

# **The Influence of Instagram Social Media Marketing, Electronic Word of Mouth, Advertising Effectiveness on Brand Awareness and Repurchase Intention**

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## **ABSTRACT**

*This research aims to analyze variables that can influence Repurchase Intention, namely Instagram social media marketing, electronic word of mouth, advertising effectiveness and brand awareness. The research design for the population in this study is ShopeeFood consumers in the Special Region of Yogyakarta. The type of data used is primary data obtained through a questionnaire, with a five Likert scale measurement scale. The sampling technique uses Non-Probability sampling with a purposive sampling method. The total research sample was 200 respondents. Data analysis and hypothesis testing using Structural Equation Modeling with AMOS 24.0. The research results show that: 1) Instagram social media marketing has a positive and significant effect on brand awareness, 2) electronic word of mouth has a positive and significant effect on brand awareness, 3) advertising effectiveness has a positive and insignificant effect on brand awareness, 4) Instagram social media marketing has a positive and significant effect on repurchase intention, (5) electronic word of mouth has a negative and insignificant effect on repurchase intention, 6) advertising effectiveness has a positive and significant effect on repurchase intention, (7) awareness Brand has a positive and significant effect on repurchase intention. Furthermore, the results of the indirect influence hypothesis test were obtained: 8) brand awareness was not able to mediate the influence of Instagram social media marketing on repurchase intention, 9) brand awareness was able to mediate electronic word of mouth on repurchase intention, and 10) brand awareness was not able to mediate the influence of advertising effectiveness on repurchase intentions.*

**Keywords:** *Instagram social media marketing, electronic word of mouth, advertising effectiveness, brand awareness, repurchase intention*

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## **I. INTRODUCTION**

The development of internet-based information technology is very fast and continues to experience innovations that have a positive impact on human life. This speed of change has made it easier for humans to interact, exchange information, and have an impact on trends and human lifestyles. Technological advances make it easier for humans to fulfill various kinds of life needs, the emergence of various new applications that stimulate development in every industry, including digital-based businesses. Food delivery services are increasingly developing, helping customers save time and energy and making purchasing food or drinks practical. Likewise, prospective users can use ShopeeFood services via online applications, and can access them on the Play store or App store. Along with the rapid development of the internet in the telecommunications sector, it has an impact on consumer behavior in terms of purchasing intentions for online food delivery, which is currently a service innovation that consumers are interested in. The faster development of the internet can help consumers in their daily activities, consumers can even save time from online food delivery services.

Yogyakarta Special Region is known as a student city and tourist city, there are many culinary business actors and a large market share to be able to develop. The large number of students and tourists visiting is an attraction for Micro, Small and Medium Enterprises (MSMEs) in Yogyakarta. MSMEs not only sell offline but they are also interested in opening their business online. The driving factor for online culinary businesses is the ease of access, simply by using a personal cellphone. According to Setwan, (2022) to support the development and help the movement of small and medium businesses in the city of Yogyakarta in the new order of life, especially after the Covid 19 pandemic, the Yogyakarta City Government through the Department of Industry, Cooperatives and SMEs (Disperinkopukm) continues to promote social media and digitalization of MSMEs. Current business conditions are increasingly dependent on digital power, making MSME players not to be left behind.

The results of research conducted by Tenggara Strategic show that ShopeeFood is the second largest online food delivery service in Indonesia after GoFood (Datikfood, 2022). Even though ShopeeFood has only been operating since 2021, this service already has a greater transaction value than GrabFood. ShopeeFood's

transaction value reached IDR 26.49 trillion or around 34% in Indonesia. ShopeeFood is the second top brand for delivery services that is often remembered by consumers with a percentage of 28%. According to Farah, (2023) Shopee Food was previously present in the cities of Surabaya and Bandung, this time Yogyakarta residents can also enjoy this service. Because, recently Shopee Food has become a public need apart from the needs of the people in the Yogyakarta area. With the presence of Shopee Food, there are more options for ordering food and drinks online.

It is important to know that factors that can have an impact on brand awareness in customers so that they have the intention to make a purchase, one of which is marketing on social media. According to Kotler & Keller, (2016) the most important component of digital marketing is social media. Social media allows marketers to build a public voice and presence online. Based on research by Maria et al., (2020) by being consistently and actively present on social media, companies can create a strong brand identity and strengthen relationships with users and potential audiences. Apart from marketing factors on social media, electronic word of mouth (e-WOM) is also a factor that customers pay attention to when making repeat purchases through brand awareness. e-WOM communication is the main source of information in the consumer decision-making process, therefore companies need to manage e-WOM communication. People often give and seek information from others via the internet has attracted the attention of many researchers (Ismagilova et al., 2017). Apart from social media marketing and electronic word of mouth, advertising effectiveness also influences brand awareness on repurchase intentions. According to Kotler & Keller, (2016) advertising can be an economical way to create messages to either create brand preferences or educate the public. Based on the description above, this is the reason for the need to research repurchase interest for ShopeeFood users.

## **II. Literature Review and Hypothesis Development**

The theories underlying this research are consumer behavior theories, namely the Theory of Planned Behavior (TPB), social media marketing, electronic word of mouth, advertising effectiveness, and brand awareness.

### **Theory Of Planned Behavior**

The Theory of Planned Behavior, abbreviated as TPB, is a further development of the Theory of Reasoned Action (TRA), TPB was coined by Icek Ajzen in 1985 through his article "From intentions to actions: A Theory of planned behavior". TPB is based on various attitude theories such as learning theory, expectancy value theory, consistency theories and attribution theory. In psychology, the theory of planned behavior is a theory about the relationship between beliefs and behavior. TPB or Theory of Planned Behavior is a theory that explains the causes of behavioral intentions. According to the TPB, behavioral intentions are determined by three main determinants, namely attitudes, subjective norms, and perceived behavioral control. Until now, this theory is widely used in various sciences that discuss behavior and environmental issues, and the extent to which an individual has a positive or negative assessment of certain behavior. TPB says that, much human behavior can be predicted from behavioral intentions and consumers can predict that they will behave in a planned and deliberate manner (King, 2019). In this research, the purchase intention variable is based on the framework of the theory of planned behavior (TPB), because purchase intention is included in the concept of behavioral intention.

### **Social Media Marketing**

According to Helianthusofri, (2019), social media marketing is a digital marketing strategy that involves creating and sharing content on social media platforms with the aim of building a brand and promoting products or services. According to Tuten & Solomon, (2018) Social Network Marketing is a term that refers to users of social media channels, software and technology to create, communicate, deliver and exchange offers of goods and services that have value for business stakeholders. Social media is a vehicle for consumers to share text, images, audio and video coverage with other users or with companies and vice versa (Kotler & Keller, 2016). According to Gunelius, (2011) social media marketing is a type of marketing carried out using social web tools, such as social networks, blogs and services.

### **Electronic Word of Mouth**

According to Kotler & Keller, (2016) viral marketing, commonly known as electronic word of mouth, is marketing that encourages consumers to share products and services or audio, video or textual information developed by a company with other people online. According to Prasetyo et al., (2018) electronic word of mouth is information provided by customers, both potential and actual customers or old customers, about a product or service, whether positive or negative, this information can be shared by many people or organizations who can accessed via the internet.

### **Advertising Effectiveness**

According to Kotler & Keller, (2016) advertising effectiveness is a measurement of the communication impact of an advertisement on awareness, knowledge, or preferences. According to L. Schiffman & Kanuk, (2009) advertising effectiveness is information that increases the possibility that people will buy an advertised good or service. Advertising effectiveness means that the advertising message succeeds in achieving marketing objectives (Sutisna, 2002). According to Shimp, (2003) advertising effectiveness is measuring the level of consumer satisfaction with advertising where the advertisement has succeeded in communicating brand values and identity well, such as increasing brand awareness, increasing consumer understanding of advertising, or influencing purchasing intentions and behavior. Advertising can be said to be effective if an advertisement has achieved the goals it wants to achieve.

### **Brand Awareness**

According to Keller & Swaminathan, (2020) building brand awareness means increasing brand intimacy through repeated exposure, although this is generally more effective for introducing the brand than remembering the brand. This means, the more consumers experience a brand by seeing it, hearing it, or thinking about it, the more likely they will remember the brand strongly. According to Kotler & Keller, (2016) brand awareness is growing consumers' ability to recognize or remember brands clearly to make purchases.

### **Hypothesis Development**

#### **The Effect of Instagram Social Media Marketing on Brand Awareness**

According to Helianthusofri, (2019) Social Media Marketing is a digital marketing strategy that involves creating and sharing content on social media platforms with the aim of building a brand and promoting products or services. According to Keller, L. Keller, & Swaminathan, V. (2020), building brand awareness means increasing brand intimacy through repeated exposure, although this is generally more effective for introducing a brand than remembering a brand. This means, the more consumers experience a brand by seeing it, hearing it, or thinking about it, the more likely they will remember the brand strongly.

H1: Instagram social media marketing has a positive and significant effect on brand awareness.

#### **The Effect of Electronic Word of Mouth on Brand Awareness**

E-WOM is a strong and continuous process of exchanging information between existing customers, actual customers about a product, service, brand or industry open to many people and companies via the internet (Ismagilova et al., 2017). According to Aaker, (1996) brand awareness is the way consumers remember a brand, starting from recognition, memories about the brand, to the brand that dominates.

H2: Electronic word of mouth has a positive and significant effect on brand awareness.

#### **The Influence of Advertising Effectiveness on Brand Awareness**

According to Kotler & Keller, (2016) advertising effectiveness is a measurement of the communication impact of an advertisement on awareness, knowledge, or preferences. According to Shimp, (2003) advertising effectiveness is measuring the level of consumer satisfaction with advertising where the advertisement has succeeded in communicating brand values and identity well, such as increasing brand awareness, increasing consumer understanding of advertising, or influencing purchasing intentions and behavior. Advertising can be said to be effective if an advertisement has achieved the goals it wants to achieve.

H3: Advertising effectiveness has a positive and significant effect on brand awareness.

#### **The Influence of Instagram Social Media Marketing on Repurchase Intention**

According to Tuten & Solomon, (2018) Social Network Marketing is a term that refers to users of social media channels, software and technology to create, communicate, deliver and exchange offers of goods and services that have value for business stakeholders. According to Petter & Olson, (2014) repurchase intention is a consumer's activity in making purchases more than once or several times.

H4: Instagram social media marketing has a positive and significant effect on repurchase intention.

#### **The Influence of Electronic Word of Mouth on Repurchase Intention**

According to Schiffman & Wisenblit, (2015) electronic word of mouth is marketing carried out online by word of mouth, as expressed through social networks, blogs, brand communities, discussion forums and tweets. Word of mouth promotion is the best communication, because it is believed that reference groups, such as neighbors, relatives, employees and other customers can meet via the internet and chat rooms in the media and are able to influence a person's behavior. According to Thamrin & Francis, (2012) repeat purchase intention is a consumer's purchase intention which is based on previous shopping experiences.

H5: Electronic word of mouth has a positive and significant effect on repurchase intention.

### **The Influence of Advertising Effectiveness on Repurchase Intention**

According to L. Schiffman & Kanuk, (2009), advertising effectiveness is information that increases the possibility that people will buy an advertised good or service. Advertising effectiveness means that the advertising message succeeds in achieving marketing objectives (Sutisna, 2002). According to Kotler & Armstrong, (2018) repurchase intention is where consumers determine their value and purchase intention at the evaluation process level.

H6: Advertising effectiveness has a positive and significant effect on repurchase intention

### **The influence of brand awareness on repurchase intention**

Brand awareness is the way consumers remember a brand, starting from recognition, memories about the brand, to dominating the brand (Aaker, 1996).

From this explanation, it can be concluded that brand awareness has a positive and significant effect on repurchase intention. This has been proven by several researchers, namely (Ilyas et al., 2020), (Maemunah, 2023), and (Gultom et al., 2022). Based on the description above, the following hypothesis can be proposed in this research:

H7: Brand awareness has a positive and significant effect on repurchase intention.

### **Brand awareness mediates the relationship between social media marketing and repurchase intention**

According to Keller & Swaminathan, (2020) building brand awareness means increasing brand intimacy through repeated exposure, although this is generally more effective for introducing the brand than remembering the brand. Simbolon & Law, (2022), and Maria et al., (2020), explain that social media marketing has a significant effect on repurchase intentions through brand awareness. Then, Ilyas et al., (2020) also explained that brand awareness has a positive and significant effect on repurchase intention. Based on this explanation, the following hypothesis can be proposed in this research:

H8: Social media marketing influences repurchase intention through brand awareness.

### **Brand awareness mediates the relationship between electronic word of mouth and repurchase intention**

Electronic word of mouth is a process of strong and continuous exchange of information between existing customers, actual customers about a product, service, brand or industry open to many people and companies via the internet (Ismagilova et al., 2017). This is supported by the findings of research conducted (Hirani & Handriana, 2022), that electronic word of mouth has a positive and significant effect on brand awareness. Research findings from Ilyas et al., (2020) show that brand awareness has a positive and significant effect on repurchase intention. Putri & Pradhanawati, (2021) also explained that electronic word of mouth has a positive and significant effect on repurchase intentions. Based on the description above, the following hypothesis can be proposed in this research:

H9: Electronic word of mouth influences repurchase intention through brand awareness.

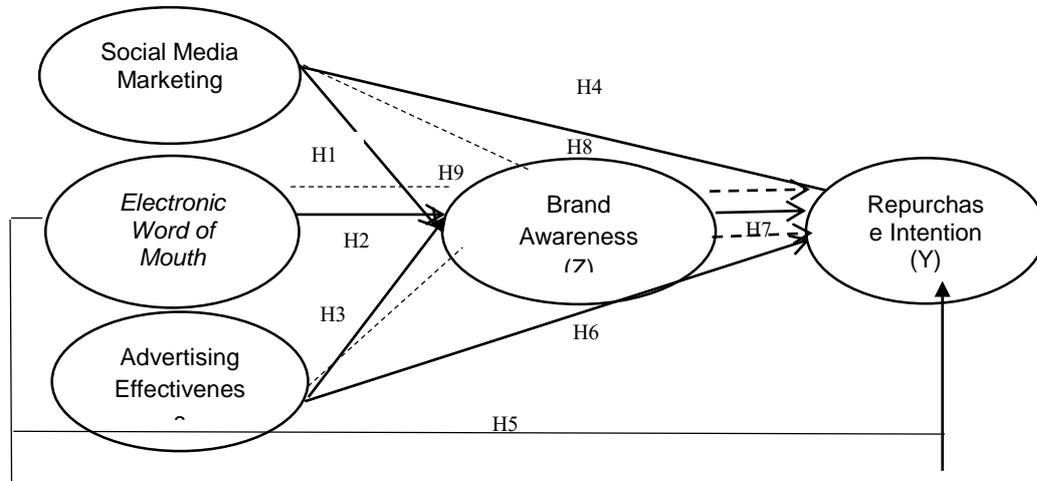
### **Brand awareness mediates the relationship between advertising effectiveness variables and repurchase intention**

According to (Aaker, 1996) brand awareness is the way consumers remember a brand, starting from recognition, memories about the brand, to dominating the brand. This is supported by research by Maria et al., (2020), which explains that advertising effectiveness has a positive and significant effect on brand awareness. Ilyas et al., (2020) also explained that brand awareness has a positive and significant effect on repurchase intention. Mareta & Kurniawati, (2020) show that advertising has a positive and significant effect on repurchase intentions. Based on the description above, the following hypothesis can be proposed in this research:

H10: Advertising effectiveness influences repurchase intention through brand awareness.

**Research Model**

Based on the literature review and hypothesis, the research model is presented in Figure 1 below:



**Figure 1. Research model**  
Source: Maria et al., (2020)

**III. Research Methods**

The research subjects are ShopeeFood consumers in the Special Region of Yogyakarta, and the research object is ShopeeFood services. This type of data uses primary data obtained through a questionnaire using a Likert scale. A sample of 200 respondents was determined based on a non-probability sampling technique with a purposive sampling method, with the criteria being that the respondent was at least 17 years old; have the Shopee application; have made a purchase via ShopeeFood at least once in the last 6 months; respondents actively follow the ShopeeFood Instagram social media account. Data analysis used descriptive analysis and Structural Equation Modeling (SEM) assisted by the AMOS 24.0 program. Following are the indicators for each variable studied.

**Table 1. Operational Definition of Variables**

No	Variable	Definition	Indicator	Source
1.	Social Media Marketing (X1)	Social media marketing is a type of marketing carried out using social web tools, such as social networks, blogs and services (Gunelius, 2011)	1. Content creation 2. Sharing content 3. Connecting 4. Community building	(Gunelius, 2011)
2.	Electronic word of mouth (X2)	Electronic word of mouth is information provided by customers, both potential and actual customers or existing customers, about a product or service, whether positive or negative, this information can be shared by many people or organizations that can be accessed via the internet (Prasetyo et al., 2018)	1. Frequency (level of frequency) in accessing information on social networks 2. Frequency (level of frequency) between social network users 3. The large number of reviews written by social network customers 4. Positive comments from social media users 5. Recommendations from other people on social media 6. Negative comments from social media users 7. Information on service quality on social media 8. Price information offered on social media 9. Information on comfort and services on social media	(Goyette, et al., 2010)
3.	Advertising Effectiveness (X3)	Advertising effectiveness is a measurement of the communication impact of an advertisement on awareness, knowledge, or preferences (Kotler & Keller, 2016).	1. empathy 2. persuasion 3. impact 4. communication	(Durianto et al., 2003)

No	Variable	Definition	Indicator	Source
4	Brand Awareness (Z)	Brand awareness is the way consumers remember a brand, starting from recognition, memories about the brand, to a dominating brand (Aaker, 1996)	1. unknown brand 2. Brand recognition 3. Brand recall 4. Top of mind	Aaker, 2009)
5	Repurchase Intention (Y)	Repurchase intention is a consumer's purchase intention which is based on previous shopping experiences (Thamrin & Francis, 2012)	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest	(Ferdinand, 2002)

#### IV. Results and Discussion

The research results begin by providing a description of the respondents, instrument testing, and data analysis. The following is a description of the respondents who were the subjects of this research.

**Table 2. Characteristics of Respondents**

Group	Characteristics	Frequency	Percentage
Age	17-21	64	42
	22-26	61	40,5
	27-31	30	5
	>31	45	12,5
	Total	200	100
Gender	Male	98	49
	Female	102	51
	Total	200	100
Education	Senior High School	90	64,5
	Diploma	11	5,5
	Bachelor	97	28,5
	Postgraduate	2	1
	Total	200	100
Occupation	Student	97	58,5
	Private sector employee	45	17,5
	Self-employed	30	10
	Civil servants	13	6,5
	TNI/POLRI	10	5
	Nurse	1	0,5
	Housewife	4	2
	Total	200	100
Income	Rp 2.000.000-Rp 3.000.000	55	47,5
	> Rp 3.000.000-Rp 4.000.000	89	29,5
	> Rp 4.000.000- Rp 5.000.000	30	10
	> Rp 5.000.000	26	13
	Total	200	100

#### Instrument Test Results

##### Validity Test Results

Validity testing was carried out using the Confirmatory Factor Analysis (CFA) technique. CFA is a factor analysis designed to test constructs or variables in research. An indicator can be said to be valid if it has a factor loading value > 0.5. The validity test results are presented in Table 3 below:

**Table 3. Validity Test Results**

No	Variable	Item	Loading Factors	Limit	Information
1.	Social Media Marketing (X1)	X1.1	0,739	> 0,5	Valid
		X1.2	0,855	> 0,5	Valid
		X1.3	0,702	> 0,5	Valid
		X1.4	0,739	> 0,5	Valid
2.	Electronic Word Of Mouth (X2)	X2.1	0,531	> 0,5	Valid
		X2.2	0,575	> 0,5	Valid
		X2.3	0,611	> 0,5	Valid
		X2.4	0,652	> 0,5	Valid
		X2.5	0,689	> 0,5	Valid
		X2.6	0,622	> 0,5	Valid
		X2.7	0,647	> 0,5	Valid
		X2.8	0,723	> 0,5	Valid

No	Variable	Item	Loading Factors	Limit	Information
3.	Advertising Effectiveness (X3)	X2.9	0,731	> 0,5	Valid
		X3.1	0,775	> 0,5	Valid
		X3.2	0,821	> 0,5	Valid
		X3.3	0,775	> 0,5	Valid
4.	Brand Awereness (Z)	X3.4	0,865	> 0,5	Valid
		Z1	0,758	> 0,5	Valid
		Z2	0,699	> 0,5	Valid
		Z3	0,704	> 0,5	Valid
5.	Repurchase Intention (Y)	Z4	0,667	> 0,5	Valid
		Y1	0,835	> 0,5	Valid
		Y2	0,844	> 0,5	Valid
		Y3	0,788	> 0,5	Valid
		Y4	0,778	> 0,5	Valid

Based on table 3 above, the results of the validity test show that all indicators in the social media marketing variables, electronic word of mouth, advertising effectiveness, brand awareness, and repurchase intention are all valid with factor loading values > 0.5.

### Reliability Test Results

The following are the results of the reliability test in this research:

**Table 4. Reliability Test Results**

No	Variable	Construct Reliability	Limit	Information
1.	Social Media Marketing	0,87207	> 0,7	Reliabel
2.	Electronic Word Of Mouth	0,75017	> 0,7	Reliabel
3.	Advertising Effectiveness	0,88328	> 0,7	Reliabel
4.	Brand Awereness	0,80024	> 0,7	Reliabel
5.	Repurchase Intention	0,88530	> 0,7	Reliabel

Based on table 4 above, the results of the reliability test show that the variables social media marketing, electronic word of mouth, advertising effectiveness, brand awareness, and repurchase intention are all variables declared reliable and show a CR value > 0.7.

### Model Testing Results

Hypothesis testing begins by conducting model testing and Structural Equation Modeling analysis. The results of testing the research model and testing the hypothesis are presented below.

The following research model testing results are presented in Table 4 below:

**Table 5. Assess Goodness of Fit**

No	Criteria	Cut-off Value	Model Results	Information
1.	Chi Square	Expected to be small	327,269	
2.	CMIN/DF	≤ 2.0	1,982	Good Fit
3.	RMSEA	≥ 0,08	0,075	Marginal Fit
4.	GFI	≥ 0,90	0,803	Marginal Fit
5.	AGFI	≥ 0,90	0,759	Marginal Fit
6.	TLI	≥ 0,90	0,898	Marginal Fit
7.	CFI	≥ 0,90	0,910	Good Fit

Based on table 5 above, it explains the results of the Goodness of Fit test as a whole and can be proposed if the feasibility of the SEM model is sufficient to meet the accepted requirements. According to Ghazali, (2013) if one of the goodness of fit criteria meets the requirements then it is permissible to continue research. From Table 5 above, it shows that overall the Fit Model of the exogenous construct is stated.

### Hypothesis Testing Results

Hypothesis testing is carried out to answer questions in this research or analyze the relationships of the structural model. The results of the analysis can be seen from the standardized regression weight value which shows the coefficient of influence between variables, presented in table 6 below:

**Table 6. Direct Effect Hypothesis Test Results**

Variabel		Variable	Estimate	C.R.	P	Keterangan
Pemasaran Media Sosisal	→	Brand Awareness	0,245	2,642	0,008	Signicant Positive
Electronic Word of Mouth	→	Brand Awareness	0,298	3,410	0,000	Signicant Positive
Efektivitas Iklan	→	Brand Awareness	0,104	1,256	0,209	Signicant is not Positive
Pemasaran Media Sosial	→	Repurchase Intention	0,411	2,792	0,005	Signicant Positive
Electronic Word of Mouth	→	Repurchase Intention	-0,280	-1,941	0,052	Negative are not Significant
Efektivitas Iklan	→	Repurchase Intention	0,406	3,105	0,002	Signicant Positive
Brand Awareness	→	Repurchase Intention	0,400	2,227	0,026	Signicant Positive

### The Influence of Instagram Social Media Marketing on Brand Awareness

Based on the results of hypothesis testing in table 6, hypothesis 1 shows that the influence of Instagram social media marketing on brand awareness has an estimate in the positive direction of 0.245, meaning that the higher the Instagram social media marketing, the greater the brand awareness that grows in the minds of ShopeeFood consumers. The test results also show that the CR value is  $2.642 > 1.96$  and the probability value is  $0.008 < 0.05$ . This is in accordance with the required criteria, namely  $CR > 1.96$  and  $P \text{ value} < 0.05$ . This means that the results of hypothesis 1 testing show that Instagram social media marketing has a positive and significant influence on brand awareness, thus the first hypothesis is accepted.

The results of this research are in line with research from Maria et al., (2020) which states that social media marketing has a positive and significant effect on brand awareness. Sri Yunan Budiarsi et al., (2021) stated the same thing that social media marketing has a positive and significant effect on brand awareness. Aileen et al., (2021), Ibrahim et al., (2023), Margaretha, (2021), and Seo & Park, (2018) also revealed that social media marketing has a positive and significant effect on brand awareness.

### The Relationship of Electronic Word of Mouth to Brand Awareness

The results of hypothesis 2 testing show that the influence of electronic word of mouth on brand awareness has an estimate in the positive direction of 0.298, meaning that the higher the electronic word of mouth, the greater the brand awareness that grows in the minds of ShopeeFood consumers. The results of the research above show that the CR value is  $3.410 > 1.96$  and the probability value is  $0.000 < 0.05$ . This is in accordance with the required criteria, namely  $CR \text{ value} > 1.96$  and  $P \text{ value} < 0.05$ . The results show that electronic word of mouth has a positive and significant influence on brand awareness, meaning the second hypothesis is accepted.

The results of this research are in line with research from Hairani & Handriana, (2022) which states that electronic word of mouth has a positive and significant effect on brand awareness. This research is also in line with the results of Kristiyono et al., (2023) which stated that electronic word of mouth has a positive and significant effect on brand awareness. Then research from Ibrahim et al., (2023) and Margaretha, (2021) also revealed that electronic word of mouth has a positive and significant effect on brand awareness.

### The Relationship between Advertising Effectiveness and Brand Awareness

The results of hypothesis 3 testing show that the effect of advertising effectiveness on brand awareness has an estimate in the positive direction of 0.104, meaning that the higher the advertising effectiveness, the more brand awareness will grow in the minds of ShopeeFood consumers. The results of the research above show that the CR value is  $1.256 < 1.96$  and the probability value is  $0.209 > 0.05$ . This does not comply with the required criteria, namely  $CR > 1.96$  and  $P \text{ value} < 0.05$ . Based on these results, it shows that advertising effectiveness has a positive and insignificant influence and research on brand awareness and the third hypothesis are rejected.

This is not in line with research from Maria et al., (2020), (Aileen et al., (2021), Laraswati, (2018), and Rini & Marlina, (2020) which states that advertising effectiveness has a positive and significant effect on brand awareness.

### **The Relationship between Instagram Social Media Marketing and Repurchase Intention**

The results of hypothesis test 4 show that the influence of Instagram social media marketing on repurchase intention has an estimate in the positive direction of 0.411, meaning that the higher the social media marketing, the greater the repurchase intention generated among ShopeeFood consumers. The research above shows that  $CR\ 2.792 > 1.96$  and the probability value is  $0.005 < 0.05$ . This is in accordance with the criteria required if  $CR > 1.96$  and  $P\ value < 0.05$ . Based on these results, it shows that Instagram social media marketing has a positive and significant influence on brand awareness and research on the fourth hypothesis is accepted.

The results of this research are in line with research from Simbolon & Law, (2022) which states that social media marketing has a positive and significant effect on brand awareness. This research is also in line with research from Maskuroh et al., (2022) which states that social media marketing has a positive and significant effect on brand awareness.

### **The Relationship between Electronic Word of Mouth and Repurchase Intention**

The results of hypothesis 5 testing show that the influence of electronic word of mouth on repurchase intention has an estimate in the negative direction of -0.280, meaning that the lower the electronic word of mouth, the lower the repurchase intention that arises among ShopeeFood consumers. The results of the research above show that the CR value is  $-1.941 < 1.96$  and the probability value is  $0.052 > 0.05$ . This does not comply with the required criteria, namely  $CR > 1.96$  and  $P\ value < 0.05$ . Based on these results, it shows that electronic word of mouth has a negative and insignificant influence on repurchase intentions and the fifth research hypothesis is rejected. This is not in line with research from Putri & Pradhanawati, (2021), Rachbini et al., (2021), and Sari et al., (2021) which states that electronic word of mouth has a positive and significant effect on repurchase intentions.

### **The Relationship between Advertising Effectiveness and Repurchase Intention**

The results of hypothesis test 6 show that the influence of advertising effectiveness on repurchase intention has an estimate in the positive direction of 0.406, meaning that the higher the effectiveness of food advertising, the greater the repurchase intention generated in ShopeeFood consumers. The results of the research above show that the CR value is  $3.105 > 1.96$  and the probability value is  $0.002 < 0.05$ . This is in accordance with the required criteria, namely  $CR > 1.96$  and  $P\ value < 0.05$ . Based on these results, it shows that advertising effectiveness has a positive and significant influence on repurchase intentions and research on the sixth hypothesis is accepted.

The results of this research are in line with research from Praja, (2023) which states that advertising effectiveness has a positive and significant effect on repurchase intentions. This research is also in line with research from Samuel & Lily, (2023) which states that advertising effectiveness has a positive and significant effect on repurchase intentions. Then this research is also in line with Mareta & Kurniawati, (2020) who revealed that advertising effectiveness has a positive and significant effect on repurchase intentions.

### **The Relationship between Brand Awareness and Repurchase Intention**

The results of hypothesis 7 testing show that the influence of repurchase intention is estimated in a positive direction of 0.400, meaning that the higher the brand awareness, the greater the repurchase intention generated among ShopeeFood consumers. The results of the research above show that the CR is  $2.227 > 1.96$  and the probability value is  $0.026 < 0.05$ . This is in accordance with the required criteria, namely  $CR > 1.96$  and  $P\ value < 0.05$ . Based on these results, it shows that brand awareness has a positive and significant influence on repurchase intention and research on the seventh hypothesis is accepted.

This is in line with research from Ilyas et al., (2020) which states that brand awareness has a positive and significant effect on repurchase intention. This research is also in line with research from Maemunah, (2023) which revealed that brand awareness has a positive and significant effect on repurchase intentions. Then this research is also in line with research from Gultom et al., (2022) which states that brand awareness has a positive and significant effect on repurchase intention.

### **Indirect Effect Hypothesis Test Results**

The indirect influence variable through the mediating variable can be determined from the standardized direct effect and standardized indirect effect values. The condition for the indirect influence hypothesis to be accepted in AMOS testing is the standardized direct effect value  $<$  the standardized indirect effect value. The following results from the indirect effect test of hypotheses 8, 9, 10, using AMOS are presented as follows:

**Table 7. Indirect Effect Hypothesis Test**

No	Hypothesis	Standardized Indirect Effect	Standardized Dirrect Effect	Information
H8	Social Media Marketing → Brand Awareness → Repurchase Intention	0,035	0,341	Not Mediate
H9	Electronic word of mouth → Brand Awareness → Repurchase Intention	0,084	-0197	Mediate
H10	Advertising Effectiveness → Brand Awareness → Repurchase Intention	0,080	0,335	Not Mediate

Based on table 7, the results of the indirect influence test can be explained as follows:

**The Relationship between Instagram Social Media Marketing and Repurchase Intention as mediated by Brand Awareness**

The influence of Instagram social media marketing on repurchase intentions is mediated by brand awareness between direct effect < indirect effect. It can be concluded that the direct effect in the research model is greater than the indirect effect (0.341 > 0.035). This shows that brand awareness does not mediate Instagram social media marketing and has an impact on repurchase intention. So the eighth hypothesis (H8) states that if brand awareness is unable to mediate the influence of Instagram social media marketing on repurchase intentions, then the eighth hypothesis is rejected.

The results of this research are not in line with research conducted by Maria et al., (2020) which states that social media marketing has an influence on repurchase intentions mediated by brand awareness.

**The Relationship between Electronic Word of Mouth and Repurchase Intention as mediated by Brand Awareness**

The influence of social media marketing on repurchase intention is mediated by brand awareness between direct effect < indirect effect. It can be concluded that the direct effect in the research model is smaller than the indirect effect (-0.197 < 0.084). This shows that brand awareness mediates social media marketing and has an impact on repurchase intention. So the ninth hypothesis (H9) states that if brand awareness is able to mediate the influence of electronic word of mouth on repurchase intention, then the ninth hypothesis is accepted.

The results of this research are in line with research conducted by Maria et al., (2020) which states that electronic word of mouth influences repurchase intentions which are mediated by brand awareness.

**The Relationship between Advertising Effectiveness and Repurchase Intention as mediated by Brand Awareness**

The influence of advertising effectiveness on repurchase intention is mediated by brand awareness between direct effect < indirect effect. It can be concluded that the direct effect in this research model is greater than the indirect effect (0.335 < 0.080). This shows that brand awareness does not mediate advertising effectiveness and has an impact on repurchase intention. So the tenth hypothesis (H10) states that if brand awareness is unable to mediate the effect of advertising effectiveness on repurchase intention, then the tenth hypothesis is rejected.

The results of this research are not in line with research conducted by Maria et al., (2020) which revealed that advertising effectiveness influences repurchase intentions which are mediated by brand awareness.

**V. Conclusion**

Based on the results of the data analysis that has been carried out, the following conclusions can be drawn:

Instagram social media marketing has a positive and significant effect on brand awareness. These results indicate that ShopeeFood Instagram social media marketing is an important factor in increasing brand awareness of the ShopeeFood brand. Electronic Word of Mouth has a positive and significant effect on brand awareness. Electronic word of mouth is an important factor for increasing brand awareness of the ShopeeFood brand. However, the effectiveness of advertising on ShopeeFood Instagram cannot increase the brand awareness factor for the ShopeeFood brand. Furthermore, Instagram social media marketing has a positive and significant effect on repurchase intentions, meaning that ShopeeFood Instagram social media marketing can increase important factors in repurchase intentions using ShopeeFood services. Electronic word of mouth does not have a significant effect on repurchase intention. Advertising effectiveness has a positive and significant effect on repurchase intention, so advertising effectiveness is an important factor in increasing repurchase intention using ShopeeFood. Brand awareness has a positive and significant effect on repurchase intention, meaning that ShopeeFood brand awareness is an important factor in increasing repurchase intention using ShopeeFood services. Furthermore, the results of the mediation test explain that brand awareness is unable to mediate the influence of Instagram social media marketing on repurchase intentions. Brand awareness is able to mediate the influence of electronic word

of mouth on repurchase intentions. However, brand awareness is not able to mediate the influence of advertising effectiveness on repurchase intention.

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