

# **Social Media Effect, Brand Image and Motivation on Fast Food and Beverage Purchase Intention of Mcdonald's St Mark Square Karawaci**

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## **Abstract**

This paper wants to analyze the effect of Social Media Marketing, Brand Image and Motivation on Purchase Intention of Food and Beverage at McDonalds Lippo St Mark Square, Karawaci, Tangerang Indonesia. This research used quantitative by utilizing questionnaire by distributing to the respective respondents. This study used sampling technique with random sampling. The sample criteria are students of Pelita Harapan University that have experiences at object of the study in total of 270 respondents. This research uses Structural Equation Modeling analysis technique. The result shows that H1: there is a positive effect of social media marketing on purchase intention, with C.R of 2,413 and P of 0,016; and H2: there is no positive effect of brand image on purchase intention with C.R of 0,153 and P of 0,878; and the last, H3: there is a positive effect of motivation on purchase intention, with C.R of 3,282 and P of 0,001. From the findings, it can be concluded that the purchase intention is affected by Social Media Marketing and motivation, while the variable of Brand Image doesn't affect purchase intention. There are a number of recommendations for the owner for sustain the business in that place.

## **Keywords**

Social Media Marketing, Brand Image, Motivation and Purchase Intention

## **1. Introduction**

Food and beverage business is very promising industry of the many businesses that exist today, with a population in Indonesia in 2019 reaching 267 million people (Central Bureau of Statistics, 2019). The existence of food and beverages are needed every day, so that the fulfillment is also continuous and that is what makes business people compete to make the business they are doing to be successful in the long term and generate the maximum profit (J.D. Tan et al., 2019) (Purba & Tan, 2018). According to the Roy Morgan research institute (2018) in his research in an average period of half a year, in the time span from April 2017 to March 2018, there are several fast food restaurants favored by the Indonesian people, of which Padang Sederhana is the top fast food restaurant in terms of visits and sales, followed by KFC and McDonald's in second and third place.

In order to win the competition, a company management must think about its company policy by paying attention to the marketing mix (Purba & Tan, 2016) (Panday & Purba, 2012). In addition, technological developments also force that promotional techniques are no longer done manually, but how technology currently focuses on engaging customers through interactions on social media and use the strategic service delivery (Budiono, Purba, Adirinekso, et al., n.d.) (Purba & Panday, 2015). Nowadays social media is very often used by the public and has become the fastest growing media in Indonesia, that is why this choice is very popular to upgrade the brand (Budiono, Purba, & Adirinekso, n.d.). According to the daily news of Kompas (2018), there is an increase in internet and social media use by almost 50% from 2017 to 2018 with 262 million users worldwide and in Indonesia itself reaching 175.2 million according to Detik (2020).

According to Cowden (2014) social media marketing does not limit companies to communicate with their own consumers, but also helps communicate with other consumers (Purba, 2014) (Panday & Purba, 2015). The use of social media such as Instagram, Twitter, Facebook, and others has become commonplace in Indonesia (Budiono, Purba, Adirinekso, et al., n.d.) (Adirinekso, Purba, Budiono, et al., n.d.). Recently Facebook, Instagram, and Google have provided facilities by introducing features like Instagram Ads, Facebook Ads, and Google Ads, where each company can advertise their products on their digital platform (Purba, Budiono, et al., 2020) (Adirinekso, Purba, & Budiono, n.d.). McDonald's has been promoting, spreading awareness and engaging through their social media platform and also doing others third party that available in the market (Adirinekso et al., 2020). McDonald's Instagram account often posts marketing campaign and promotions that are getting responses from their customers.

## 2. Literature Review

### 2.1 Social Media Marketing

According to Karamian, H. (2015), social media marketing is an essential tool for increasing brand equity which is marked by an increase in revenue, profits and market value of a business. In line with Karamian, Santoso (2017) provides an explanation of social media marketing as a form of marketing used to build awareness, recognition, memory and behavior in businesses, products, individuals or groups and brands, either indirectly or directly, through social media as the tool (Adirinekso, Purba, & Budiono, n.d.) (Surjana et al., n.d.). Social media marketing has become a very important thing to maintain customer engagement and business growth, and is a very affordable element to get brand awareness, loyalty and sustainable exposure (Adirinekso, Purba, Budiono, et al., n.d.) (Budiono, Purba, Adirinekso, et al., n.d.) (Purba, 2015). Riaz et al. found that social media marketing is very helpful for fast food restaurants in Pakistan in building good relationships and positive perceptions (Riaz, Ahmed and Akhtar 2019) and their company with customers and the service of food business also become the good income as a lot of customers are millennial generations (Purba, et al 2019, 2021).

Smart marketers will use the latest social media marketing strategies to be able to successfully establish relationships with online communities and convince people about the benefits of a products and services (Surjana et al., n.d.) (Jacob Donald Tan et al., 2019). There are several dimensions that used in on line commercial business and also happen in social media marketing, namely: Online community, b. Interaction, c. content sharing, d. Accessibility and d. Credibility as all them are already available in the market applications (Asad and Alhadid, 2014) (Purba, Samuel, et al., 2020) (Budiono, Evanson, et al., n.d.).

### 2.2 Brand Image

Brand Image, according to Keller (2012: 10), is a level after brand awareness which simply means the customer's impression of a brand (Stepen et al., 2021) and they are become loyal to that brand because they value the image (San & Aryupong, 2020) (Simatupang & Purba, 2020). Keller emphasized that Brand Image has an important role to distinguish a brand's product from other similar brands. According to Aaker (2011), brand image can be measured using three different dimensions, namely:

- a. Product Attributes  
Product attributes are all things related to that brand.
- b. Consumer Benefits  
Consumer benefits include the usefulness of a product from a brand that is felt by consumers.
- c. Brand Personality  
Brand identity is a description that is embedded in the minds of consumers about an existing brand.

The dimensions described by Aaker were later explored further by other researchers in more recent years. Especially for restaurants, Espinosa, Ortinou, Krey and Manohan (2018) have a special term for the restaurant's brand image, namely Overall Restaurant Brand Image (ORBI). In the research of Espinosa et al., (2018), it was found that ORBI strongly encourages consumer loyalty and satisfaction, as well as loyalty and satisfaction collectively directing consumers to recommend the company to others and loyalty encourages those who have

experience eaten at the restaurant will be back to repurchase due to their sufficient satisfaction (Indra et al., 2019) (Purba & Tan, 2016) (Purba & Panday, 2015).

### 2.3 Motivation

Schunk, Meece and Pintrich (2014) argue that motivation refers to a process that instigates and maintains activities that lead to a specific goal. Schunk and Dibenedetto (2019) summarize several things related to motivation:

- a. In social cognitive theory, motivation refers to a process that instigates and maintains activities that lead to a specific goal.
2. The key process of motivation is objective and self-evaluation related to continuity of activities, self-efficacy, social comparison, values, outcome expectations, attribution and self-regulation.
3. The process of motivation leads to the results of motivation, namely choice, effort, persistence, achievement and environmental regulation.
4. Conceptual basis is reciprocal interaction in which internal, behavioral and environmental processes influence each other.

In terms of buying interest, Schiffman and Wisenblit (2014) explain that motivation is an impulse that someone wants to make a purchase. This is triggered by psychological pressure caused by not meeting a need. These individuals make a conscious or unconscious effort to reduce this pressure through choosing what their goal is though. Furthermore, with this behavior they hope to be free from pressure and their needs are met. There are two dimensions of motivation, namely:

- a. Emotional motivation and;
- b. Rational motivation

### 2.4 Purchase Intention

Marketing management experts, Kotler and Keller (2009: 251) explain that, "buying interest is a behavior that arises because of an object where consumers indicate a desire to buy it". This opinion is confirmed by the definition of buying interest by Durianto (2013) which is a desire that arises from within individuals for a product as a result of the learning process and observing the product (Tian & Yao, 2019).

The dimensions of buying interest are shared by Ferdinand (2011), who explains that buying interest is identified through the following indicators;

- a. Transactional interest  
The definition of transactional interest is the possibilities for individuals to make purchases on an object or service.
- b. Referential interest  
Referential interest means a sense that is owned by the individual or the consumer in order to be able to reference the products of relatives or friends.
- c. Preferential interests  
The definition of preferential interest is how an individual has a preference or a preference for a product. Of course, this trend will change if the product changes in quality.
- d. Explorative interest,  
Many potential consumers have explorative interest, where they will conduct information search activities about the product they want to buy.

### 2.5 Research Framework

For this study consumed 3,5 months that started from January 2021 till April 2021, from doing the conceptual framework, built the variables as well as indicators, hypotheses development, literature review, collecting data, analyzed and interpretation of them.

This study will analyze 3 (three) independent variables that can affect Purchase Intention. The variables that can influence it are Social Media Marketing (X1), Brand Image (X2), Motivation (X3) and Intention to buy (Y). The following is a framework proposed for this research:

### 3. Research Model

This research is a quantitative research with descriptively, the study used the survey method by distributing the questionnaires to the respondents. The research uses three independent variables (X), which are social media marketing (X1), brand image (X2), and motivation (X3), on one dependent variable (Y), intention to buy.

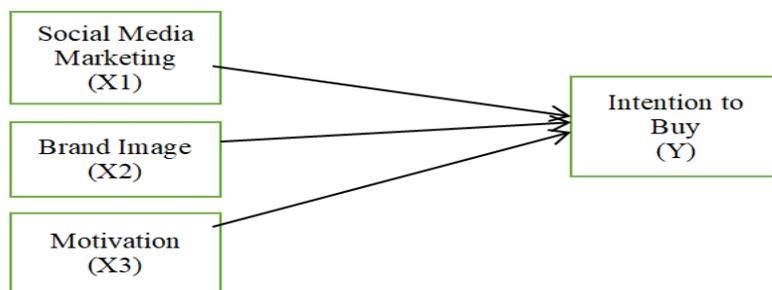


Figure 1: The Research Model

All figure numbers must be mentioned in the body of the paper.

The population of this research is Pelita Harapan University students that have purchased food from McDonald's Lippo Karawaci, with a sample size of 270. The scale used in this research is Likert scale. This research uses Structural Equation Modelling (SEM) analysis method in order to answer the hypotheses.

#### 4. Result and Discussion

Respondents collected in this study were university students in Tangerang, to be precise at Pelita Harapan University, with an age range of 17 to 25 years and over. This study uses an electronic questionnaire, which is an online questionnaire that is made in Microsoft Forms and then distributed through several social media platforms such as Line, WhatsApp and Instagram with a total of 279 online respondents. The limitations experienced by researchers due to the Covid-19 pandemic made it impossible to distribute physical questionnaires that triggered physical contact and crowds.

In statistics using SEM, "model fit" is the suitability between the sample covariance matrix and the resulting population covariance matrix estimate. This means that based on the information obtained from respondents, it can be explained that the diversity in the sample is appropriate or representative with the existing diversity in the population. A model (measurement model and structural model) is said to be fit or in accordance with the data if the sample covariance matrix does not differ from the resulting population covariance matrix estimate, so the statistical hypothesis for the model suitability test in SEM is formulated. The running test of SEM AMOS as shown below;

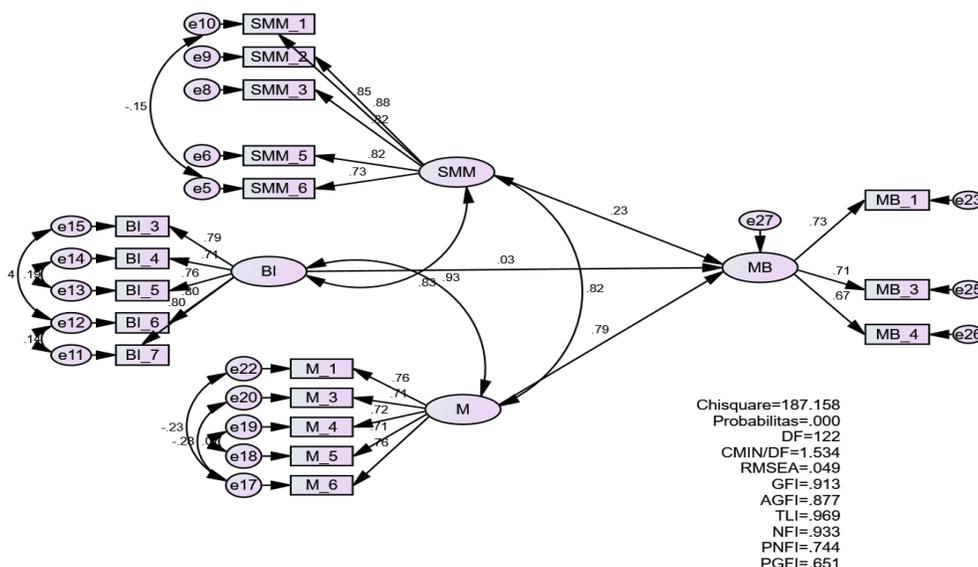


Figure 2. SEM Calculation Results

From figure 2 above resulted of the analysis shows that the model has already fulfilled all Goodness of Fit index as displayed in table 1 below.

Thus the absolute fit indices determine how well the a priori model fits the sample data and indicates which model has the most superior fit from the results of the running SEM statistical model being tested. This index provides the most basic indication of how well the proposed theory fits the data. Included in this category are the Chi-Squared, RMSEA, GFI, AGFI, RMR and SRMR tests.

Table 1: Model Fit- Goodness of Fit

| Kategori   | Cut-Off Value            | Model Fit |          |
|------------|--------------------------|-----------|----------|
|            |                          | Value     | Hasil    |
| Chi Square | $\geq 0,05$              | 188.680   | Good Fit |
| CMIN/DF    | $1 < \text{CMIN/DF} < 5$ | 1.5470    | Good Fit |
| RMSEA      | $\leq 0,08$              | 0.046     | Good Fit |
| RMR        | $\leq 0,05$              | 0.025     | Good Fit |
| GFI        | $\geq 0,9$               | 0.926     | Good Fit |
| AGFI       | $\geq 0,8$               | 0.897     | Good Fit |
| TLI        | $\geq 0,9$               | 0.975     | Good Fit |
| PNFI       | $> 0,6$                  | 0.754     | Good Fit |
| CFI        | $\geq 0,9$               | 0.980     | Good Fit |

In table 1 of Model fit, the conducting SEM analysis, it is necessary to achieve the fit model of several parameters as depicted in the table. The definition of Chi-Square is a test to measure how expectations compare with the data under study or it can be called the result of model testing (Hooper et al., 2008). Chi-Square test is commonly used to measure the relationship between variables. The hypothesis that is rejected by the Chi-Square test will show that the results between these variables do not have any effect or are not significantly related at all. Table 4.4 shows that the Chi-Square result is 188,680, which when compared with DF 122, it can be concluded that the Chi-Square in this study is good fit.

The second parameter is CMIN / DF, where the meaning is the Chi-Square value divided by the degree of freedom (DF). Haryono (2017) states that if CMIN / DF has a value of 5 or below 5 then the model is still considered feasible. Table 4.4 shows that CMIN / DF has a value of 1.5470 which means it has a good model feasibility. The next parameter is RMSEA or Root Mean Square Error of Approximation which is used to find out how good the model used is with parameter estimates that are in accordance with the population covariance matrix (Hooper, 2008). RMSEA was used to estimate the value of the standardized residual correlations. A good RMSEA value is below 0.08. Table 4.4 shows the RMSEA value of 0.046, which means that the feasibility of the model is good.

The next parameter is the Root Mean Square (RMR) which is the root of the average of the squared residuals (Hair et al., 2014). The RMR results are expected to have a low value so that the model can be said to be good or fit. Table 4.4 shows the RMR result of 0.025, which means that the model is good. The next parameter is the Goodness of Fit Index (GFI). GFI is a parameter for generating a viable statistical model. In practice, even though the population (N) is not included in the formula, the GFI calculation is still sensitive to the number of samples due to the effect of sample distribution (Hair et al., 2014: 579). Table 4.4 shows the GFI results of 0.926, above the minimum limit of 0.9 to be said to have a good model feasibility. Thus, this research model is good.

As an extension of GFI, the next parameter is the Adjusted Goodness of Fit Index (AGFI). AGFI has a function to mix different degrees of freedom (DF) into GFI calculations. The AGFI value will

generally be below GFI in the proportion of the complexity of the model (Hair et al., 2014: 581). The AGFI value obtained in the table above is 0.897 and it can be said that it has a good model feasibility.

The next parameter is the Tucker-Lewis Index (TLI) which was originally created to measure factor analysis but was subsequently developed for measurement tools in SEM (Haryono, 2017). Table 4.4 shows that the TLI value is 0.975 which indicates that this research model is feasible or fit. The next parameter is the Parsimonious Normed Fit Index (PNFI). According to Haryono (2017), PNFI is a modified formula of NFI that calculates the degree of freedom (DF). Table 4.4 shows that the resulting PNFI value is 0.754, which has met the eligibility requirements of a good model. This table shows the regression estimates of the analysis.

Tabel 2. Hyphotesis Testing

|    |         | Estimate | S.E. | C.R.  | P    | Label |
|----|---------|----------|------|-------|------|-------|
| MB | SMM     | .149     | .062 | 2.413 | .016 |       |
| MB | <--- BI | .025     | .163 | .153  | .878 |       |
| MB | <--- M  | .532     | .162 | 3.282 | .001 |       |

The table 2 above shows the conclusions of the hypotheses test based on the results of CR and P. By referring to these results, it can be concluded that H1 (there is a positive effect on social media marketing on buying interest) is accepted, H2 (there is a positive effect on brand image on buying interest) is rejected and H3 (there is a positive influence on motivation towards buying interest) is accepted. Social media marketing is known to have a significant value on buying interest. The results of the value that the researchers got from Table 4.11 have a significant value because it shows the t-value or C.R. amounting to  $2.413 \geq 1.96$  and a P value of 0.016, not as high as or exceeding 0.05. Therefore, it becomes the basis for H1 to be accepted. Thus, the social media marketing variable has a significant and positive effect.

This finding is in line with the research of Priatni et al., (2019) where it was also found that social media marketing has a significant and positive influence on purchase intention. This similarity is also supported by the existence of other research conducted by Meatry Kurniasari, Agung Budiarmo (2018) which found a positive and significant influence of social media marketing on purchasing decisions. The results of this study further indicate that brand image does not have a significant value on purchase intention. The results of the value that the researchers got from Table 4.11 have an insignificant value because it shows the t-value or C.R. amounting to  $0.153 \leq 1.96$  and the P value of 0.878, much greater than 0.05 so that H2 is rejected. Thus, it can be concluded that the brand image variable does not have a significant and positive effect.

This finding contradicts the results of research by Arif Rachman Hakim (2017) which found that brand image has a significant effect on consumer purchase interest. As for Hakim (2017) focused his research by narrowing down the object of his research only in the scope of Triday's tutoring. In the results of this study, motivation has a significant value on purchase intention. The results of the value that the researchers got from Table 4.11 have a significant value because it shows the t-value or C.R. amounting to  $3.282 \geq 1.96$  and the P value of 0.001, not greater than 0.05. Thus, H3 is accepted, so it can be concluded that the motivation variable has a significant and positive influence.

The results of this study are in accordance with the findings by Adhi Satrio, Gracia Rachmi Adiansi (2019), where in their research, Satrio and Adiansi (2019) concluded that motivation and perceived quality have a significant effect on buying interest in Apple laptops. A similar finding was also presented by Florida Tilaar, S.L.H.V. Joyce Lapian, Ferdy Roring (2018) who wrote that trust and motivation have a positive and significant influence on online buying interest. Thus, motivation is proven to be influential since previous research until now, both in this case on the purchase interest of McD St. consumers. Mark Square Karawaci and online marketplace consumers as previously discussed.

## 5. Conclusion

Based on the results of the analysis and discussion, the conclusions that can be drawn from this overall study are:

- 1) The results of testing hypothesis 1 mean that Social Media Marketing has a positive and significant effect on Purchase Intention with the acquisition of a t-value (CR) of  $2.413 \geq 1.96$  and a p-value of 0.016, smaller than  $\alpha \leq 0.05$ , so accept H1. Thus, it can be concluded that the Social Media Marketing variable has a positive influence.
- 2) The results of hypothesis 2 testing mean that Brand Image has no positive and significant effect on Purchase Intention with the acquisition of a t-value (CR) of  $0.153 \leq 1.96$  and a p-value of 0.878, greater than  $\alpha \geq 0.05$ . Therefore, H2 is rejected. Thus, the Brand Image variable does not have a positive effect.
- 3) The results of testing hypothesis 3 mean that motivation has a positive and significant effect on Purchase Intention with the acquisition of a t-value (C.R.) of  $3.282 \geq 1.96$  and a p-value of 0.001, smaller than  $\alpha \leq 0.05$ , then receiving H3. Thus, it can be concluded that the motivation variable has a positive effect.

### 5.1 Research Limitation

With all the limitations, this research is far from perfect. This research is limited by time, population area and sample and age range. This research is also limited in terms of variables where there are only three independent variables, namely social media marketing, brand image and motivation and one dependent variable, namely buying interest.

### 5.2 Research Suggestions

The limitations of the research make the authors hope that further researchers can expand the scope of research by adding variables or expanding the specified sample coverage so that it opens up more research horizons. The author also hopes that this research can have a positive impact on academics. The suggestions can be summarized into three points, namely:

- 1) The next researcher can increase the number of respondents and also expand the scope of the area and not only focus on the Lippo Karawaci area.
- 2) The next researcher can add other variables besides social media marketing, brand image and motivation.

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