THE INFLUENCE OF SOCIAL MEDIA MARKETING, E-WOM AND BRAND AWARENESS ON PURCHASE INTENTION AT UNIQUESHOP.IND JEWELLERY ONLINE SHOP

PENGARUH PEMASARAN MEDIA SOSIAL, E-WOM DAN KESADARAN MEREK TERHADAP INTENSI PEMBELIAN DI TOKO ONLINE PERHIASAN UNIQUESHOP.IND

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Abstract: This study investigates the relationships between social media marketing (SMM), electronic word of mouth (eWOM), brand awareness, and their influence on purchase intention as the dependent variable. In the digital age, where consumers are increasingly exposed to various marketing stimuli, understanding the drivers of purchase intention is crucial for businesses and marketers. The researcher conducted this research through quantitative methods, data was collected through an online questionnaire with a purposive sampling technique with criteria of who have followed Uniqueshop.ind on Instagram, observed their social media marketing activities, female or male (15-50 years old) and have income. The total sample size consisted of 100 respondents. Multiple Regression Analysis method is used to analyze the influence of the independent variables toward the dependent variable. The results of this study indicate that Electronic Word of Mouth and Brand Awareness have a positive and significant influence on Purchase Intention, while Social Media Marketing does not have a significant direct influence on Purchase Intention partially. The results also indicate that Social Media Marketing, Electronic Word of Mouth and Brand Awareness simultaneously influence Purchase Intention positively and significantly.

Keywords*:* social media marketing, electronic word of mouth, brand awareness, purchase intention.

Abstrak: *Penelitian ini menyelidiki hubungan antara social media marketing (SMM), electronic word of mouth (eWOM), brand awareness, dan pengaruhnya terhadap niat beli sebagai variable dependen. Di era digital, di mana konsumen semakin terekspos pada berbagai rangsangan pemasaran, memahami pendorong niat membeli sangat penting bagi bisnis dan pemasar. Peneliti melakukan penelitian ini melalui metode kuantitatif, data dikumpulkan melalui kuesioner online dengan teknik purposive sampling dengan kriteria yang pernah mengikuti Uniqueshop.ind di Instagram, mengamati aktivitas pemasaran media social mereka, perempuan atau laki-laki (15-50 tahun), dan memiliki penghasilan. Total ukuran sampel terdiri dari 100 responden. Metode Analisis Regresi Berganda digunakan untuk menganalisis pengaruh variable independen terhadap variable dependen. Hasil penelitian ini menunjukkan bahwa Electronic Word of Mouth dan Brand Awareness berpengaruh positif dan signifikan terhadap Purchase Intention, sedangkan Social Media Marketing tidak memiliki pengaruh langsung yang signifikan terhadap Purchase Intention secara parsial. Hasil penelitian juga menunjukkan bahwa Social Media Marketing, Electronic Word of Mouth dan Brand Awareness secara simultan berpengaruh positif dan signifikan terhadap Minat Beli.*

Kata Kunci: *pemasaran media sosial, komunikasi dari mulut ke mulut, kesadaran merek, intensi pembelian*

INTRODUCTION

Research Background

Social media is a powerful tool for online marketing, and it can be a valuable part of any online strategy. Social media can be used to build relationships with customers and prospects, as well as to share information and

communicate with them. Today, social media is essential for keeping customers and prospects connected and informed, no matter where they are in the world. Social media has become an increasingly popular way to share information and communicate with others, especially in Indonesia. This trend is especially evident when it comes to spreading awareness about issues or disseminating knowledge. According to McGraw Hill Dictionary, Social media is a platform permitting individuals to communicate with one another by creating, exchanging, and sharing information and ideas in an online community. Numerous enterprises have adopted social media as their primary marketing and communication approach to tap into its vast potential and leverage their brand to charm customers (Chierici et al., 2019). Currently, two of the most popular social media platforms in Indonesia are WhatsApp and Instagram. Instagram is a popular photo-sharing app that can be used to share images and videos of brands with potential customers. Instagram can be a valuable tool for marketing because it can easily deliver a message from a brand through photos, images, or videos.

Jewellery Online Store Uniqueshop.ind needs to improve its communication strategies in order to better market its products. Uniqueshop.ind is an online store operating as a Micro, Small and Medium Enterprises (MSME) on popular social media platforms like Instagram and Facebook. Since 2019, it has been operating as a reseller of women's jewellery. With approximately 260 followers on Instagram, Uniqueshop.ind offers a diverse range of products. The main product categories include earrings, which are considered their flagship product, along with necklaces, bracelets, and rings. Additionally, they also offer hair tie accessories and glasses as secondary categories. Uniqueshop.ind'sInstagram platform boasts a group of dedicated customers who actively share their purchasing experiences and the products they've acquired from Uniqueshop.ind. These loyal customers take to their personal accounts to share their stories, showcasing their satisfaction with their purchases from Uniqueshop.ind. The primary objective of Uniqueshop.ind Jewelery Online Shop is to provide women's jewellery with distinctive and unconventional designs in Manado. By establishing this business, Uniqueshop.ind aims to not only offer products but also serve as an educational platform to empower customers to embrace and celebrate their unique styles, fostering self-love and confidence. As part of their concept, Uniqueshop.ind often utilizes the hashtag #itsuniqueme to promote their philosophy.

Uniqueshop.ind, as an MSME, leverages the power of social media platforms like Instagram and Facebook for marketing its products. By actively engaging with the online community, Uniqueshop.ind aims to capture the attention of potential customers through interactive content. This strategic approach allows them to build relationships with users who may eventually become loyal customers of Uniqueshop.ind. Moreover, Uniqueshop.ind goes beyond merely showcasing its products. It also shares valuable information about jewellery ideas and contemporary trends, keeping consumers informed and up-to-date. By providing access to reliable information, Uniqueshop.ind aims to assist both current and potential buyers in making informed decisions about their jewellery purchases. Leveraging social media to build brand awareness is a valuable way to ensure that your company or product is top of mind for potential customers. According to Kotler and Keller (2016), Brand awareness is the ability to remember and distinguish specific brands within a product group, and the information needed to make a purchase. Through its content creation efforts and customer reviews on Instagram, Uniqueshop.ind effectively enhances its brand recognition. By consistently posting on social media, Uniqueshop.ind gradually garners attention from individuals, leading to increased recognition and remembrance among the wider public. This is primarily due to the pervasive nature of social media as a platform that people regularly engage with on a daily basis.

Uniqueshop.ind, as an MSME, relies on social media marketing to promote its products and engage with customers. By examining the impact of social media marketing on Uniqueshop.ind's performance, we can understand its effectiveness in attracting customers and generating purchase intentions. In the digital era, e-WOM plays a crucial role as customers share their experiences and recommendations on social media. Electronic word of mouth (e-WOM) is a powerful marketing tool that can use social media as a platform. Word-of-mouth marketing is a cost-effective way to advertise products and improve a business's distribution network. The products that have been advertised or otherwise made available are already known to prospective customers, which makes it easier for them to find and buy them (Kurniani dan Priansa, 2017). Analyzing the influence of e-WOM on purchase intention provides insights into how customer reviews impact potential customers' decision-making process. Establishing brand awareness is vital for any MSME. By studying the influence of brand awareness on purchase intention, we can assess the effectiveness of Uniqueshop.ind's social media marketing efforts and positive e-WOM in building brand recognition and influencing customer purchases. Investigating these variables in the context of Uniqueshop.ind as an MSME in Manado helps understand its social media marketing strategies, the impact of e-WOM, and the role of brand awareness in shaping customer purchase intentions. The findings can guide

Uniqueshop.ind in optimizing marketing efforts, enhancing customer engagement, and driving business growth in the competitive online jewelry market.

Research Objectives

Based on background of the problem, the objectives of this research are:

1. To identify the influence of Social Media Marketing, Electronic Word of Mouth, and Brand Awareness on the Purchase Intention at Uniqueshop.indJewellery Online Shop.
2. To identify the influence of Social Media Marketing on the Purchase Intention at Uniqueshop.indJewellery Online Shop.
3. To identify the influence of Electronic Word of Mouth on the Purchase Intention at Uniqueshop.indJewelleryOnline Shop.
4. To identify the influence of Brand Awareness on the Purchase Intention at Uniqueshop.indJewellery Online Shop.

THEORETICALFRAMEWORK

Marketing

Marketing is an essential part of any business person's job, and it can have a significant impact on their life, their profits, and their growth. According to Kotler and Keller (2016), Marketing is the process of understanding and satisfying human needs, which can be divided into two categories: social needs and personal needs. Marketing is about creating, distributing, promoting, and pricing products and services to create positive relationships with customers and to maintain positive relationships with the public, stakeholders, and the environment (Tjiptono and Diana, 2020).

Purchase Intention

Purchase intention or buying interest is one of the characteristics of consumer behavior when using a product. According to Kotler and Keller (2016), Purchase intention is a form of consumer behavior that appears in response to objects that suggest that the customer is interested in making a purchase. When purchasing a product, buyers who have an intention to purchase the product will be more likely to complete the purchase process.

Social Media Marketing

Social media marketing is a way to get your message out to a wider audience by using different platforms, like blogs, Facebook, Twitter, and Instagram, to share your story and promote your product, service, or cause. Definition by Chaffey and Simms (2012), Social media marketing is the use of digital media to monitor and support customer participation, interaction, and sharing in order to create a positive relationship with the company and its brands that will bring financial benefit. Social media marketing is a way of using digital media to advertise websites, products, or services on social media platforms (Weinberg and Pahrmann, 2012).

Electronic Word of Mouth

Word of mouth communication (WOM) is a form of communication in which individuals and groups provide personal advice about a product or service (Kotler and Keller, 2016). It is often based on personal experiences or observations, and can be a valuable source of information for consumers.

Brand Awareness

Brand awareness is the ability of consumers or prospective buyers to recognize or recall a brand name or logo associated with a particular product category (Durianto, Sugiarto, and Budiman, 2004). Brand awareness is a measure of how well a brand is recognized by consumers in various situations (Anselmsson, Vestman Bondesson, and Johansson, 2014). People tend to invest in companies they are familiar with, as it gives them a sense of security. Brand awareness is the ability of consumers to recognize or recall that a particular brand is associated with a particular product category (Aaker, 1996).

Previous Research

Putra and Aprilson (2022) analyzed the effect of social media marketing on purchase intention, as well as

the relationship with brand awareness, brand image, and e-wom in the Batam City hospitality industry. The dependent variable in this study is purchase intention. The independent variables consist of social media marketing, brand image, e-wom and brand awareness.The sampling technique used in this research is purposive sampling. There are 2 types of data used in this study, namely primary data which is data received by researchers through the distribution of questionnaires to be processed. While secondary data is data collected through research articles, scientific journals, and others to meet research needs. Results showed that social media marketing variables had a significant positive effect on purchase intention, brand awareness, brand image and e-wom. The variables of e-wom, brand awareness, brand image, and social media marketing have a significant positive effect on purchase intention. Social media marketing variables have a significant positive effect on purchase intention through mediation of brand image, brand awareness and e-wom.

Ansari et al. (2019) examined the impact of brand awareness and social media content marketing on the consumer purchase decision. The data for this research was collected through an online questionnaire. The total number of respondents for this study were 150 (60% females; 40% males). The objective of this research was to investigate the relationship between brand awareness and social media content marketing with the consumer purchase decision. However, results indicate that brand awareness has a weak positive significant relationship with consumer purchase decision whereas, social media content marketing has a moderate positive significant relationship with the consumer purchase decision

Alfian and Nilowardono (2019) analyzed the extent of Social Media Marketing Instagram, Word of Mouth, and Brand Awareness of purchasing decisions at ArthenisTour and Travel. This study uses primary data obtained from customer answers. The instrument uses a questionnaire with a Likert scale. The population in this study are 105 Arthenis Tour and Travel consumers and taking a sample of 83 people. The hypothesisis used with multiple linear regression tests. Based on the results of thestudy, obtained the value of Fcount (198,348) > Ftable (2,72) related to simultaneous and partial on Social Media MarketingInstargram, Word of Mouth and Brand Awareness of the expected variables as a result of purchase. It is expected for travel agents can support their Instagram, using Word of Mouth and Brand Awareness so they can increase their sales.

Research Model
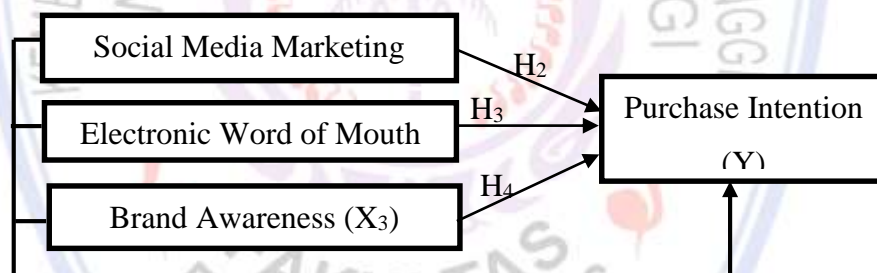
Figure 1. Research Model
Source: Data Processed, 2023

Research Hypothesis
H1: Social Media Marketing, Electronic Word of Mouth, and Brand Awareness have simultaneously significant influence on the Purchase Intention at Uniqueshop.indJewellery Online Shop.
H2: Social Media Marketing have a significant direct influence on the Purchase Intention at Uniqueshop.indJewellery Online Shop.
H3: Electronic Word of Mouth have a significant direct influence on the Purchase Intention at Uniqueshop.indJewellery Online Shop.
H4: Brand Awareness have a significant direct influence on the Purchase Intention at Uniqueshop.indJewellery Online Shop

RESEARCH METHOD

Research Approach
The research used is explanatory research using a quantitative approach. Sugiyono (2017), stated that

explanatory research is a type of research that is designed to help explain the relationship between variables and the effect those variables have on each other. The direction and intensity of the relationship between the independent and dependent variables can be determined by observing the data (Tingon, 2022).

Population and Sample

Population is a group of people that can be used to get a representative sample of a population. According to Sugiyono (2017), the population can be defined as a group of objects or subjects with specific characteristics that have been chosen by the researcher for study. The sample is representative of the population in terms of the shared characteristics (Sugiyono, 2017). This research uses a non-probability sampling method, that is, the purposive sampling technique. According to Sugiyono (2017), Purposive sampling is a sampling technique that is used with specific considerations in mind.

Data Collection Method

To collect the research data, primary data and secondary data will be used in this research. For the primary data will be taken by the distribution of questionnaire and the secondary will be taken from literature, and previous research that could support this research.

Operational Definition of Research Variables
Table1. Operational Definition and Indicator of Research Variables

Variable	Operational Definitions	Indicator
Social Media Marketing (X_1)	Social media marketing is a way to get your message out to a large audience by using different platforms, like blogs, Facebook, Twitter, Instagram, and other social media sites. It can be used to promote products, services, brands, or causes.	1. Online Communities 2. Interaction 3. Sharing of Content 4. Accessibility 5. Credibility (As'ad and Alhadid, 2014)
Electronic Word of Mouth (X_2)	Electronic word-of-mouth (e-WOM) is when consumers share information about a product or company online, through social media, and on their mobile devices. This is often effective in generating high retransmission intentions, or desires to share the information with others.	1. Talking 2. Promoting 3. Recommendations 4. Convincing (Rahmawati, 2021)
Brand Awareness (X_3)	Brand awareness is a measure of how well a company's name or product is known by its target audience. It can be thought of as a measure of how well a company is remembered and recognized by its customers.	1. Brand Recognition 2. Brand Recalls 3. Top of the mind brands 4. Dominant Brands (Aaker, 1996)
Purchase Decision (Y)	Purchase intent is a measure of how interested customers are in purchasing a product or service from you in the near future. It can be determined by surveying customers about their intentions to buy the item within the next six or twelve months.	1. Exploratory Interests 2. Referential Interests 3. Transactional Interests 4. Preferential Interests (Hanjani and Widodo, 2019)

RESULT AND DISCUSSION

Result
Validity Test and Reliability Test

All indicators have significance level of less than 0.05. The value of r product moment, which obtained from each of these indicators, is rather than the critical value of 0.195. These results indicate that all indicators are related to online investment intention can be declared valid.

Table 2. Reliability Test

Variable	Alpha Cronbach	No of Item	Critical Value	Status
Social Media Marketing	.886	10	0.60	Reliable
Electronic Word of Mouth	.885	8	0.60	Reliable
Brand Awareness	.912	8	0.60	Reliable
Purchase Intention	.899	8	0.60	Reliable

Source: Data Processed 2023

Table above shows that each variable, such as Financial Literacy, Perceived Risk, Subjective Norm and Online Investment Intention has Cronbach's alpha value more than 0.60. These results indicated that the items of the statement of all variables that used in this research have been reliable.

Classical Assumption Test
Normality Test
To find out whether the data is normally distributed, the Kolmogorov-Smirnov Test is used as presented in the following table:

Table 3. Normality Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.24051487
Most Extreme Differences	Absolute	.079
	Positive	.063
	Negative	-.079
Test Statistic		.079
Asymp. Sig.(2-tailed)		.132[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
Source: Data Processed 2023

Heteroscedasticity Test
Table 4. Heteroscedasticity Test

Variable	Sig.	Critical Value	Status
Social Media Marketing	.880	0.05	Heteroscedasticity Free
Electronic Word of Mouth	.114	0.05	Heteroscedasticity Free
Brand Awareness	.937	0.05	Heteroscedasticity Free

Source: Data Processed 2023

Based on the table above, it can be seen that the results of the test have significant values more than 0.05 which are clarified as heteroscedasticity free.

Multicollinearity Test
Table 5 below shows that the value of tolerance is more than 0.10 and the value of VIF is less than 10, it means that there are no symptoms of multicollinearity.

Table 6. Multicollinearity Test

Variable	Tolerance	VIF	Status
Social Media Marketing	.323	3.097	Multicollinearity Free
Electronic Word of Mouth	.321	3.120	Multicollinearity Free
Brand Awareness	.516	1.936	Multicollinearity Free

Source: Data Processed 2023

Multiple Linier Regression

The multiple linear regression equation in this study based on the table 6 is as follows:

$$Y = 1.945 + 0.050 + 0.264 + 0.333 + e$$

The regression equation above can be explained as follows:

1. The constant (α) value of 1.945 gives an understanding that if the variables Social Media Marketing (X_1), Electronic Word of Mouth (X_2), and Brand Awareness (X_3) do not change, the amount of Purchase Intention is 1.945.
2. The regression coefficient of Social Media Marketing (X_1) is positive. This can be interpreted if Social Media Marketing (X_1) is increasing, then Purchase Intention will increase by 0.050 with assumption that other variables are fixed and constant. This variable has the least positive impact on Purchase Intention.
3. The regression coefficient of Electronic Word of Mouth (X_2) is positive. This can be interpreted if Electronic Word of Mouth (X_2) is increasing, then Purchase Intention will increase by 0.264 with assumption that other variables are fixed and constant. This variable has positive impact on Purchase Intention.
4. The regression coefficient of Brand Awareness (X_3) is positive. This can be interpreted if Brand Awareness (X_3) is increasing, then Purchase Intention will increase by 0.333 with assumption that other variables are fixed and constant. This variable has the most impact on Purchase Intention.

Table 6. Result of Multiple Linier Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.945	.294		6.618	.000
Social Media Marketing	.050	.097	.059	.513	.609
Electronic Word of Mouth	.264	.094	.325	2.826	.006
Brand Awareness	.333	.065	.465	5.134	.000

$$Y = 1.945 + 0.050 + 0.264 + 0.333 + e$$

T-Table	=	t (α/2 ; n-k-1) = t (0.025 ; 96) = 1.988
F-Table	=	F (k ; n-k) = F (3 ; 97) = 2.70
F-Value	=	46.593
Sig.f	=	0.000
N	=	100
α	=	0.05 (5%)

Source: Data Processed 2023

R^2-Test

Based on the Table 6, by looking at the r-value and r^2-value, it can be explained as follows: The resulting R-value is 0.770, which means that the correlation coefficient between the variables has a strong relationship. The resulting R^2-value is 0.593, or it can be said that the influence of all variables, namely: Social Media Marketing (X_1), Electronic Word of Mouth (X_2), and Brand Awareness (X_3) on the Purchase Intention variable is 59.3% and the other 40.7% is influenced by other variables outside this research.

Hypothesis Testing
T-Test

Based on the Table 6 by observing t-value, t-table and sig., it can be explained as follows:

1. (H_2): Social Media Marketing have a significant direct influence on the Purchase Intention at Uniqueshop.ind Jewellery Online Shop. Social Media Marketing variable has a t-value of 0.513 which is less than the ttable of 1.988 and a significant value of 0.609 which is greater than 0.05. Then H_a is rejected and H_0 is accepted. This means that Social Media Marketing does not have a significant direct influence on Purchase Intention partially, H_2 is rejected.
2. (H_3): Electronic Word of Mouth have a significant direct influence on the Purchase Intention at Uniqueshop.ind Jewellery Online Shop. Electronic Word of Mouth variable has a t-value of 2.826 which is greater than the t-

table of 1.988 and a significant value of 0.006 which is less than 0.05. Then H_a is accepted and H_0 is rejected. This means that Electronic Word of Mouth has a significant direct influence on Purchase Intention partially.

3. (H_4): Brand Awareness have a significant direct influence on the Purchase Intention at Uniqueshop.ind Jewellery Online Shop. Brand Awareness variable has a t-value of 5.134 which is greater than the t-table of 1.988 and a significant value of 0.000 which is less than 0.05. Then H_a is accepted and H_0 is rejected. This means that Brand Awareness has a significant direct influence on Purchase Intention partially.

F-Test

Based on the Table 6, by observing f-value, f-table and sig., it can be explained as follows: The results obtained from the tests are f-value = 46.593 and f-table = 2.70. Based on these results, it can be concluded that the f-value is greater than the f-table and has a significance level of 0.000 which is smaller than 0.05. These results show that H_0 is rejected and H_a is accepted. Thus, the results of the f-test state that Social Media Marketing (X_1), Electronic Word of Mouth (X_2), and Brand Awareness (X_3) simultaneously have a significant effect on Purchase Intention.

Discussion

The goal of this study is to examine the influence of Social Media Marketing, Electronic Word of Mouth, and Brand Awareness on Purchase Intention at Uniqueshop.ind Jewellery Online Shop, particularly as one of MSMEs in Manado City. There has been a major shift in the world of Marketing since Social Media exist. Due to the accelerated number of MSMEs in Indonesia, the interesting phenomenon to be explore is how an entrepreneur has the right strategy to be able to compete. So emerging businesses tried use social media to advertise its products. MSMEs discussed in this research is Uniqueshop.ind, a Jewellery Online Shop as one of the MSMEs in Manado. Instagram, a widely popular social media platform, has emerged as a prominent tool in social media marketing. Loved by users of all backgrounds, Instagram offers the advantage of conveying brand messages through photos, images, and videos. It has transformed from being solely a platform for selfies and social interactions into a powerful alternative for launching marketing initiatives in the business world. By establishing an Instagram account, businesses and sellers can effortlessly connect with a vast pool of potential buyers. Promotions through social media accounts like Instagram are considered highly effective and relevant in today's marketing landscape. According to Kompas Tekno, citing data from We Are Social, an esteemed British media company partnered with Hootsuite, the average Indonesian spends approximately three hours and 23 minutes each day engaging with social media platforms. A person's intention can be influenced by various factors, but in this study the author chooses to pay attention to three factors that feel important and are very attached to an interest. These factors are Social Media Marketing, Electronic Word of Mouth, and Brand Awareness. To see if there are influences from these variables, the author chose Purchase Intention as the dependent variable. From the results of the tests, it will be seen whether there are influences caused by the independent variable. In connection with that purpose, the author seeks the population of the research which is all the people who are following Uniqueshop.ind's Instagram social media and have seen Uniqueshop.ind's Instagram social media marketing activities (Instagram stories, picture or video posts, or video reels) in the last 3 months also have their own income. As for the sample, 100 people that are fit to the criteria of followers, productive age, have their own income, and have seen Uniqueshop.ind's Instagram social media marketing activities. After collecting 100 data from respondents, then the data was tested through SPSS software.

The Influence of Social Media Marketing, Electronic Word of Mouth and Brand Awareness on Purchase Intention

The results show that social media marketing, electronic word of mouth and brand awareness have a significant influence on purchase intention. It is proven that social media marketing, electronic word of mouth and brand awareness have a simultaneous influence on the purchase intention. The result means that if social media marketing, electronic word of mouth and brand awareness are put together, it can simultaneously influence purchase intention with significant influence. If social media marketing decrease, simultaneously with the increase of electronic word of mouth and the increase of brand awareness, it will lead to the increase of purchase intention, and vice versa.

The Influence of Social Media Marketing on Purchase Intention

The results obtained in the study indicate social media marketing as a variable that does not have a

significant direct influence on Purchase Intention partially. This means that the greater the Social Media Marketing penetration to customers, the lower their intention in purchasing at Uniqueshop.ind. In this research Social Media Marketing has five indicators to measure this variable and its relation to Purchase Intention. These indicators are used in building questionnaire to find out about Purchase Intention of Uniqueshop.ind. The first indicator of Social Media Marketing is Online Communities, with a statement in questionnaire are "I think that social media makes life easier to interact with other people" and "I want to share content from Instagram Uniqueshop.ind on my personal Instagram". And most of respondents are agree even strongly agree about this statement. The second indicator of Social Media Marketing is Interaction, with a statement in questionnaire are "Instagram Uniqueshop.ind allows me to share information with other people" and "It's very easy for me to express my opinion via Instagram Uniqueshop.ind". Most of respondents are agree to strongly agree. The third indicator of Social Media Marketing is Sharing of Content, with a statement in questionnaire are "The content shared by Instagram Uniqueshop.ind is the latest information" and "The content shared on Instagram Uniqueshop.in looks interesting". Most of respondents are agree with the statement. The fourth indicator of Social Media Marketing is Accessibility, with a statement in questionnaire are "Instagram Uniqueshop.ind provides the information I need" and "I can easily get the information I need thanks to the instructions on Instagram Uniqueshop.ind". Most of respondents are agree to slightly agree. The fifth indicator of Social Media Marketing is Credibility, with a statement in questionnaire are "I have no doubts about the information provided on Instagram Uniqueshop.ind." and "I feel certain about the products offered on Instagram Uniqueshop.ind". Most of respondents are agree to strongly agree. The results of this study are in line with the research of Putra and Aristana (2020), which showed a negative and insignificant effect of social media marketing on purchase intention. However, the results of this study are inversely proportional to the research conducted by Alfian and Nilowardono (2019), which shows that social media marketing can also have a positive and significant influence on purchase intention, which is in line with the hypothesis that the researcher made above.

The Influence of Electronic Word of Mouth on Purchase Intention

The results show that electronic word of mouth partially has a positive and significant influence on purchase intention. The results show that testing the better the Electronic Word of Mouth, the higher the customer's intention in purchasing, and vice versa, the lower the electronic word of mouth, the lower the customer's purchase intention. In this research Electronic Word of Mouth has four indicators to measure this variable and its relation to Purchase Intention. These indicators are used in questionnaires to find out what respondents think about Electronic Word of Mouth. The first indicator of Electronic Word of Mouth is Talking, with a statement in questionnaire are "Sharing experiences regarding purchasing Uniqueshop.ind products on Instagram will help other potential customers" and "My comments on Instagram give other potential customers the opportunity to buy the right product". And most of respondents are agree even strongly agree about this statement. The second indicator of Electronic Word of Mouth is Promoting, with a statement in questionnaire are "I will be happy when I can share my experience online in purchasing Uniqueshop.ind products" and "Through Instagram, I can tell other potential customers about a pleasant experience with Uniqueshop.ind products". Most of respondents are agree to strongly agree. The third The third indicator of Electronic Word of Mouth is Recommendations, with a statement in questionnaire are "I am satisfied with Uniqueshop.ind's products, so I want to help Uniqueshop.ind to be better known" and "I look forward to receiving suggestions from other customers when commenting on Uniqueshop.ind's Instagram". Most of respondents are agree with the statement. The fourth indicator of Electronic Word of Mouth is Convincing, with a statement in questionnaire are "I have shared experiences with Uniqueshop.ind products and brands with other customers on Instagram Uniqueshop.ind" and "I have shared experiences with Uniqueshop.ind products and brands more effectively with others on Uniqueshop.ind Instagram". Most of respondents are agree to slightly agree. The results of this study are in line with the research of Alrwashdeh, Emeagwali, and Aljuhmani (2019), which showed positive and significant influence of electronic word of mouth on purchase intention. However, the results of this study are not in line to the research conducted by Dulek and Aydin (2020) which shows that electronic word of mouth can also have a negative and insignificant influence on purchase intention.

The Influence of Brand Awareness on Purchase Intention

The results show that brand awareness partially has a positive and significant influence on purchase intention. The results show that testing the better the Brand Awareness, the higher the customer's intention in purchasing, and vice versa, the lower the brand awareness, the lower the customer's purchase intention. In this research Brand Awareness has four indicators to measure this variable and its relation to Purchase Intention. These

indicators are used in questionnaires to find out what respondents think about Brand Awareness. The first indicator of Brand Awareness is Brand Recognition, with a statement in questionnaire are "Ease of consumers to recognize Uniqueshop.ind compared to other brands" and "It's easy to recognize Uniqueshop.ind products just by looking at the logo". And most of respondents are agree to slightly agree about this statement. The second indicator of Brand Awareness is Brand Recalls, with a statement in questionnaire are "Convenience for consumers to remember the Uniqueshop.ind brand as a women's jewellery brand" and "Promotions carried out by Unique Shop.indonesia can be easily recognized by customers". Most of respondents are agree with the statement. The third indicator of Brand Awareness is Top of the Mind Brands, with a statement in questionnaire are "Consumer awareness of the existence of the Uniqueshop.ind brand in the market" and "When you need jewellery or women's accessories, Uniqueshop.ind products will be your first choice". Most of respondents are agree to slightly agree. The fourth indicator of Brand Awareness is Dominant Brands, with a statement in questionnaire are "Number of times consumers see Uniqueshop.in ads on Instagram" and "The Uniqueshop.ind brand is the first Jewelery Online Shop brand that comes to mind". Most of respondents are agree to slightly agree. The results of this study are in line with the research of Ansari et al. (2019), which showed positive and significant influence of brand awareness on purchase intention. However, the results of this study are not in line to the research conducted by Ardiansyah and Sarwoko (2020), which shows that brand awareness can also have a negative and insignificant influence on purchase intention.

CONCLUSION AND RECOMMENDATION

Conclusions

Based on the results and discussion of the analysis of the factors that influence purchase intention which includes social media marketing, electronic word of mouth and brand awareness, the following conclusions can be drawn:
1. The results of this research have shown that Social Media Marketing, Electronic Word of Mouth and Brand Awareness simultaneously influence Purchase Intention significantly.
2. The results of this research have shown that Social Media Marketing does not have a significant direct influence on Purchase Intention partially.
3. The results of this research have shown that Electronic Word of Mouth has a significant direct influence on Purchase Intention partially.
4. The results of this research have shown that Brand Awareness has a significant direct influence on Purchase Intention partially.

Recommendations

1. Based on the results, it is clear that in increasing customers's purchase intention, increasing electronic word of mouth and brand awareness, and also decreasing social media marketing are needed. The higher the level of Electronic Word of Mouth and Brand Awareness, and the lower the social media marketing penetration to customers, the higher their intention in purchasing at Uniqueshop.ind. Increasing electronic word of mouth and brand awareness, and also decreasing social media marketing, can be done by increasing offering high-quality products, actively engage with your audience, and encouraging brand advocates for customers.
2. For all businesses in MSMEs (included Uniqueshop.ind Jewellery Online Shop) should build Brand Awareness with the use Social Media Marketing and Electronic Word of Mouth in order to achieve Purchase Intention. Therefore, it is essential for Uniqueshop.ind and other MSMEs to deliver on their commitments and maintain their credibility with both current and potential customers. Uniqueshop.ind and similar MSMEs need to establish their brand identity and create compelling content that appeals to their customers. Additionally, Uniqueshop.ind can share valuable information and content with its customers, as well as leverage positive word-of-mouth from satisfied customers to attract new followers and demonstrate the quality of their products.
3. There is an optimistic aspiration that forthcoming researchers will endeavor to employ a diverse array of variables, samples, issues, or titles, thereby expanding the scope and breadth of problem-solving capabilities. By broadening the range of factors under consideration and exploring alternative research subjects, it is expected that novel insights and solutions will be uncovered, fostering progress and innovation in addressing an increasingly comprehensive range of challenges. This outlook encourages researchers to explore uncharted territories, utilize different methodologies, and pursue untapped opportunities, ultimately contributing to the

advancement of knowledge and the continuous evolution of problem-solving approaches.
4. This study can serve as a valuable resource for students, particularly those studying marketing management, providing useful references for assignments, generating models, and inspiring fresh ideas in the field of marketing studies.

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