

THE ROLE OF SOCIAL MEDIA ON BUYING INTEREST OF THE CUNSUMER THROUGH CONSUMER ATTITUDES

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Abstract: Social media has become one of the most popular platforms for promoting automotive products such as Toyota. The purpose of this study is to explore how social media affects consumers' purchase intention for Toyota cars, using consumer attitude as a moderating variable. The study used a quantitative approach, sending questionnaires to up to 158 respondents aged 27 and over, considering whether they learned about Toyota products on social media. Structural equation modeling (SEM) (AMOS 26) was used for data analysis. The results show that social media directly has a positive and significant impact on Toyota vehicle purchase intention. Although consumer attitude does not describe the moderating or influencing variables on social media and purchase intention, it shows that social media is an effective means of increasing consumer awareness of Toyota products and encouraging them to purchase.

Keywords: Social media, consumer attitudes, purchase intentions,

INTRODUCTION

In today's digital era, social media has become an inseparable part of today's millennial life. Social media is not only used as a medium for communicating and various information, but as a platform that is so powerful in influencing consumer attitudes and intentions. One of the sectors affected by social media is the automotive trade, namely vehicles with the Toyot brand.

Social media is also a popular platform to market products including Toyota cars. Data collected by We Are Social illustrates that the number of social media users in Indonesia at the

beginning of 2023 reached 167.0 million people, this shows that social media is a place to share information, including information on various vehicle purchases under the Toyota brand.

As we know that Generation Y and Generation X are currently a group that actively uses social media due to technological advances and ease of access. This generation often spends hours browsing social media such as facebook, tiktok, IG, YouTube.

The role of social media in influencing product purchase intention has become an interesting phenomenon to be researched. This has to do with consumer attitudes as the most important factor that influences the decision of intention to buy Toyota brand vehicles.

Purchase intention is defined as a person's desire or tendency to buy a good or service (Dewi & Sulistyawati, 2018; Bhatti, 2018). Research according to (Hartawan, Liu, Handoko, Evan, & Widjojo, 2021) Instagram social media increases the interest of online shoppers in Greater Jakarta. Syahrifal & Firdaus (2022) The use of halal-labeled cosmetics is directly influenced by the role of social media. Companies and marketers can provide accurate and confident information about the halalness of the cosmetics sold, thereby increasing customer trust in the product.

According to Dasari & Sukawati (2022), the function of social media has a positive and significant effect on customer purchase intention. In addition, brand awareness on social media also regulates the relationship between purchase intent and the advertising promoted by the brand. In other words, the better a product or brand is promoted on social media, the more likely it is that customers will intend or buy the item.

Through social media, of course, the current generation can interact (Indika & Cindy, 2017) (Kurniasari & Budiarmo, 2018) (Hermawan, 2017) directly to product choices including reviews, testimonials, video tutorials and demos, hashtags related to products such as Toyota vehicles and other user experiences about the products of interest. However, it is also worth noting that information on social media is not completely reliable. Possible fake reviews or inaccurate information. Therefore, consumers should need to develop a critical attitude and conduct additional research before making a decision on the purchase intention of the product.

Toyota as one of the well-known automotive brands, has long been the choice of consumers in the city of Timika, despite its high popularity, there are several problems that are still unresolved related to consumer attitudes in buying Toyota cars and purchase intentions.

One of the things that emerges is the perception of Toyota's car design which is considered less attractive. Some consumers feel that Toyota's design is too conservative and does not provide

enough innovation with its competitors. This will affect the purchase intention of consumers who are looking for a car with a more attractive and modern design. This study shows that consumer attitudes have an effect on purchase intention . (Nurul & Ratnasari, 2015)

In this context, research that focuses on the role of social media in influencing the purchase intention of Toyota cars through consumer attitudes as a moderation variable is very relevant. The Gen Y and X generation case studies will provide useful insights into how social media influences Toyota brand purchase intent decisions.

With a good understanding of the influence between social media, consumer attitudes and purchase intent of Toyota brand vehicles can optimize marketing strategies on social media platforms, help reach a wider audience and increase product sales in an increasingly competitive market for the company.

METHODOLOGY

This study uses a quantitative approach with the method This study uses a quantitative approach by distributing a questionnaire of 158 respondents over 27 years old with the consideration of knowing about Toyota products on social media. Data analysis used by Structur Equation Modelling (SEM).

a) SEM with IBM AMOS SPSS Tools

At this stage, a model is created to show how the latent variable relates to indicator variables and other latent variables. This model is based on related theories. To facilitate the testing of the relationship to be tested, all SEM components are combined into a complete model that is depicted as shown in the image 1.

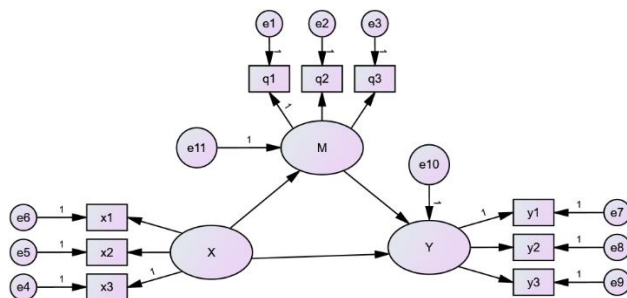


Figure 1. Path diagram model

b) Model Identification

In SEM analysis, the most important stage after finalizing the model specification is to find the right model. In this context, there are two types of models that are often discussed: over-identified and under-identified models.

An over-identified model is the number of parameters that can be estimated in excess of the amount of information available in the data. Therefore, this model has a positive degree of freedom ($df > 0$).

On the other hand, the under-identified model is when the number of parameters obtained is less than the amount of information available in the data. Therefore, this model has a negative degree of freedom ($df < 0$). In this study, the df value is 32.

c) Model output values & Hypotheses

At this stage, the data is distributed normally multivariate by paying attention to the error standard and goodness of fit of data abnormalities.

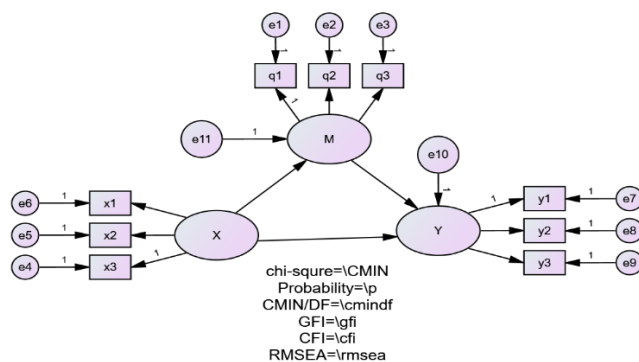


Figure 2. path model with observed variable research

RESULT

a) SEM with IBM AMOS SPSS Tools

This study explores the role of online media on the interest in buying Toyota cars through the attitude of consumers as mediators. The results of data analysis using Structural Equation Modeling (SEM) are as follows:

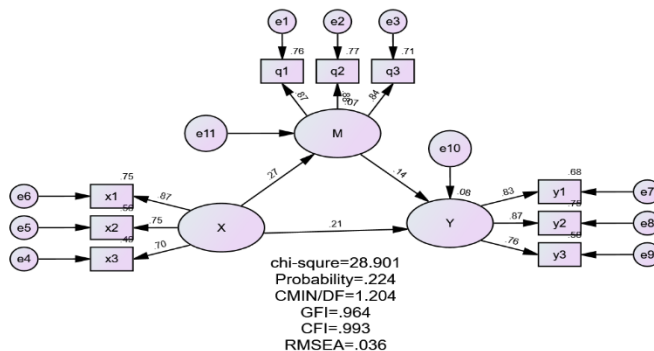


Figure 3. Results of the Path Model with Observed Variable Research

b) Model Identification

From the model oput, the next thing is to evaluate the criteria. The output of the SEM model shows the size fit of the following model.

Table 1. Model fit measure (Goodness Of Fit)

Fit Measure	Criterion	Output	Ket.
Chi-sgquare	Small	28.901	Marginal Fit
Prob.	<u>>0.05</u>	0.224	Good Fit
CMIN/DF	<u><2.00</u>	1.204	Good Fit
GFI (Comparative Fit Index)	<u>>0.90</u>	0.964	Good Fit
CFI (Goodness of Fit Indeks)	<u>>0.90</u>	0.993	Good Fit
RMSEA (The Root Mean Square Error Of Approximation)	<u><0.08</u>	0.036	Good Fit

Source : Primary Data, processed (2023)

With a probability value of 0.224, the chi-square statistic produced is 28,901 as seen in Table 1. Two measures of model suitability indicate that the model declared Fit can be applied according to the criteria that have been set. However, as mentioned earlier, in order to test the application of this model, several other testing criteria need to be considered. Therefore, to test the suitability of the model for this analysis, CMIN/DF, GFI, CFI, and RMSEA meet the goodness of fit criteria, According to Hair et al. (2019), the suitability of the 4 to 5 Goodness of Fit model can already outline the feasibility of the model. then the model is considered suitable and can test the

hypothesis. The hypothesis testing of this study was carried out based on the results of SEM processing as seen in Table 3 below showing the complete output of the structural model.

c) Model output values

1. Reliability and Variance Extracted (VE)

Reliability is a measure of the internal consistency of a latent variable indicator that indicates the extent to which each indicator shows the same underlying construction or factor. The limit value for construct reliability is greater than or equal to 0.7, and the extracted difference is greater than or equal to 0.5.

The full results of the structural reliability test and the extracted variables are presented in the table below.

Table 2. Construct Reliability and Variance Extracted Testing

No	Variable	Indicator	Std Loading (Loading Factor)	Contract Reliability (CR)	Variance Extracted (VE)
1	Social Media	X1	0,696	0,70	0,50
		X2	0,746		
		X3	0,866		
2	Consumer Attitudes	q1	0,872	0,82	0,61
		q2	0,880		
		q3	0,840		
3	Buying Interest	y1	0,826	0,78	0,54
		y2	0,868		
		y3	0,762		

Source : Processed peripheral data, 2023

2. Causality Test

Table 3. Regression weight Full Model Hypothesis Testing Direct influence

No	Influence Direct influence		Estimate	S.E.	C.R.	P	Information	
1.	Social Media	--->	Buying Interest	0,264	0,121	2,183	0,029	Signifikan

Source: Primary data, processed (2013)

Table 3. The above shows that the role of social media will change in buying interest. Unidirectional change is marked by positive and significant signs which means that Toyota can increase consumer awareness, interest, and purchase intent towards the Toyota brand by utilizing social media to promote its brand. As a result, sales of Toyota products or services will increase by the value of the line coefficient of 0.264. The < calculation t is 2,183 from the T table 2,350. Ho accepted. The Sobel test was carried out by assessing the strength of the indirect influence of the independent variable (X) on the dependent variable (Y) through the intervening variable (M) (Gozali, 2013). Based on the results of model analysis, the value of the indirect influence of causality relationship in this study is shown in table 4 below.

Table 4. Regression weight Indirect Full Model Hypothesis Testing

No	Indirect Influence Pathways	Influence Indirect
1.	Social Media ---> Consumer Attitudes ---> Buying Interest	1,32

Source : Primary Data, processed (2023)

From table 4 shows that the value of the indirect influence coefficient of the sobel test output explains below, there is no indication of the influence path. Seen in table 4, the tetst statistic > of the t table is 1.97, the p value is 0.185 > of 0.05. So the attitude of consumers cannot mediate between social media variables and purchase intentions. Ho rejected.

DISCUSSION

The direct influence of the role of social media on Purchase Intent

Social media has become one of the most popular marketing platforms around the world, including in Indonesia, due to its ability to reach customers widely and directly and allow businesses to interact with customers in a more personalized way. One of the most active car brands using social media is Toyota which has official accounts on various platforms including Facebook, Instagram, Twitter, and YouTube. Toyota uses this account to promote its products, share automotive information and tips, and interact with customers.

Several researchers have studied the impact of social media on purchase intentions of the Toyota brand. Their research found that social media has a significant impact on consumer purchase intent. Research conducted by (Meatry & Budiatmo, 2018) shows that social media has a positive impact on consumer purchase intentions. Successful social media marketing ideas can be used by companies for promotion, although they are also used as a tool to provide services and build relationships with customers and potential customers. Another study conducted by (Arief & Millianyani, 2015) found that social media influences consumer purchase intention; The study found that customers who frequently use social media are more likely to buy items from their favorite brands on social media.

Purba (2023) found that social media has a direct impact on consumer giving intentions. Maoyan et al. (2014) argue that social media is a technological network that communicates, disseminates information, creates news through Internet users, and allows users to interact and share information online. Examples of social media include Facebook, Instagram, Twitter, and TikTok.

Social media marketing is an Internet marketing model that uses the participation of social media networks to achieve marketing goals. This model uses social media platforms to market goods or services to a target audience. The goal is to increase consumer awareness of the brand, gain new customers and increase sales. The results of the study show that social media has a significant influence on purchase intention for consumers. Therefore, companies must make good use of social media to increase awareness for consumers regarding the Toyota brand, create a positive brand image in online media, Likes, Comments & shares so as to encourage consumers to make decisions for better purchase intent for the Toyota brand.

The indirect influence of the role of social media on Purchase Intention through consumer attitudes

Social media has become the most important part of our daily lives. With the development of technology and the ease of internet access, the use of social media has increased and affected many things, including consumer buying nits. This study was conducted with the aim of examining the influence of social media on the purchase intention of the Toyota brand, taking into account the mediating variables of consumer attitudes. Consumer attitude is considered an important factor in making purchase decisions. Consumer attitude, according to Robbins in (Chusna & Riptiono, 2021) is a statement or judgment about an object.

Research on the influence of the role of social media on consumer purchase intention has been carried out by several researchers. In the study (Sudirman, 2018), it was explained that the results of SEM analysis showed that there was a significant influence of online reviews on buying interest through consumer attitudes. This is a difference from the results of the study where this study shows that the role of social media on consumer purchase intention is not significant through the mediation variable of consumer attitudes. There may be several reasons for the results of this study, namely,: First, social media can be a more important source of information than consumer attitudes because it allows consumers to obtain more complete and diverse information about a product, including information from other users who have used the product. This information can influence consumers' purchase intentions even if they previously had a positive perception of the product brand.

Second, customer attitudes may be influenced by social media. Other customer reviews posted on social media can strengthen or weaken customer attitudes towards a product. For example, a customer's positive attitude towards a product will be stronger if positive reviews are posted on social media, but less positive if negative reviews are posted on social media.

Third, social media can help businesses build relationships with customers. Companies can use social media to interact with customers, answer their questions, and solve their problems. Positive interactions between businesses and customers on social media can increase customer trust in the company, thereby increasing customer purchase intentions. According to said, customer attitude is an understanding of the tendency of customers to continue to evaluate the brands they like or dislike. (J. Setiadi, 2013)

Attitude can be broadly defined as behavioral tendencies that are learned by evaluating something, including whether it is pleasant or unpleasant. Usually attitudes arise due to direct contact with objects. (Schiffman & Kanuk, 2007). Therefore, it can be concluded that consumer

attitudes and social media are two interacting factors that shape consumer buying intentions. Social media may be more dominant than consumer attitudes because it can provide more information, influence consumer attitudes, and serve as a place to build relationships with customers.

CONCLUSION

Based on the research that has been conducted, the role directly shows that social media has a significant influence on consumer purchase intentions. It should be noted how the role of the media directly influences each other, namely; increase Toyota's brand awareness, build trust in customers as seen from the number of followers on social media, likes, customer comments and create a Toyota brand experience. Meanwhile, the role indirectly states that it cannot mediate the role of social media and consumer purchase intentions. This is because every time they buy a product, of course, consumers always consider various kinds of objects, because they lack clear information about the product, so they need to consider several things. Toyota distributor companies can benefit from the use of social media to provide trust and foster the desire to buy the Toyota brand. Distributor companies can do various social media such as product information, online promos.

SUGGESTION

From the description of the discussion and conclusion, some suggestions are described as follows: For businesses, of course, it's a way to use social media more effectively in order to increase sales and increase good business performance. For researchers, this can be used as information that the addition of the role of the media is very important to purchase intent, due to customer experience. Further research or development of variables to be researched can also be carried out.

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