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**Factors Influencing Purchase Intention on Dessert Box Product: A Case Study on Consumers in Jakarta**

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**Abstract:**

This research aims to determine the factors that influence consumer purchase intentions in Jakarta towards dessert box products. In this research there are five variables, namely social media marketing, brand awareness, brand image, brand trust, and purchase intention. This research uses a sample whose criteria are domiciled in Jakarta, 17 years old, familiar with the Bittersweet by Najla boxed dessert product, and have purchase intention towards the product boxed dessert Bittersweet by Najla. The research method used is quantitative with purposive sampling data collection techniques. This research produced data from 228 respondents which were analyzed using the Structural Equation Modeling (SEM) technique. The research results show that social media marketing has a positive and significant effect on purchase intentions, social media marketing has a positive and significant effect on brand trust, brand awareness has a positive and significant effect on brand trust, brand image has a positive and significant effect on brand trust, brand image has a positive effect and significant on purchase intention, and brand trust has a positive and significant effect on purchase intention.

**Keywords:** social media marketing, brand awareness, brand image, brand trust, purchase intention

**Background**

As the current era of modernization occurs, it has an impact on the development of increasingly sophisticated technology in the digital field. This influence encourages people to fulfill their needs using the internet, such as shopping online. This technological development can be felt in the marketing sector. According to Fathurrahman et al. (2021) the ease of online marketing using social media can increase consumers' ability to buy a product, the level of



confidence in purchasing decisions will also increase. With marketing through consumer media that can easily access information on the internet, the marketing strategies offered to consumers online are more effective. This research cites datareportal.com Kemp (2023) states that data on internet users in Indonesia in January 2023. The data shows that the total population of Indonesia is 276.4 million. The data shows that mobile devices connected to the internet: 353.8 million, internet users: 212.9 million and active social media users: 167 million. The development of social media marketing has ultimately become a great opportunity that can be utilized by business entities to market a product by displaying promotional photos or videos via social media such as TikTok, Instagram, Facebook, YouTube, etc.

Marketing with social media or social media marketing will create a significant impact on the marketing strategy of a business entity, which can increase and develop the business among people who use social media by viewing photos or video content about a product (Qurniawati, 2018). Marketing via social media has really developed, especially in the food and beverage sector, this shows a positive response to people who have the intention to buy a product. One area of food that is often in demand by consumers is dessert boxes as desserts. Reporting from Kompas.com (2021) the name Bittersweet by Najla is now widely known by dessert box fans. Najla, as the owner of the Bittersweet dessert box, started her dessert box business in 2016. Even though the social media marketing of the Bittersweet by Najla dessert box is quite well known to the public, Bittersweet by Najla has problems with consumers who are dissatisfied with its products.

Social media marketing is a marketing technique that uses social media to promote a product or service clearly and specifically. By having good content displays for business owners, they can make potential consumers who view online product social media interested in the products that business owners display (Mileva, 2018). Carrying out an online marketing strategy using social media will create a good brand image. This will build brand trust by creating advertisements and promotions that are communicated effectively to customers, especially now when companies rely mostly on digital advertising. Promotional activities are expected to increase brand awareness in the minds of consumers. This factor that occurs can give rise to purchase intentions, namely the customer's plan to purchase a particular product, the initial influence that creates purchase intentions can be a positive customer attitude and a feeling of wanting to try a product (Pratama, 2020).

Researchers found negative reviews reported by detikfood (2023) at the end of April the Bittersweet by Najla dessert box was being widely discussed due to complaints from several customers who commented because the appearance did not match the product photo. In a video on TikTok, a customer also showed one of the dessert box menus he had purchased. The dessert box should be served with crunchy puff pastry and roasted almonds. However, the customer's expectations were shattered because he actually got a dessert box which was hard puff pastry with dry chocolate. Through existing problems, this research was conducted to determine whether or not there is an impact of these variables on consumer purchasing intentions. Strengthened by previous research which states that there are several factors that can be taken



into consideration in realizing consumer purchase intention. Based on the background and problems of this research, social media marketing on the Bittersweet by Najla dessert box can improve product quality. For this reason, researchers want to find out how much influence the variables can influence consumers' purchasing intentions.

## **THEORETICAL FRAMEWORK**

### **Social Media Marketing**

Shahbaznezhad et al. (2021) defines that social media is a collection of software-based digital technologies that can be presented as applications and websites that provide a digital environment for users where they can send and receive digital marketing content or information through several types of online social media networks. Ebrahim (2020) defines that social media marketing is an integral part of an online marketing strategy that improves brand performance. Moslehpour et al. (2020) stated that social media marketing can be done by creating interesting content on social media that makes consumers interested in seeing it, which can lead people to spread positive news about the company.

### **Brand Awareness**

Brand awareness refers to the level of consumer identification, acceptance and memory of a brand in any situation (Bilgin, 2020). Bernarto et al. (2020) brand awareness can be increased by companies by paying attention to consumer desires by providing appropriate facilities. while Tran et al. (2020) Brand awareness is the ability of buyers to recognize or recall that a brand is a member of a certain product category. A brand will never be a brand without brand awareness, which is significant in the consumer's final decision.

### **Brand Image**

Guci et al. (2020) brand image can provide value in the eyes of consumers, which can help them interpret, process and retain information related to products and brands. While Jin et al. (2012) stated that brand image consists of emotions, ideas, or attitudes associated with customers of full-service dining restaurants. Caroline and Brahmana (2018) define that brand image is a consumer's perception of a brand which is depicted by brand associations that exist in consumers' memories.

### **Brand Trust**

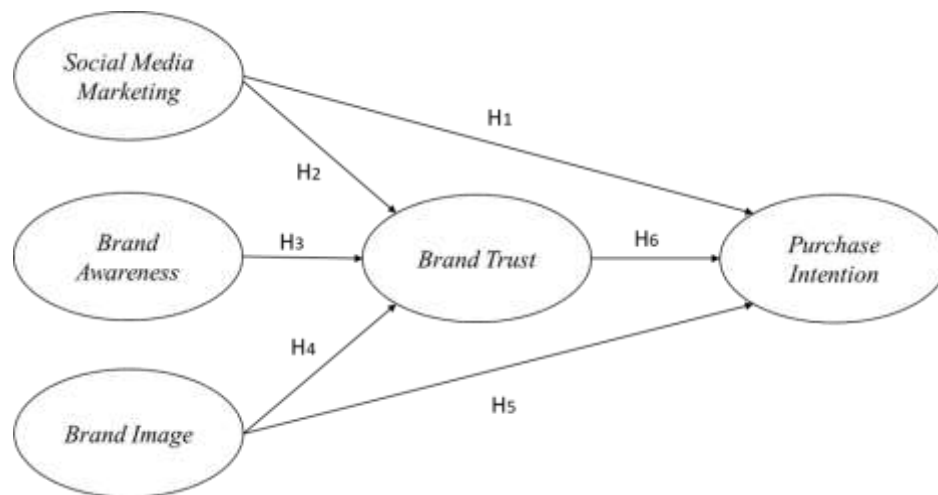
Baisyir (2021) states that brand trust is the higher the brand awareness in consumers' minds, the greater the consumer's trust in the brand of a product. Kwon et al. (2020) expressed the opinion that brand trust develops from past experiences and interactions and is an important factor in the relationship between consumers and brands. Rahayu and Harsono (2018) expressed the opinion that brand trust provides a perception of value to consumers which can increase repeated product purchases, this can create consumers who are loyal to the brands they consume and recommend them to others.



## Purchase Intention

Arifani and Haryanto (2018) define that purchase intention is a consumer's desire to buy a product. Purchase intention can be measured using four indicators, namely planning to buy, having money budgeted to buy, considering buying, and having a tendency to buy. According to Aryadhe et al. (2018) stated that purchase intention is a condition that is felt from within a person to encourage the purchase of a product that arises from receiving information about a particular product or service. Tan and Keni (2020) state that purchase intention is the attitude of a consumer who has the willingness to purchase a product based on experience, desire and use of the product.

Figure 1 is a theoretical framework consisting of five variables namely, social media marketing, brand awareness, brand image, brand trust, and purchase intention.



**Figure 1 Theoretical Framework**

Source: Data processed by the author (2023)

## Research Hypothesis

Based on the theoretical framework above, it shows the research hypothesis that will be tested by researchers, namely:

H1 – Social media marketing has a positive and significant effect on purchase intention.

H2 – Social media marketing has a positive and significant effect on brand trust.

H3 – Brand awareness has a positive and significant effect on brand trust.

H4 – Brand image has a positive and significant effect on brand trust.

H5 – Brand image has a positive and significant effect on purchase intention.

H6 – Brand trust has a positive and significant effect on purchase intention.



## **METHOD**

### **Place and Time of Research**

This research will last for three months starting from August - October 2023 with domicile in Jakarta. This time is the right time for researchers to carry out research because researchers have entered the effective time.

### **Research Design**

Researchers completed the research using a quantitative research approach.

### **Population and Sample**

In this research, the population used is male and female consumers who live in the Jakarta area. This research has criteria for respondents who are at least 17 years old who have the intention to purchase the Bittersweet by Najla dessert box product. In this research, the Non Probability Sampling method was used to take samples that provide an opportunity for each element in the population to be selected to be part of the research sample. This research uses a sampling technique, namely purposive sampling. The samples contained in this research have the sample criteria in this research, namely domiciled in the Jakarta area, minimum age 17 years, get to know the Bittersweet by Najla dessert box product, have the intention to purchase the Bittersweet by Najla dessert box product.

### **Measurement Scale**

This study uses a 6-point Likert scale, namely there are the options of Strongly Disagree (SS) with a score weight of 1, Disagree (TS) with a score weight of 2, Strongly Disagree (STS) with a score weight of 3, Slightly Agree (SS) with a weight score of 4, Agree (S) with a weight score of 5, and Strongly Agree (SS) with a weight score of 6 (Dwiandini et al., 2021).

### **Data analysis technique**

This research uses descriptive statistics, validity testing, reliability testing and hypothesis testing. The data analysis technique in this research uses software from IBM SPSS and SEM AMOS to process and analyze research data obtained from respondents who will later measure the relationships between variables related to the research.

## **RESULT**

### **Characteristics of Respondent**

Table 1 Respondent characteristics based on the data obtained showed that the number of male respondents was 76 respondents, equivalent to a percentage of 33.3%. Meanwhile, the number of female respondents was 152 respondents or the equivalent of a percentage of 66.7%. The age data in this study varies from 17 to 46 years. With the highest age range being 22-26 years, there were 143 respondents with a percentage of 62.7%, 17-21 years old, 55 respondents with a percentage of 24.1%, 27-31 years old, 15 respondents with a percentage of 6.6%, 32-36 years old were 7 respondents with a percentage of 3.1%, 37-41 years old were 4 respondents with a percentage of 1.8%, while 42-46 years old were 4 respondents with a percentage of 1.8%. The final education level was high school graduates as many as 117 respondents with a percentage of 51.3%, second place was the final education level of bachelor graduates as many as 74



respondents with a percentage of 32.5%. Then followed by final education less than high school graduates with 23 respondents with a percentage of 10.1%. Apart from that, 14 respondents had a diploma at the highest level of education with a percentage of 6.1%. employment status: there were 124 respondents with employment status not yet working with a percentage of 54.4%, 87 respondents with employment status with a percentage of 38.2%, and 17 respondents with employment status who had their own business with a percentage of 7.5%. Marital status: There were 200 respondents who were unmarried with a percentage of 87.7% and 28 respondents had married status with a percentage of 12.3%. income level in one month there are 116 respondents who have an income level below IDR 500,000/month with a percentage of 50.9%, 65 respondents who have an income level of IDR 2,500,000-Rp 5,000,000 with a percentage of 28.5%, 24 respondents who have income level of IDR 500,000-IDR 2,500,000 with a percentage of 10.5%, and 23 respondents had an income level of above IDR 5,000,000 with a percentage of 10.1%.

**Table 1 profile of Respondent**

| Respondent Profile |                       | Frequency | Percentage |
|--------------------|-----------------------|-----------|------------|
| Gender             | Women                 | 152       | 66.7       |
|                    | Man                   | 76        | 33.3       |
|                    | Total                 | 228       | 100.0      |
| Age                | 22-26                 | 143       | 62.7       |
|                    | 17-21                 | 55        | 24.1       |
|                    | 27-31                 | 15        | 6.6        |
|                    | 32-36                 | 7         | 3.1        |
|                    | 37-41                 | 4         | 1.8        |
|                    | 42-46                 | 4         | 1.8        |
|                    | Total                 | 228       | 100.0      |
| Last Education     | High school graduated | 117       | 51.3       |
|                    | Bachelor              | 74        | 32.5       |
|                    | Less than high school | 23        | 10.1       |
|                    | Diploma               | 14        | 6.1        |
|                    | Total                 | 228       | 100.0      |
| Job status         | Not yet working       | 124       | 54.4       |
|                    | Work                  | 87        | 38.2       |



|                |                             |     |       |
|----------------|-----------------------------|-----|-------|
|                | Owning your own business    | 17  | 7.5   |
|                | Total                       | 228 | 100.0 |
| Marital status | Not married yet             | 200 | 87.7  |
|                | Married                     | 28  | 12.3  |
|                | Total                       | 228 | 100.0 |
| Income Level   | <Rp 500.000                 | 116 | 50.9  |
|                | Rp2.500.000-<br>Rp5.000.000 | 65  | 28.5  |
|                | Rp500.000-<br>Rp2.500.000   | 24  | 10.5  |
|                | > Rp 5.000.000              | 23  | 10.1  |
|                | Total                       | 228 | 100.0 |

Source: Data processed by the author (2023)

### Validity and Reliability Test

In exploratory factor analysis, with a factor loading value of 0.4, this means that the value is considered valid if the total value is greater than 0.4 and is considered invalid if the total value is below 0.4. Meanwhile, in the reliability test, if the Cronbach's Alpha value is above 0.70, it is considered reliable.

**Table 2 Validity and Reability Test**

| Variable and Indicators       |   | Factor Loading | Cronbach's Alpha |
|-------------------------------|---|----------------|------------------|
| <b>Social Media Marketing</b> |   |                |                  |
| <b>SMM1</b>                   | Using social media is very fun for me to find information about dessert box products Bittersweet by Najla | 0.896          | <b>0.947</b>     |
| <b>SMM2</b>                   | The content displayed on social media dessert box Bittersweet by Najla can attract my attention           | 0.906          |                  |
| <b>SMM3</b>                   | Social media dessert box Bittersweet by Najla allows me to share information with other users             | 0.907          |                  |





|                        |  |       |              |
|------------------------|--|-------|--------------|
| <b>SMM4</b>            | It is very easy for me to express my opinion via social media. Dessert box Bittersweet by Najla                                | 0.889 |              |
| <b>SMM5</b>            | I will convey information about brands, products and services from social media dessert box Bittersweet by Najla to my friends | 0.892 |              |
| <b>SMM6</b>            | Content displayed on social media dessert box Bittersweet by Najla provides me with the latest information                     | 0.850 |              |
| <b>Brand Awareness</b> |  |       |              |
| <b>BA1</b>             | I have always been aware of the dessert box brand Bittersweet by Najla   | 0.875 | <b>0.914</b> |
| <b>BA2</b>             | I can remember the symbol or logo for the dessert box Bittersweet by Najla   | 0.909 |              |
| <b>BA3</b>             | I can recognize the Bittersweet by Najla dessert box among other competing brands  | 0.871 |              |
| <b>BA4</b>             | I learned more about the dessert box brand Bittersweet by Najla  | 0.766 |              |
| <b>BA5</b>             | When I think of dessert boxes, Bittersweet by Najla is the brand that comes to my mind   | 0.847 |              |
| <b>BA6</b>             | Anything related to the Bittersweet by Najla dessert box brand will attract my attention                                       | 0.802 |              |
| <b>Brand Image</b>     |  |       |              |
| <b>BI1</b>             | The Bittersweet by Najla dessert box brand that I am interested in has high quality  | 0.894 | <b>0.938</b> |
| <b>BI2</b>             | I think the dessert box brand Bittersweet by Najla has a better brand than its competitors                                     | 0.893 |              |
| <b>BI3</b>             | The Bittersweet by Najla dessert box brand has characteristics that can be differentiated from other competitors               | 0.812 |              |
| <b>BI4</b>             | The dessert box brand Bittersweet by Najla did not disappoint me   | 0.876 |              |





|                           |   |       |              |
|---------------------------|---|-------|--------------|
| <b>BI5</b>                | Dessert box Bittersweet by Najla is the best brand                                  | 0.898 |              |
| <b>BI6</b>                | I consider the Bittersweet by Najla dessert box brand to be stable on the market at | 0.875 |              |
| <b>Brand Trust</b>        |   |       |              |
| <b>BT1</b>                | Bittersweet by Najla dessert box brand meets my expectations                        | 0.893 | <b>0.946</b> |
| <b>BT2</b>                | The dessert box brand Bittersweet by Najla always satisfies my needs                | 0.890 |              |
| <b>BT3</b>                | The dessert box brand Bittersweet by Najla can guarantee my satisfaction            | 0.906 |              |
| <b>BT4</b>                | I trust this Bittersweet by Najla dessert box brand completely                      | 0.877 |              |
| <b>BT5</b>                | I believe the dessert box brand Bittersweet by Najla is reliable                    | 0.917 |              |
| <b>BT6</b>                | This brand was safe when I bought the Bittersweet by Najla dessert box              | 0.843 |              |
| <b>Purchase Intention</b> |   |       |              |
| <b>PI1</b>                | I intend to buy a Bittersweet by Najla dessert box in the future                    | 0.888 | <b>0.951</b> |
| <b>PI2</b>                | I will try to buy the Bittersweet by Najla dessert box                              | 0.907 |              |
| <b>PI3</b>                | I intend to buy a Bittersweet by Najla dessert box at my next purchase              | 0.896 |              |
| <b>PI4</b>                | I plan to recommend my colleague to buy the Bittersweet by Najla dessert box        | 0.888 |              |
| <b>PI5</b>                | If I were to buy a dessert box, I would consider buying Bittersweet by Najla        | 0.912 |              |
| <b>PI6</b>                | The possibility that I will buy the Bittersweet by Najla dessert box is high        | 0.889 |              |

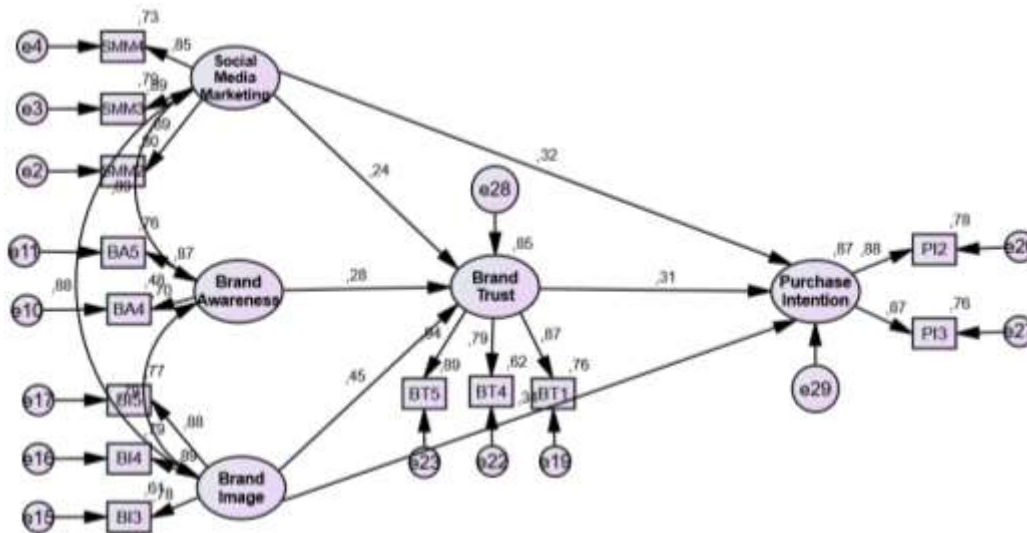
Source: Data processed by the author (2023)

Table 2 presents the factor loadings and Cronbach's alpha values on all variables used. Based on the validity test results, all question items have a factor loadings value of  $> 0.40$  so that no question items need to be removed. In addition, for the reliability test, the Cronbach's alpha value shows  $> 0.70$ . Therefore, it can be said that all question items for all variables are valid and reliable.



### Hypothesis Test

The following is the model used in hypothesis testing after testing the feasibility of the model through Structural Equation Modeling (SEM) analysis with the help of the SPSS AMOS application.



**Figure 2 Hypothesis Testing Model (After Model Modification)**

Source: Data processed by the author (2023)

Figure 2 above shows the results after modifying the construct which was previously not good. These results illustrate that the social media marketing variable has three indicator items remaining, namely SMM2, SMM3, and SMM4, the brand awareness variable has two indicator items remaining, namely BA4 and BA5. Furthermore, brand image has three indicator items remaining, namely BI3, BI4, and BI5, brand trust variables have three indicator items remaining, namely BT1, BT4, and BT5. Meanwhile, the remaining two purchase intention variable items are indicators PI2 and PI3. The following are the results of the goodness of fit indices of the construct model after modification.

**Table 3 Goodness of Fit Indices After Model Modification**

| Goodness of Fit Index        | Cut of Value     | Model Results | Description |
|------------------------------|------------------|---------------|-------------|
| Chi-Square (X <sup>2</sup> ) | Expectedly Small | 73,060        | Fit         |
| Probabilitas                 | ≥ 0.05           | 0,074         | Fit         |
| GFI                          | ≥ 0.90           | 0,955         | Fit         |
| RMSEA                        | ≤ 0.08           | 0,035         | Fit         |
| RMR                          | ≤ 0.05           | 0,013         | Fit         |



|                          |         |       |     |
|--------------------------|---------|-------|-----|
| <b>AGFI</b>              | ≥ 0.90  | 0,928 | Fit |
| <b>CFI</b>               | ≥ 0.90  | 0,994 | Fit |
| <b>TLI</b>               | ≥ 0.90  | 0,992 | Fit |
| <b>NFI</b>               | ≥ 0.90  | 0,973 | Fit |
| <b>RFI</b>               | ≥ 0.90  | 0,963 | Fit |
| <b>IFI</b>               | ≥ 0.90  | 0,994 | Fit |
| <b>PGFI</b>              | 0-1     | 0,598 | Fit |
| <b>Normed Chi-Square</b> | 1.0-3.0 | 1,281 | Fit |

Source: Data processed by the author (2023)

Table 3 shows the results of this research hypothesis test using the SEM (Structural Equation Model) method. The goodness of fit index test results show that the research model is fit because the resulting value exceeds the minimum value limit. The results of five variable tests with a total of six hypotheses are as follows.

**Table 4 Hypothesis Test Results**

| <b>Hypothesis</b> | <b>Influence of Variables</b> |   | <b>C.R.</b>        | <b>P</b> | <b>Results</b> |          |
|-------------------|-------------------------------|---|--------------------|----------|----------------|----------|
| H <sub>1</sub>    | Social Media Marketing        | → | Purchase Intention | 2,629    | ,009           | Accepted |
| H <sub>2</sub>    | Social Media Marketing        | → | Brand Trust        | 5,630    | ***            | Accepted |
| H <sub>3</sub>    | Brand Awareness               | → | Brand Trust        | 5,630    | ***            | Accepted |
| H <sub>4</sub>    | Brand Image                   | → | Brand Trust        | 4,831    | ***            | Accepted |
| H <sub>5</sub>    | Brand Image                   | → | Purchase Intention | 2,748    | ,006           | Accepted |
| H <sub>6</sub>    | Brand Trust                   | → | Purchase Intention | 2,475    | ,013           | Accepted |

Source: Data processed by the author (2023)

## **DISCUSSION**

### **Social Media Marketing on Purchase Intention**

The first hypothesis in this research is that social media marketing can have a positive and



significant influence on purchase intention. This result is declared accepted. The test results obtained show that the Critical Ratio (C.R) value is  $2.629 > 1.96$  and the P value is 0.009. This shows that social media marketing has a positive and significant influence on purchase intention for dessert box products. These results are in line with research by Aji et al. (2020), Aileen et al. (2021), and Bushara et al. (2023) shows that social media marketing has a positive and significant effect on purchase intention.

### **Social Media Marketing on Brand Trust**

The second hypothesis in this research is that social media marketing can have a positive and significant effect on brand trust. This result is accepted. The test results obtained show that the Critical Ratio (C.R) value is  $5.630 > 1.96$  and the P value  $< 0.001$ . This shows that social media marketing has a positive and significant influence on brand trust in dessert box products. The results of this research are in line with previous research conducted by Awali and Astuti (2021), Salhab et al. (2023), and Armawan et al. (2023) stated that social media marketing has a positive and significant effect on brand trust.

### **Brand Awareness on Brand Trust**

The third hypothesis in this research is that brand awareness can have a positive and significant effect on brand trust. This result is declared accepted. The test results obtained show that the Critical Ratio (C.R) value is  $5.630 > 1.96$  and the P value is  $< 0.001$ . This shows that brand awareness has a positive and significant influence on brand trust in dessert box products. These results are in line with research by Oktiani and Khadafi (2018), Ledikwe (2020), and Hasan and Elviana (2023) showing that brand awareness has a positive and significant effect on brand trust.

### **Brand Image on Brand Trust**

The fourth hypothesis in this research is that brand image can have a positive and significant influence on brand trust. This result is declared accepted. The test results obtained show that the Critical Ratio (C.R) value is  $4.831 > 1.96$  and the P value  $< 0.001$ . This shows that brand image has a positive and significant influence on brand trust in dessert box products. These results are in line with research by Aulia et al. (2019), Hokky and Bernarto (2020), and Erkmen and Hancer (2019) show that brand image has a positive and significant effect on brand trust.

### **Brand Image on Purchase Intention**

The fifth hypothesis in this research is that brand image can have a positive and significant influence on purchase intention. This result is declared accepted. The test results obtained show that the Critical Ratio (C.R) value is  $2.748 > 1.96$  and the P value is 0.006. This shows that brand image has a positive and significant influence on purchase intention for dessert box products. These results are in line with research by Agmeka et al. (2019), Haro et al. (2020), and Ezzat et al. (2022) shows that brand image has a positive and significant effect on purchase



intention.

### **Brand Trust on Purchase Intention**

The sixth hypothesis in this research is that brand trust can have a positive and significant influence on purchase intention. This result is declared accepted. The test results obtained show that the Critical Ratio (C.R) value is  $2.475 > 1.96$  and the P value is 0.013. This shows that brand trust has a positive and significant influence on purchase intention for dessert box products. These results are in line with research by Benhardy et al. (2020), Kanwar and Huang (2022), and Alhamdina and Hartono (2023) show that brand trust has a positive and significant effect on purchase intention.

### **CONCLUSION**

After testing the hypothesis, the following conclusions can be drawn from this research:

1. Social media marketing has a positive and significant effect on purchase intention. This result can be stated as an **accepted** hypothesis. This shows that high levels of social media marketing can increase purchase intention.
2. Social media marketing has a positive and significant effect on brand trust. These results can be stated as an **accepted** hypothesis. This shows that high levels of social media marketing can increase brand trust.
3. Brand awareness has a positive and significant effect on brand trust. This result can be stated as an **accepted** hypothesis. This shows that high brand awareness can increase brand trust.
4. Brand image has a positive and significant effect on brand trust. This result can be stated as an **accepted** hypothesis. This shows that a high brand image can increase brand trust
5. Brand image has a positive and significant effect on purchase intention. This result can be stated as an **accepted** hypothesis. This shows that a high brand image can increase purchase intention.
6. Brand trust has a positive and significant effect on purchase intention. This result can be stated as an **accepted** hypothesis. This shows that high brand trust can increase purchase intention.

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