The Impact of Social Media Communication Forms on Brand Equity Dimensions and Consumer Purchase Intention

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ABSTRACT

The usage of Internet eventually shifts companies' marketing strategy from traditional into digital one. Social media, as one of digital marketing tools, can help companies in strengthening their brand. Thus, in this research, the writer want to know the impact of social media communication forms on brand equity dimensions and consumer purchase intention, specifically in Lareia Cake & Co's Instagram account's (@lareiacakerie) which is used as this research's object. There are 250 samples collected using simple random sampling, and Structural Equation Modeling is used to analyze the data. The result of this research implies that both user-generated and firm-created content, as part of social media communication, have positive impact toward brand equity dimensions (brand awareness or brand association, brand loyalty, and perceived quality). In addition, all brand equity dimensions also have positive impact toward consumer purchase intention. However, social media communication forms have negative impact toward consumer purchase intention, when the influence of brand equity dimensions is removed.

Keywords: Social Media, Brand Equity, Purchase Intention, Instagram

ABSTRAK

Maraknya penggunaan Internet *telah mengubah strategi pemasaran yang dilakukan oleh perusahaan dari cara tradisional menjadi* digital. *Sebagai salah satu alat* digital marketing, *media sosial dikatakan mampu memperkuat merek dari sebuah produk. Oleh karena itu, penulis ingin mengetahui pengaruh dari bentuk komunikasi media sosial terhadap dimensi ekuitas merek dan niat beli konsumen pada akun* Instagram *dari Lareia Cake & Co (@lareiacakerie). Terdapat 250 sampel yang dikumpulkan menggunakan metode* simple random sampling, *dan penulis menggunakan* Structural Equation Modeling *untuk data analisis. Hasil dari penelitian ini menyatakan bahwa* user-generated *dan* firm-created content, *sebagai bentuk dari komunikasi media sosial, mempunyai pengaruh positif terhadap dimensi ekuitas merek (*brand awareness *atau* brand association, brand loyalty, *dan* perceived quality)*. Di samping itu, dimensi ekuitas merek juga memiliki pengaruh positif terhadap niat beli konsumen. Akan tetapi, bentuk komunikasi media sosial memiliki hubungan negatif terhadap niat beli konsumen apabila pengaruh dari dimensi ekuitas merek dihilangkan.*

Kata Kunci: Media Sosial, Ekuitas Merek, Niat Beli, Instagram

INTRODUCTION

Internet has practically become people's major communication channel nowadays. The growth of global proportion of Internet usage increased by 12% in 2008-2012 at compound annual growth rate (CAGR), comprising 37.9% of global population in 2013 (Internet Society, 2014). Besides, Information and Communication Technologies (ICT) is no longer about connectivity and access to Internet, but more

into how digital technology can deliver the real value of business. Thus, it indicates how marketing strategy has transformed from traditional into digital, which is more specific and flexible (Jobber & Chadwick, 2013).

Web 2.0 has become a real deal and its usage to share information and interact with other users does really help some companies in enhancing their business' performance. One of the platforms that uses this technology is social media, where it allows users

to connect through text, video, audio, or any other media online. The existence of social media itself eventually reduces the company's role as the main source of brand communication (Li & Bernoff, 2011). Therefore, this tool can be a cost efficient way for companies to communicate their product to the market (Berthon, Pitt, McCarthy, & Kates, 2007). In addition, company needs to find things that become people's interest and to provide useful content which attract people's attention (Ryan & Jones, 2009). It is essential to understand how company can identify consumer's perception of the brand through firm-created content and also the influence of consumer or user-generated content on the brand itself (Berthon, Pitt, & Campbell, 2008). According to Edosomwan *et al* (2011), social media helps company strengthening the brand experience and communicating the brand value and brand attribute. Unlike traditional marketing that heavily relies on television advertisements, newspaper, magazines, billboards, radio, and brochures, social media marketing is more flexible and have more benefits to the business. According to Stelzner (2014) there are some benefits from social media to the business, such as gives more exposure to the business, increases traffic, develops loyal fans, builds a loyal fan base, and improves sales.

In Indonesia, social media has become a big phenomenon and the users are increasing rapidly. According to Kemp (2015), there are 72 million active social media accounts in Indonesia with 28% penetration and 16% growth since January 2014. Facebook, Twitter, and Google + are the top three active social media platform accounted of 14%, 11%, and 9% respectively (Kemp, 2015).

One of Indonesia's local cake shop, Lareia Cake & Co, also uses social media, specifically Instagram, as its marketing tools. The company's Instagram account (@lareiacakerie) combines both two forms of social media communication, which are firm-created content and user-generated content, to promote and introduce the product. Lareia Cake & Co posts information about their product and what promotion that is going on. On the other hand, Lareia Cake & Co's followers or any other users also contribute in creating buzz about the product by tagging, commenting, or mentioning about Lareia Cake & Co's product or the information provided in the company's Instagram account itself. In just two years after its establishment, the account has reached approximately 42,600 followers which is quite impressive compare to other local cake shops that usually only have around 10,000 followers only. Nevertheless, the significance of the usage of social media communication on brand equity dimensions and purchase intention is yet to be measured. Thus, it is important to measure the effectiveness of the social media communication forms, whether it can be used as a tool to build the brand equity, such as brand awareness or brand associations, brand loyalty, and perceived quality, which might lead into the intention of the consumer in buying products offered by the company, specifically on Lareia Cake & Co's Instagram account's (@lareiacakerie).

LITERATURE REVIEW

Basically, communication stimuli can generate a positive effect in consumers and their perception of the communication affects their awareness and image of a brand (Eysenck & Keane, 2010). Besides, marketing communication is positively related to brand equity as long as the communication given can create a positive reaction of consumers toward the product, compared to other non-branded product in the same category (Yoo, Donthu, & Lee, 2000). It also can enhance the brand equity by increasing probability that certain brands will be formed in consumer consideration's set, narrowing to consumer's brand choice, and turning that choice into a habit (Yoo, Donthu, & Lee, 2000). On the other hand, according to Ba & Pavlou (2002), Lee, Im, & Lee (2000), and Yoo, Ho, & Tam, (2006), positive eWOM about the product or a brand will make consumers develop a positive expectation about the quality of the product or service, which increase their purchase intention in the end. In addition, brand equity dimensions itself also have a relationship toward consumer purchase intention. Hoeffler & Keller (2002) mentioned when a product has a huge awareness, consumers will think of the brand whenever they want to buy the product. Consumer will feel conscious with the brand and they will have the tendency to pay for product which is known and famous to them (Keller, 1993; Macdonald & Sharp, 2000). Moreover, as consumers are loyal to a brand, they tend to not evaluate the brand anymore and confidently purchase the product since they have a good experience with it (Sidek, Yee & Yahyah, 2008). Thus, it can be said that brand loyalty will also increase consumers purchase intention toward the brand.

Social Media Communication

Social media is a new way for a company to engage with consumer and other way around. According to Brodie, Ilic, Juric, & Hollebeek (2013), with the help of social media, companies wish that it can enable them to engage with loyal consumers and stimulate people's perceptions toward their product, then to share information, and to understand more about the consumer. The viral spreading of information makes social media became a popular tool as it has a great power to reach more people compare to traditional media (Keller, 2009; Oliver, 1999). Based on Hennig-Thurau, Gwinner, Walsh, & Gremler (2004), Karakaya & Barnes (2010), and Kietzmann, Hermkens, McCarthy, & Silvestre (2012), consumers trust social media more as a source of

information rather than the usual traditional marketing communications. In addition, social media channel are considered as a cost effective and useful way to acquire information on consumer-to-consumer communication (Godes & Mayzlin, 2004).

There are two forms of social media communication, which are firm-created and user-generated social media communication (Godes & Mayzlin, 2009). Firm-created content, which is created by the company, focuses mainly on word of mouth (WOM) and electronic word of mouth (eWOM) (Balasubramanian & Mahajan 2001; Chu & Kim 2011). On the other hand, based on the definition by Organization for Economic Cooperation and Development, user-generated social media communication's content which can be accessed freely in the Internet, provides a particular numbers of creative effort, and created not by the practices of professionals (OECD, 2007). Company can use this type of content as a market research to understand about trends, needs, and interests of the consumers (Shenkan & Siche, 2007).

Brand Equity

Based on the definition by Kotler & Keller (2012), brand equity is products and services' added value which is represented from how consumers think, feel, and act towards the brand itself, including the prices, market shares, and profitability of the brand. In addition, according on Aaker (1992), a strong brand can be seen by its consumer-based brand equity which has four dimensions, such as brand awareness, brand association, brand loyalty, and perceived quality.

Brand awareness refers to the ability of consumers to recall the brand under different situations (Kotler & Keller, 2012). Furthermore, brand awareness has an important part and become a critical factor in consumers' purchase intention since they are tend to buy a product that is well known and more familiar to them (Keller, 1993; Macdonald & Sharp, 2000). On the other hand, brand association can be defined as anything linked in memory about the brand including thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and everything that reflect the characteristic of the brand (Kotler & Keller, 2012). Brand associations also play a part in brand equity formation. The higher brand associations, the higher brand equity and it will result in a strong positive association of the brand in consumer's perspective (Rio, Vazquez, & Iglesias, 2001). Empirical study conducted by Yoo, Donthu, & Lee (2000) provides evidences that show brand awareness and brand association can be combined together as one dimension named brand awareness or brand association, which makes the writer combines this both concepts into one dimension in this research.

Oliver (1999) defines brand loyalty as a consumers' commitment to rebuy their preferred product or service in the future and that they will not change their brand in a different situation. Consumers also have preference to certain brand and will not consider any others when buying a product (Baldinger & Rubinson, 1996; Cavero & Cebollada, 1997). A real brand loyalty includes brand preferences and repurchases behaviors presented in a long term commitment (Bloemer & Kasper, 1995).

Perceived quality is "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives" (Zeithaml, 1988, p.3). It refers to the user's recognition toward the product or service quality (Garvin, 1983), and influenced by external and internal product attributes that become the basic evaluation for consumers (Zeithaml, 1988). Moreover, this concept pictures out consumer subjective judgments and feeling toward total product quality based on their previous experiences and feelings (Zeithaml, 1988; Dodds, William, & Grewal, 1991).

Purchase Intention

Purchase intention refers to "the possibility that consumers will plan or be willing to purchase a certain product or service in the future" (Wu, Yeh, & Hsiao, 2011, p.32). It is also considered as a previous step involving in the actual buying behavior (De Magistris & Gracia, 2008). Moreover, purchase intention is influenced by individual attitudes, such as personal preferences to others and obedience to others' expectation, and unpredictable situations, which indicates that consumers can change their purchase intention because of situational factor (Kotler, 2011; Dodds, William, & Grewal, 1991). Measurement items of purchase intention include possibility to buy, intention to buy, and consideration to buy (Zeithaml, 1988).

Based on a journal written by Schivinski & Dabrowski (2013) from Gdansk University of Technology, it showed that user-generated social media communication had positive relationships to brand loyalty and perceived quality. On the other hand, firm-created social media communication was identified to not have any relationship with brand equity dimensions. This finding expresses that consumer trust others' opinion more about the quality of the product or service rather than the value created by the companies. Besides, eWOM has more effect since it is unbiased and other consumers can be considered as a credible and trustworthy source (Christodoulides, 2012). Moreover, the research also found out that brand loyalty and perceived quality have positive relationship toward purchase intention. However, there were no direct relationship for both firm-created content and user-generated content to Facebook's user brand purchase intention. In connection of the writer's research, the framework of

this study becomes the reference in developing this research's model.

Another research written by Bruhn, Schoenmueller, & Schafer (2012) which tried to investigate the impact of brand communication on consumer-based brand equity through social media communication and traditional instruments of marketing communication, found out that both traditional communications and social media communications have a significant impact on brand equity. However, only firm-created social media communication that has a significant impact on brand awareness.

Other supporting points came from a research by Yaseen, Tahira, Gulzar, & Anwar (2011), which discovered that there is no significant impact of brand awareness and customer loyalty, though there is a significant impact of perceived quality on brand profitability. However, brand awareness, perceived quality, and customer loyalty are proven to have an impact on purchase intention, which similar to what the writer is trying to identify in this research. Macdonald & Sharp (2000) also found out that brand awareness plays a role in increasing brand awareness. In addition, the finding also in line with the researches of Garretson & Clow (1999) and Bloemer & Kasper (1995) which stated that perceived quality and brand loyalty have positive relationships to purchase intention.

Based on those references, the writer formulize the hypotheses of this research as shown in the figure below:
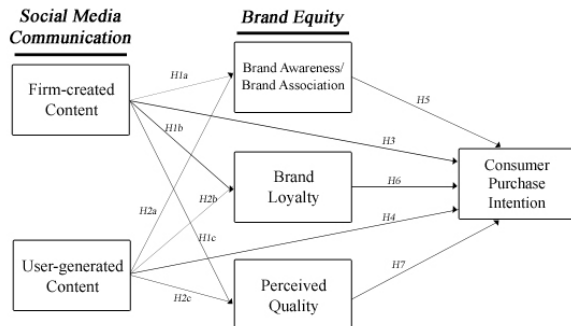

Figure 1. Relationship Between Concepts

- H1: There is a significant impact of firm-created social media communication toward brand awareness or brand association (H1a), brand loyalty (H1b), and perceived quality (H1c).
- H2: There is a significant impact of user-generated social media communication toward brand awareness or brand association (H2a), brand loyalty (H2b), and perceived quality (H2c).
- H3: There is a significant impact of firm-created social media communication toward consumer purchase intention.

- H4: There is a significant impact of user-generated social media communication toward consumer purchase intention.
- H5: There is a significant impact of brand awareness or brand association toward consumer purchase intention.
- H6: There is a significant impact of brand loyalty toward consumer purchase intention.
- H7: There is a significant impact of perceived quality toward consumer purchase intention.

RESEARCH METHOD

This research will use causal research for research design with quantitative method as the data collection. The causal research is chosen because the writer wants to analyze the impact of social media communication forms, particularly on brand equity dimensions and consumer purchase intention. The writer also chooses quantitative method since precise and specific data in conducting this research. As this research used Structural Equation Modeling (SEM) as the research method, there are some variables that are used in this research. The exogenous or independent variables are firm-created content and user-generated content, while the endogenous or dependent variables are brand awareness or brand association, brand loyalty, perceived quality, and consumer purchase intention. The observed or manifest variables that directly being measured are firm-created content satisfaction (FC_001), firm-created content expectation (FC_002), firm-created content performance (FC_003), user-generated content satisfaction (UG_001), user-generated content expectation (UG_002), user-generated content performance (UG_003), easy recognition (BAS_001), brand recall (BAS_002), symbol or logo recognition (BAS_003), recognition among competitor (BAS_004), brand switch due to lower price (BL_001), brand switch (BL_002), intention to remain as customer (BL_003), product quality (PQ_001), product reliability (PQ_002), brand worthiness (PQ_003), intention to buy besides other competitors(PI_001), recommendation (PI_002), and intention to buy in the future (PI_003). Lastly, the unobserved or latent variables that do not directly measured are firm-created content, user-generated content, brand awareness or brand association, brand loyalty, perceived quality, and consumer purchase intention.

Nominal data is used for generic or screening questions and interval data for more specific questions using 5-points Likert scale. In addition, primary data is also used from the distribution of questionnaire, while secondary data is taken from textbooks, article and journals from Internet, and several other websites which support the research.

The sampling method used is simple random sampling, since it provides an equal chance for the

elements to be the sample's subject and a high generalizability. The population of the research will be those who live in Indonesia, particularly those who have Instagram account, know about the existence of Lareia Cake & Co's Instagram account (@lareiacakerie), and ever tried Lareia Cake & Co's product. For the number of respondents, writer will refer to some references. As for the sample size, a general rule of thumb in SEM is that the sample size is not less than 200 (Kline, 2005; Loehlin, 2004). Therefore, a total of 250 questionnaires were distributed in order to achieve a more satisfactory result.

As stated before, Structural Equation Modeling (SEM) is used for the analysis, using AMOS program. In this method, there are some assumptions that need be fulfilled. First, there must be a sufficient large number of samples. Second, observed variables must have a multivariate normality distribution. The model has a normal distribution when the multivariate critical value is above − 2.58 or under 2.58 with the significance level of 0.05 (Ghozali, 2014). Third, hypotheses must be valid and have a correct model specification. Fourth, the variable's measurement must be continual (interval). Lastly, there must be no multicollinearity exist between exogenous variables. Based on Ghozali (2009), correlation value above 0.95 indicates multicollinearity.

In addition, Confirmatory Factor Analysis, Path Analysis, and Structural Regression Model will also be conducted. Confirmatory Factor Analysis (CFA) is used to test the multidimensionality or the validity of a theoretical construct (Ghozali, 2014), whereas Path Analysis is a method to show the explanatory relationship between observed variables. As for Structural Regression Model, it is the hybrid model that has both the characteristic of CFA and path analysis.

This research used contruct validity as the measurement to indicate the validity and reliability of the data. Construct validity measures to the extent of how far the indicator can reflect its theoretical latent construct (Ghozali, 2014), and there are four types of construct validity, such as convergent validity, variance extracted, discriminant validity, and construct reliability. Both convergent and discriminant validity are actually can work together to establish construct validity. However, neither one alone is enough for determining the validity (K, 2006). Thus, the research will use three types measurement, which are convergent validity, variance extracted, and construct reliability.

Convergent validity is the condition where the items or indicators of latent construct must be converged or have a highly shared variance proportion. Factor loading must be $\geq$ 0.50 or 0.70 ideally (Ghozali, 2014).

Variance extracted (AVE) is average percentage of items or indicators of a latent construct and a

summary of the convergence's indicator. When the AVE value is higher than 0.50, there is a good convergent (Ghozali, 2014). The formula for AVE is:

$$AVE = \frac{\sum_{i=1}^{n} \lambda i^2}{\sum_{i=1}^{n} \lambda i^2 + \sum_{i=1}^{n} Var(\varepsilon i)}$$

λ = standardized factor loading
i = total items or indicators.

Construct reliability (CR) is used to measure the accuracy of the data used in the research. A reliable data can be seen from the value which is higher than 0.60 (Ghozali, 2014). The formula to count the reliability is as listed below:

$$CR = \frac{\left[\sum_{i=1}^{n} \lambda i\right]^2}{\left[\sum_{i=1}^{n} \lambda i\right]^2 + \sum_{i=1}^{n} Var(\varepsilon i)}$$

Furthermore, the model fit for the model is also need to be analyzed since it is important to know whether the model is appropriate or fit the data that be used in testing the theory. There are several tests to know the fitness of the model, however, this research will only use likelihood ratio chi-square statistic (X^2), goodness of fit index (GFI), adjusted goodness-of-fit (AGFI), root mean square error of approximation (RMSEA), and Tucker-Lewis Index (TLI) for the measurement. Table 1 summarizes the cut off value to fulfill the model fit measurement test:

Table 1. Rule of Thumb for Model Fit Measurement

Model Fit Measurement	Good Fit	Acceptable Fit
CMIN/DF	$0 \leq$ CMIN/DF ≤ 2	$2 \leq$ CMIN/DF ≤ 5
GFI	$0.95 \leq$ GFI ≤ 1.00	$0.90 \leq$ GFI ≤ 0.95
AGFI	$0.90 \leq$ AGFI ≤ 1.00	$0.85 \leq$ AGFI ≤ 0.90
TLI	$0.97 \leq$ TLI ≤ 1.00	$0.90 \leq$ TLI ≤ 0.97
RMSEA	$0 \leq$ RMSEA ≤ 0.05	$0.05 \leq$ RMSEA ≤ 0.08

Source: Wheaton, Muthen, Alwin, & Summer (1977); Tabachnick & Fidell (2012); Ghozali (2014); Steiger (1990); Schermelleh-Engel & Moosbrugger (2003)

Then to analyze the result, P value must be compared with the level of significance (α) used in the research, which is 5%. If P value is higher than 0.05, exogenous variable has no significance effect toward endogenous variable, which means fail to reject H_o. On the other hand, If P value is below 0.05, exogenous variable has significant effect toward endogenous variable, which means reject H_o (Ghozali, 2014).

RESULTS AND DISCUSSION

A total of 250 samples were qualified to be analyzed further in the research. First, Confirmatory Factor Analysis was conducted for both exogenous

and endogenous variables. It turns out that one of firm-created content indicators, which is firm-created performance (FC_003), must be dropped because the factor loading was below 0.5. Thus, a new CFA was performed between exogenous variables. After that, both exogenous and endogenous variables have already fulfill the convergent vailidity since all the factor loadings are above 0.5. In addition, those variables have also fulfill the requirement for the model fit measurement. Table 2, 3, and 4 display the result for the factor loading and the model fit of the CFA:

Table 2. Exogenous Variable Factor Loading

Exogenous Variable	Indicator		Estimate
Firm-created Content	FC_001	Satisfaction	0.827
	FC_002	Expectation	0.742
User-generated Content	UG_001	Satisfaction	0.780
	UG_002	Expectation	0.730
	UG_003	Performance	0.714

Table 3. Endogenous Variable Factor Loading

Endogenous Variable	Indicator		Estimate
Brand Awareness / Association	BAS_001	Recognition	0.619
	BAS_002	Brand Recall	0.635
	BAS_003	Symbol/Logo	0.657
	BAS_004	Recognition Among Competition	0.649
Brand Loyalty	BL_001	Brand Switch Due to Price	0.680
	BL_002	Brand Switch	0.700
	BL_003	Remain as	0.700
Perceived Quality	PQ_001	Quality	0.764
	PQ_002	Reliability	0.718
	PQ_003	Worthiness	0.695
Purchase Intention	PI_001	Intention to Buy Compared to Competitors	0.710
	PI_002	Recommendation	0.731
	PI_003	Intention to Buy in The Future	0.738

Table 4. Exogenous and Endogenous Model Fit

Model Fit Measurement	Value	
	Exogenous	Endogenous
CMIN/DF	0.290	3.080
GFI	0.998	0.907
AGFI	0.993	0.856
TLI	1.021	0.929
RMSEA	0.000	0.091*

* Notes: RMSEA value for endogenous variables is above the cut off value (0.008). However according to Hair *et al* (2010), minimum three measurements of model fit is enough to indicate the model fitness.

The second analysis is Path Analysis. In here, the writer will see the explanatory relationship between the variables. When the Path Analysis was conducted, it turned out that there was a Heywood Case, where there is a negative variance in the model. Thus, constraints were given to certain error terms with a low positive value, which was 0.005. In addition, the writer also decided to do a modification towards the model in order to

improve the fitness of the model. The modification was done by giving correlation to the residual error in the same variable, since those indicators still can relate to each others, that also have a high modification indices value. Table 5 shows the model fit of the whole model, which indicates that it was good enough to being analyzed further.

Table 5. Model Fit Summary of The Model

Model Fit Measurement	Value
CMIN/DF	2.222
GFI	0.905
AGFI	0.859
TLI	0.941
RMSEA	0.070

As for the assumption test, there are two test that need to be conducted, which are normality and multicollinearity test. For normality test, the writer will refer to assessment of normality table in AMOS output to indicate whether the research has a normal multivariate distribution or not. On the other hand, correlation table in AMOS output is being used to indicate multicollinearity in the model. Based on the output, the data has a multivariate normal distribution because the critical value is 1.893, which is below the cut value of 2.58. In addition, the correlation value between the exogenous variables is 0.220, indicating that there is no multicollinearity since it is below 0.95.

In addition, this research will refer to construct validity, which consists of convergent validity, variance extracted (AVE), and construct reliability, to know the validity and reliability. Table 6 summarizes the construct validity and it can be seen that the data is valid and reliable enough since the factor loadings are all above 0.50, AVE > 0.50, and CR > 0.60.

Table 6. Construct Validity of The Model

Variables	Indicators	Factor Loading	AVE	CR
Firm-created Content	FC_001	0.961	0.981	0.990
	FC_002	1.019		
User-generated Content	UG_001	0.747	0.554	0.788
	UG_002	0.728		
	UG_003	0.758		
Brand Awareness / Association	BAS_001	0.670	0.502	0.801
	BAS_002	0.713		
	BAS_003	0.691		
	BAS_004	0.757		
Brand Loyalty	BL_001	0.755	0.580	0.806
	BL_002	0.762		
	BL_003	0.768		
Perceived Quality	PQ_001	0.794	0.579	0.880
	PQ_002	0.757		
	PQ_003	0.731		
Purchase Intention	PI_001	0.827	0.715	0.883
	PI_002	0.864		
	PI_003	0.845		

Lastly, the writer will analyze the regression weight and standardized regression weight table to test the hypotheses of the research.

Table 7. Decision for The Hypotheses

Hypotheses			Standardized Structural Coefficient	P	Decision
H1a: BAS	←	FC	.457	.000	Accepted
H1b: BL	←	FC	.471	.000	Accepted
H1c: PQ	←	FC	.390	.000	Accepted
H2a: BAS	←	UG	.780	.000	Accepted
H2b: BL	←	UG	.773	.000	Accepted
H2c: PQ	←	UG	.727	.000	Accepted
H3: PI	←	FC	-.720	.023	Accepted
H4: PI	←	UG	-1.149	.027	Accepted
H5: PI	←	BAS	1.078	.000	Accepted
H6: PI	←	BL	1.058	.016	Accepted
H7: PI	←	PQ	.363	.000	Accepted

According to Table 7, it can be seen that the p-value of the hypotheses are all below 0.05, meaning that there is significant between each variables., and that all of the Ho are rejected. On the other hand, the standardized structural coefficient indicates the relationship between each variable. It appears that all variables have positive relationship, except firm-created content to purchase intention (-0.720) and user-generated content to purchase intention (-1.149).

Based on the result, writer points out that there is a competitive mediation in the model, since both direct and indirect effects are significant, but in an opposite direction. It can be seen that the direct effect of social media communication forms toward consumer purchase intention is negative, when the influence of brand equity dimensions is removed. Conversely, the indirect effect of social media communication forms to consumer purchase intention through brand equity dimensions turns out to be positive. According to Zhao, Lynch, & Zhen (2010), in this type of mediation, the direct effect is usually in the opposite direction of what have been theorized. On the other hand, the indirect effect is usually significant and consistent with the theoretical background.

Both Lareia Cake & Co's firm-created and user-generated social media communication have a significant positive relationship toward brand equity dimensions, such as brand awareness or brand association, brand loyalty, and perceived quality. These findings are in line with several references and journals. Bruhn, Schoenmueller, & Schafer, (2012) in their journal, saying that firm-created social media communication has a strong impact on functional brand image and it can be used to manage consumer's brand awareness. In addition, Yoo, Donthu, & Lee (2000) stated that as a part of marketing communication, user-generated social media communication plays important part in forming a brand in consumer consideration's set and narrowing to consumer's brand choice. Schivinski & Dabrowski (2013) also discovered in their journal the same positive effect on user-generated social media communication toward brand loyalty. That journal

also found that consumers put a lot of trust on family, friends, and other users opinion about the quality of a product. Lastly, Ba and Pavlou (2002), Lee, Im, & Li (2000), and Yoo, Donthu, & Lee (2006) mentioned that a positive user-generated content, as a part of eWOM, will make consumers develop a positive expectation about the quality of the product.

All dimensions of brand equity also significantly having a positive relationship toward consumer purchase intention. The finding is also supported by previous journals such as Macdonald & Sharp (2000) and Yaseen, Tahira, Gulzar, & Anwar's (2011), concluding that brand awareness has a positive role on consumer's purchase intentions. Hoeffler & Keller (2002) also supported the statement as they discovered that when there is a huge brand awareness of a product, consumers would think of the brand whenever they want to buy the product. On the other hand, Sidek, Yee, & Yahyah (2008) also found out that consumers will not evaluate the product again when they have already become loyal to the brand, and just buy the particular product since they have a good experience resulted from the past purchase. In addition, Garretson & Clow (1999) discovered that perceived quality influence consumer's purchase intention.

At last, Lareia Cake & Co's social media communication has a negative relationship toward consumer purchase intention, when the influence of the brand equity dimensions is removed. For those who do not have high brand equity of the brand, they might think that Lareia Cake & Co's cake is just the same with other shops, since there are some other similar companies which sell the same kind of product that Lareia Cake & Co offered. In addition, though consumers find the posts are attractive for them, they might not find it convincing enough to purchase the cake based on the content only. On the other hand, there are a lot of reviews, comments, tags, or posts imposed on the company's Instagram account by other users. However, consumers still tend to think over again in buying the product. Mostly, they will accept those sources into their consideration, whether it is a necessary for them to purchase the product or not.

CONCLUSION

As Confirmatory Factor Analysis is being conducted, it turns out that one of the indicators was being dropped from the analysis, which is FC_003 (firm-created performance). Next, Path Analysis was conducted and the result shown that Heywood Case was occurred, which needed to be solved by giving constraints to the residual error. In addition, modification of the model was also being done in order to improve the fitness of the model. The analysis shows that the model was fit enough looking from the model fit measurement, such as CMIN/DF, GFI, AGFI, TLI, and RMSEA. Moreover, the

assumption of normal multivariate distribution was also fulfilled and there was no multicollinearity occured in the model. As for validity and reliability, the finding shows that all of the data used were valid and reliable, based on the acceptable value of the convergent validity, variance extracted (AVE), and construct reliability (CR). As stated in the beginning of this research, the writer wanted to know the impact of Lareia Cake & Co's Instagram account's (@lareiacakerie) social media communication forms on its brand equity dimensions and consumer purchase intention. Thus, according to the research that the writer conducted, it turns out that both firm-created and user-generated communication have positive relationship toward brand awareness or brand association, brand loyalty, and perceived quality. Furthermore, all of the three brand equity dimensions also have positive relationship toward consumer purchase intention. However, social media communication forms have a negative relationship toward consumer purchase intention, when the influence of brand equity dimensions is removed. This indicates that there is a competitive mediation, because both direct and indirect effects are significant, but the relationship is in an opposite way.

There are some limitations within this research. First, the research only used one account of social media sites, which is Instagram. This particular site was used it is the most engaged and active one of Lareia Cake & Co's social media channel. Second, the research is only conducted in one region and industry. Samples are taken in Indonesia, which make it difficult to generalize the result in different country. In addition, this research only focus in one company in the food industry. Thus, the result is not really sufficient to represents Indonesia's food industry. For further research, it is better to analyze more than one social media accounts. Different social media platforms has its own characteristics, and by analyzing all account that a company have, a better understanding will be provided for the researcher on the actual impact of social media communication forms toward brand equity dimensions and consumer purchase intention. In addition, it is suggested to examine a broader range of industry. The result of a one industry might be different with the others. Hence, it will give more insight on the effect of social media communication across diverse industries. The research needs to be conducted in more than one region so that it will create a stronger generalization of the findings.

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