

DIGITAL MARKETING COMMUNICATION MODEL: ANALYSIS OF SOCIAL MEDIA ADVERTISING, ELECTRONIC WORD OF MOUTH TO REVISIT INTENTION IS MEDIATED BY BRAND IMAGE

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Abstract *The role of social media is more than just conveying messages. Social media has become an effective and efficient promotional platform. The COVID-19 pandemic is helping to accelerate this process of change. Conventional retail is required to be able to answer the challenges of change in order to survive a pandemic. Social media is key in the sustainability of retail businesses to stay connected with consumers. Social media plays a vital role in attracting revisit intention of consumers. This study used multivariate analysis with SEM tools. The data collection method used is nonprobability sampling. The population studied was individuals who had shopped at physical stores and accessed social media of store. This study analyzes the role of brand image in mediating social media advertising and E-WoM to revisit intention.*

Keywords: *social media advertising, E-WoM, brand image, revisit intention.*

INTRODUCTION

The COVID-19 pandemic has had a negative impact on the Indonesian economy. Various business sectors experienced a slowdown in growth and even tended to experience a recession due to the declining purchasing power of the people. This is exacerbated by restrictions to the temporary suspension of offline-based economic activities in several sectors as well as encouraging work from home activities.

Changes in activity from offline to online during a pandemic are a must in adapting to new normal conditions. The new normal encourages organizations and individuals to adapt to the use and utilization of technology (Carroll, N and Conboy, K, 2020; Dwivedi et.al, 2020). Organizations/business actors and individuals must be able to find solutions in a pandemic condition as a way out to survive in a situation during a pandemic.

During a pandemic, individuals have a tendency to adapt to online shopping as well as home delivery (Roggeveen, A. L and Sethuraman, R., 2020; Eriksson, N. and Stenius, M., 2020; Hashem, 2020). Shopping online is highly recommended in dealing with crisis situations during the pandemic (Stanciu et.al, 2020). The change in individual shopping trends (online shopping) is a form of adaptation in a pandemic situation as a form of preventing the transmission of the COVID-19 virus which is of course very worrying (Grashuis et.al, 2020; Li et.al, 2020).

Research conducted by Hishan et.al (2020), Goniewicz et.al (2020), Papu, S. and Pal, S (2020) confirms changes in individual behavior during the pandemic where these conditions require individuals to work from home. Yan (2020) also confirmed that there was a change in human interaction regarding shopping, banking, education, meetings and entertainment during the pandemic, namely the change in the form of interaction which was initially dominated by face-to-face (physical/offline) to become more dominated by virtual (online).

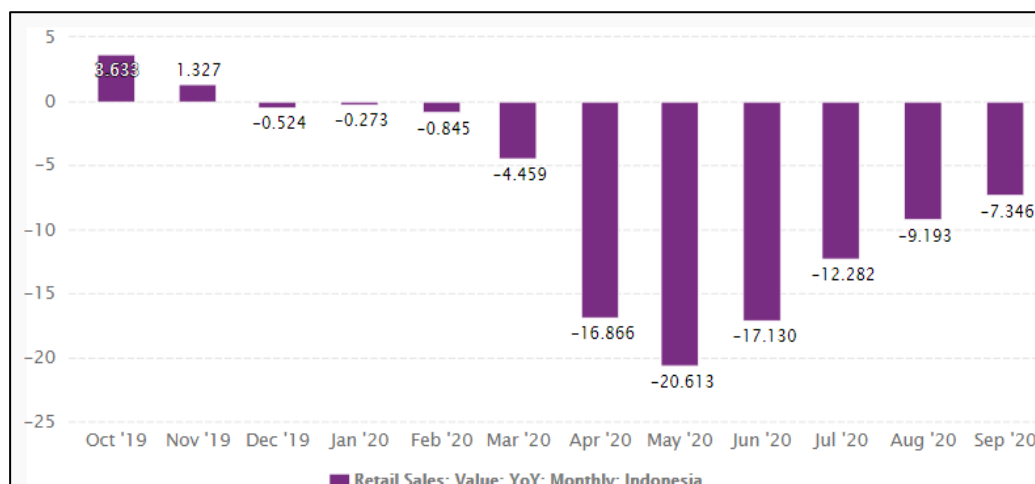


Figure 1: Percentage of Retail Sales Growth in Indonesia
 Source: Ceicdata (2020)

Figure 1 shows the trend of retail sales growth during the pandemic period until September 2020 which has decreased. Hypermart as one of the largest supermarket brands in Indonesia of course during the pandemic experienced a decline in growth and sales due to the rise of e-commerce and market places selling similar products, the pandemic condition also weakened consumer purchasing power accompanied by consumer doubts to shop at physical stores as a form of prevention virus infection, the closure of several stores due to regulations during the pandemic that prohibited the operation of shopping centers (malls) so that supermarkets located inside shopping centers (malls) also stopped operating.

Anastasiadou et.al (2020) proves that consumers really appreciate supermarket business actors who provide information in a transparent manner and continue to update information related to supermarket activities during the pandemic to shoppers. Nankali et.al (2020) prove that official information from the company has a significant relationship to the image of the company's brand. From the results of this study, retail business actors must be able to use social media to disseminate information related to retail business activities so that consumers do not hesitate to shop. Social media is able to provide information as well as a bridge between retailers and consumers and consumers and consumers who discuss on social media (electronic word of mouth/E-WoM).

The role of social media as an advertisement as well as a forum for consumer discussion (E-WoM) in a positive direction is certainly able to build an image and at the same time encourage consumer visits to shop. Building the image of a brand requires tools as marketing communication tools in creating the desired brand image. Laurie, S and Mortimer, K (2019) confirmed that IMC (integrated marketing communication) has a significant positive influence on brands and financial growth.

Social media advertising and E-WoM which are part of IMC certainly have a significant positive influence on the brand and financial growth in this case the interest of consumers visiting to shop. Social media provides information in the form of advertisements where advertisement posts are commented on by various individuals so that the information is valid. The validity of the information has an impact in the form of positive and negative images as input (social media advertisements and E-WoM) as well as reducing or increasing anxiety (dissonance) experienced by individuals so that they are able to make individuals dare to take decisions and take actions.

This study aims to determine the role of social media advertising and E-WoM in providing a solution as a liaison between retailers and consumers in a pandemic situation. Apart from being a connecting tool, social media advertising and E-WoM also play a role in creating a positive image that aims to attract consumer visits. These relationships are what we want to know to provide the right solution for retailers in choosing communication channels that are able to attract consumers' interest in a pandemic situation where anxiety (dissonance) is very high for consumers to carry out activities outside the home.

THEORITICAL REVIEW

Social Media Advertising

Priansa (2017) explains that social media is media designed to facilitate interactive or two-way social interactions. According to Nasrullah (2018), social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form virtual social bonds. Regarding marketing, social media is used as a medium for advertising and promotion. Nasrullah (2018) explains that the presence of social media provides an alternative choice of how marketing practices in this digital era can change from paid advertising to advertising based on user experiences, which tend to cost little and sometimes no cost at all.

Electronic Word of Mouth (E-WoM)

E-WoM is an individual review or comment that is poured through a digital platform, generally related to an individual's personal experience after consuming a product/service. E-WoM also acts as an advertisement that is able to influence individual perceptions regarding the assessment to product/service consumption decisions. E-WoM comes from word of mouth which evolved and adapted to electronic media making it easier for individuals to spread messages in large ratios (Tran, G. A and Strutton, D, 2020).

E-WoM has an important role in the tourism industry in this case retail to attract visitors. E-WoM with positive and negative reviews has the ability to show the level of consumer satisfaction as well as consideration in the selection of criteria for the next visit (Gerdt et.al, 2019). For corporations, E-WoM is the key to success or failure whether on the same or different platforms because E-WoM can go viral as well as free advertising related to corporate activities (Choi et.al, 2019).

Brand Image

Brand image is an important aspect in describing products/services by consumers related to aspects (nodes) that are remembered in consumers' memories as a result of information obtained about these products/services through various media. Of course, the seller/producer wants the product or service they have to have a strong memory in the minds of consumers regarding a positive image related to the product or service owned by the seller/producer.

Brand image in the research conducted by Iglesias, et.al (2019) has an influence on the brand equity of the company/organization. Of course, the influence of the brand image is important for the company/organization in improving the image/image that is in the minds (memory) of individuals/consumers regarding the brand, be it products or services owned by the company/organization.

Revisit Intention

The revisit intention in this study is intended to describe the actions of individuals/consumers regarding returning to a physical store and are also expected to make product purchases. Revisit intention is a dimension or part of behavioral intention where according to Chang (2016) there are several dimensions that are generally used in research to measure behavioral intention, namely loyalty, repurchase (revisiting) intentions, positive e-word of mouth, and willingness to recommend. This research is based on the object under study and the purpose of the study is to measure the interest in returning consumers to a physical store so that it uses the dimension of behavioral intention namely revisit intention.

Framework

Research conducted by Saydan, R and Dulek, B (2019) proved the role of social media advertising in communicating brands more effectively as a marketing communication channel to ensure easier access or reach, especially for consumers by utilizing advances in the world of technology. Kathiravan, C (2017) also proved that a social network site (SNS) advertisement which contains text, photos and video content has a great ability/impact in influencing and building an increase in brand image through social media.

Raji et.al (2019) found that social media sales promotion content (social media advertising) had a positive and significant effect on behavioral intention. Yeo et.al (2020) also proved that social media advertising is a new form of online media advertising which has advantages and commercial value of transmitting (distributing/spreading) information such as a wide range of users, high precision and relevance, deep user participation and has a lot of potential social character.

Nuseir, M. T. (2019) found a positive and significant relationship between E-WoM and brand image where overall this research proved the importance of the role of E-WoM in creating various benefits that can be achieved by redesigning and implementing it in helping to optimize marketing communication strategies. Cham et.al (2016) confirmed that WoM communication on hospital brand image has a significant and positive impact where based on these statistical results WoM plays an important role in creating brand image perceptions. The perception of the brand image is due to individual/consumer factors having a tendency to trust WoM more as information that comes from family, individuals who have visited the same location, relatives and friends.

Abubakar et.al (2017) proved that the E-WoM variable on revisit intention has a significant and positive relationship. This study confirmed that negative E-WoM has a stronger ability to influence individual interest in terms of revisit intention than positive E-WoM. Mekawie, N and Hany, A (2019) proved a significant and positive relationship between E-WoM and behavioral intention. Farzin, M and Fattahi, M (2018) proved that in the research conducted, it was found that there was a significant and positive relationship between brand image and behavioral intention. Positive product reviews are certainly a factor in the formation of a positive image of a brand. Brand image has an important role related to the impact on interest (behavioral intention). Brand image is a consumer's view of a brand as a result of individual experiences in using the product.

Kani et.al (2017) found a significant and positive relationship between the variable destination image (brand image) and revisit intention where this study concluded that the image of a destination (brand image) to obtain a positive image in order to attract return visit interest required two key factors, namely cognitive and affective. Based on the description of the relationship between latent variables, the entire relationship can be combined into a construct (modeling) which aims to describe the relationship between latent variables through

visualization of the construct (modelling) formed from several relationships between these latent variables. The visualization of the construct (modeling) can be seen in the image below.

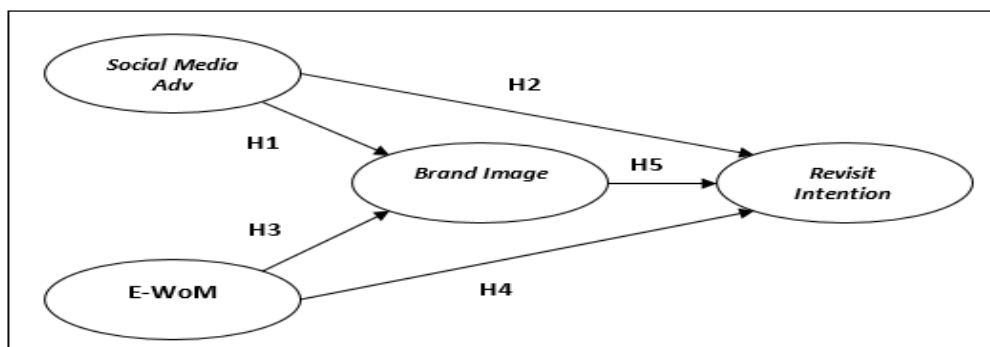


Figure 2: Latent Variable Relationship Framework

HYPOTHESIS

Based on the literature review, previous research and the framework of thought that is used as the basis for researchers in determining the hypothesis, this study has the following hypothesis:

- H1 : Social media advertising effect on brand image.
- H2 : Social media advertising effect on revisit intention.
- H3 : Electronic word of mouth effect on brand image.
- H4 : Electronic word of mouth effect on revisit intention.
- H5 : Brand image effect on revisit intention.

METHODOLOGY

The object used in this study is Hypermart supermarket customers who access Hypermart social media accounts on Facebook or Instagram to obtain information related to the health protocols carried out by Hypermart during the pandemic. The population used in this study are consumers who have shopped at the Hypermart supermarket in Tangerang city, where based on data on followers of official Facebook accounts as many as 2.028.213 and Instagram as many as 803.000 so that the total population is 2.831.213.

The sampling method used was non-probability sampling namely accidental sampling with a closed questionnaire as a data collection tool using a Likert Scale with a scale of 1 to 5 (1 = strongly disagree, 2 = disagree, 3 = doubtful, 4 = agree, 5 = strongly agree). The use of accidental sampling is intended to make it easier for researchers to collect data during a pandemic situation. The sample used was 255 respondents. Data processing was carried out using the SEM partial least square method with the SMART PLS 3.0 tool.

Table 1: Indicator Concept

No	Laten Variabel	Dimension	Indikator
1	<i>Social Media Advertising</i> Voorveld <i>et.al</i> (2018)	<i>Entertainment</i> <i>Negative emotion related content</i> <i>Practical use</i>	1. <i>Made me cheerfull</i> 2. <i>Gave me a pleasant feeling</i> 1. <i>Distrub me</i> 2. <i>Made me sad</i> 1. <i>Provide me with usefull ideas/tips/advice</i> 2. <i>Motivated me to visit a shop/search for more information</i>
2	E-WoM Erkan, I., & Evans, C (2016)	<i>Information quality</i> <i>Information credibility</i>	1. <i>I think the information which shared are understandable</i> 2. <i>I think the information which shared are clear</i> 1. <i>I think the information which shared are convincing</i> 2. <i>I think the information which shared are credible</i>
3	<i>Brand Image</i> Iglesias <i>et.al</i> (2019)	<i>Cognitive association</i> <i>Emotional association</i>	1. <i>The brand provide good value</i> 2. <i>There is a reason to buy form the brand instead of others</i> 1. <i>The brand has personality</i> 2. <i>The brand is interesting</i>
4	<i>Revisit Intention</i> Abubakar <i>et.al</i> (2017)	<i>Favorable</i>	1. <i>I intend to revisit this locationin near future</i> 2. <i>It's very like that i will revisit this location</i> 3. <i>I would like to revisit this location more often</i>

Table 1 describes the question instruments used in the questionnaire adopted from several studies and explains how many variables, dimensions and indicators are used in this research process. The question instrument as well as the indicators used have been adjusted by testing several respondents (n = 30) with validity and reliability tests before being carried out on a large sample (N = 255).

RESULT

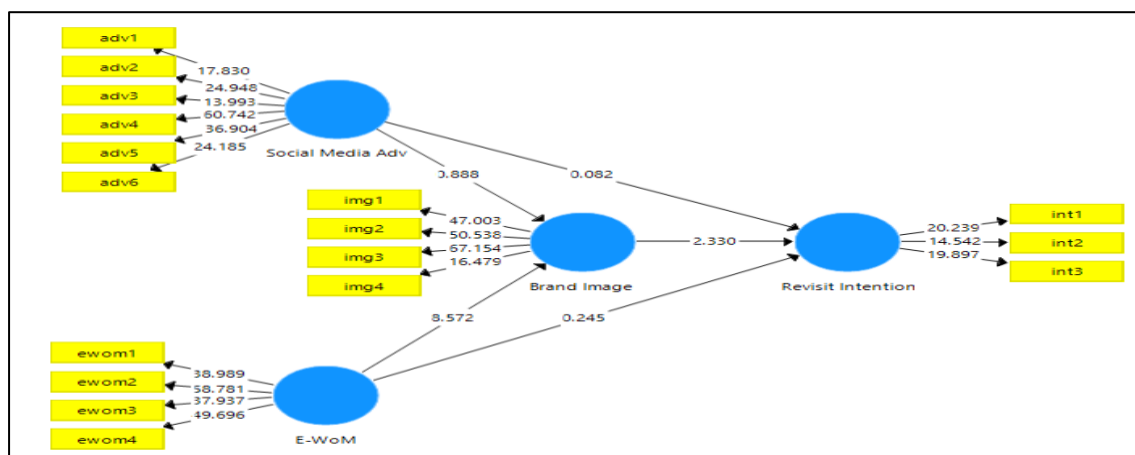


Figure 3: Results of Data Processing

The inner model above tells the value of the relationship between the 1st path variable, namely social media advertising on brand image, which gets a t value of 0.888. The value of the second path, namely electronic word of mouth (E-WoM) on brand image, got a t value of 8,572. The third path, namely social media advertising on revisit intention, got a t value of 0.082. The fourth path, namely electronic word of mouth (E-WoM) on revisit intention, got a t value of 0.245. The fifth path, namely brand image on revisit intention, got a t value of 2.330. The results of the significance of the hypothesis by looking at the value of the parameter coefficients and the significance value of the p value with an error margin of 5% (0.05) where if the p value 0.05 then the hypothesis is accepted but if the p value > 0.05 then the hypothesis is rejected.

Table 2: P Value Test Results

<i>Path</i>	<i>T Statistics</i>	<i>P Value</i>	<i>Hasil</i>
Social Media Advertising to Brand Image	0,888	0,411	Positive and insignificant (rejected)
Electronic Word of Mouth (E-WoM) to Brand Image	8,572	0,000	Positive and significant (accepted)
Social Media Advertising to Revisit Intention	0,082	0,937	Positive and insignificant (rejected)
Electronic Word of Mouth (E-WoM) to Revisit Intention	0,245	0,811	Positive and insignificant (rejected)
Brand Image to Revisit Intention	2,330	0,019	Positive and significant (accepted)

DISCUSSION

Social media advertising on the latent variable brand image found positive and insignificant results. Social media is a place as well as a channel in advertising that is quite popular due to the large number of active users that social media platforms have. Social media advertising carried out by Hypermart in providing information to consumers about health services and protocols has a high correlation in the relationship between practical use (social media advertising) dimensions and cognitive association (brand image) which explains by knowing information related to Hypermart health services and protocols (social media advertising) through social media motivates consumers to visit the Hypermart offline store.

The emergence of consumer motivation to visit indicates the success of marketing communications carried out by Hypermart through its social media marketing in conveying messages related to health services and protocols being able to create a positive image in the form of safety and convenience for consumers to shop at offline stores in a pandemic situation. This is in line with the opinion of Philip, K., and Keller, K. L. (2012), Priansa (2017) regarding marketing communications that are able to create memory in the minds of consumers (image) and give meaning to companies based on the purpose of the communication carried out.

Electronic word of mouth (E-WoM) on the latent variable brand image is positive and significant. E-WoM is one of the main models of integrated marketing communication which aims to disseminate information derived from consumer experience to be disseminated to potential consumers and other consumers who have used the same product or service. The results of this study prove the important role that E-WoM has in building and creating a positive brand image from digital comments on Hypermart social media related to service and health protocols carried out by the Hypermart offline store during the pandemic situation. Comments on Hypermart social media are the result of interactions between individuals as consumers and potential consumers as well as between consumers or potential consumers with Hypermart retail where this is in accordance with the opinion of Kim, H. C and Zhu, Z. Y (2020) which emphasizes interaction. on social networks because of the common interest.

Social media advertising on revisit intention is positive and not significant. Consumers certainly need clarity on the situation at the location they want to visit. The location in the COVID-19 pandemic situation must comply with the specified health protocol rules. Research conducted by Anastasiadou et.al (2020) proved that consumers really appreciate supermarket business actors who provide transparent information and continue to update information related to supermarket activities during the pandemic to shoppers. The information provided by the supermarket certainly reduces the anxiety and worry of individuals who shop about the transmission of the virus in public places, especially supermarkets.

E-WoM on revisit intention was stated positive and not significant. As has been explained in relation to E-WoM, it is a positive or negative statement or sentence that is put forward by individuals in digital/internet media regarding product or service services. The E-WoM, both positive and negative, has the ability to show the level of consumer satisfaction as well as consideration in the selection of criteria for the next visit (Gerdt et.al, 2019). Based on this, E-WoM has a role in the consumer decision-making process to make return visits. The decision-making process is directly part of the consumer's process of considering various information received to reduce or increase dissonance (anxiety) in consumers regarding visits to public facilities.

The brand image on revisit intention is positive and significant. To create safe and comfortable conditions, of course, Hypermart needs to take various actions such as implementing health protocols starting with consumers arriving until they leave the shopping location, this needs to be informed to consumers to provide evidence of their commitment to

preventing virus transmission. Nankali et.al (2020) proved that official information from the company has a significant relationship to the image of the company's brand.

Social media currently has an important role as a forum for creating an image, this role is in the form of an information channel for individuals to know and share information digitally. Information obtained from social media is able to provide and create images related to things uploaded so that it becomes one of the considerations for individuals in making decisions. Information on social media in the form of advertisements is certainly balanced by individual digital comments (E-WoM) in response to the truth of the advertisement, both positive and negative reviews.

Hypermart as an offline retailer requires positive reviews to reduce the level of anxiety (dissonance) so as to create a positive image and attract consumers to dare to visit directly in a pandemic situation as evidenced by the results of E-WoM research and brand image has a positive and significant effect on revisit intention. Consumer dissonance can be reduced by accessing information obtained by individuals in the form of operational procedural clarity to positive reviews from the experiences of other individuals in order to reduce anxiety in pandemic situations so that the effects caused by consumers have an interest in visiting.

CONCLUSION

The consumer's perspective on a positive image is very much needed in attracting visits, especially the interest in returning visits to the Hypermart physical store in a pandemic situation where consumers during a pandemic situation prefer to work at home. To attract interest in the return visit, clarity of information is needed. This clarity is in the form of consumers easily understanding and understanding the information provided indirectly by Hypermart.

This study explains the role of brand image in influencing revisit intention as well as mediating social media advertising and E-WoM on revisit intention. In addition, digital reviews (E-WoM) in this study have been proven to have an important role in creating an image in consumer memory because E-WoM is the result of individual experiences that are deliberately told and disseminated so that other individuals who have similar interests can know. From this it can be believed that individuals trust information obtained from other individuals more than information obtained from advertisements.

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