



# J-BOM

**Journal of Business and Organization Management**



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*from the*  
**DESK**  
*of the* **EDITOR**

Dear Readers,

Our journal enter second year! Yeay!

All of the topics issued in this edition are interesting. **Utomo** et al. invite us to discuss influence social media marketing activities, electronic word of mouth and brand equity on product purchase intention skincare local brand. **Jefriyanto** et al. talk about the influence of job embeddedness on employee performance mediated by work engagement and OCB at Klaten District, **Panggabean** et al. deliver their research result about the influence of leadership, work environment, and motivation on employee performance at PT Modern Polaris Teknologi Jakarta; **Yanuri** and **Subyantoro** tell us about the effect of transformational leadership style on performance of civil servant teacher at SMKN 3 Wonosari Gunungkidul with work commitment as an intervening variable; then **Nursiyami** and **Mardiana** present their research result about the role of job satisfaction as a mediation variable of the influence of work stress on teacher performance SMK 1 Gedangsari, **Nuraini** and **Pratiwi** write about the influence of workload and achievement motivation on performance at Yogyakarta State SMA/SMK Finance Section Official. **Trihadi** and **Warsiki** discuss the influence of work discipline, work motivation, and work environment on the performance of implementing staff in the Pamong Praja Police Unit in Yogyakarta, while **Bangun** et al. write about the comparison of banking profitability before and during covid-19 at banks registered on the IDX in 2017-2022.

We will publish a new edition every May and November, so make sure you take part in it.

Happy reading!

**Editorial Team**



# **Influence Social Media Marketing Activities, Electronic Word of Mouth and Brand Equity on Product Purchase Intention Skincare Local Brand**

**Muhammad Ariq Fakhri Utomo<sup>1</sup>, Widhy Tri Astuti<sup>2</sup>, Abdul Ghofar<sup>3</sup>**

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## **Abstract**

*This study aims to understand the effect social media marketing activities, electronic word of mouth, brand equity on product purchase intention skincare local brand. This research was conducted on a local brand the Avoskin, which was carried out during the Covid-19 pandemic. The data collection technique used is non probability sampling by method purposive sampling. Methods of data analysis using multiple linear regression analysis techniques using SPSS 25. This research is a descriptive quantitative research. The population in this study were all potential Avoskin consumers in the Special Region of Yogyakarta Province during the COVID-19 pandemic with the criteria of respondents being over 17 years old and knowing the product skincare Avoskin during the COVID-19 pandemic. The results of this study reveal that Social Media Marketing Activities positive and significant effect on Purchase Intention, e-WOM has a positive and significant effect on Purchase Intentions, Brand Equity has a positive and significant effect on Purchase Intentions, Social Media Marketing Activities, e-WOM and Brand Equity has a positive and significant effect on product Purchase Intentions Skincare Avoskin brand.*

**Keywords:** Social Media Marketing Activities, Electronic Word of Mouth, Brand Equity, Purchase Intention.

## **Introduction**

The economy is growing very rapidly along with technology. Currently the world is facing changes as a result of COVID-19. This causes changes in behavior in most people such as the habit of using social media in everyday life. The existence of the COVID-19 pandemic has led to various government policies, these various government policies include implementing large-scale social restrictions (PSBB) in several cities with rules for work, activities and worship that must be carried out from home as well as implementing clean and healthy living by method maintain personal hygiene and health. The existence of this PSBB policy has affected all aspects of the economy.

This condition resulted in the impact of the rapid development of internet technology, directly during this pandemic it made it easier for someone to obtain information widely and quickly. Based on data from We Are Social, it shows that a tech-savvy audience has experienced a 60% increase in social media consumption. During COVID-19. Policies to live a clean and healthy life as well social distancing This also has an impact on consumption trends and the level of purchase intention for

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products related to hygiene and health, such as products skincare increase. According to the Director General of Small, Medium and Multifarious Industries (IKMA) of the Ministry of Industry, Gati Wibawa ningsih at the opening of the 2020 Cosmetics IKM Virtual Expo said that social distancing causing consumers to spend more time at home, so that they spend more time caring for their skin, body and hair, as a result spending demand for home care is increasing, replacing the need for salons and spas.

This was also reinforced by the research results of Inventure and Alvara Research Center which also said that as many as 78.2 percent of respondents chose to buy products more often skincare (facial care) compared makeup decorative during WFH because during the COVID-19 pandemic people were asked to use masks while carrying out their activities, the correct use of masks will of course cover part of the face from the nose down to the chin so that people don't have to bother using makeup anymore to maintain their appearance in public because of the use makeup too often will certainly have an impact on various kinds of skin health problems. This can be prevented by reducing makeup and using regular skin care appropriately.

Because of this, now there are many skincare brands which continue to grow in Indonesia, such as skincare local origin of Yogyakarta namely Avoskin. Avoskin is one brand of skincare local origin of Yogyakarta which produces various kinds of skincare like toner, serum, essence and others. Avoskin became skincare which managed to steal the attention of Indonesian women, in particular beauty enthusiasts. This is reinforced by the Kompas Research Team which monitors product sales skincare in May 2017 said that in 2017, this product had sold out in less than 24 hours. The results stated that Avoskin won sales skincare with a total of 125,091 transactions or around IDR 16 billion.

However, the problem that occurs is when comparing data from the Kompas Research Team regarding prices, sales, and product transactions skincare Avoskin in e-commerce which has won sales skincare which has reached Rp. 594,045,804 with 5,788 transactions on October 29 – November 5 2020. By looking at data from Table 1, namely Avoskin's ranking, which ranked 4th out of the 5 top skincare brands in May 2021 from the Kompas Research Team, concluded that there was a downgrade in skincare Avoskin which made Avoskin fall to 4th place from Top 5 brands skincare in Indonesia. This certainly creates a new problem for Avoskin to be able to win the competition between brand skincare competitor and also to be able to increase sales potential growth in the product skincare Avoskin. So for researchers, this research is important to do so that Avoskin can find new ideas in its efforts to increase and retain consumers, especially in the current COVID-19 pandemic. And from this research it is hoped that it can implement an appropriate marketing strategy through SMMA, e-

Table 1. Top 5 Facial Care Brands in Ecommerce Indonesia with sales above Rp. 10 Billion (Kompas Research Team, 2021)

<b>Rank</b>	<b>BrandSkincare</b>	<b>Sale</b>
1	MS Glow	74.82 Billion
2	Scralett	29.78 Billion
3	Somethinc	22.45 Billion
4	Avoskin	15.6 Billion
5	Garnier	12.46 Billion

WOM, brand equity so that it can generate a sense of intention to buy the product skincare Avoskin brand.

That way, the formulation of the problem in this study is 1) How influence *Social Media Marketing Activities, e-WOM and Brand Equity* on Purchase Intention Skincare the Avoskin brand in the Special Region of Yogyakarta Province? 2)How influence Social Media Marketing Activities against Purchase Intent Skincare the Avoskin brand in the Special Region of Yogyakarta Province? 3) How influence e-WOM against Purchase Intent Skincare the Avoskin brand in the Special Region of Yogyakarta Province? 4)How does Brand Equity influence Purchase Intention? Skincare the Avoskin brand in the Special Region of Yogyakarta Province?

The aims of this study were 1) To analyze influence Social Media Marketing Activities, e-WOM and Brand Equity on Purchase Intention Skincare the Avoskin brand in the Special Province of Yogyakarta. 2) To analyze influence Social Media Marketing Activities against Purchase Intention Skincare the Avoskin brand in the Special Province of Yogyakarta. 3) To analyze influence e-WOM against Purchase Intentions skincare the Avoskin brand in the Special Province of Yogyakarta. 4)To analyze the influence of Brand Equity on Purchase Intentions Skincare the Avoskin brand in the Special Province of Yogyakarta.

## **Literature Review**

### ***Digital Marketing***

Digital Marketing can be defined as marketing activities including branding using various web-based media (Sanjaya and Tarigan, 2009). Electronic marketing or digital marketing is defined as the use of digital technology to achieve marketing objectives as well as efforts to develop or adapt the marketing concept itself, to be able to communicate on a global scale, and change the way companies do business with customers (Ali, 2013).

Digital marketing is marketing using the application of digital technology. One form of digital marketing using electronic media or the internet is internet marketing (e-marketing). E-Marketing is a marketing process that uses electronic communication technology, especially the internet. The role of digital marketing strategy can be important in following the development of digital technology and developing plans to attract consumers and direct them to a combination of electronic communication and traditional communication (Chaffey et al., 2009).

### ***Marketing Communications***

According to the American Marketing Association, Marketing is the process of planning and executing the concept, pricing, promotion, and distribution of ideas, products, and services to create exchanges that satisfy individual and corporate objectives. According to Fill (2005), marketing communication is a management process where through these activities an organization or company can connect with various kinds of targets. The basic function of marketing communication itself is how through a communication can influence the target to make purchases of goods and services.



Communication is a very essential element in creating these exchanges, so that communication has a very important role in marketing. At the basic level of communication has four main roles, namely

- ☑ Provide information and make potential customers know what is being offered by an organization or company.
- ☑ Communication can affect consumer desires, both existing and potential consumers make purchases.
- ☑ Communication can be used to enhance the consumer experience. By reminding consumers about the advantages of products that have been purchased before, it can provide confidence and comfort for consumers to make repeat purchases.
- ☑ Communication as a differentiator between products and brands on the market, so that consumers can decide to make purchases according to their needs from the brand image built by these products.

### ***Social Media Marketing Activities (SMMA)***

Before discussing further about the activity social media marketing, it is important for us to understand the meaning of social media. Social media is an environment online with the same interest to share thoughts, comments, and ideas (Weber, 2007). According to Dewing (2012), social media is used as a reference for various internet-based services and mobile services that make users participate in exchanges online, contribute to user-generated content, or join a community online such as blogs (eg Tumblr), wikis (eg Wikipedia), social media sites (eg Facebook, Twitter) and media sharing sites (eg YouTube, Instagram). The growth of social media makes social media an innovative way to communicate with many people. This is also used as an advantage for entrepreneurs, social media encourages space and time in business interactions with potential customers and creates a sense of closeness (Mersey et al., 2010). Social media for entrepreneurs have the opportunity to advertise their local products at low cost to consumers and get feedback from them. (Hannae).

SMMA is a marketing activity by brands to interact with their customers for awareness, content sharing, and co-working (Sano, 2014). The concept is popular and social media is used by brands for marketing act it al., 2011). This created social media to play a functional role in business marketing, communication, providing information, supporting daily life, promotion, and selling in addition to managing social response to brands (Seo and Park, 2018). Besides that ties, and can be used to develop one-to-one relationships with customers (Seo and Park, 2018). Kim and Ko (2012) categorize SMMA into four aspects, namely entertainment, interaction, trendy, and adjustment. SMMA used by companies and brands for co SMMA used by brands for information, immediacy, responsiveness, and accessibility factors (King et al., 2014).

### ***Electronic Word of Mouth (e-WOM)***

Electronic word of mouth (e-WOM) is an effective promotional tool, because e-WOM clearly informs individual or group experiences. Furthermore Jansen et al., (2009) said that in general, e-WOM is able to provide alternative new information anonymously and confidentially and is able to provide information across distance and area boundaries. Generally, the process of communication between humans is

done by word of mouth or what is commonly called World Of Mouth and if this is done with electronic media, it is called e-WOM.

Electronic word of mouth (e-WOM) is also interpreted as good or bad sentences from potential customers or old customers on an item or company that is provided to the wider community and agencies with the help of the internet (Hennig Thurau et al., 2004). E-WOM has a significant effect on Purchase Intention regardless of the type of virtual community (Balakrishnan et al., 2014).

### ***Brand Equity***

Brand equity is defined as a set of assets related to the brand, its name and symbol, which increase or decrease the value provided by a good or service to a company or its customers (Aaker, 1991). According to Kotler and Keller (2013) Brand equity is the added value of a product and service, which is reflected in what consumers think, feel and do, as well as consumer pride in using a brand. Keller (1993) defines customer-based Brand Equity as a differentiated form of brand knowledge, which results from consumer experience of the brand. Brand equity according to Aaker (1991) includes several dimensions, including brand awareness, brand loyalty, perceived value, brand association. The first step in building Brand Equity is creating brand awareness for consumers (Keller, 1993).

Brand awareness is the ability of customers to recognize and remember a brand. The existence of consumer brand awareness of a brand indicates that consumers know the brand name so that it can increase the likelihood that the brand will be chosen to be purchased by consumers (Keller, 1993). Brand loyalty is defined as the integration of attitudes, emotions and behaviors to continue buying a brand based on previous experience because the brand offers the right image, price, quality and attributes (Kabiraj and Shanmugan, 2011). Brand loyalty is defined as the integration of attitudes, emotions and behaviors to continue buying a brand based on previous experience because the brand offers the right image, price, quality and attributes (Kabiraj and Shanmugan, 2011).

The reason for including brand loyalty as a dimension of Brand Equity stems from the importance of customer satisfaction with a brand (Aaker 1991), if customers are dissatisfied, they will not be loyal and look for other brands (Kim and Kim, 2005). Brand association includes all things related to the memory of a brand (Aaker, 1991). Clear and well-defined brand associations are essential for brand identity. Therefore, companies must first know what attributes are considered in the brand association it is important for consumers to have differentiation from their competitors (Sarker et al., 2013). Perceived quality is defined by Zeithaml (1988) as a consumer's estimate (perception) of a product's superiority as a whole. On the other hand, Aaker (1991) defines perceived quality as "Customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives".

### ***Hipotesis***

**H1.** Social Media Marketing Activities (SMMA), Electronic Word of Mouth (e- WOM) and Brand Equity simultaneously have a positive and significant effect on Purchase Intentions.

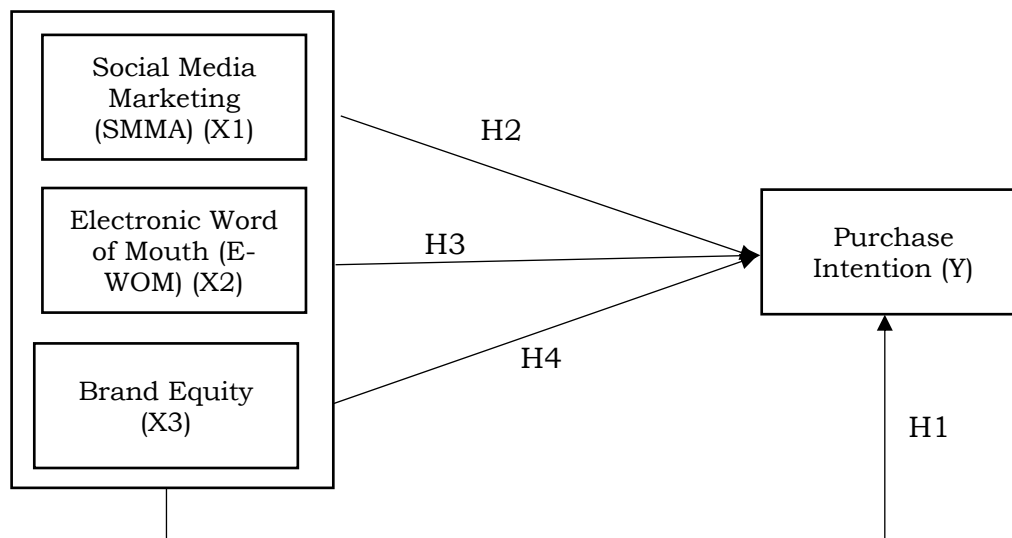


Figure 1. Research Model

**H2.** Social Media Marketing Activities (SMMA) positive effect and significant to Purchase Intention.

**H3.** Electronic Word of Mouth (e-WOM) positive and significant effect against Purchase Intent.

**H4.** Brand Equity has a positive and significant effect on Purchase Intentions.

## Methods

### *Sampling and Procedures*

This research was conducted at skincare local brand the Avoskin, the data obtained in this study were taken using a questionnaire distributed to consumers in Special Region of Yogyakarta with a total of 120 respondents. Respondents were asked to fill out statements that had been made with a Likert scale of 1 (very unattractive) to 5 (very interesting). In this study, the analytical technique using multiple linear regression from the SPSS version 25 program.

### *Measures*

**Purchase Intention** is measured using a questionnaire developed and distributed to consumers and using a Likert scale of 1-5 points with 4 items.

**Social Media Marketing (SMMA)** is measured using a questionnaire developed and distributed to consumers and using a Likert scale of 1-5 points with 10 items.

**Electronic Word of Mouth (e-WOM)** is measured using a questionnaire developed and distributed to consumers and using a Likert scale of 1-5 points with 10 items.

**Brand Equity** is measured using a questionnaire developed and distributed to consumers and using a Likert scale of 1-5 points with 6 items.

### *Data Analysis*

The hypothesis was tested using multiple linear regression analysis. Multiple linear regression analysis is used to analyze the effect of several independent variables or

independent variables (X) on a dependent variable or dependent variable (Y) together. In this case the variables studied namely Social Media Marketing Activities (SMMA) (X1), Electronic Word Of Mouth (e-WOM) (X2), Brand Equity (X3) and Purchase Intention (Y).

## Result and Discussion

### Result

Profile of respondents in this study there were 120 respondents consisting of 35.8% male and 64.2% female. Most of the respondents aged 21-24 years 69.2%, can be seen in Table 8.1. The occupation/status of the respondents in table 8.2 is quite varied, dominated by students at 75.8%. The majority of the frequency of respondents in table 8.3 who know Avoskin products through Instagram social media is 43.3%.

### Descriptive Statistical Analysis

- ☑ Overall response of respondents to variables social media marketing activities (SMMA) is very interesting with a frequency of 79 out of 120, amounting to 65.8% because it is between the interval (4.20-5.00).

Table 1. Characteristics of Respondents

Category	Amount	Percentage
Gender :		
<b>Woman</b>	77	64,2%
<b>Man</b>	43	35,8%
<b>Amount</b>	120	100%
Age :		
<b>17-20 Years</b>	29	24,2%
<b>21-24 Years</b>	83	69,2%
<b>25-28 Years</b>	6	5%
<b>&gt;28 Years</b>	2	1,7%
<b>Amount</b>	120	100%
Status/Occupation :		
<b>Student/Student</b>	91	75,8%
<b>Businessman</b>	10	8,3%
<b>Officer</b>	19	15,8%
<b>Amount</b>	120	100%
Prospective Consumers Knowing the Product Skincare Avoskin:		
<b>Instagram</b>	52	43,3%
<b>Youtube</b>	129	13,3%
<b>Tiktok</b>	2	24,2%
<b>Facebook</b>	21	1,7%
<b>Twitter</b>	21	17,5 %
<b>Amount</b>	120	100%

- ☑ Overall response of respondents to variables electronic word of mouth (e-WOM) is preferred with a frequency of 55 out of 120, amounting to 45.8% because it is between the intervals (3.40-4.19).
- ☑ Overall, respondents' responses to brand equity variables were accepted with a frequency of 61 out of 120, amounting to 50.8% because they were between the intervals (3.40-4.19).

### Multiple Linear Regression Analysis Model

The results of the multiple linear regression equation in this study are described in the following form:

Dependent Variable: Y

$$Y = 2.271 + 0.158 X_1 + 0.092 X_2 + 0.209 X_3$$

- ☑ In the regression equation above, it can be seen that the variables Social Media Marketing Activities (SMMA) (X1), Electronic Word Of Mouth (e-WOM) (X2), Brand Equity (X3) have not changed, so the variable Intention to Purchase (Y) will be worth positive and constant at 2,271..
- ☑ The regression coefficient of social media marketing activities (SMMA), in the equation above, is 0.158, which is positive, which means that if the social media marketing activities (SMMA) variable (X1) is more attractive, then the intention to purchase Avoskin skincare products during the COVID-19 pandemic will increase.
- ☑ Regression coefficient electronic word of mouth (e-WOM), in the above equation it is obtained that 0.092 is positive, which means that if the variable electronic word of mouth (e-WOM) (X2) the better, then the purchase intention on the product skincare the Avoskin brand during the COVID-19 pandemic will increase.

Table 2. Multiple Linear Regression Test Results

MODEL	Unstandarizes Coefficients		Standardized Coefficients	t	Sig.	Is
	B	Std. Error	Beta			
Constant	2.271	0.599		3.791	0.000	
Social Media Marketing Activities (SMMA)	0.158	0.017	0.476	9.307	0.000	Sig
Electronic Word Of Mouth (e-WOM)	0.092	0.021	0.219	4.389	0.000	Sig
Brand Equity	0.209	0.026	0.376	7.982	0.000	Sig
<i>Adjusted R Square: 0.835</i>						
<i>R square: 0.839</i>						
<i>F : 201.136</i>						
<i>Sig.: 0.000<sup>b</sup></i>						
<i>Dependent Variable: Purchase Intent</i>						

- ☑ The regression coefficient of brand equity in the equation above is obtained for 0.209, which means that if the Brand Equity variable (X3) is getting accepted, then the product purchase intention skincare the Avoskin brand during the COVID-19 pandemic will increase.

### **F-test**

Based on the results of the regression analysis in Table 8.7, above it can be seen that the calculated F value is 201,136 with a significance of 0.000. It means significance value  $F = 0.000 < 0.05$  (level significant), so it can be concluded that H0 rejected and H1 accepted, which means variable Social Media Marketing Activities (SMMA) (X1), Electronic Word Of Mouth (e-WOM) (X2), Brand Equity (X3) have a positive and significant effect together or simultaneously on Purchase Intention (Y), which means that Social Media Marketing Activities (SMMA) more modern Electronic Word Of Mouth (e-WOM) which is getting better and Brand Equity which is increasingly acceptable to potential consumers is in line with the higher level of product Purchase Intention skincare the Avoskin brand during the COVID-19 pandemic.

### **t-test**

- ☑ The results of the regression analysis test show that the variable social media marketing activities (SMMA) has a calculated t value of 9,307 (positive)  $> 1.980$  and a significance value of 0.000. This means that the significance value is  $t = 0.000 < 0.05$  (level significant), so it can be concluded that H0 rejected and H2 accepted.
- ☑ The results of the regression analysis test show that the variable electronic word of mouth (e-WOM) has a calculated t value of 4,389 (positive)  $> 1,980$  and a significance value of 0,000. This means that the significance value of  $t = 0.000 < 0.05$  (level significant), so it can be concluded that H0 rejected and H3 accepted.
- ☑ The results of the regression analysis test show that the brand equity variable has a t-value of 7,982 (positive)  $> 1.980$  and a significance value of 0.000. This means that the significance value of  $t = 0.000 < 0.05$  (level significant), so it can be concluded that H0 rejected and H4 accepted.

### **Analysis of the Coefficient of Determination (R<sup>2</sup>)**

Based on the results of the regression analysis in Table 8.7, above it can be seen that the value of the Coefficient of Determination (Adjusted R Square) of 0.835. This means that the variation in the value of Purchase Intention (Y) is influenced by 83.5% by the independent variables consisting from Social Media Marketing Activities (SMMA) (X1), Electronic Word Of Mouth (e- WOM) (X2), Brand Equity (X3). While the remaining 16.5% is influenced by other variables outside the independent variables studied.

### **Discussion**

*Social media marketing activities (SMMA), electronic word of mouth (e-WOM), brand equity has a positive and significant effect on product purchase intentions skincare the Avoskin brand during the COVID-19 pandemic*

In this study the results obtained that variable Social Media Marketing Activities (SMMA), Electronic Word Of Mouth (e-WOM), Brand Equity has a positive and significant effect on product Purchase Intentions skincare the Avoskin brand during

the COVID-19 pandemic. So it can be concluded that H1 accepted. This is supported by my research on the coefficient of determination (Adjusted R Square) of 0.835 which proves that the independent variable is social media marketing activities (SMMA), electronic word of mouth (e-WOM) and brand equity of 83.5% (more than 50%) has influenced the dependent variable purchase intention and also on the F test which has a significance F value of 0.000 indicating that more attention is paid to Social Media Marketing Activities (SMMA) interestingly, with Electronic Word Of Mouth (e-WOM) preferred and acceptable Brand Equity, then in line with increasing product purchase intention skincare the Avoskin brand during the COVID-19 pandemic because potential consumers felt interested in being active on social media accounts.

*Social Media Marketing Activities (SMMA) partially positive and significant effect on product purchase intentionskincare the Avoskin brand during the COVID-19 pandemic*

In this study the results obtained that variable Social Media Marketing Activities (SMMA), partially positive and significant effect on product purchase intention skincare the Avoskin brand during the COVID-19 pandemic. So that can be concluded that H2 accepted. These results support previous research from (Ajet al., 2020) with the title "The Influence of Social Media Marketing on Instagram on Purchase Intentions".

Testing this hypothesis is supported by the results of the descriptive analysis of that variable social media marketing activities (SMMA) which is increasingly very attractive with a percentage of more than 50%, namely 65.8% and is accompanied by a regression coefficient from SMMA which has a value of 0.158 which means positive and significant which is in the direction of increasing interest social media marketing activities (SMMA) then the product purchase intention increases skincare Avoskin brand. This shows that along with the development of technology, the use of social media for activities and has a positive attitude towards changes in social media social media marketing activities (SMMA) will certainly make potential customers always want to follow developments from the company's social media activities, especially during the Covid-19 Pandemic, so that purchasing intentions on products skincare Avoskin can increase

*Electronic Word of Mouth (e-WOM) partially positive and significant effect on product purchase intention skincare the Avoskin brand during the COVID-19 pandemic*

In this study the results obtained that variable electronic word of mouth (e- WOM) partially positive and significant effect on product purchase intention skincare the Avoskin brand during the COVID-19 pandemic. So that it can concluded that H3 accepted. These results support previous research from (Muhammad, 2021) with the title "The Influence of Social Media Marketing And Electronic Word Of Mouth Against Purchase Intentions on Converse Shoe Products".

Testing this hypothesis is supported by the results of the descriptive analysis of that variable electronic word of mouth (e-WOM) which is increasingly preferred with a percentage of 45.8% and a regression coefficient of e-WOM which has a value of 0.092 which means it is positive and significant which means it is in the direction of liking it more electronic word of mouth (e-WOM) the higher the intention to purchase the product skincare Avoskin brand.

### *Brand Equity has a positive and significant effect partially on product Purchase Intentions skincare the Avoskin brand during the COVID-19 pandemic*

In this study, the results were obtained that the variable brand equity has a positive and significant effect partially on product purchase intentions skincare the Avoskin brand during the COVID-19 pandemic. So it can be concluded that H4 accepted. These results support previous research from Choedonet al., (2020) with the title "The Effect of Social Media Marketing Activity on Purchase Intentions with Brand Equity and Social Brand Engagement"

Testing this hypothesis is supported by the results of the variable descriptive analysis that 50.8% of respondents from prospective Avoskin consumers in the DIY area think that the Avoskin brand is very easy to remember, it is very easy to know the characteristics of the product, and also has a special memory about the Avoskin brand. It can also be seen that the brand equity that can be accepted by potential Avoskin consumers during the COVID-19 pandemic can affect potential consumers in having purchase intentions for the product skincare Avoskin. This is reinforced by the regression coefficient of brand equity which has a value of 0.209 which means positive and significant which means that the more brand equity is received, the higher the intention to purchase the product skincare Avoskin brand.

## **Conclusion**

Based on the research hypothesis and the results of the descriptive variables, several can be drawn conclusion as follows: 1) Social Media Marketing Activities (SMMA), Electronic Word Of Mouth (e-WOM), Brand Equity have a jointly positive and significant effect on Purchase Intentions for Avoskin Brand Skincare Products During the COVID-19 Pandemic, 2) Social Media Marketing Activities (SMMA) has a partially positive and significant effect on Purchase Intentions for Avoskin Brand Skincare Products During the COVID-19 Pandemic, 3) Electronic Word Of Mouth (e-WOM) has a partially positive and significant effect on Purchase Intentions for Avoskin Brand Skincare Products During the COVID-19 Pandemic, 4) Brand Equity has a partially positive and significant effect on Purchase Intentions for Avoskin Brand Skincare Products During the COVID-19 Pandemic.

## **Limitations**

The variables of this study are still limited, this is indicated by the coefficient of determination (Adjusted R Square) of 0.835 which means that only 83.5% of the independent variables (Social Media Marketing Activities (SMMA), Electronic Word Of Mouth (e-WOM), Brand Equity) in this study was able to explain the variation of the purchase intention variable, while the remaining 16.5% was explained by other causes or influenced by other variables. Therefore, for further studies it is suggested to expand the research and add other variables that can influence purchase intention.

## **Implication**

Based on the results of research conducted, advice for companies, as follow: Based on statistical calculations, it can be said that each variable has an influence on the Purchase Intention Variable on the product skincare brand Avoskin, however variable Electronic Word Of Mouth (e-WOM) has the smallest influence on Purchase Intention.



This shows that potential consumers tend to discourage buying Avoskin products, if they get unfavorable reviews about the product skincare Avoskin. Some other consumers take the initiative to have purchase intentions because they already know information about the product skincare Avoskin on social media. It is hoped that Avoskin will maintain and pay attention to the quality of the products provided so that consumers who use Avoskin skincare products can like the product and give good reviews about the product because potential consumers believe that testimonials from product users skincare Avoskin influences potential customers to have a purchase intention for the product skincare Avoskin brand. So that he likes it even more electronic word of mouth (e- WOM) certainly can increase product purchase intention skincare Avoskin brand.

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