Predicting Future Purchase Intentions In E-Commerce: An Empirical Study On Bukalapak

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Abstract: This research explores how consumers' familiarity with a brand and the quality of information they encounter impact their engagement with the brand's social media presence. Additionally, we investigate how this engagement influences consumers' attitudes toward the brand's social media and their intentions for future purchases. This study also delves into the mediating role of social media engagement in the relationship between brand familiarity, information quality, consumers' attitudes toward the brand's social media, and their intentions for future purchases. The research employed a quantitative methodology, specifically purposive sampling, a non-probability approach. Data were collected through online surveys, with 441 samples obtained. The data were analyzed using PLS-SEM with SmartPLS to test hypotheses and draw conclusions. Consequently, all ten hypotheses were validated.
Keywords: Brand; Familiarity; Information Quality; Social Media; Attitude; Future Purchase Intention.

Abstrak: Penelitian ini bertujuan untuk menyelidiki pengaruh keakraban merek konsumen dan kualitas informasi terhadap keterlibatan konsumen dengan media sosial merek, dan pengaruh keterlibatan konsumen dengan media sosial merek terhadap sikap konsumen terhadap media sosial merek dan pengaruhnya terhadap niat beli masa depan. Penelitian ini juga menguji pengaruh mediasi dari keterlibatan media sosial merek dalam pengaruh keakraban merek dan kualitas informasi terhadap sikap konsumen terhadap media sosial merek dan niat beli masa depan, juga pengaruh mediasi dari sikap konsumen terhadap media sosial merek dalam pengaruh antara keterlibatan konsumen dengan media sosial merek terhadap niat beli masa depan. Penelitian ini dilakukan dengan metodologi kuantitatif, pengambilan sampel dengan *purposive sampling*, pendekatan *non-probability sampling*, dan pengambilan data melalui survei online dengan mengumpulkan data yang berasal dari 441 sampel. PLS-SEM dengan SmartPLS digunakan sebagai metode analisis data guna menguji hipotesis dan memberikan kesimpulan. Sebagai hasilnya, kesepuluh hipotesis penelitian diterima.
Kata Kunci: Merek; Keakraban; Kualitas; Informasi; Media Sosial; Sikap; Niat Beli Masa Depan.

INTRODUCTION

Due to the recent digitalization trend, business markets have seen significant changes in client purchasing behaviour. Customers are becoming more knowledgeable and relying less on traditional sales tactics. Buyers increasingly depend on digital resources, so their purchasing processes often incorporate social media (Ancillai et al., 2019). Social media has completely changed how businesses interact with consumers and society and has opened new opportunities and problems for businesses in many sectors, from marketing and operations to finance and human resource management (Ruparel et al., 2020). At the corporate level, contemporary businesses often utilize social media as part of their marketing strategies and objectives to enhance consumer engagement, foster customer

relationships, and gather valuable consumer insights rather than solely for conveying information about the company or brand (Alalwan et al., 2017). Through social media, customers are growing more connected to the brand and more aware of the brand and product information. They may encourage customers to connect, communicate, and form positive attitudes toward the brand (Agnihotri et al., 2016). Previous research stated that involvement in the brand's social media may influence the emergence of future purchase intentions (Aji et al., 2020; Chen and Wei, 2020; McClure and Seock, 2020).

Table 1. Total Visits of Several e-Commerces in Indonesia

E-commerce	Visit in 2020	Visit in 2021	Visit in 2022
Shopee	390.730.000	527.560.000	607.600.000
Tokopedia	355.600.000	598.440.000	602.930.000
Lazada	105.400.000	114.320.000	179.300.000
Bukalapak	142.900.000	119.520.000	85.460.000

Source: Modified from GoodStats (2022)

One of Indonesia's most popular e-commerce companies that uses social media in their business operation and marketing is Bukalapak (Yudiawan, 2017). Bukalapak conducts its primary business activities through web portals and various digital platforms for commercial purposes. However, even though Bukalapak had gained popularity in social media and in terms of brand familiarity, the involvement rate of its customers towards Bukalapak's social media account needed to catch up to its competitors. (Putri and Zakaria, 2020) stated that the average value for Bukalapak's social media performance could be much higher. Furthermore, the tight competition between e-commerce companies in Indonesia caused a decrease in consumer visits to Bukalapak's social media accounts and online platforms (Putri et al., 2020). This may indicate that the social media account of Bukalapak is the least popular compared to its competitors. The number of customers visiting Bukalapak drops yearly from 2020 to 2022, placing Bukalapak in the last (fourth) position compared to its competitors, Shopee, Tokopedia, and Lazada, from 2020 to 2022, as shown in **Table 1**. Bukalapak has the lowest growth in the number of visitors that interact with their website.

The significant decline in Bukalapak e-commerce visitors is an issue that Bukalapak is currently facing. Based on the research on consumer behaviour related to online shopping, purchase intention is the main aspect that motivates consumers to make purchases and supports e-commerce growth. So, for Bukalapak to remain competitive in the market and maximize profits through e-commerce transactions, Bukalapak website visitors are considered an important condition because the higher number of visitors increases the possibility of future purchase intention in Bukalapak e-commerce. Visitors have a high chance of becoming customers, especially loyal customers, if it involves the right factors for future purchase intention determinants for Bukalapak. (Hossain et al., 2018) stated that many users browse e-commerce, but turning the visitor into a buyer is the main challenge faced by the companies. Bukalapak needs to increase customers' intention for future purchases to turn its website visitors into customers and achieve higher profitability.

Understanding the factors that drive consumer engagement with a brand on social media platforms and the subsequent impact of a brand's presence on consumer attitudes and future purchasing decisions is paramount. While previous research has delved into

various factors influencing consumer purchase intentions, there remains a relatively limited body of work exploring the relationship between consumer involvement with a brand on social media and their intentions for future purchases. As a result, the primary aim of this research is to delve into the dynamics of how consumers' familiarity with a brand and the quality of information they encounter on social media platforms shape their engagement with the brand's social media presence. Furthermore, this study aims to uncover how this engagement, in turn, influences their intentions regarding future purchases. Notably, this study builds upon and replicates the earlier research conducted by (McClure and Seock, 2020). However, it is shown in a distinct geographical context, under the guidance of different researchers, and with a focus on a different set of subjects. This approach seeks to contribute valuable insights into this crucial area of study.

THEORETICAL REVIEW

Consumer behaviour is a dynamic process that involves an individual or a group of individuals when they actualize a specific behaviour to find, buy, and pay for a product, then use and utilize it for evaluation (Sinulingga and Sihotang, 2021; Pradana and Novitasari, 2017; Yani et al., 2022). (Mehta et al., 2020) stated that social issues shape macro-consumer behaviour. Still, to understand the drivers of micro-consumer behaviour, researchers must look at individual drivers as customers attempt to maximize their satisfaction, utility, or delight by buying consumer products. This study uses several interrelated variables in consumer behaviour, such as consumer attitudes and involvement with brands' social media.

Future Purchase Intention. In (Poushneh, 2021), future purchase intention (FPI) is defined as a consumer's intention or willingness to buy a product or service at some point in the future. It represents the individual's plan or inclination to purchase but does not necessarily indicate an immediate or imminent buying decision. (McClure and Seock, 2020) pointed out that FPI is part of customers' intentions, reflecting what customers believe they will purchase to satisfy their desires and needs. Purchase intention occurs because of the stimulus provided by the company, which creates interest in customers to buy the products. The purpose of providing that stimulus is to make customers purchase.

Suppose customers make a purchase decision and appear satisfied with it. In that case, they may engage in post-purchase processes, such as repeat purchases, behavioural loyalty, positive brand attitude, word of mouth, and future purchase intentions (Kalia et al., 2016). (Dash et al., 2021) also noted that future purchase intention is considered because of the satisfaction that the customers perceive. Before having an FPI, customers would be guided by their past preferences, experiences, and external environment to evaluate alternatives, and finally, it will result in buying decisions (Su et al., 2019).

Involvement in Brand's Social Media. Participation in a brand's social media (IBS) refers to a consumer's involvement in social media owned by a particular brand, which is influenced by consumer interest or need for the brand (McClure and Seock, 2020). The process of development and adoption of digitization in information and communication technologies has led to the discovery and use of digital communication platforms that are changing communication habits and meeting social, economic, emotional, and material conditions that already exist (Chen and Wei, 2020; Shareef et al., 2018). The process of sharing information and communication through the digital platform is accelerated, facilitating the process and allowing for easier sharing of experiences between them (Hsu,

2022). The digital platform, then known as social media, is powered by user-generated content and is an online communication site or forum that acts as a social networking tool to build online communities (Chen and Wei, 2020), facilitate the formation of relationships between users of different backgrounds (Rana and Paul, 2017).

Attitude toward Brand's Social Media. Attitude toward a brand's social media (ABS) is the overall perception, feelings, and opinions that individuals or consumers hold about a particular brand's presence and activities on social media platforms (Kumar and C, 2017). It reflects how people view and evaluate the brand's engagement, content, interactions, and behaviour on social media channels. Furthermore, (Ru et al., 2018) noted that attitude, perceived behavioural control, and social norms affect an individual's intention to act in a particular way, which leads to actual behaviour. According to (Sahoo and Pillai, 2017), attitude captures the customers' global evaluation of the offered service, which develops into customer behaviours. Attitude itself can be defined as the effect of pairing an object with a positive or negative stimulus that inevitably evokes an attitudinal response (Corneille and Stahl, 2019). This response will affect an individual's later evaluative response toward the object.

(Kotler and Keller, 2016) also defined attitude as a person's evaluation, tendencies, and feelings towards an object, which puts that person in the position of liking or disliking a specific object or thing. If a person has a positive attitude toward an object, it is shown in their continuous consumption/use of that object. While on the other hand, they will discontinue consuming/using that object when there is a negative attitude towards it (Ayo et al., 2016). Attitude is relatively durable, constant, and coherent over time, comprising three components: affective, cognitive, and behavioural (Minton et al., 2017).

Brand Familiarity. Brand familiarity (CBF) is the level of consumer knowledge or recognition of a brand (McClure and Seock, 2020). The term brand familiarity " is used in relation to the number of times consumers have seen or recognized a product or brand, either directly when consumers have purchased and used branded products or indirectly through advertising, social media content, and word of mouth (Salim and Praningrum, 2020) and also is one aspect of knowledge possessed by consumers related to how long it takes consumers to remember and recognize and process information that is known about a brand (Barijan et al., 2021) which can generate a sense of confidence in consumers then led them to consider purchasing a brand.

Brand familiarity can also describe how consumers react and feel when they relate to the brand (Cakmak, 2016). (Jain, 2017) suggests that the brand familiarity variable can be assessed by how well consumers can recognize and know a brand name from a particular product. Brand familiarity means the consumer can remember and acknowledge a brand's visualization or slogan and know the brand (Hidayatullah, 2018). (Bapat, 2017) added that brand familiarity is the level of consumer understanding of a brand after seeing its visualization and using the product, which can accumulate in consumer memory; the more often consumers know the brand, the more it is recognized by consumers.

Information Quality. Information quality is a concept that describes the quality of the information presented, whether objective, complete, or new, to meet the expectations of the recipients or users of the information (McClure and Seock, 2020). Information itself is a series of forms resulting from an individual's intellectual process that processes a stimulus when the five senses receive it, which will then be forwarded to the brain to be processed with the knowledge, experience, tastes, and beliefs that the individual already has so that the result is called "information" (Agustine and Prasetyawati, 2020). As much

of the information available on social media (IQS) from various sources can be easily accessed by users, including consumers who play social media, the discussions and literature about the quality of the information become more critical for consumers (Erkan and Evans, 2016).

Hypotheses Development. Involvement in Brand's Social Media towards Attitude toward Brand's Social Media. In some previous research, the study tried to examine what aspects of social media sites can influence and affect customer motives and attitudes. (McClure and Seock, 2020) also noted that communication initiated by both the company and the customer could positively impact customers' attitudes towards the brand. (Rana and Paul, 2017) suggest that marketers and retailers must know the factors influencing customers' motivations and attitudes.

(Kamboj and Rahman, 2016) noted that social networking sites could be used to build brand relationships and customer behaviour. When customers are involved in the community activities of the brand through social media, they are more likely to have positive emotions, leading to brand loyalty and brand equity. A study by (Lindsey-Mullikin and Borin, 2017) also attempted to determine the importance of social networks. It concluded that social media site is not only a tool to interact with different people but also a way to reach prospective customers. The high level of interactivity and personalization on social media sites may be essential in increasing customer desire to buy and attitude towards companies and their brands (McClure and Seock, 2020). Additionally, a higher level of engagement will lead to increased interest in the product and attention and a more positive attitude towards the ad and the brand. Accordingly, this study has developed the following hypotheses:

H1: A customer's involvement with a brand's social media influences a customer's attitude towards a brand's social media presence.

Involvement in the Brand's Social Media towards Future Purchase Intention. Numerous studies have considered that customers sometimes rely on and use social media sites as a source of information in their buying process (Husnain et al., 2018). Customer's rational thoughts could shape the intention to purchase soon after a buying experience and brand exposure (Moreira et al., 2017). (McClure and Seock, 2020) examined how the purchase intention is influenced by the brand's digital media activity and customer interaction with the brand's social media pages. With the growing importance of social media pages in customers' daily lives, the involvement of a brand's social media directly affects the creation of brand value for the customers. The greater the interaction between customers and the brand's social media, the more it will motivate them to buy the brand's product (McClure and Seock, 2020). Accordingly, this study has developed the following hypotheses:

H2: The customer's involvement with the brand's social media influences the customer's future purchase intention towards a brand.

Attitude toward the Brand's Social Media towards Future Purchase Intention. (Lim et al., 2017) noted a parallel relationship between purchase intention and attitude in consumer studies. Previous research done by (Shah et al., 2021) suggested that a better understanding of a brand's offerings through high-quality information on the brand's social

media that customers perceive affects their attitudes, allowing customers to make better purchase decisions. A brand is considered trustworthy in customer's perception and internal evaluation when they perceive the quality of information available on the brand's social media, which is the ultimate reason for increased purchases (Martín-Consuegra et al., 2019). Positive attitudes expressed by customers about social media platforms could contribute to their purchasing behaviour; the previous study found that customers' brand attitudes shaped by their interaction on the brand's social media pages positively and significantly affect purchase intention (McClure and Seock, 2020). In the hotel context, (Ong and Ito, 2019) found that the attitude of hotel guests toward social media sites would directly affect their attitude towards the hotel brand, affecting the intention to book a room. Accordingly, this study has developed the following hypotheses:

H3: A customer's attitude towards a brand's social media influences a customer's future purchase intention towards a brand.

Brand Familiarity Towards Involvement on Brand's Social Media. In general, consumers will participate in the activities of a brand when they already know the brand (Coelho et al., 2018), so brand familiarity plays a role in shaping consumer involvement. When customers first acquire knowledge and awareness about a brand, they will develop a specific behaviour towards it and act by getting involved and using or avoiding it (McClure and Seock, 2020). In their research, (Barijan et al., 2021) also mention that the feeling of familiarity with a specific brand contained in an individual can motivate them to be involved in interacting with the brand. The results of the same study were also stated by (Santoso et al., 2018) that to be able to get consumers to engage in brand activities, they must first make them familiar with the product or brand. Accordingly, this study has developed the following hypotheses:

H4: The customer's brand familiarity influences the customer's involvement in the brand's social media.

Information Quality Towards Involvement on Brand's Social Media. A company or brand that wants to sell its products will usually provide as complete information as possible to be then given to consumers or potential consumers (Agustine and Prasetyawati, 2020). The information provided should be up-to-date, easy to understand, and complete. This motivates the recipients of information to want to participate in the interaction after receiving the information (Saldanha et al., 2017). This consumer involvement is beneficial for brands as market research to see how consumers react to their products or brand image, which can be used as materials for future innovation (Rigby, 2021). Hence, as elucidated earlier, the calibre of information the brand supplies will influence the extent consumers engage with it and their reactions to the information they receive. This correlation between information quality and brand engagement aligns with findings from prior research studies, as observed in (McClure and Seock's, 2020) and (Permana and Setianto's, 2018) work. Accordingly, this study has developed the following hypotheses:

H5: There is an influence of information quality on customer involvement in the brand's social media.

The Mediating Effect of Involvement on Brand's Social Media on Brand Familiarity and Attitude toward Brand's Social Media. Consumers are more likely to engage in brand activities when familiar with the brand (Coelho et al., 2018). If there is a high brand familiarity among the customers, the brand will receive more likes on their social media accounts and more interactions in brand activity. (Carranza et al., 2018) also noted that a person's familiarity with a particular brand can encourage them to participate in interactions with the brand. When customers become aware of a brand through the interaction between two of them, they will first adopt a specific behaviour toward it; either the customers will engage with the brand by utilizing it or avoiding it (McClure and Seock, 2020). Accordingly, this study has developed the following hypotheses:

H6: Involvement in a brand's social media mediates the influence between brand familiarity and attitude towards a brand's social media.

The Mediating Effect of Involvement on Brand's Social Media on Brand Familiarity and Future Purchase Intention. It has been said that brand familiarity is a description of consumer knowledge or impressions of a brand (Cakmak, 2016). It is one factor that motivates an individual to take action if they already know the brand (Rhee and Jung, 2019), including contributing or interacting with the brand through a website or social media account (Bapat, 2017). When someone already knows and then participates in interacting with the brand, it also increases trust, which becomes purchasing behaviour (Purbasari and Purnamasari, 2019). (Purbasari and Purnamasari, 2019) stated that consumers will buy a product when they already know and have communicated with the brand to seek information. Hence, this study has developed the following hypotheses:

H7: Involvement in a brand's social media mediates the influence between brand familiarity and future purchase intention.

The Mediating Effect of Involvement on Brand's Social Media on Information Quality and Attitude Toward Brand's Social Media. Brand social media accounts information quality might prompt active customer intention to participate in their social media activity (McClure and Seock, 2020). The more attractive the content is, the more likely it is that the information's intended audience, in this case, customers, would engage and interact with it on brand social media accounts (Romla and Ratnawati, 2018). The relevant information perceived by customers is used when processing the information so that it becomes a consideration for making purchase decisions. The quality of information the brand offers impacts consumer involvement in the brand itself and how they react to the information received. Accordingly, this study has developed the following hypotheses:

H8: Involvement in a brand's social media mediates the influence between information quality and attitude towards a brand's social media.

The Mediating Effect of Involvement on Brand's Social Media on Information Quality and Future Purchase Intention. Social media can make it easier for consumers to view existing information or interact with brands to collect new information (Erkan and Evans, 2016). Information is one of the important elements that consumers consider before they are interested in visiting to make purchasing decisions (Balaban et al., 2020).

Consumers will show their contribution to the marketing process of a brand that is carried out through social media if the uploaded content can convey the information expected by consumers (Potura and Softić, 2019). Consumers who make purchases are, of course, to fulfil their needs and desires that have been considered since consumers receive information about a brand, which then the consumer has made another effort to seek deeper information to convince himself before finally deciding to buy (McClure and Seock, 2020). Therefore, this study has developed the following hypotheses:

H9: A brand's social media involvement influences information quality and purchase intention.

The Mediating Effect of Attitude toward Brand's Social Media on Involvement on Brand's Social Media and Future Purchase Intention. (Qin, 2020) states that social media participation and interaction foster a good customer attitude. With the involvement and interaction in social media, both the customer and company could initiate communication and build brand relationships and customer behaviour that have a positive effect on the attitudes that customers have towards the brand (Kamboj and Rahman, 2016). In the previous study, (Ong and Ito, 2019) discovered that visitors' attitudes toward social media sites would directly influence their attitudes toward the hotel brand, influencing their desire to book a stay. Accordingly, this study has developed the following hypotheses:

H10: Attitude towards the brand's social media mediates the influence between involvement in the brand's social media and future purchase intention.

Research Model. Based on the hypotheses developed in the previous section, the research model is shown in **Figure 1** below.
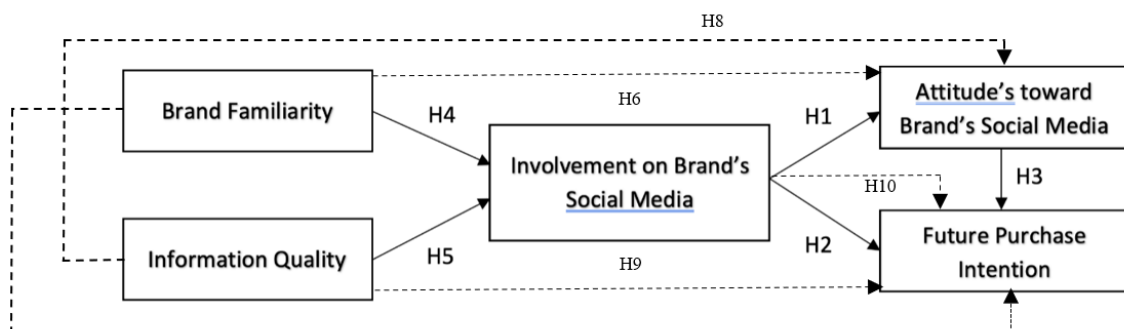

Figure 1. Research Model
Source: Developed by the researcher for this research (2022)

METHODS

This study utilizes a quantitative approach involving numerical data analysis through descriptive and inferential statistics. The data analysis method employed is PLS-SEM using SmartPLS. Two models of analysis are conducted in this study: the measurement model and the structural model. The measurement model includes reliability and validity tests to assess the data's reliability and validity. Meanwhile, the structural model

encompasses R-squared analysis, hypothesis testing, and mediation testing to assess the significance of relationships between variables.

This study employed online questionnaires as the method for data collection, with the unit of analysis being individual respondents. The study utilized non-probability purposive sampling to select participants. The eligibility criteria for participants included prior experience with the Bukalapak social media platform and completing a transaction on Bukalapak. Four hundred samples were deemed necessary for the data analysis, determined using the Slovin Formula, with a margin of error set at 5 per cent (95 per cent confidence level). This study utilized the Likert and interval scales to measure responses. Seven-point Likert scale questionnaires were distributed to respondents through Google Forms. These questionnaires were distributed online via social media platforms and email.

RESULTS

This study distributed online questionnaires via Google Forms to 441 respondents. After thorough observation and examination, the data from 411 respondents are used for this study, as 30 respondents do not meet the requirements of the predetermined sample criteria. **Table 2** summarizes the respondent's characteristics; most of the respondents are female (57.100 per cent), aged 15 to 18 years old (26.800 per cent), with monthly spending for monthly shopping under Rp.1,000,000 (40.100 per cent).

Table 2. Respondents Profile

Characteristic	Category	Frequency	Percentage
Gender	Male	189	42.900
	Female	252	57.100
	Prefer not to mention	0	0.000
Age	15 to 18	118	26.800
	19 to 23	117	26.500
	24 to 30	102	23.100
	31 to 40	54	12.200
	More than 40	50	11.300
Monthly Spending for Online Shopping	Less than Rp.1,000,000	177	40.100
	Rp.1,000,000 to Rp.2,000,000	30	6.800
	Rp.2,000,000 to Rp.4,000,000	94	21.300
	More than Rp.4.000.000	140	31.700

Source: Generated from 411 respondents (2022)

Table 3 summarizes the questionnaire items and the result of data from several tests, including validity (Outer Loading and AVE) and reliability testing (Cronbach's Alpha and Composite Reliability), multicollinearity testing (VIF), and the coefficient of determinations (R-Square) with the method of analysis, Partial Least Square-Structural Equation Modeling PLS-SEM using SmartPLS software.

Table 3. Data Analysis

Item	Outer Loading	VIF
Future Purchase Intention (FPI) (Cronbach's Alpha = 0.816, CR = 0.818, AVE = 0.647) (R-Square = 0.517)		
I intend to make a purchase of a product from Shopee in the future	0.862	1.230
I tend to recommend products from Shopee to other consumers for future purchase	0.764	1.847
I intend to make Shopee the first choice for doing shopping activities	0.753	1.458
I intend to explore more about the product I want to purchase	0.833	2.015
Attitude toward Brand's Social Media (ABS) (Cronbach's Alpha = 0.871, CR = 0.879, AVE = 0.660) (R-Square = 0.440)		
I think this brand's social media (BSM) sites are reliable	0.812	2.035
I think these BSM sites are friendly	0.882	1.877
I think these BSM sites are valuable	0.732	1.915
I think this BSM are of good quality	0.825	1.250
I think the BSM sites have a good reputation	0.805	1.589
Involvement in Brand's Social Media (IBS) (Cronbach's Alpha = 0.846, CR = 0.850, AVE = 0.662) (R-Square = 0.634)		
I frequently interact with other members of this brand's social media sites (BSM)	0.772	1.354
I have interactive communication with other members of this BSM sites	0.709	1.963
I am actively involved in the BSM sites	0.812	1.422
I spend a lot of time engaging in the BSM sites	0.764	1.641
I provide feedback related to participation in the BSM sites.	0.876	1.398
Information Quality of Social Media Content (IQS) (Cronbach's Alpha = 0.870, CR = 0.887, AVE = 0.601)		
I find the quality of content on the brand's social media (BSM) is useful	0.761	1.370
I find the quality of content on the BSM site is specific	0.752	2.336
I find the quality of content on the BSM site valuable	0.753	2.074
I find the quality of content on the BSM site reliable	0.797	1.551

I find the quality of content on the BSM site is factual	0.741	1.695
Brand Familiarity (CBF) **(Cronbach's Alpha = 0.895, CR = 0.896, AVE = 0.760)**		
I have heard of this brand before	0.873	1.620
I have purchased this brand	0.878	1.660
I am familiar with this brand	0.854	1.935
I have a clear understanding of the person who would use this brand	0.881	2.128

Source: Data Analysis from 411 respondents using SmartPLS (2022)

According to (Hair et al., 2017), the outer loading value of the four indicators in the FPI, as shown in **Table 3**, is greater than 0.700, making it legitimate. Furthermore, FPI has Cronbach's Alpha and Composite Reliability values of more than 0.700; it has also been deemed reliable (Hair et al., 2017). AVE measures the overall disparity between the variation due to measurement error and the entire discrepancy that a variable captures. The results also show that variable FPI has an AVE value of 0.647, higher than the minimal standard of AVE of 0.500. Additionally, it is clear from the table data that the endogenous latent variable FPI has an R Square result of 0.517, indicating that the exogenous latent variable's influence on the endogenous latent variable is above moderate but not significantly so. There is no multicollinearity issue because the VIF values for the four indicators are all less than five.

The outcomes of the analysis of the five indicators are deemed valid and reliable in the variable of ABS. The fact that the least outer loading value, which is 0.732, exceeds the threshold of 0.700 makes it acceptable. The fact that Cronbach's Alpha and CR values are higher than 0.700 indicates that the source is reliable. The AVE value is 0.660, which is in line with the general rule of thumb of 0.500. The results show that ABS has an R-square value of 0.440, indicating that the external latent variable influences the endogenous latent variable above moderately but not significantly. There is no multicollinearity issue because the VIF values for the five indicators are all less than five.

The analysis outcomes of the five indicators in IBS are declared valid and reliable based on the outer loading value, Cronbach's Alpha and CR that exceed the rule of thumb. The AVE value was also higher than 0.500. No multicollinearity issue can be seen in all the indicators with a value of VIF lower than 5. The R Square results on the endogenous (IBS) latent variable is 0.634, so it can be categorized that the effect of exogenous latent variables on endogenous latent variables has an influence that is above moderate but not substantial.

The results also show that indicators of IQS are valid and reliable because all the outer loading value, CR and Cronbach's Alpha meets the requirement. IQS also has an AVE value of 0.600. In this variable, no multicollinearity issues can be seen by the VIF value below five. Furthermore, all indicators of CBF are also valid and reliable because of its outer loading value, CR and Cronbach's Alpha value of more than 0.700.

Table 4. Hypothesis Testing

Hypothesis	Original Sample	T-Statistic	P-value	Conclusion
H1: ABS → FPI	0.414	5.356	0.000	Supported
H2: CBF → IBS	0.546	15.536	0.000	Supported
H3: IBS → ABS	0.663	16.695	0.000	Supported
H4: IBS → FPI	0.374	5.237	0.000	Supported
H5: IQS → IBS	0.397	10.730	0.000	Supported

Source: Data Analysis from 411 respondents using SmartPLS (2022)
Note: ABS (Attitude toward brand's social media), FPI (Future purchase intention), CBF (Customer brand familiarity), IBS (Involvement with brand's social media), IQS (Involvement with brand's social media), IQS (Involvement quality of social media content)

The data shown in **Table 4** presented the value of path coefficients from the IBS to ABS as the largest value (0.663), while the path coefficients from the IBS to the FPI are the smallest (0.374). After Bootstrapping, the data from the analysis of the level of the causal relationship between constructs shows that all constructs have a level of P values smaller than 0.050 or 5 per cent, so all causal relationships between constructs in the Inner Model in this study are significant. Analysis of research significance can be concluded if the T statistic above 1.960 after Bootstrapping is done, then the hypothesis is accepted. The influence of IBS on ABS shows the highest relationship, with T Statistics of 16.695, and IBS shows the lowest effect.

Table 5. Mediation Testing

Hypothesis	T-Statistic	Conclusion
H6: CBF → IBS → ABS	10.653	Supported
H7: CBF → IBS → FPI	4.920	Supported
H8: IQS → IBS → ABS	9.062	Supported
H9: IQS → IBS → FPI	4.609	Supported
H10: IBS → ABS → FPI	6.128	Supported

Source: Data Analysis from 411 respondents using SmartPLS (2022)

Table 5 shows that IBS mediates the influence between CBF and ABS. All critical values are above 1.650, meaning the result is significant. Mediates the influence between IBF and FPI. All critical values are above 1.650, meaning the result is significant. IBS mediates the effect of IQS and ABS. All critical values are above 1.650, meaning the result is significant. IBS mediates the effect of IQS on FPI. The critical value is above 1.650, meaning the result is significant. ABS mediates the effect of IBS and FPI. All critical values are above 1.650, meaning the result is significant.

DISCUSSION

According to hypothesis H1, IBS affects their perceptions of ABS. In other words, customers' commitment to and trust in a brand increases, and their relationship with the

brand is strengthened when they actively participate in brand social media. Social media is an online space where people with similar interests share ideas, opinions, and thoughts. Businesses use social media as a platform for direct marketing efforts, breaking the time and location limits in contact with potential customers and encouraging a sense of proximity.

Hypothesis 2 shows that IBS has an impact on FPI toward a brand. Based on the results of this research, factors including product quality, brand recognition, and advertising can significantly affect consumer purchase intentions. Consumer attitude variables and other contexts for marketing research can use consumer purchase intention as a key component. All the identification variables were divided into consumer traits, product features, and perceived characteristics of the network site (web).

(Ahmed et al., 2019) and (Husnain et al., 2018) both support the idea that ABS impact FPI towards a brand. (Ahmed et al., 2019) assert that the popularity of social media platforms like Facebook, Twitter, and YouTube has given users numerous possibilities to exchange and spread knowledge and content about similar goods or companies they may already be familiar with. This phenomenon demonstrates the function of social media network marketing and consumer interaction in informing other users and influencing their preferences and purchasing decisions.

According to Hypothesis H4, IBF influences IBS. Consumers who feel close and familiar with a brand will tend to write positive reviews on social media about that brand. According to (McClure and Seock, 2020), brand familiarity is a crucial source of knowledge about a brand and is boosted by experience with the brand or regular exposure to it. A brand's social media communication substantially influences brand attitudes and purchasing intentions.

Hypothesis 5 shows that IQS has an impact on IBS. Customers place a greater value on the accuracy and reliability of information; therefore, if a company uses social media to provide this information to its audience, it will gain their trust and willingness to interact with it extensively. The accuracy of the information consumers receive while using meal delivery applications affects their continued purchasing decisions. Service providers must offer high-quality systems with meaningful information to achieve customer expectations.

Hypothesis H7 shows that IBS mediates CBF and ABS. Customers are more eager to interact with the business on social media when they are more familiar, which builds consumer loyalty and trust. This might make customers more inclined to visit the Bukalapak website. According to hypothesis H7, participation in IBS mediates CBF and FPI. Due to increased brand knowledge among consumers and stronger purchase intentions, social media marketing has a favourable and significant impact on purchase intention. Brand awareness shows that it can have a major effect and boost the influence of social media marketing on purchase intention by mediating the relationship between it and the impact of social media marketing on purchase intention.

According to hypothesis H8, IBS influences ABS and IQS. One of the most widely used platforms for information sharing is social media, which may be used in various ways, including content exchange, group discussions, one-on-one conversations, and more. Positive brand social media sentiments may encourage more people to visit the website or e-commerce page for Bukalapak. Products' quality, brands, and advertising influence consumers' purchase intentions.

This study examined the effect of social media network marketing and consumer involvement on consumer purchase intentions. The growth of social media sites provides

consumers with opportunities to share and disseminate information and content about related products or brands. This phenomenon shows the role of social media network marketing and consumer involvement in providing information to other users, allowing them to build preferences and buying choices from consumers. Hypothesis H9 states that IBS mediates IQS and FPI. Social media allows a brand to share information and communicate with customers and potential customers, leading to active involvement and increased future purchase intention. As future purchase intentions grow, customers are more likely to visit Bukalapak's website or e-commerce page.

Hypothesis H10 states that ABS mediates IBS and FPI. Higher involvement in brand social media leads to better customers' attitudes towards brand social media, which helps create higher future purchase intention. Strategic brand management reflects how the brand model can predict purchase intention. Brand image is an essential concept in marketing, as it gives customers the impression and feeling about the brand. Attitude is determined by beliefs that are formed due to cognitive factors and norms that can predict intentions. Intention is the intention or possibility that someone wants to act in a certain way. There are company efforts to improve brand image, such as marketing activities.

CONCLUSION

This research found that customers' commitment to engage with the brand actively may undergo cognitive and emotional shifts due to their utilization of social media platforms. Furthermore, the customer's cognitive and emotional dedication to actively engaging with the brand, as represented by the website or other digitally mediated entities conveying brand value, could be influenced by their engagement with the brand's social media channels.

This study also found that customer involvement with a business's social media accounts significantly impacts their likelihood of purchasing from that brand. This is an interaction motivator that encourages participation in the online community and boosts purchase intent. Customers' involvement with a brand's social media channels can be an interaction motivator that boosts purchase intention by fostering a sense of belonging among users.

A customer's attitude towards a business's social media presence can influence their desire to make future purchases from that brand, with positive attitudes influencing their intentions to purchase. The good attitude of customers towards the brand can increase purchase intention. Brand familiarity with customers significantly impacts their engagement with a brand on social media. Brand familiarity is directly related to the amount of time spent processing information about the brand, so Bukalapak needs to make an easier way for customers to shop.

Information quality has an impact on consumer engagement with brands on social media. Higher data quality leads to greater decision-making and confidence in conclusions, reducing risk, improving outcomes, and boosting consumer engagement. It is important to improve the data quality so Bukalapak can utilize it to make decisions in the future. The study found that brand familiarity and attitude towards brand social media are mediated by participation in social media. Consumer attitude towards a brand is based on past experiences, current knowledge, and environmental factors. It is important to cultivate a good and favourable attitude towards the brand. Consumer propensity to judge a brand based on prior experiences is known as attitude toward a brand.

This study found that social media engagement can boost brand recognition and future purchase intent. It can also have an impact on a brand's personality, which can lead to increased customer familiarity and buy intent. A brand's personality may be influenced by social media, which is fantastic because it can change character. Participation in social media brands improves content quality and attitudes towards brand social media. Engagement is the extent to which people engage psychologically with the medium or its message, leading to a lifelong identity or parasocial connection. When exposed to media, involvement is how much they engage psychologically with the medium or its message.

This study found that social media brand participation can improve information quality and future purchase intent. Involving the public in decision-making provides additional information, such as scientific or technical expertise, context, history, and individuals who will boost buy intention. Participation by the public increases the likelihood that a choice will be made with more information, including scientific or technical understanding.

The research results indicate that individuals' perceptions of a brand's presence on social media platforms significantly impact their engagement with the brand and their intentions for future purchases. This influence arises because it functions as a unique identifier for a product, enabling consumers to differentiate it from other competing offerings. In this context, brand attitude represents customers' mental state, allowing them to choose various products and services. The customer's cognitive and emotional commitment to actively engage with the brand, as represented by the brand's website or other computer-mediated entities designed to convey brand value, can be influenced by their utilization of the brand's social media channels.

The main limitation of the research is the use of non-probability sampling techniques, namely judgmental sampling. The use of non-probability sampling techniques limits the generalizability of the results of this study.

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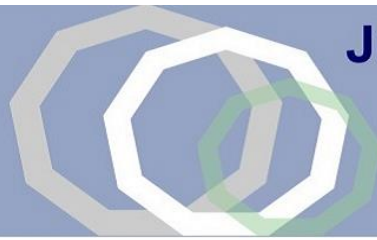Minton, E. A., Cornwell, T. B., and Kahle, L. R. (2017). A Theoretical Review Of

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