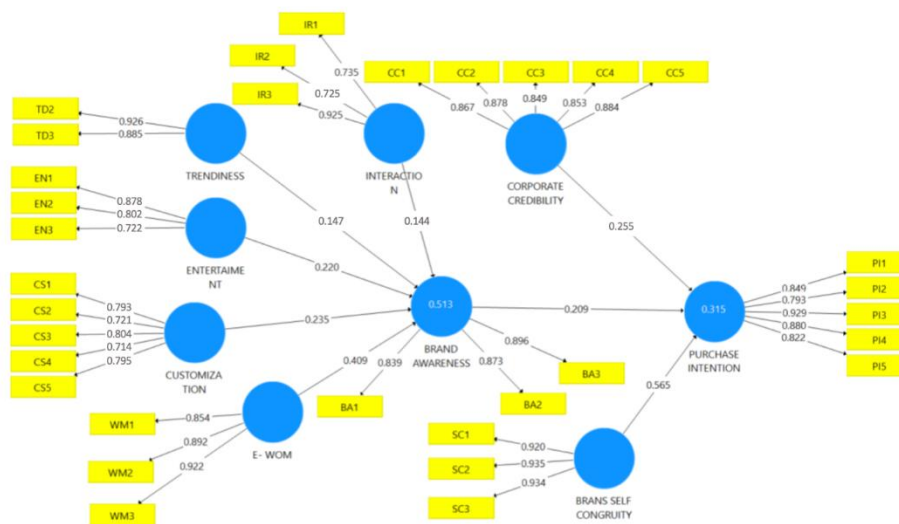<tr><th colspan="3">Table 1. Demographic Characteristics</th><th></th><th></th><th></th></tr>
<tr><td></td><td>N</td><td>%</td><td></td><td>N</td><td>%</td></tr>
<tr><td><i>Gender</i></td><td></td><td></td><td><i>Marital Status</i></td><td></td><td></td></tr>
<tr><td>Male</td><td>222</td><td>55.5</td><td>Single</td><td>105</td><td>26.2</td></tr>
<tr><td>Female</td><td>178</td><td>44.5</td><td>Married</td><td>295</td><td>73.8</td></tr>
<tr><td>Total</td><td>400</td><td>100.0</td><td>Total</td><td>400</td><td>100.0</td></tr>
<tr><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td><i>Age Group</i></td><td></td><td></td><td><i>Education</i></td><td></td><td></td></tr>
<tr><td>Below 30</td><td>100</td><td>25.0</td><td>Secondary school</td><td>20</td><td></td></tr>
<tr><td>31 - 35 years old</td><td>159</td><td>39.8</td><td>Diploma</td><td>15</td><td></td></tr>
<tr><td>36 - 40 years</td><td>65</td><td>16.3</td><td>Bachelor's degree or equivalent</td><td>285</td><td></td></tr>
<tr><td>41 - 45 years</td><td>25</td><td>6.3</td><td>Master's degree</td><td>80</td><td></td></tr>
<tr><td>46 - 50 years</td><td>15</td><td>3.8</td><td>Total</td><td>400</td><td>100.0</td></tr>
<tr><td>Above 50</td><td>36</td><td>9.0</td><td></td><td></td><td></td></tr>
<tr><td>Total</td><td>400</td><td>100.0</td><td><i>Work</i></td><td></td><td></td></tr>
<tr><td></td><td></td><td></td><td>Housewife</td><td>5</td><td>1.3</td></tr>
<tr><td><i>Average Monthly Spend (IDR)</i></td><td></td><td></td><td>Employees of BUMN/BUMD</td><td>198</td><td>49.5</td></tr>
<tr><td>< IDR 5 million</td><td>70</td><td>17.5</td><td>More</td><td>45</td><td>11.3</td></tr>
<tr><td>IDR 5 million - IDR 10 million</td><td>101</td><td>25.3</td><td>Company Owner/Employee</td><td>127</td><td>31.8</td></tr>
</table>

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IDR 10 million - IDR 20 million	144	36.0	Private/Freelancer	25	6.3
IDR 20 million - IDR 30 million	64	16.0	Total	400	100.0
IDR 30 million - IDR 40 million	15	3.8			
> 40 million	6	1.5			
Total	400	100.0			

Validity and Reliability

In reliability analysis refers to the Cronbach alpha value which represents an indicator of the correlation value, which must be more than 0.7 (Hair et al., 2017). In the first calculation using Smart PLS on the Trendiness (TD) measurement item, the TD1 measurement item obtained a value of 0.683, so it did not meet the predetermined requirement of Cronbach alpha 0.7. In accordance with (Hair et al., 2017), the removal of measurement items that do not meet the discriminant validity requirements on the measurement items will be carried out and it is found that all measurement items have a crobach alpha value above 0.7 (see table 3), at the Rho A value it can be seen that all measurement items used show a value above 0.7 which can be concluded that the data and measurement items used have met the reliable and valid requirements.

Table 2. Collinearity Statistics (Inner VIF Value)

Variables	BA	SC	CC	CS	WM	EN	IR	PI	TD
BA								1.623	
SC								2.336	
CC								2.000	
CS	2.226								
WM	2.260								
EN	1.651								
IR	1.305								
PI									
TD	1.481								

Notes: BA: Brand Awareness; SC: Brand Self-congruity; CC: Corporate Credibility; CS: Customization; WM: Electronic Word-of-Mouth; EN: Entertainment; IR: Interaction; PI: Purchase Intention; TD: Trendiness.
Source: Authors' data analysis

Collinearity is measured to determine whether there is multicollinearity between measurement items in forming variables and to ensure that no bias occurs, this check can be seen in the VIF value which if it shows a value <5 (Hair et al., 2019), the results of collinearity measurements can be seen in Table 2. From these results it can be concluded that there is no multicollinearity in the measurement items that form variables.

To analyze the Fornell-Larcker criterion, the latent variable correlations are compared with the square root of the AVE value recorded in this study. The square root of the AVE of each measurement item must be higher than the highest correlation with other variables (Hair et al., 2017). The results in Table 4 show that all elements can meet the specifications required by the Fornell-Larcker criterion. To evaluate discriminant validity, the Cross-loading value is also checked to evaluate the fit of the model, at the outer-loading value of the indicator for the related construct must exceed the cross-loading value (correlation) with other constructs (Hair et al., 2017). The loading and cross-loading values in Table 6 show that all items have maximum loadings with their respective constructs, which meets the necessary requirements. In measuring discriminant validity using HTMT, the recommended ratio value is below 0.85 or below 0.9 (Franke & Sarstedt, 2019), which can be concluded that according to the HTMT calculation, it can be stated that it meets the discriminant validity requirements.

To measure the fit between models in this study, the standardized root mean residual (SRMR) value is calculated, from the calculation results using Smart PLS, a value of 0.098 is less than 0.10 which is in accordance with the opinion of (Schermelleh-Engel et al., 2003) that this value is acceptable as a good fit model.

Table 3. Validity and Reliability of Components.

Variables	No. Items	Croncbach' Alpha	Rho A	Composite Reliability	Average Variance Extracted
BA	3	0.838	0.838	0.903	0.756
SC	3	0.921	0.924	0.950	0.864
CC	5	0.922	1.045	0.938	0.750
CS	5	0.825	0.844	0.875	0.584
WM	3	0.868	0.882	0.919	0.791
EN	3	0.721	0.778	0.839	0.636
IR	3	0.756	1.136	0.835	0.631
PI	5	0.910	0.928	0.932	0.733
TD	2	0.783	0.807	0.901	0.820

Notes: BA: Brand Awareness; SC: Brand Self-congruity; CC: Corporate Credibility; CS: Customization; WM: Electronic Word-of-Mouth; EN: Entertainment; IR: Interaction; PI: Purchase Intention; TD: Trendiness.

Source: Authors' data analysis

Table 4. Fornell-Lacker criterion

Variables	BA	SC	CC	CS	WM	EN	IR	PI	TD
BA	0,870								
SC	0,607	0,929							

Table 5. Heterotrait-Monotrait Ratio (HTMT)

Variables	BA	SC	CC	CS	WM	EN	IR	PI	TD
BA									
SC	0,690								
CC	0,553	0,739							
CS	0,683	0,641	0,639						
WM	0,764	0,716	0,475	0,781					
EN	0,646	0,648	0,618	0,713	0,680				
IR	0,214	0,374	0,462	0,528	0,411	0,475			
PI	0,460	0,542	0,222	0,485	0,680	0,471	0,197		
TD	0,467	0,311	0,265	0,572	0,619	0,256	0,227	0,367	

Notes: BA: Brand Awareness; SC: Brand Self-congruity; CC: Corporate Credibility; CS: Customization; WM: Electronic Word-of-Mouth; EN: Entertainment; IR: Interaction; PI: Purchase Intention; TD: Trendiness.

Source: Authors' data analysis

Variables	BA	SC	CC	CS	WM	EN	IR	PI	TD
CC	0,513	0,698	0,866						
CS	0,590	0,586	0,592	0,764					
WM	0,659	0,639	0,449	0,675	0,890				
EN	0,531	0,564	0,522	0,560	0,556	0,797			
IR	0,208	0,357	0,379	0,448	0,377	0,393	0,794		
PI	0,421	0,514	0,247	0,468	0,620	0,422	0,169	0,856	
TD	0,382	0,274	0,266	0,451	0,506	0,186	0,130	0,314	0,906

Notes: BA: Brand Awareness; SC: Brand Self-congruity; CC: Corporate Credibility; CS: Customization; WM: Electronic Word-of-Mouth; EN: Entertainment; IR: Interaction; PI: Purchase Intention; TD: Trendiness.

Source: Authors' data analysis

Path Analysis

The R Square value on BA is 0.513 which indicates that the BA variable can be explained by 51.3% by the Social Media Marketing independent variable consisting of IR, TR, EN, CS and WM, while the PI variale obtained an R Square value of 0.315 which indicates that the PI variable can be explained by 31.5% of the CC, BA and SC variables.

In Table 6. Shows the results of hypothesis testing on the model structure for each relationship between the variables studied. The results showed that all components of SMM, CC, BA and SC have an influence on each variable. which in IR obtained a T Value of 4.046 and a P value of 0.000, so it can be concluded that the IR variable has a significant and significant influence on BA, the TR variable is proven to have a positive and significant effect on BA indicated by a P value of 0.001, where the P value is greater than 0.05. the EN, CS and WM variables are proven to have a positive and significant effect on BA, indicated by the P value

obtained below 0.05 and the T value above 1.645, while the CC, SC and BA variables have a positive and significant effect on the PI variable.

Table 6. Path Coefficient

Hypothesis	Code	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
INTERACTION→ BRAND AWARENESS	H1	0.144	0.137	0.036	4.046	0.000
TRENDINESS→ BRAND AWARENESS	H2	0.147	0.148	0.042	4.132	0.001
ENTERTAIMENT→ BRAND AWARENESS	H3	0.220	0.221	0.047	4.648	0.000
CUSTOMIZATION→ BRAND AWARENESS	H4	0.235	0.230	0.057	4.087	0.000
E- WOM→ BRAND AWARENESS	H5	0.409	0.410	0.055	7.450	0.000
CORPORATE CREDIBILITY→ PURCHASE INTENTION	H6	0.255	0.245	0.057	4.502	0.000
BRAND SELF CONGRUITY→ PURCHASE INTENTION	H7	0.565	0.559	0.064	8.761	0.000
BRAND AWARENESS→ PURCHASE INTENTION	H8	0.209	0.210	0.048	4.328	0.000

Table 7. Loading and Cross Loadings.

Code	BA	SC	CC	CS	WM	EN	IR	PI	TD
BA1	0,839								
BA2	0,873								
BA3	0,896								
SC1		0,920							
SC2		0,935							
SC3		0,934							
CC1			0,867						
CC2			0,878						
CC3			0,849						
CC4			0,853						
CC5			0,884						
CS1				0,793					
CS2				0,721					
CS3				0,804					
CS4				0,714					

CS5	0,795						
WM1		0,854					
WM2		0,892					
WM3		0,922					
EN1			0,878				
EN2			0,802				
EN3			0,722				
IR1				0,735			
IR2				0,725			
IR3				0,925			
PI1					0,849		
PI2					0,793		
PI3					0,929		
PI4					0,880		
PI5					0,822		
TD2						0,926	
TD3						0,885	

Notes: BA: Brand Awareness; SC: Brand Self-congruity; CC: Corporate Credibility; CS: Customization; WM: Electronic Word-of-Mouth; EN: Entertainment; IR: Interaction; PI: Purchase Intention; TD: Trendiness.

Source: Authors' data analysis

Marketing using social media has become a powerful tool to increase brand awareness and purchase intention in the apartment industry. With the emergence of social media platforms such as Facebook, Instagram, and Twitter, companies can interact with their target audience or potential consumers directly and have a good impact on the owner or entrepreneur of the apartment industry. Marketing through social media allows companies to expand reach and increase brand awareness of a product (Kusumo et al., 2021). By creating engaging content and utilizing advertising using social media, developer companies can effectively reach customers and create strong brand awareness. Marketing with social media not only increases brand awareness, but also has the potential to influence purchase intention by displaying the advantages of apartment products to a wide audience, besides that the interaction that occurs through social media allows companies to get direct feedback from customers about their preferences, needs and problems they face (Kwahk & Ge, 2012). So that the wishes of potential customers can be directly heard by developers and developers can immediately adjust the strategy so that the products issued are easily absorbed by the market and are in demand by potential customers.

In addition to reaching potential customers, social media also allows direct interaction with consumers, providing opportunities to respond to questions, gather feedback and build a loyal customer base. Through strategic social media marketing efforts, apartment product companies can effectively increase brand visibility and drive purchase intent among their target audience (Rusdan et al., 2018). And of course, it makes it easy for consumers to find updated and reliable sources of information.

Studies suggest that social media marketing has a significant positive impact on brand awareness and purchase intention in the apartment products industry. This is supported by the ability of social media platforms such as Facebook, Instagram and Twitter to facilitate direct interaction with audiences. By using engaging content and targeted advertising, apartment product companies can effectively reach potential customers and create a strong brand presence (Rohm et al., 2013).

From the results of the study, researchers found that in general social media marketing variables (IR, EN, CS and eWOM) have a positive and significant influence on brand awareness (H1, H3 H4 and H5) where the P Value value is 0.000 <0.05 as well as the TR variable (H2) which has a P Value of 0.001 <0.05, in line with research (Tran Thi Thuy & Le Phuoc Cuu, 2023) found that social media marketing which includes interaction, trendiness, entertainment, customization and eWOM has a positive and significant effect on brand awareness and the results showed that the eWOM variable is the variable that has the most influence on Brand Awareness.

In addition, corporate credibility is proven to have a positive and significant effect on purchase intention (H6) as evidenced by the P value of 0.000 <0.05 in accordance with the results of research conducted by (Pawestriningrum & Roostika, 2022), Furthermore, in research conducted (Chen et al, 2022) that brand self-congruity has a positive and significant relationship to purchase intention (H7) in line with the results of research showing the same results with a P value of 0.000 <0.05, while brand awareness shows a positive and significant effect on purchase intention (H8) p value 0.000 <0.05 which shows the same results from research conducted by (Dabbous & Barakat, 2020) that brand awareness formed due to social media marketing can form a positive influence on the purchase intention of an apartment product or purchase intention, and the results show that the Brand Self Congruity variable is the variable that has the most influence on Purchase Intention.

CONCLUSION

In conclusion, this study shows that marketing activities through social media have a significant positive influence on Brand Awareness and Purchase Intention for apartment products. This research highlights the power of Interaction, Entertainment, Customization and the significance of electronic word-of-mouth in shaping consumer perceptions and behaviors that occur on social media. This shows the potential for improving the social media strategy of

apartment developers or developers. This research emphasizes the important role of corporate credibility and brand self-congruity in shaping purchase intention. However, the geographical limitation of the study and the focus on brand awareness and purchase intention suggest a broader study. Future studies should cover a wider range of urban areas across Indonesia to better reflect the diversity of consumer behavior. In addition, extend the analysis to the purchase decision. Future studies may also include additional influence factors that can provide more comprehensive insights for apartment marketers to effectively utilize social media marketing. The findings can serve as a credible basis for property marketers to refine their strategies, which can increase brand visibility and drive consumer engagement through social media platforms.

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