

# **The Effect of Social Media Communication on Purchase Intentions with Brand Equity and Brand Attitude as Mediator**

## **ABSTRACT**

**Aim:** This study was conducted to determine the relationship between social media communication and purchase intention with brand equity and brand attitude as mediators. **This is important and interesting to discuss because not all forms of social media communication are under the control of the company.**

**Study Design:** Social media communication was evaluated based on its content characteristics, Firm Created Communication (FCC) and User Generated Communication (UGC).

**Place and Duration of study:** This research was conducted in Indonesia from June to October 2023

**Methodology:** The study used purposive sampling method and generated 165 respondents. Primary data for this study was obtained through an online questionnaire. Data analysis was conducted using SPSS software and SmartPLS software.

**Result:** The results of this study show that 4 hypotheses are supported, and 1 hypothesis is not supported. (1) FCC has a positive and significant effect on brand equity. (2) UGC has a negative and insignificant effect on brand equity. (3) FCC has a positive and significant effect on brand attitude. (4) UGC has a positive and significant effect on brand attitude. (5) Brand attitude has a positive and significant effect on brand equity. (6) Brand equity has a positive and significant effect on purchase intention. (7) Brand attitude has a positive and significant effect on purchase intention.

**Conclusion:** This research provides new insight into the differences between the influence of two characteristics of social media content on brand equity and brand attitude which will increase purchase intention. Companies must manage their social media communications according to the type of content characteristics to increase purchase intentions.

*Keyword: social media communication; firm created communication; user generated communication; brand equity; brand attitude; purchase intention; coffee shop.*

## **1. INTRODUCTION**

Digital transformation brings about changes in society in using the internet and social media as a means of meeting daily needs. The occurrence of the Covid-19 pandemic has become a big driver in the involvement of the internet and social media in business and community activities [39]. The internet allows individuals and companies to reach the right and wider audience. The existence of social media is increasingly replacing traditional media and making many customers use social media as a source of information about products, services and brands [4]. The ease of use and suitability of social media to current conditions means that more and more companies are utilizing and including social media as part of their marketing strategy. The increase in marketing activities via social media has made social media communication also play an important role in the marketing process.

The way information is delivered by the company about the brand, will affect the customer's assessment of the brand. Digital media has changed the way customers communicate with a brand [15]. Social media has changed the way of communication from one-dimensional to multi-dimensional. Multi-dimensional

communication means communication that takes place between communicators and communicants who provide reciprocity from the information conveyed. Social media has made companies no longer the main source of communication for a brand, because all social media users can also be a source of information [37]. Social media is also changing the way traditional marketing communications work, which was previously only controlled and managed by a company's marketing manager, is now starting to be shaped by customers [31]. The internet and social media encourage customers to be more innovative and can ultimately shape other customers' assessments of products and services. [11]. Customers are no longer just passive recipients of information, but customers can actively co-create brand equity through social media communication.

Some previous studies have discussed topics in the field of social media communication. For example, research conducted by Ngai et al., on social media communication dialog [32]. Research conducted by Raji et al., on the role of social media communication and consumer-based brand equity [37]. There is also research by Duffett, on the effect of customer attitudes on communication on social media [7]. Research conducted by Floredu and Cabiddu, on strategies in social media communication, as well as other studies [9]. With the growing use of social media in business marketing strategies, some studies have now begun to focus on separating social media communications created by companies and social media communications created by users in their role to influence customer perceptions of brands. This is important and interesting to discuss further because not all forms of social media communication are within the control of the company.

Customers are now able to evaluate social media communications through the characteristics of their content [38]. A number of studies on social media communication focus on two types of brand-related content, namely firm created communication (FCC) and user generated communication (UGC). FCC is referring to communication via online media which is formed through information content created and delivered by company, while UGC is communication via social media whose content and information is created and conveyed by customers or social media users.

Social media communication can influence brand equity and brand attitude and will ultimately influence purchase intentions [43]. Brand equity itself is a brand's assets that can reduce or increase the value of the brand. Brand equity can be formed from the information customers receive about the brand. Communication positively influences brand equity as long as the message creates satisfied customer reactions to the product in question compared to other similar products [48]. In other research, it was found that social media communication had a positive effect on brand attitude, but not all types of social media content had an effect on brand equity. Brand attitude is the overall attitude and evaluation by customers towards a brand [31].

Brand attitude plays an important role in brand equity [25]. The overall evaluation of a brand has an influence on brand equity which will ultimately drive consumer purchasing behavior.

The combination of various elements of brand equity perception has a strong impact on brand purchase intentions [10]. Positive online communication can produce positive evaluations or attitudes towards the brand which will ultimately encourage customer purchasing intentions [25].

Based on differences in previous research results, this study was conducted to determine the effect of social media communication on purchase intentions with brand equity and brand attitude as mediator variables. Researchers chose coffee shops as research objects because in recent years, the presence of coffee shops has increasingly mushroomed in the business world. Based on data from the International Coffee Organization (ICO), Indonesia consumed 5,000,000 bags containing 60 kg coffee in 2020-2021 [33]. The increase in coffee consumption is in line with the growth of the coffee shop business which can now be found in almost every corner of the city and even in rural areas. The development of the digital era has increased coffee shop online activity, and in its development social media has become an important part of the coffee shop business marketing strategy.

## **2. LITERATURE REVIEW**

## **2.1 Social Media Communication**

Currently, social media has become a new way for organizations to connect with consumers and vice versa. By using social media, companies can interact with loyal consumers, and stimulate public perception of products, as well as make it easier for companies to share information, and also help companies to understand more about consumers [3]. Nowadays consumers trust social media more as a source of information rather than traditional marketing communications. Several recent studies have discussed social media communication which focuses on two types of content related to brands, Firm Created Communication (FCC) and User Generated Communication (UGC) [43].

### **2.1.1 Firm Created Communication (FCC)**

Firm Created Communication (FCC) is a type of social media communication whose content is created and distributed on social media owned by the company and can be reached by consumers through company-owned pages, accounts and channels on social media [37]. FCC is a type of social media communication that gives companies and marketing managers the opportunity to increase brand acceptance through content shared on social media. FCC carries out marketing strategies to create brand recognition and brand assessment on social media platforms by the company itself [4]. FCC covers many forms of communication available on social media, such as reviews, blogs, videos, photos, and question and answer sessions [31].

Social media creates new ways of communication and has become an important element in a company's promotional mix [29]. Social media communication can connect companies with customers and influence customer perceptions about products, disseminate information, and also help companies gain insight about their customers [31]. Social media has been proven to encourage consumer involvement in a brand's marketing as well as being an effective platform for marketing communications. [43].

### **2.1.2 User Generated Communication (UGC)**

User Generated Communication (UGC) defined as contents that focus on the consumer dimension created by the public, rather than professional marketers, and distributed over the internet [31]. UGC is a trusted source of information to help customers making their purchasing decisions. Customers trust UGC because they trust UGC contributors who share their negative and positive experiences about a product and brand. In addition, UGC contributors are considered to have no commercial interests when sharing information [30]. UGC content has three criteria. First, content has to be available to the public via the internet. Second, the content reflects a number of creative efforts. Third, content is created without any professional intervention [46]. Content created by social media users is an accessible and reliable means of forming communication between customers [43]. Customers can integrate their comments, thoughts, and perceptions about a brand into the form of content or comments beyond the control of the brand owner. Consumer comments about a brand can be in a negative form or in a positive form [12]. Customer engagement on social media can be in the form of likes, comments, uploads, tweets, shares, and allows customers to form an endless dialog about a brand, where everyone has the freedom to express their thoughts and feelings [37]. UGC can influence a company's marketing following three ways [27]:

- 1) Combining information obtained from customers to ideas at relatively lower costs compared to traditional methods
- 2) Contents from fellow customers are able to gather brand followers who then can pass on the information to more customers.
- 3) UGC is considered trustworthy by other customers.

Customers create, design, edit, upload content, and use UGC to communicate with other customers [28]. Customers use social media to give and get information about products and services. Customers use social media to access the desired product and brand information. Customers can integrate their comments, thoughts and perceptions about a brand into content or comments outside the control of the brand owner.

## 2.2 Brand Attitude

Attitude is the overall evaluation of people, things, or goods, and is a consistent positive or negative reaction to certain things [47]. Attitudes include pleasant or unpleasant evaluations, emotional feelings, and behavioral tendencies that can increase the opportunity to use the brand [24]. Attitude is defined as the buyer's evaluation of the brand with respect to the relevance of the motive before buying [39]. Brand attitude can be interpreted as overall brand assessment by customers based on positive or negative reactions to stimuli, and is a stable and long-lasting tendency to behave, so researchers consider it the most important predictor of consumer behavior towards a product or service [31]. Three components of attitude, including [47]:

- 1) Cognitive component, knowledge or product cognition that is formed after integrating direct experience or information obtained.
- 2) Affective component, emotions or consumer affective reactions to a product or brand, which represents the consumer's direct or overall evaluation of the product.
- 3) Conation component, the possibility or tendency of an individual to act or behave in relation to the product

Brand attitude can predict customer behavior required by the company, including brand selection considerations and purchase intentions [39]. Brand attitude is based on product attributes such as durability, defects, serviceability, features, performance. Brand attitude is a consistent reaction or a learned tendency to a particular object. [44]. Attitudes have the power to predict purchasing behavior, by reading the direction of behavior that tends to be liked or disliked [35]. Understanding attitudes towards brands is very important for companies because they influence purchasing intentions [30].

## 2.3 Brand Equity

Brand equity is a group of assets and liabilities related to a brand, its name and symbols, which can increase or decrease the value provided by a product or service to a company [1]. If the brand name or symbol changes, some or all of the assets may be affected and also lost, although they may be transferred under a new name and symbol. Brand equity is built over the long term through marketing investment planning and sustainable. Products or services with strong brand equity are valuable assets for the company. Brand equity is developed through several categories, including [44]:

- 1) Increased perception of quality
- 2) Brand loyalty
- 3) Brand awareness or association

Perceived quality is a customer's subjective assessment of the overall merits of a product or service [49]. Customer experience, specific needs, and the post-purchase situation can influence the customer's subjective assessment of quality. A high perception of quality means that through long-term experience associated with the brand, customers recognize the differences and advantages of the brand. A high perception of quality will encourage customers to choose that brand over other competing brands. Therefore, the higher the brand quality perceived by customers, the more brand equity will increase.

Brand loyalty is the attachment that customers have towards a particular brand [44]. Brand loyalty can be defined as a feeling of satisfaction and trust that customers have in their communications with companies which are now usually carried out on social media [22]. Loyalty levels are high when consumers actively interact with the brand. Brand loyalty develops brand strength, creating opportunities to generate repurchase intentions [10].

Brand awareness is defined as a customer's ability to identify a brand in sufficient detail which ultimately drives purchasing behavior [39]. Brand associations are everything that is related in memory to a brand [1]. communication can underlie the formation of associations. Brand associations that can generate are positively related to brand equity [48]. Brand associations can be a signal of quality and help customers consider brands at the point of purchase.

## **2.4 Purchase Intention**

Purchase intention can be a sign that an individual will buy a particular product based on the interaction between customer needs, attitudes and perceptions of the product or brand [5]. It is important to recognize consumer purchase intentions because consumer actions are usually predicted through their intentions [19]. Purchase intention is based on the process of consumers making plans to buy products or services because of advertisements delivered through advertising media [27]. Purchase intention is an implicit promise to buy a product, and will buy again every time the next trip to the market [25].

Purchase intention is referred to as a customer's desire to promise certain activities related to future consumption, many studies have used purchase intention to estimate the future profits of a brand [23]. Many studies have used purchase intention to estimate the future profits of a brand. Purchase intention is strongly related to attitudes and preferences towards brands or products [36]. Purchase intention for a brand is very important because it describes the impression of customer retention. Purchase intention is influenced by brand attitude [42]. Purchase intent can be used to test the implementation of a distribution channel to help managers determine whether the concept is worth further development, and to decide which geographic markets, as well as consumer segments, to target the channel [36].

## **3. METHODOLOGY**

### **3.1. Measurement**

This study uses a quantitative approach. The data used by researchers is primary data. Primary data is original and raw data that has not been processed and is in the form of statements that represent opinions [6]. This research uses a Likert scale to measure data from the questionnaire. The Likert scale measures data from respondents by providing a scale from strongly disagree (1), disagree (2), somewhat disagree (3), somewhat agree (4), agree (5), strongly agree (6).

### **3.2. Sampling and Data Collection**

This study uses a population of all Indonesian people who are active social media users and have seen both FCC and UGC related to coffee shop brands on social media. This study uses a non-probability sample with a purposive sampling technique, specifically customers who meet the requirements and are willing to fill out this research questionnaire. Determination of sample size in this study using previous research methods and obtained 165 respondents [17]. The data in this research was obtained through a questionnaire. Questionnaires were distributed online using google form via social media. The indicators used to measure each variable are outlined in the questionnaire.

### **3.3. Data Analysis Techniques**

Descriptive analysis in this research was carried out to explain the characteristics of respondents, including gender, age, domicile, occupation, average monthly income, active use of social media, frequency of consuming or visiting coffee shops. This research uses SPSS software to calculate the average of each indicator, then determine the research assessment criteria.

This research uses the Structural Equation Modeling (SEM) method to test the hypothesis that has been formulated. In this research, researchers used Smart PLS (Partial Least Square) software. There are two parts to the PLS-SEM analysis, namely the measurement model (outer model) and the structural model (inner model) [18].

Outer model testing consists of validity tests and reliability tests. The convergent validity test is carried out by looking at the factor loading values and average variance extracted (AVE) values. The loading factor is considered ideal if the value is  $\geq 0.7$  and AVE is considered ideal if the value is  $\geq 0.5$  [13]. The discriminant validity test was carried out by comparing the square root values of AVE between constructs. If the square root value of AVE is greater than the correlation between the construct and other constructs, then the discriminant value is considered ideal [13]. Reliability Test can be measured using Cronbach's Alpha and Composite Reliability. Cronbach's Alpha and Composite Reliability values are said to meet the test if they have a limit value of  $\geq 0.7$ . [13].

Inner Model testing is carried out by looking at the path coefficient, R-squared Value, and Q-square. path coefficient describes the strength of the relationship between constructs [18]. Decision making to accept or reject a hypothesis is based on the significance value (P value) and t-table value. In this test, the standard used is 1.96 at the 5% significance level. The R-square value is used to show the extent to which exogenous variables influence endogenous variables, or how much endogenous variables are able to be explained by exogenous variables. The Q-square value is used to measure predictive relevance, namely the ability of a research model to predict [17]. The  $Q^2 > 0$  value indicates that the model has predictive relevance, while the  $Q^2 < 0$  value indicates that the model does not have predictive relevance [14].

**H1a:** Firm Created Communication (FCC) has a positive effect on brand equity.

**H1b:** User Generated Communication (UGC) has a positive effect on brand equity.

**H2a:** Firm Created Communication (FCC) has a positive effect on brand attitude.

**H2b:** User Generated Communication (UGC) has a positive effect on brand attitude.

**H3:** Brand attitude has a positive effect on brand equity.

purchase intention.

**H5:** Brand attitude has a positive effect on purchase intention.

## 4. RESULT AND DISCUSSION

### 4.1. Respondent Characteristics

This research uses primary data from 165 respondents collected using a Google Form questionnaire distributed via social media platforms. Analysis of the characteristics of respondents can be seen in table 1. Based on the data results in table 1 it can be concluded that the majority of respondents are female (70.3%). Most respondents were in the 21–30 year age group (81.2%), and had an average income of IDR 2,000,000 – IDR 5,000,000 per month (47.8%). Table 1 also shows that the majority of respondents are not married (69.6%). The majority of respondents had a bachelor's degree (72.8%), and worked as private employees (45.5%). Table 1 also shows that the majority of respondents consume/visit the coffee shop 1-2 times a month (53,9%). Based on table 2, it is known that the majority of respondents or 144 respondents (87.3%) said Instagram was the social media platform they used most often.

**Table 1. Characteristic of respondents**

Category	Frequencies	%
Gender		

Male	49	29,7%
Female	116	70,3%
<b>Age group</b>		
≤ 20 tahun	5	3,1%
21-30 tahun	134	81,2%
31-40 tahun	23	13,9%
41-50 tahun	2	1,2%
> 50 tahun	1	0,6%
<b>The average income per month</b>		
≤ Rp 2.000.000	38	23,1%
Rp 2.000.000 – Rp 5.000.000	79	47,8%
Rp 5.000.000 – Rp 10.000.000	34	20,6%
Rp 10.000.000 – Rp 20.000.000	9	5,4%
> Rp 20.000.000	5	3,1%
<b>Marriage status</b>		
Married	50	30,4%
Single	115	69,6%
<b>Education</b>		
Student	10	6%
Diploma	5	3%
Bachelor Degree	120	72,8%
Master's Degree	30	18,2%
Doctoral Degree	0	0%
<b>Frequency of consuming/visiting coffee shops per month</b>		
1-2 kali	89	53,9%
3-5 kali	54	32,7%
6-8 kali	11	6,7%
>8 kali	11	6,7%

Source: Primary data processed (2023)

**Table 2. Social media platforms most frequently used by respondents**

Platform Media Sosial	Frequencies	%
Instagram	144	87,3%
Twitter	10	6,1%
Tiktok	10	6,1%
Facebook	1	0,6%
Total	165	100%

Source: Primary data processed (2023)

**Table 3. Konvergen validity and reliability of components**

Construct	Item scale	Loadings	CA	CR	AVE
<b>Firm Created Communication</b>	FCC1	0.866	0.888	0.923	0.749
	FCC2	0.878			
	FCC3	0.901			
	FCC4	0.814			
<b>User Generated Communication</b>	UGC1	0.867	0.902	0.932	0.773
	UGC2	0.915			
	UGC3	0.903			
	UGC4	0.830			
<b>Brand Equity</b>	BE1	0.857	0.713	0.836	0.631
	BE2	0.806			
	BE3	0.712			
<b>Brand Attitude</b>	BA1	0.891	0.897	0.936	0.830
	BA2	0.916			
	BA3	0.926			
<b>Purchase Intention</b>	PI1	0.904	0.897	0.936	0.830
	PI2	0.914			
	PI3	0.915			

Source: Primary data processed (2023)

**Table 4. Discriminant validity**

Construct	BE	FCC	PI	BA	UGC
<b>BE</b>	<b>0.794</b>				
<b>FCC</b>	0.580	<b>0.865</b>			
<b>PI</b>	0.664	0.518	<b>0.911</b>		
<b>BA</b>	0.661	0.586	0.715	<b>0.911</b>	
<b>UGC</b>	0.419	0.632	0.427	0.511	<b>0.879</b>

Source: Primary data processed (2023)

**Table 5. The result of the R square and Q square**

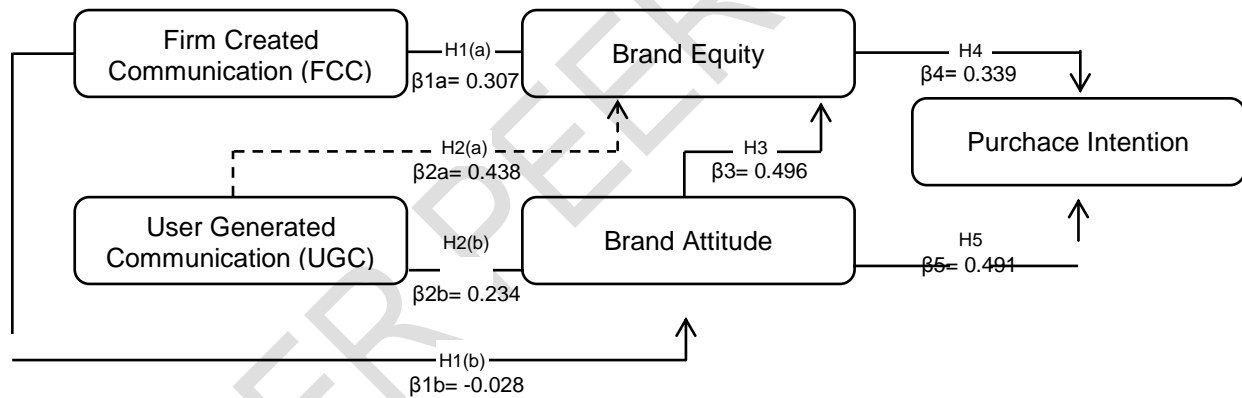
Variable	R Square	Adjusted R Square	Q <sup>2</sup> (=1-SSE/SSO)
Brand Equity	0.494	0.485	0.289
Purchase Intention	0.576	0.571	0.470
Brand Attitude	0.377	0.369	0.303

Source: Primary data processed (2023)

**Table 6. Path coefficient analysis**

Variable	Hypothesis	Original sample	T statistics	P value	Conclusion
FCC -> BE	H1(a)	0.307	3.483	0.001	Supported
UGC -> BE	H1(b)	-0.028	0.341	0.734	Rejected
FCC -> BA	H2(a)	0.438	5.181	0.000	Supported
UGC -> BA	H2(b)	0.234	2.668	0.008	Supported
BA -> BE	H3	0.496	9.052	0.000	Supported
BE -> PI	H4	0.339	3.477	0.001	Supported
BA -> PI	H5	0.491	5.931	0.000	Supported

Source: Primary data processed (2023)



**Fig 1. Summary of the model results**

$\beta$  indicates the hypothesized direction

The dotted line indicates the rejected relationship in the hypothesis

## 4.2. Measurement Model: Validity and Reliability

Table 2 shows the convergent validity and reliability test results. The convergent validity test is seen from the factor loading value and the average variance extracted (AVE) value. The results listed in Table 2 show an AVE value of  $\geq 0.7$  and a loading factor of  $\geq 0.5$ , so all indicators for each variable are considered to have passed the convergent validity test. Table 3 shows that the value of each variable indicator measured has a value bigger than the value of the other variable indicator blocks, so it can be concluded that all research items are valid.

Data reliability is known from the Cronbach's Alpha (CA) and Composite Reliability (CR) values. In this study, the CA and CR values were  $\geq 0.7$ , so it can be concluded that all research variables are considered reliable (table 2).

## 4.3. Structural Model Analysis

Table 4 shows the R-square value which is used to determine the extent to which exogenous variables influence endogenous variables. The R-square value of the endogenous variable is the predictive power of the structural model [14]. The Q-square value is used to measure predictive relevance, namely the ability of a research model to predict [17]. The  $Q^2 > 0$  value indicates that the model has predictive relevance, while the  $Q^2 < 0$  value indicates that the model does not have predictive relevance [14]. Based on table 4, it is known that all exogenous construct variables have predictive relevance for the endogenous construct variables.

Path coefficient test describes the strength of the relationship between constructs [18]. Decision making to accept or reject a hypothesis is based on the significance value (P value) and t-table value. In this test, the standard used is 1.96 at the 5% significance level. Six of the seven hypotheses were proven to have a positive and significant effect. Meanwhile, hypothesis H1(b) UGC is proven to have a negative and insignificant effect on brand equity.

### 4.3.1 Effect of Firm Created Communication (FCC) on brand equity

Hypothesis 1(a) has an original sample value (O) of 0.307, a t-statistic value of 3.483, and a p-value of 0.001 (table 5). Based on this value, it can be interpreted that company-made content (FCC) has a positive and significant effect on brand equity, so it can be concluded that H1(a) is supported.

These results are consistent with the several previous studies which prove that communication of company-made content distributed on social media is part of efforts to create brand equity [48]. Social media communication controlled by the company had an effect on the development of brand equity [37]. The results of this research reveal the importance of planning in managing company content. Social media has become a new communication channel for companies to connect with customers. The results of this research can be a reason for marketers to invest in social media. The FCC is completely controllable by companies, so these findings suggest marketers should pay more attention to corporate content planning and management. Controlling company content can increase brand equity by developing perceived quality, brand loyalty and brand awareness [39].

Based on these findings, it can be seen that customer satisfaction with FCC that is interesting and easy to understand can increase coffeeshop brand equity. An attractive and easy-to-understand FCC has also been proven to increase coffeeshop brand equity. Furthermore, FCC that meets customer expectations is also found to increase coffeeshop brand equity. FCC is proven to be able to increase customer confidence in the quality of coffeeshops, increase awareness of coffeeshop brands, as well as increase consumption and visits to coffeeshops.

#### **4.3.2 Effect of User Generated Communication (UGC) on brand equity**

Hypothesis 1(b) has an original sample value (O) of -0.028, a t-statistic value of 0.341, and a p-value of 0.734 (table 5). Based on these values, it was found that FCC has a negative and insignificant effect on brand equity, so it can be concluded that H1(b) is not supported.

The results of this research contradict previous research conducted by Schivinski and Dabrowski, which stated that UGC had a significant positive effect on brand equity [43]. Several previous studies found that UGC was more trusted by other customers than FCC which was controlled by the company [30]. However, this research is in line with the findings of Negoro and Alif, who said that UGC was found to have no effect on brand equity [31].

Currently, companies can control UGC by providing certain rewards to social media users, so that customer trust in the honesty of UGC can be reduced. UGC is no longer honest and trustworthy information for other customers. This could be the reason why the results of this research are different from the findings from research conducted by Schivinski and Dabrowski (2014). The results of this research are in line with the latest findings from Negoro and Alif's (2020) research which was also conducted in Indonesia. It is hoped that future research can examine this gap more deeply.

#### **4.3.1 Effect of Firm Created Communication on brand attitude**

Hypothesis 2(a) has an original sample value (O) of - 0.438, a t-statistic value of 5.181, and a p-value of 0.000 (table 5). Based on these values, it was found that FCC has a positive and significant effect on brand attitude, so it can be concluded that H2(a) is supported.

These findings support the results of research conducted by Park and Joen, which states that FCC has a positive effect on brand attitude [35]. The results of research conducted by Suwandee et al., also found that social media content controlled by the company had a positive effect on brand attitude [45]. Social media makes companies faster in knowing and reading the market response to their brand. FCC planning can maintain customer attitudes towards brands [43]. Based on the research results, it can be proven that an attractive and easy to understand FCC can improve brand attitude by developing positive character, reputation and a positive impression of the brand. FCC that meets expectations and satisfies customers can also improve brand attitudes.

#### **4.3.2 Effect of User Generated Communication on brand attitude**

Hypothesis 2(b) has an original sample value (O) of 0.234, a t-statistic value of 2.668, and a p-value of 0.008 (table 5). Based on these values, it was found that UGC has a positive and significant effect on brand attitude, so it can be concluded that H2(b) is supported.

These findings support the results of research conducted by Duffett, which found that UGC has a positive influence on brand attitudes [7]. Brand-related experiential content created by social media users will ultimately shape brand attitudes [15]. This research found that customer satisfaction with UGC that is satisfying, meets customer expectations, is interesting and is also easy to understand can increase positive characteristics, a good reputation and also a good impression of the coffee shop. Companies can provide space for customers to share their good experiences about the brand to increase other customers' evaluation of the brand.

#### **4.3.3 Effect of brand attitude on brand equity**

Hypothesis 3 has an original sample value (O) of 0.496, a t-statistic value of 9.052, and a p-value of 0.000 (table 5). Based on these values, it was found that brand attitude has a positive and significant effect on brand equity, so it can be concluded that H3 is supported.

These results are consistent with previous research which stated that brand attitude was found to have a positive effect on brand equity [10]. The findings of this research are also in line with research conducted by Negero and Alif, which found that customers' attitudes of appreciation towards brands ultimately create higher brand equity [31]. This finding can be interpreted that positive characteristics, good reputation, and a good impression of the coffee shop can increase customer trust regarding brand quality, increase coffee shop consumption and visits, and can also increase awareness of the coffee shop's attributes or symbols.

#### **4.3.4 Effect of brand equity on purchase intention**

Hypothesis 4 has an original sample value (O) of 0.339, a t-statistic value of 3.477, and a p-value of 0.001 (table 5). Based on this value, it can be interpreted that brand equity has a positive and significant effect on purchase intention, so it can be concluded that H4 is supported.

These results are consistent with previous research which states that brand equity has a positive influence on purchase intention, this research was conducted by Hussain et al., in India [20]. Brand equity formed from social media communication was found to influence purchase intentions [23]. Based on these findings, it can be interpreted that customer trust in the quality of the coffeeshop, loyalty to the coffeeshop, and customer awareness of the identity of the coffeeshop brand can increase visits and consumption of coffee shops now and in the future.

#### **4.3.5 Effect of brand attitude on purchase intention**

Hypothesis 5 has an original sample value (O) of 0.491, a t-statistic value of 5.931, and a p-value of 0.000 (table 5). Based on these values, it can be concluded that brand attitude has a positive and significant effect on purchase intention, so it can be concluded that H5 is supported.

These results are consistent with previous research findings which stated that brand attitudes created from social media communication were proven to influence purchase intentions [2]. Brand attitude can be a factor that predicts customer purchase intentions. Based on these findings, it can be said that the positive characteristics, good reputation, and good impression of the coffeeshop brand can increase visits and consumption of coffee shops now and in the future. If customers have a positive attitude towards the brand, this will significantly influence the perspective of their purchasing intentions [21].

## **CONCLUSION**

The substance of this study is to increase knowledge about the use of social media communication for company marketing to increase purchasing intentions. This research shows how the relationship between social media communication created by companies and social media users has on brand equity and customer attitude evaluations towards the brand which will ultimately influence purchase intentions.

The results of this study show that FCC has a positive and significant influence on brand equity and brand attitude. FCC is a social media communication that companies can fully control. This shows that good company social media content planning can increase brand equity and customer attitudes towards a company's brand. Meanwhile, UGC only has a positive and significant effect on brand attitude. Companies can provide space for customers to share their good experiences about the brand to increase other customers' evaluation of the brand. The study results also show that brand equity and brand attitude have a positive effect on purchase intention.

Thus, companies can design marketing strategies to plan and manage social media content to increase brand equity and brand attitude which will ultimately increase customer purchase intentions.

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## APPENDIX

A The research instrument used to measure the construct of this study was adapted from Schivinski dan Dabrowski [39], Vinh et al., [42], and Kudeshia dan Kumar [22]. The following is a description of the research instrument of measurement in this study:

**Table. Item scale of the measurement**

Construct	Research Instrument	Source
Firm Communication [FCC]	<p>Created</p> <p>[FCC1] I am satisfied with the social media content created by the coffee shop that I mentioned in question number 3 part I</p> <hr/> <p>[FCC2] The social media content created by the coffee shop that I mentioned in question number 3 part I met my expectations</p> <hr/> <p>[FCC3] The social media content created by the coffee shop that I mentioned in question number 3 part I is very interesting</p> <hr/> <p>[FCC4] Konten media sosial yang dibuat oleh <i>coffee shop</i> yang saya sebutkan pada pertanyaan nomor 3 bagian I memiliki kinerja dengan baik (mudah dipahami)</p>	Schivinski and Dabrowski [43]
User Communication [UGC]	<p>Generated</p> <p>[UGC1] The social media content created by the coffee shop that I mentioned in question number 3 part I is performing well (easy to understand)</p> <hr/> <p>[UGC2] Konten media sosial yang dibuat oleh pelanggan/pengunjung <i>coffee shop</i> yang saya sebutkan pada pertanyaan nomor 3 bagian I memenuhi harapan saya</p> <hr/> <p>[UGC3] Konten media sosial yang dibuat oleh pelanggan/pengunjung <i>coffee shop</i> yang saya sebutkan pada pertanyaan nomor 3 bagian I sangat menarik</p> <hr/> <p>[UGC4] Konten media sosial pelanggan/pengunjung <i>coffee shop</i> yang saya sebutkan pada pertanyaan nomor 3 bagian I berkinerja dengan baik (mudah dipahami)</p>	Schivinski and Dabrowski [43]
Brand Equity [BE]	<p>[BE1] I believe in the quality of the coffee shop brand that I mentioned in question number 3 part I</p> <hr/> <p>[BE2] I often buy or visit the coffee shop that I mentioned in question number 3 part I</p> <hr/> <p>[BE3] I recognize the symbol of the coffee shop that I mentioned in question number 3 part I</p>	Vinh et al., [46]
Brand Attitude [BA]	<p>[BA1] The coffee shop that I mentioned in question number 3 part I has positive characteristics</p> <hr/> <p>[BA2] The coffee shop I mentioned in question number 3 part I has a good reputation</p>	Kudeshia dan Kumar [25]

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[BA3] The coffee shop that I mentioned in question number 3 part I has a good impression

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Purchase Intention [PI]

[PI1] I will buy or visit the coffee shop that I mentioned in question number 3 part I

Kudeshia dan Kumar [25]

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[PI2] I would recommend the coffee shop I mentioned in question number 3 part I to other people

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[PI3] I will buy or visit the coffee shop I mentioned in question number 3 part I again in the future

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