

SOCIAL MEDIA MARKETING, BRAND IMAGE, AND TRUST IMPACT ON CONSUMER PURCHASE INTEREST OF MIE SEDAP PRODUCTS IN SEMARANG CITY

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Abstract: The aim of this research is to determine the influence of social media marketing, brand image and trust on purchasing interest in delicious noodle products in Semarang City. Quantitative research, with an unknown population of all Mie Sedap customers in Semarang City. The sampling technique uses the Purposive Sampling method. The research sample was obtained using the Hair formula, resulting in a sample size of 115 respondents. The analysis in this research uses the descriptive analysis method, the data analysis method uses the classical assumption test, multiple linear regression analysis, model feasibility test (F test), and hypothesis test (t test) The results of this research show that brand image and digital marketing have an influence of 61.4% on purchasing interest, while the remaining 38.6% is explained by other variables outside the model of this research. The conclusions in this research show that social media marketing, brand image and trust have an influence on customer buying interest, so it is necessary to increase marketing for social media marketing, building brand image and customer trust.

Keywords: Social Media Marketig, Brand Image, Trust and Mie Sedap

1. Introduction

Lifestyle changes often affect people's consumption patterns. One of these changes is the popularity of instant noodles as a substitute for rice. In fact, this product is increasingly becoming the consumer's choice of food for everyday meals, because in addition to being practical and affordable, instant noodles are also quite filling. Instant noodles can be said to be ready-to-eat and easy-to-cook food, especially now that the competition for instant noodles in the business world is getting tighter, with the increasing number of similar companies offering instant noodle products. With the large number of customers who still stick with their products, the company will gain huge profits and make the company grow better because of the high consumer buying interest (Inesti and Handayani, 2020).

The consumer buying interest process cannot happen by itself. According to Kurniawan (2020), buying interest is the consumer's desire to have a product, where the buying interest will arise if a consumer has been influenced by the quality of the product, the advantages or disadvantages of the product from its competitors, and the price offered. Consumer buying interest is something related to the consumer's plan to buy a particular product at a certain time. Before consumers make a decision to buy a good or service, prospective buyers first have an interest in the product they are going to buy. Buying interest as a respondent's initiative in making a decision to buy a product.

The first factor that influences consumer buying interest is social media marketing. Social media marketing is a marketing practice that uses digital distribution channels to reach consumers in a relevant, personal, and cost-effective way. Social media marketing is a two-

way communication that seeks empathy with users, and a brand's social media activities provide an opportunity to reduce misunderstandings and prejudices about the brand, and to increase brand value by creating a platform for exchanging ideas and information with the public (Ang and Andreani, 2022).

The second factor that influences consumer purchasing interest is brand image. Building a brand image is very important for companies, apart from being a differentiator from other products from competitors, brand image will determine consumer choice of a product on the market. The name given to a product can determine the brand image of a product, an attractive brand can create a good image in society and become an advantage of the product and influence consumer interest. A perception that consumers have when they first hear, see, look at, and remember so that it is embedded in the minds of consumers. This means that this brand image is a view or assessment given by consumers to a brand of goods or services which then continues to be stored in their minds (Wijaya and Dewi, 2022).

The third factor that influences consumer buying interest is consumer trust. Consumer trust plays a very important role in mediating buying interest because if consumers already trust a product on social media, then consumer buying interest will also increase. Inspiration for consumer trust depends on how much information is obtained regarding a product. Consumer trust can be interpreted as consumer knowledge of objects, products and their interests. So, expectations, buying interest and high trust by potential consumers arise from the quality of a person's review on social media (Sari & Azizah, 2021).

This research was conducted on the sedaap cup noodle product produced by PT. Wings Food. PT. Wings Food launched its newest product, namely sedaap cup noodles, noodles in cup packaging have an attractive appearance accompanied by a good packaging design and complete with contents and seasonings. The attractive sedaap noodle packaging and the addition of various flavor choices increase consumer purchasing interest. The reason for choosing the object on sedaap cup noodles is because of the phenomenon of a decline in the Top Brand Index in 2021-2022 as shown in the following table:

**Table 1: Data on top brands of noodles in cup packaging in Indonesia
2019-2022**

Brand Name	TBI 2019	TBI 2020	TBI 2021	TBI 2022
Mie Kemasan Cup				
Pop Mie	46	41	53.8	54.2
Mie Sedaap Cup	42.1	40	35.3	34.8
ABC	6.4	8.2	7.0	6.4
Gaga	-	-	3.1	3.1

Sumber : <http://www.topbrand-award.com>, 2022

The data above shows that there has been a decline in the Top Brand Index for Mie Sedaap Cup products, especially from 2019-2022 or the last 4 years. This indicates that consumer purchasing interest is inconsistent and tends to decline, so it is certainly interesting to examine what factors influence consumer purchasing interest in Mie Sedaap Cup products.

According to research results from the Katadata Insight Center (KIC), instant noodles are the most consumed product by the public during the past month with a percentage of 89.1 percent. Indomie topped the list of the most consumed instant noodle brands throughout 2022 with a percentage of respondents reaching 88.6 percent. Followed by the Mie Sedaap and Supermi brands with percentages of 68.9 percent and 32.3 percent respectively. In fourth place is Lemonilo with a percentage of respondents of 25.9 percent. Next, there is the Mi Sukses brand

with a percentage of 20.5 percent. Followed by ABC with 16.3 percent, Richeese with 13.6 percent, Samyang 12.1 percent, and Bakmi Mewah 10.8 percent. The data above shows that Mie Sedaap has the second largest percentage with a figure of 68.9%, still below the instant noodle product from Indomie.

In addition to the description of the problem above, there are several studies that describe the relationship between the above factors and consumer purchasing interest, although there are different results between one researcher and another. Table 2 below is a gap research that describes the relationship between factors and performance:

Tabel 2: Tabel Research Gap

Variabel	Signifikan	Tidak Signifikan
<i>Social media marketing on consumer purchasing interest</i>	Ang dan Andreani (2022); Geraldine dan Susanti (2021); Moslehpour et.al (2020)	Yunikartika dan Harti (2022)
<i>Brand image towards consumer purchasing interest</i>	Wijaya dan Dewi (2022); Dhaefina dkk (2021); Prawira (2019); Moslehpour et.al (2020)	Geraldine dan Susanti (2021)
<i>Confidence in consumer purchasing interest</i>	Ang dan Andreani (2022); Moslehpour et.al (2020)	Yunikartika dan Harti (2022)

2. Literature Review

Literature Review

A literature review explain about theory in the journal, book, proceeding, etc. A literature as always talk about you are topic area. It should be formatted using 12 point, Times New Roman, single spaced.

Social Media Marketing

Social media marketing is a marketing practice that uses digital distribution channels to reach consumers in a relevant, personal, and cost-effective way. Social media marketing is a two-way communication that seeks empathy with users, and a brand's social media activities provide an opportunity to reduce misunderstandings and prejudices about the brand, and to increase brand value by creating a platform for exchanging ideas and information with the public. (Ang and Andreani, 2022).

Website technologies in cyberspace make it easy for everyone to access, create and most importantly distribute their own content. Uploading content on a blog, tweet, or video on YouTube can be reproduced and viewed by millions of people widely and for free. Advertising does not have to pay a lot of money to publishers or distributors for promotion. Now advertisers can create their own content that is interesting and viewed by many people - (Zarella, 2010).

Brand Image

Brand image is a representation of the overall perception of a brand and is formed from past information and experiences with the brand. According to Kotler (2016), a brand is not just a symbol that can distinguish a company's products from its competitors, but a brand is a promise to consistently provide certain features and service benefits to its consumers. Kotler and Keller

(2016) say that Brand Awareness is related to the brand name that will stick in the minds of consumers. While brand image is interpreted as an assessment of a brand as indicated by the brand association in the consumer's memory. Brand associations occur in various forms but can be distinguished into overall assessment associations and those that are related to brand attributes and advantages.

Trust

Trust as a willingness to rely on another party that has been trusted. Trust contains two different aspects, namely credibility which refers to the belief that the other party has the expertise to carry out their duties and the seriousness of the other party that he has the sincerity to carry out what has been agreed. This definition indicates that trust is a fundamental component of marketing strategy in creating true relationships with consumers. Companies that operate build cooperative relationships with their customers as one of their competitive strategies. With long-term cooperative relationships, companies can work more effectively by saving transaction costs and can increase competitiveness. Such cooperative relationships are usually characterized by high trust (Morgan and Hunt, 2014).

Purchase Interest

According to Kotler and Armstrong (2017) buying interest is an activity that arises because of feelings and thoughts about the desired product. According to Damiyati, et al. (2017) it is an encouragement for individuals so that individuals can put feelings automatically and without coercion towards the product, then will make a purchase. So buying interest is interpreted as the behavior of liking products that suit their pleasures and needs, then will always make purchases.

Purchase intention is part of the behavioral component in consumption attitudes. "Purchase intention represents the possibility that consumers will plan or be willing to purchase a certain product or service in the future". So it can be concluded that purchase intention is a form of consumer attitude and tendency in evaluating an object before the purchase decision is actually made in the future (Prawira, 2019).

3. Method

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2016). The population in this study are consumers who make purchases on Mie Sedap Cup products. The sample is part of the population. The sample consists of the number of members selected from the population. The sample in this study is part of consumers (especially for the city of Semarang) who make purchases on Mie Sedap Cup products. The sampling method in this study uses the Hair et. al (2014) formula, so the number of samples used is 115 respondents. The data collection method used in this study is a questionnaire.

4. Result and Discussion

Validity Test

Based on the validity test that has been carried out using SPSS software by comparing the calculated r with the table r ($df=n-2=115-2=113$) of 0.1937 as in the table below:

Table 3: Validity Test of Research Variables

Variable Name	Item	R value Calculated	R value table	Conclusion
<i>Social Media Marketing</i>	X1.1	0.857	0.1832	Valid
	X1.2	0.809		Valid
	X1.3	0.820		Valid
	X1.4	0.811		Valid
	X1.5	0.575		Valid
Brand Image	X2.1	0.833	0.1832	Valid
	X2.2	0.765		Valid
	X2.3	0.798		Valid
Trust	X3.1	0.823	0.1832	Valid
	X3.2	0.817		Valid
	X3.3	0.861		Valid
Consumer purchasing interest	Y.1	0.850	0.1832	Valid
	Y.2	0.855		Valid
	Y.3	0.823		Valid
	Y.4	0.868		Valid

From table 3 above, it is indicated that all question instruments (question items) are declared valid because the calculated r value is greater than the r table (0.1832).

Reliability Test

Table 4: Reliability Test Results

Variable	Cronbach Alpha Value	Standard	Description
<i>Social Media Marketing</i>	0,908	0,7	Reliabel
Brand Image	0,895		Reliabel
Trust	0,917		Reliabel
Consumer purchasing interest	0,936		Reliabel

Based on the table above, it can be seen that all variables have a Cronbach Alpha value > 0.7; this means that all variables in this study are reliable.

Multiple Regression Analysis

Table 5: Multiple Regression Analysis

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,141	,326		,431	,667		
	Social Media Marketing	,350	,093	,270	3,779	,000	,663	1,508
	Citra Merek	,393	,090	,408	4,362	,000	,387	2,584
	Kepercayaan	,236	,096	,229	2,462	,015	,390	2,564

a. Dependent Variable: Minat Beli Konsumen

Based on table 5, the research model regression equation is as follows:

$$Y = 0,270 X_1 + 0,408 X_2 + 0,229 X_3$$

The most dominant independent variable influencing consumer purchase intention is Brand Image with a regression coefficient value of 0.408; the second factor influencing consumer purchase intention is Social Media Marketing with a regression coefficient value of 0.270. While the third factor influencing consumer purchase intention is trust with a regression coefficient value of 0.229.

Hypothesis Testing

1. The Influence of Social Media Marketing on Consumer Purchase Interest

Based on the test results in table 4.13 above, the calculated t value is 3.779 and the significance or probability value is $0.000 < 5\%$ significance level or 0.05, meaning that there is a positive and significant influence of Social Media Marketing on Consumer Purchase Interest. Thus, the first hypothesis stating that Social Media Marketing has a positive and significant influence on Consumer Purchase Interest is accepted.

2. The Influence of Brand Image on Consumer Purchase Interest

Based on the test results in table 4.13 above, the calculated t value is 4.362 and the significance or probability value is $0.000 < 5\%$ significance level or 0.05, meaning that there is a positive and significant influence of Brand Image on Consumer Purchase Interest. Thus, the second hypothesis stating that Brand Image has a positive and significant influence on Consumer Purchase Interest is accepted.

3. The Influence of Trust on Consumer Purchase Interest

Based on the test results in table 4.13 above, the calculated t value is 2.462 and the significance or probability value is $0.015 < 5\%$ significance level or 0.05, meaning that there is a positive and significant influence of Trust on Consumer Purchase Interest. Thus, the third hypothesis stating that Trust has a positive and significant influence on Consumer Purchase Interest is accepted.

Coefficient of Determination

Table 6: Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,790 ^a	,624	,614	,49272

a. Predictors: (Constant), Kepercayaan, Social Media Marketing, Citra Merek

b. Dependent Variable: Minat Beli Konsumen

From the data processing shows the determination coefficient value reviewed from the adjusted R^2 figure of 0.614 indicating that the magnitude of the influence of variations in independent variables including: social media marketing, brand image and trust can explain consumer purchasing interest obtained a percentage of 61.4%. The remaining 38.6% obtained from $100\% - 61.4\%$ is explained by other variables not proposed in this research.

5. Conclusions

The conclusions that can be explained from the research results include:

- 1 Social Media Marketing partially has a positive and significant effect on consumer purchasing interest, meaning that the better the Social Media Marketing, the more it will increase consumer purchasing interest. Conversely, the worse the Social Media Marketing, the more it will decrease consumer purchasing interest.

- 2 Brand image partially has a positive and significant effect on consumer purchasing interest, meaning that the better the brand image, the more it will increase consumer purchasing interest. Conversely, the worse the brand image, the more it will decrease consumer purchasing interest.
- 3 Trust partially has a positive and significant effect on consumer purchasing interest, meaning that the better the trust, the more it will increase consumer purchasing interest. Conversely, the worse the trust, the more it will decrease consumer purchasing interest.

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