

Social Media Marketing on Buying Interest with Brand Image as Mediation in Fashion Thrift Products

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ABSTRACT

Ibnu Wijayanto / E2A020127/ The Influence of Social Media Marketing on Buying Interest with Brand Image as Mediation in Fashion Thrift (Case Study on Students of the Faculty of Economics and Business, University of Muhammadiyah Semarang Fashion Thrift Users)

This study aims to analyze and describe the *Influence of Social Media Marketing on Buying Interest with Brand Image* as Mediation in Fashion Thrift Products (Case Study on Students of the Faculty of Business Economics, University of Muhammadiyah Semarang Fashion Thrift Users). The method in this study uses a questionnaire with a total of 96 respondents, with the sampling technique used *non probability sampling*. The "*convenience sampling*" technique is a technique for determining samples based on certain considerations, namely where sampling is done by determining special characteristics that are in accordance with the research objectives.

Keywords : *Social Media Marketing, Buying Interest, Brand Image*

INTRODUCTION

In the ever-evolving digital era, social media has become one of the most effective marketing tools. With users reaching billions worldwide, social media plays a crucial role in the marketing strategies of various industries, including the fashion thrift industry. Thrift products, or better known as second-hand fashion that still have good quality, are now on the rise due to increasing consumer awareness of the environment and the need to shop efficiently. However, despite the rapid growth of this market, challenges remain in attracting consumer buying interest. One way that can support is through social media marketing

Sosial Media Marketing

Social media marketing involves using platforms such as Instagram, Facebook, and TikTok to promote products or services. In the context of fashion thrift, social media marketing can be very effective for several reasons. First, the platform allows sellers to show products in a more visual and engaging way. Second, features such as stories, live videos, and reels allow for more dynamic interactions with followers. Third, social media facilitates word-of-mouth marketing, which is when users share their experience with the product to their network.

Impact on Buying Interest

Social media marketing can directly increase buying interest through several mechanisms. Engaging content, such as fashionable product photos or styling tutorial videos, can make users interested in buying. Additionally, reviews and testimonials from satisfied customers can provide strong social proof, increasing consumers' sense of trust and interest in purchasing the product.

Brand Image as a Mediator

Brand image or brand image plays an important role in determining consumer purchasing decisions. In the context of fashion thrift, brand image is formed from consumer perception of the quality, aesthetic value, and ethics of a brand. Effective marketing on social media can improve brand image by displaying fashionable products, as well as showing a commitment to values such as sustainability and uniqueness. Interaction Between

Social Media Marketing and Brand Image

Social media marketing can significantly affect brand image, which in turn will mediate the influence between social media marketing and buying interest. For example, a social media campaign that focuses on educating about the environmental benefits of fashion thrift or showcasing collaborations with reputable influencers can improve a brand's image. This increase in brand image will then make consumers more interested and confident to buy the product

Case Studies

For example, an online fashion thrift store in Indonesia launched a social media campaign with the theme "Sustainable Fashion for a Better World." The campaign contains educational content about the environmental impact of fast fashion and how buying thrift products can reduce carbon footprint. In addition, the store also collaborates with several local influencers who are known to have a unique and eco-friendly fashion style. As a result, the store saw a significant increase in the number of followers, interaction on social media posts, and most importantly, sales of its products. The store's brand image is also getting stronger, known as a responsible and stylish fashion thrift shopping place.

LITERATURE REVIEW

Sosial Media Marketing

With the development of promotional media technology, it is also increasing and expanding, one of which is through internet media, by using internet media companies do not need a lot of money to promote products, facilitating the promotion process and the reach is wider (Desi Khamaria: 2019). *Social Media Marketing* has become an important part of modern marketing strategies because of its ability to reach target audiences effectively, interact directly, and spread messages quickly (D Untrai, 2018). *Social Media Marketing* is one of the marketing bastions that uses social media to market a product, service, brand or issue by utilizing the audience that participates in the social media marketing (DEI et al., 2021).

Buying Interest

Buying Interest is the consumer's interest in a product by looking for additional information to increase the product (Schiffman & Kanuk, 2018). Buying interest is a person's interest or desire to buy a product or service. This buying interest arises from shared reasons, such as personal decisions, preferences, or the influence of other factors such as price, availability, or perceived confidence. In the world of marketing, understanding consumers' buying interests is important in developing an effective marketing strategy. Buying interest according to Ferdinand (2006) is a sudden interest in making a purchase creates a motivation that continues to be recorded in his mind and becomes a very strong activity and in the end when the consumer meets his needs, then the consumer will actualize what is in his mind.

Brand Image

Brand Image is the perception of the brand described by the brand association in the consumer's memory (Masyita & Yuliati, 2017). *Brand Image* is the mind or perception owned by a brand in the eyes of consumers. This includes aspects such as product quality, brand image, brand values, and consumer retention Brand image plays an important role in influencing consumer purchase decisions and building loyalty to the brand. Brand image is a combination of names, terms, signs, symbols, or designs, to group goods or services of a seller or a group of sellers. Sehinnggha can be distinguished from brand or competitor product services (Buidanto, 2015. *THE INFLUENCE OF BRAND IMAGE*)

RESEARCH METHOD

Research Variables

The research variable is an atygrant, the value of the nature of the object's organization and activities that have certain variations determined by the researcher can attract its relevance. The variables used in this study are dependent variables or bound variables (Y) and independent variables or variables (X) Sugino (2013: 96). According to Sugiono in his research (Elvia, 2022), research variables are everything in any form that is determined by a researcher to be studied, so that a lot of information about it can be obtained, and then conclusions can be drawn. In this study, the variables used are b]dependent variable or bound variable (Y), which is a variable that is influenced by the independent variable, and an independent variable or independent variable (X), which is a variable that affects the dependent variable. The dependent variables in this study are buying interest and brand image as mediation (Z)

Variabel Dependent (Y)

Minat Beli (Y)

According to (Nurufi, 2019), buyers who have a positive attitude towards the product, will be interested in buying the product. This explanation can be described for buying interest to occur because consumers have made purchases by looking for product information, Consumers have an interest in a product or service but not necessarily consumers will buy the product or service
 Dependent variables or bound variables are variables that are influenced by the existence of independent variables The dependent variable (Y) used in this study is Buying Interest

Independent Variable (X)

Sosial Media Marketing (X)

According to (Adelia Septiana Restanti Tania: 2020). The main goal of Social Media Marketing is to build positive relationships with consumers, increase brand awareness, increase sales conversions, and gain insights into consumer preferences through data analysis. In the current era, social media helps a lot in daily life and people at this time cannot be separated from social media. Independent variables or independent variables are variable variables that affect or are the cause of the occurrence of dependent (bound) variables. used in this study, namely: Social Media Marketing (X)

Varibel Mediasi (Z)

Brand Image (Z)

According to Yudhanto (2018), brand image is a set of assumptions that exist in consumers' minds about a brand that is formed by sharing information and sharing sources. Brand image is a thought that exists in people's minds about a good or service that they have known and have used or consumed. The mediation variable is an intervening or intermediate variable that is located between the independent and dependent variables, so that the independent variable does not directly affect the change or emergence of the dependent variable.

RESULT

Indicator Validity Test (Convergent Validity)

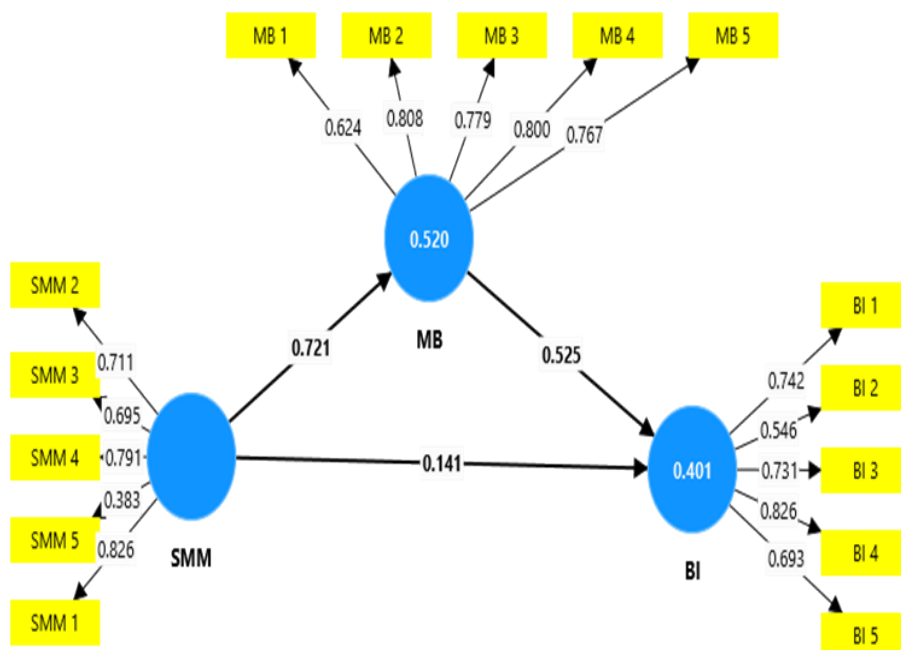


Table 1. Loadiang Factor Kontruk Sosial Media Marketing

Construction	Item Code	Loading Factor
Sosial Media Marketing	SMM 1	0,826
	SMM 2	0,711
	SMM 3	0,695
	SMM 4	0,791
	SMM 5	0,383

Table 2. Loadiang Factor Constructs Buying Interest

Construction	Item Code	Loading Factor
Buying Interest	MB 1	0,624
	MB 2	0,808
	MB 3	0,779
	MB 4	0,800
	MB 5	0,767

Table 3. Loading Factor Kontruk Brand Image

Construction	Item Code	Loading Factor
Brand Image	1	0,742
	BI 2	0,546
	BI 3	0,731
	BI 4	0,826
	BI 5	0,693

Indicator Reliability Test (Composite Reliability)

To measure the reality of a construct in PLS – SEM with the Smart PLS application, it is used in the event that Cronbach's Alpha gives a lower value so it is recommended to use composite reliability and the value must be more than 0.7. In table 4. 13 Below it can be seen that all variable values in reliability testing both using Cronbach' Alpha and composite reliability have values above 0.7. and validity testing using AVE with a value of 0.5. Therefore, it can be concluded that the variables tested are valid and reliable so that structural model testing can be carried out.

Variable	Cronbach Alpha Results	Composite Reliability	Average Veriance Extracted (AVE)
Sosial Media Marketing (X)	0,719	0,767	0,489
Minat Beli (Y)	0,814	0,828	0,576
Brand Image (Z)	0,761	0,788	0,836

Direct Influence

Direct influence is the influence of independent variables on dependent variables without moderators by other variables, The value of the variable is said to be significant if it is less than 0.05 The following is an analysis of the direct influence

	Original Sample (O)	Sample Mean (M)	Stnadard Deviation (STDEV)	T Statistics (I0/STDEVI)	P Values

BI – MB	0,334	0,344	0,109	3.075	0,002
SMM – BI	0,520	0,538	0,089	5.846	0,000
SMM – MB	0,548	0,548	0,112	4.885	0,000

Indirect Influence

Indirectly, Social Media Marketing affects Buying Interest through Brand Image mediation. The magnitude of the influence is 0.174 more than 1.96, this shows significant.

	Original Sample (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistic (IO/STDEVI)	P Values
SMM – BI- MB	0,174	0,186	0,070	2.488	0,013

R – Square

R – Square is used to measure the predictive power of a structural model. R – Square describes the influence of certain exogenous latent variables on endogenous latent variables whether they have a substantial influence

Item	R – Square	R – Square Adjusted
Brand Image (Z)	0,401	0,389
Minat Beli (Y)	0,520	0,515

DISCUSSION

The success of a customer service is to provide a sense of satisfaction to every consumer who performs the service. Because the better a service will be, the better the image of the waiter in the eyes of consumers. Based on the results of the research obtained on the influence of social media marketing on buying interest with brand image as mediation in fashion thrift products in S1 management study program students, Faculty of Business Economics, University of Muhammadiyah Semarang

	Information	Result
Hipotesis	Social Media Marketing has a positive effect on Buying Interest	Accepted

Hipotesis	Buying interest has a positive effect on Brand Image	Accepted
Hipotesis	Social Media Marketing has a positive effect on Brand Image	Accepted
Hipotesis	Social Media Marketing has a positive effect on Buying Interest through Brand Image	Accepted

The Influence of Social Media Marketing on Buying Interest

Based on the results of the hypothesis test, it was shown that the Social Media Marketing variable (X) had a positive and significant effect on Buying Interest (Y) with a coefficient value of 491.3 and a significant value of 0.001 which was smaller than the significance level of 5% or 0.05. The existence of this positive and significant number indicates that good social media marketing can have an effect in increasing that good buying interest can affect increasing buying interest in students of the S1 management study program, Faculty of Business Economics, University of Muhammadiyah Semarang.

The Influence of Buying Interest on Brand Image

Based on the results of the hypothesis test, it was shown that the Buying Interest (Y) variable had a positive and significant effect on the Brand Image (Z) with a coefficient value of 467.616 and a significant value of 0.000 which was smaller than the significant level of 5% or 0.05, The existence of this positive and significant number indicates that the Buying Interest determined has an effect in improving Brand Image in S1 students of the Faculty of Business Economics, University of Muhammadiyah Semarang.

The Influence of Social Media Marketing on Brand Image

Based on the results of the hypothesis test, it was shown that the Social Media Variable (X) had a positive and significant effect on the Brand Image (Y) with a coefficient value of 540.4 and a significant value of 0.000 which was smaller than the significance level of 5% or 0.05. The existence of this positive and significant number indicates that Brand Image is in great demand among students of the S1 management study program, Faculty of Business Economics, University of Muhammadiyah Semarang.

CONCLUSION

With the right management, social media marketing can be a very powerful tool. In the context of thrift fashion, this efficacy is even more relevant considering that the target market is often the younger generation who are more environmentally conscious and very active on social media. The influence of social media marketing on buying interest is determined by how the marketing

can build a strong and positive brand image. Therefore, fashion thrift businesses that want to survive and thrive must be able to utilize social media effectively and strategically to achieve success.

In an increasingly digital world, social media marketing is a very effective tool to reach and attract consumers. In the fashion thrift industry, social media provides the perfect platform to showcase the uniqueness and value of good quality used products. This positive impact can be further increased when social media marketing is able to build a strong brand image. Thus, fashion thrift business actors need to focus more on social media marketing strategies that not only focus on selling products, but also build a positive brand image. Through this approach, consumers' buying interest in fashion thrift products can increase significantly

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