The Influenceof Social Media, Brand Awareness, Brand Image, Brand Experience Through Satisfactionand TrustonPurchaseDecisionsDuring The COVID-19 Pandemic

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ABSTRACT: This study purpose to test the trust and customer satisfaction variables as variables that intervene in purchasing decisions. The concepts of customer satisfaction and customer trust have been widely used as a buffer in purchasing decisions. The use of the four attributes such as social media, brand awareness, brand image and brand experience is an important development research in business management that changes in the new normal era, so this research will aim to measure the extent to which these attributes through the attributes of trust and customer satisfaction will encourage public interest in making purchasing decisions during a pandemic.This research was conducted by involving online participants who were selected through a time limit for filling in. The population in this study were people who actively made online purchases during the pandemic with an intensity of more than 10 transactions within 1 month, the population was chosen to support participatoryto being willing to fill out a form via the Google Form application. The results found that purchasing decision variables during the pandemic were influenced by the influence of social media (27.34%), brand awareness (9.58%), brand image (16.81%), brand experience (9.07%), through trust (11.37%) and customer satisfaction (8.68%).

KEYWORDS–COVID-19, Social Media, Brand Awareness, Brand Image, Brand Experience, Customer Trust, Customer Satisfaction, Purchasing Decision.

I. INTRODUCTION

The development of information technology has now influenced people's lives, especially during the Covid-19 pandemic, efforts to make changes in the form of information exchange are made to utilize technology, one of which is the online application of information dissemination to support purchasing decisions (R. Indriyani and A. Suri). Every industry tries to survive and compete by highlighting the advantages and uniqueness in each product to satisfy consumer needs (P. Bagas Aji, 2016). Along with the rapid development of information and communication technology today, competition in this industry is increasing(C. Sugianto Putri, 2016). Companies can spread information by using social media(D. R. Indika and C. Jovita, 2017). This solution is effective at the time of the Covid-19 pandemic. Many industries are helped by their activities due to the massive spread through social media (F. Kalu, 2019).

The large number of uses of social media provides ample opportunities for entrepreneurs to introduce their products to the public (T. W. Putra and K. Keni, 2020). However, they are still required to maintain consumer interest by maintaining brand awareness, brand image and brand experience that are offered to influence purchasing decisions during a pandemic. Brand is a combination of several elements that are created to distinguish one product or service from another which usually consists of names, terms and symbols with the aim of introducing the product to the buyer and carried out by the seller (A. Oktiani and R. Khadafi, 2018). Brand awareness will be formed if consumers feel a continuous feeling (continuum reach) on brands that have been used, so that a feeling of confidence in the only brand that has the right to be selected in the market for similar products will arise (J. Juliana, 2019). Meanwhile, brand image is the memory of consumers which is the basis for consumers to show their perception of the brand. Then, brand experience is an impression from the results of learning in using a brand that is reflected in the understanding and impression of consumers after using it which is closely related to feelings of confidence (Ni WayanWinaPremayani, 2018) and also selection on brands so that purchases will occur[6]. The seller is also committed to consequently providing product form and product uses through the resulting brand. A good brand will give you the promise of excellence, but the branding that is given or produced is not only limited as a symbol.

Apart from social media, purchasing decisions are also supported due to the relationship between consumer trust and satisfaction levels. But not all social media makes all of that profitable because on the other hand there are also patrons who commit fraud, such as items in photos or images that do not match the goods desired by consumers and that will have a negative impact on consumer purchase satisfaction (H. Hendrianto, D. Natalisa, and D. Eka, 2018). Customers will make price, product quality and service one of the standards for the level of perceived satisfaction. Customer satisfaction will be formed through products and quality in serving

consumers, the level of customer satisfaction will be higher if products with good quality and excellent service are provided to customers (T. AHuda, M. Khoirul ABS and A. Widarko, 2019). Meanwhile, consumers will measure service, friendliness, and accuracy as an evaluation of their trust in purchasing decisions.

By realizing that not all activities from social media become a promotional force and can determine purchasing decisions during the pandemic period, this study aims to elaborate through online questionnaires distributed randomly with the target group participants of business actors in one of the selected areas. This study purpose to test the trust and customer satisfaction variables as variables that intervene in purchasing decisions. The concepts of customer satisfaction and customer trust have been widely used as a buffer in purchasing decisions. The use of the four attributes such as social media, brand awareness, brand image and brand experience is an important development research in business management that changes in the new normal era, so this research will aim to measure the extent to which these attributes through the attributes of trust and customer satisfaction will encourage public interest in making purchasing decisions during a pandemic.

II. THEORITICAL REVIEW

2.1 COVID-19

Corona virus disease 2019 (COVID-19) is a new name given by World Health Organization (WHO) of 2019 novel corona virus infection, reported at the end of 2019 from Wuhan, Cina. The spread of infection occurs rapidly and creates a new pandemic threat. Etiology of COVID-19 was identified in 10 January 2020, a betacorona virus, similar with severe acute respiratory syndrome (SARS) and middle east respiratory syndrome (MERS CoV). The clue diagnosis pathway of COVID-19 were history of travel from Wuhan or others infected countries within 14 days prior, and symptoms of acute respiratory illlness (ARI) or lower respiratory infection (pneumonia) with the result of real time polymerase chain reaction (RT-PCR) specific for COVID-19. Prevention is very important for this disease by limitation of transmission, identification and isolate patients. Prognosis is determined by severity of the disease and patient comorbidity. Information about this novel disease remains very few, studies are still ongoing and is needing further research to fight with this new virus(Handayani et al., 2020).

2.2 Social Media

Social media defined as "a group of internet based applications that build on ideological and technological foundations of web 2.0, and allow the creation and exchange of user generated content" (Kaplan and Haenlein, 2010. p. 61).There are four types of social media, they are weblogs, social networks micro-blogs, photo and video sharing sites. Further, the advantages of using social media are no restrictions on time, place, media and cost (Kim and Ko, 2012). According to Hanaysha (2016), Social media is an important marketing communication tool to reach and interact with customers at minimal cost and at different times of the day. Effective management and implementation of social media marketing is one of the key objectives and interests of several brands.

2.3 Brand awareness

Brand awareness is the ability of the customer to remember or identify a brand. One of the essential aspects that help the customers to remember and prefer a brand is his direct experience with a brand (Rossieter and Piercy, 1997).According to Aaker (1991), "brand awareness is the capability of the consumers where they are able to recognize or to memorize that the brand is the part of a certained product". Brand awareness is the way of consumer to notice the brand and try to recall the brand by memorizing the brand from the certained product itself. Aaker (2013) has divided level of brand awareness into four levels, alternately level of awareness described as pyramid of brand awareness. These levels are: (a) Unaware of Brand; (b) Brand Recognition; (c) Brand Recall; (d) Top of Mind.

2.4 Brand Image

Brand image is a vision and belief buried in the minds of consumers as a reflection of the association retained in consumer memory (Kotler and Keller, 2016). Consumer's positive image about a brand more encourages consumers to make a purchase. According to Aaker (1991) brand image is referred to as "a set of associations, usually organized in some meaningful way". According to Management study guide, MSG (2013) brand image is consumers' perception about the product and the organization's character; the brand image conveys emotional value, in other words it's not just a mental image. All in all, brand image is on the whole the impression in consumers' mind. The image is constructed based on all sources and formed automatically; the brand builder should keep in mind that the brand image can't be created. Management study guide, MSG (2013) claims that all in all consumers are not only purchasing the product but also the image, According to Rindell et al. (2011), brand image has positive and significant influence on purchase behaviour.

2.5 Brand Experience

Brand experience is a sense of emotional supposed to be fun, exceeding the expectations of the brand in question, even inspire people to give a positive interaction (Aaker,2015). According to Brakus et al. (2009: 52-68), brand experience is defined as the sensations, feelings, cognitions and consumer responses evoked by the brand related to the stimuli given by brand design, brand identity, marketing communications, people and the brand environment marketed. If desired by the customer expectations are met. it will foster the trust which then become loyal customers (Murwatiningsih&Apriliani, 2013).

2.6 Customer Trust

According to Kotler and Keller (2016) trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty, and benevolence**.**Trust is the willingness of a party to be vulnerable to the actions of another party on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party (Chinomona and Cheng, 2013). Jime'nez and Martin (2010) mention, trust can be formed by the image of products based on the country of origin of products and also the knowledge of the product or brand.

2.7 Customer Satisfaction

Consumer satisfaction according to Kotler & Keller (2016) is the feeling of someone's likes or dislikes for a product after he compared the performance of the product with his expectations. Then Lovelock and Wirtz (2011) argued that consumer satisfaction is an attitude that is decided based on the experience gained. Where Tjiptono (2014) defined it as the customer's response to the evaluation of discrepancies or disconfirmations that were felt between previous expectations.

2.8 Purchase Decision

Kotler and Armstrong (2014) describe purchase decision as a buyer's decision-making stage wherein an individual decides to actually buy the product being considered. Subsequently, Kotler and Armstrong (2014) explained that a purchase decision is the decision regarding a brand to be purchased. According to Peter and Olson (2013) purchase decisions is a process which combined those knowledges to evaluate two or more alternative acts and choose one of them.

III.   METHODOLOGY

The research design was carried out in a cross-sectional manner using a quantitative approach. According to Sugiyono (2017: 8) quantitative research is research methods based on the philosophy of positivism, used for researching certain populations or samples, data collection using research instruments, data analysis quantitative or statistical nature, with the aim to test predetermined hypothesis.This research was conducted by involving online participants who were selected through a time limit for filling in. The samples are part of the number and characteristics possessed by that population. If the population is large, and researchers are not possible learn everything in the population, for example because limited funds, manpower and time, then researchers can use samples taken from that population (Sugiyono, 2017). According to Purwanto (2012: 220), the sample is a portion of the population that has the same characteristics as the population.The population in this study were people who actively made online purchases during the pandemic with an intensity of more than 10 transactions within 1 month, the population was chosen to support participatory and objective data. Participants are only limited to being willing to fill out a form via the Google Form application (due to the Covid-19 pandemic period). The population of the part that filled out the questionnaire was 80 people as participants during a period of 14 days in filling out the Gform. The number of samples was taken according to the sample size rule in the PLS (Partial Least Squares) guidelines.

To obtain the necessary data using a questionnaire. As for how to measure purchasing decisions during a pandemic, social media, brand awareness, brand image, brand experience through consumer trust and consumer satisfaction is to use a questionnaire with a semantic differential scale, namely a scale to measure attitudes and others, but the form is not multiple choice or a checklist and arranged in a continuous line where positive answers are located to the right of the line, and negative answers are located to the left of the line, or 5. The data obtained through measurement with a semantic differential scale is interval data and is used to measure certain attitudes or characteristics.

Respondents can provide answers in the range of positive to negative answers. This depends on the perception of the respondent being assessed. Respondents who gave a rating of 5, means that the measurement of purchasing decisions during the pandemic is positive and vice versa. The measurement exposure is presented as follows the table 1.

Table 1. Variables and their measurements

No	Variable	Measurements	Scoring	Scale
1.	Purchasing Decisions	Questionare	Questionare Scoring 15-60	Interval
2	Social media	Questionare	Questionare Scoring 15-60	Interval
3.	Brand awareness	Questionare	Questionare Scoring 15-60	Interval
4.	Brand image	Questionare	Questionare Scoring 15-60	Interval
5.	Brand experience	Questionare	Questionare Scoring 15-60	Interval
6	Costumer Trust	Questionare	Questionare Scoring15-60	Interval
7	Customer Satisfaction	Questionare	Questionare Scoring 15-60	Interval

The data obtained from the questionnaire was recapitulated using the Excel program with the CSV extension and then processed using the SmartPLS program. Data analysis uses two models, descriptive analysis and Structural Equation Model (SEM), where the descriptive analysis model is used to quantify the value of social media factors, brand awareness, brand image, consumer trust, brand experience and consumer satisfaction with purchasing decisions during a pandemic, as well as presents a description of the research variables based on the answers to each questionnaire by providing a score for each answer. In the analysis using the average value and a percentage of the respondent's score. Meanwhile, the SEM model to show the pattern of the relationship between the variables that we studied and analyse the influence of the variables using SmartPLS software

IV.   RESULTS AND DISCUSSIONS

Social media will influence consumers from information seeking to purchasing behaviour. Furthermore, social media will provide customer experiences by fostering the trust that is presented in the identity of a brand, including brand awareness, brand image and brand experience. The better the attributes of the experience and trust that customers feel with a brand due to social media, the more incentive for customers to make purchases even during a pandemic.

This study will involve 80 participants with various characteristics during the study period. The identity of the participant characteristics is presented in table 2.

Tabel 2. Participant Characteristics

Characteristics		*f*	*%*
Ages	26 – 35	32	40%
	36 - 45	39	49%
	≥46	9	11%
Study	Diplomat	56	70%
	Bachelor	24	30%

The characteristic categories of answers per variable from 80 participants were then processed into an assessment of ranges based on variable descriptive statistics.Social media variables, brand awareness, brand image, and brand experience in this study were measured through 15 statement items with a rating of 1-5. So that the questionnaire scores ranged and the actual scores ranged is presented in table 3.

Tabel 3. Descriptive Distribution

Social Media			Brand Awareness			Brand Image			Brand Experience		
Interval	f	%	Interval	f	%	Interval	f	%	Interval	f	%
48 - 50	15	18.75%	23 - 25	7	8.75%	48 - 50	10	12.50%	23 - 25	8	10.00%
51 - 53	23	28.75%	26 - 28	3	3.75%	51 - 53	15	18.75%	26 - 28	8	10.00%
4 - 56	13	16.25%	29 - 31	13	16.25%	54 - 56	8	10.00%	29 - 31	11	13.75%
57 - 59	4	5.00%	32 - 34	14	17.50%	57 - 59	6	7.50%	32 - 34	5	6.25%
60 - 62	13	16.25%	35 - 37	13	16.25%	60 - 62	1	1.25%	35 - 37	25	31.25%
63 - 65	2	2.50%	38 - 40	22	27.50%	63 - 65	23	28.75%	38 - 40	14	17.50%
66 - 68	10	12.50%	41 - 43	8	10.00%	66 - 68	17	21.25%	41 - 43	9	11.25%

Customer Trust			Customer Satisfaction			Purchasing Decision		
Interval	f	%	Interval	f	%	Interval	f	%
40 - 43	5	6.25%	23 - 25	7	8.75%	46 - 48	4	5.00%
44 - 46	12	15.00%	26 - 28	3	3.75%	49 - 51	18	22.50%
47 - 49	36	45.00%	29 - 31	13	16.25%	52 - 54	13	16.25%
50 - 52	13	16.25%	32 - 34	14	17.50%	55 - 57	8	10.00%
53 - 55	5	6.25%	35 - 37	13	16.25%	58 - 60	17	21.25%
56 - 58	2	2.50%	38 - 40	22	27.50%	61 - 63	11	13.75%
59 - 61	7	8.75%	41 - 43	8	10.00%	64 - 67	9	11.25%

The structural model in this study is presented in Figure 1 below.
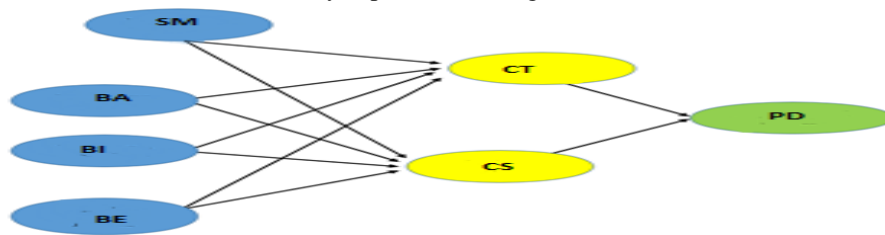

Fig.1 Structural model

The picture above shows that the variable construct, purchasing decisions during the pandemic has no indicators. Meanwhile, social media, brand awareness, brand image, brand experience, through trust and customer satisfaction variables have several indicators as measurements.

The validity of the indicators can be measured by evaluating the results of cross loading (discriminant validity) for all variables shown in table 4.

Table 4. Test the Validity of the Indicator by Evaluating the Value of Cross Loading (Discriminant Validity)

Validity and Reability	Indicator	Latent Variable				
		X_1	X_2	X_3	X_4	Y
	(X1-1)	**0.852542**	0.612017	-0.84445	0.832236	0.748837
	(X1-2)	**0.77517**	0.542661	-0.47293	0.547658	0.583177
	(X1-3)	**0.862627**	0.507175	-0.62876	0.674884	0.774508
	(X2-1)	0.688271	**0.728231**	-0.64755	0.626322	0.60276
	(X2-2)	0.499308	**0.92153**	-0.58508	0.624725	0.653642
	(X2-3)	0.54737	**0.944167**	-0.6328	0.64029	0.684782
Cross Loading (Discriminant Validity)	(X3-1)	0.742421	0.721438	-0.74939	**0.858334**	0.748298
	(X3-2)	0.585097	0.524505	-0.50672	**0.76476**	0.617951
	(X3-3)	0.781433	0.584062	-0.81314	**0.895301**	0.738222
	(X4-1)	0.354078	0.621178	-0.3969	0.389943	0.46781
	(X4-2)	0.81145	0.620568	-0.85432	0.835139	0.745176
	(X4-3)	0.807822	0.64522	-0.70083	0.774855	0.811882
	Purchasing Decision	0.854277	0.748373	-0.84277	0.837649	**1**

An indicator is declared valid if it has the highest loading factor for the intended construct compared to loading factors for other constructs. The table above shows that the loading factor value for (X_{1-1}) - (X_{1-3}) is the highest for social media variables compared to other variables, so that social media variables are able to predict the loading factor values (X_{1-1}) to (X_{1-3}) more the height of the other variables presented by table 5.

Table 5. Test the Validity of the Indicator by Evaluating the Outer Loading (Convergent Validity)

Validity	Indicator	Results	Criteria Test > 0,5
Outer Loading (Convergent Validity)	(X_{4-1})	0.852542	Valid
	(X_{4-2})	0.77517	Valid
	(X_{4-3})	0.862627	Valid
	(X_{5-1})	0.728231	Valid
	(X_{5-2})	0.92153	Valid
	(X_{5-3})	0.944167	Valid
	Purchasing Decision	1	Valid

The results of the data processing analysis show that the construct used to form a research model, in the confirmatory factor analysis process, has met the predetermined goodness of fit criteria. The probability value in this analysis shows a value above the significance level of 0.05. From the results of the data processing above, it is also seen that each indicator or dimension forming latent variables shows good results, namely with a high loading factor value where each indicator is greater than 0.5. With these results, it can be said that the indicators forming the latent variable constructs of social media, brand awareness, brand image, brand experience, through consumer trust and consumer satisfaction to influence purchasing decisions during the pandemic have shown good results.

Another way to test for disciminant validity is through the square root of avarage variance extracted (AVE) value. The expected values above 0.50 are presented in table 6.

Table 6.AVE Value Test (Average Variance Extracted)

Variable	AVE	Root of AVE	Criteria Test > 0,5
Social Media	0.674559	0.821315	Valid
Brand awareness	0.670824	0.819038	Valid
Brand image	0.756997	0.870056	Valid
Brand Experience	0.70772	0.841261	Valid
Costumer Trust	1	1	Valid
Costumer Satisfaction	1	1	Valid
Purchasing Decision	0.78672	0.67239	Valid

From the table above, it can be seen that all variables are declared valid because they provide an AVE value above 0.5. So it can be concluded that the measurement evaluation model has a validity discriminant that is good or valid. Another method to assess discriminant validity is to compare the square root of average variance extracted (AVE) value of each construct with the correlation between constructs and other constructs in the model, so it is said to have a good validity discriminant value.

After being tested for validity and it was stated that the variables and indicators were valid, the reliability test was carried out. Reliability test is done by looking at the value of the composite reliability of the indicator block that measures the construct of the composite reliability results will show a satisfactory value if it is above 0.70. The results of the outer model reliability evaluation can be seen in the table by evaluating the value of Cronbach's Alpha and composite reliability represented in table 7.

Table 7.*Cronbach's Alpha*And *Composite Reliability*

Validity	Results Test		Criteria Test
	Variable	*Loading*	>0,70
Cronbach's Alpha	Social Media	0.759466	Reliabel
	Brand awareness	0.831204	Reliabel
	Brand image	0.754136	Reliabel
	Brand Experience	0.793379	Reliabel
	Costumer Trust	1.000000	Reliabel

	Costumer Satisfaction	1.000000	Reliabel
	Purchasing Decision	0.779891	Reliabel
Composite Reliability	Social Media	0.861400	Reliabel
	Brand awareness	0.902244	Reliabel
	Brand image	0.857630	Reliabel
	Brand Experience	0.878540	Reliabel
	Costumer Trust	1.000000	Reliabel
	Costumer Satisfaction	1.000000	Reliabel
	Purchasing Decision	0.869822	Reliabel

Based on the table above, it shows that all variables are declared reliable because the value of Cronbach's Alpha and Composite reliability is above 0.70 so it can be said that the construct has good reliability.

Furthermore, the Inner Model test is carried out, testing the structural model is carried out by looking at the R-Square which is the Goodness-fit model test. The following is the measurement result of the R-Square value, which is also the good-fit model value represented by table 8.

Table 8. Evaluate The Value of R Square

Results Test

Variable	*R Square*
Social Media	0.860953
Brand awareness	0.447206
Brand image	0.815306
Brand Experience	0.709999
Costumer Trust	0.795516
Costumer Satisfaction	0.828558

Based on the table above, it can be seen that the most dominant r square value is social media at 86.1% and the remaining 13.9% is influenced by other factors.

The results of the significant evaluation of the inner model are arranged in the SmartPLS output below by evaluating the reflection of the T Statistical indicator value against the variable by table 9.

Table 9. Evaluation of T-Value Reflection Statistics

Signification Test	**Variable**	**T-statistic**	*Reflection> 1.96*
T Statistic	Social Media	67.80642	Significant
	Brand awareness	74.20645	Significant
	Brand image	86.15656	Significant
	Brand Experience	72.04405	Significant
	Costumer Trust	189.9301	Significant
	Costumer Satisfaction	324.7929	Significant
	Purchasing Decision	147.6144	Significant

From the table above states that the T statistical value reflected on the variable is mostly> 1.96, so it shows that the indicator block has a positive and significant effect to reflect the variable.

The percentage of influence between variables will then be presented in table 10 as follows.

Table 10. Percentage of Variables on Purchase Decisions during the Pandemic

No	**Variable**	*LV*	*Direct Path*	*Indirect Path*	*Total*	*Direct*	*Indirect*	*Total*
						%	*%*	
	(1)	**(2)**	**(3)**	**(4)**	**(5)**	**(6)**	**(7)**	**(8)**
					3 + 4	**2 x 3 x 100**		**6 + 7**
1	Social Media	0.854	0.320	0.551	0.871	27.34%	0.51%	27.86%
2	Brand awareness	0.748	0.128	0.192	0.320	9.58%	0.12%	9.70%

3	Brand image	-0.843	-0.199	-0.130	-0.330	16.81%	0.06%	16.86%
4	Brand Experience	0.838	0.108	0.044	0.152	9.07%	0.01%	9.08%
5	Costumer Trust	0.846	0.134	0.018	0.153	11.37%	0.003%	11.37%
6	Costumer Satisfaction	0.845	0.103	0	0.103	8.68%	0	8.68%
	Total					**80.0%**	**0.7%**	**80.7%**

Based on the table above, it states that social media has a direct and indirect effect on purchasing decisions during a pandemic. The result of the parameter coefficient test between Social Media on purchasing decisions during the pandemic shows that there is a direct effect of 27.34%, brand awareness of purchasing decisions during the pandemic shows that there is a direct effect of 9.58%, brand image on purchasing decisions during the pandemic shows a direct effect of 16.81%, Brand experience on purchasing decisions during the pandemic shows that there is a direct effect of 9.07%, Customer trust in purchasing decisions during the pandemic shows that there is a direct influence of 11.37%. Consumer satisfaction with purchasing decisions during the pandemic shows a direct effect of 8.68%.

V. CONCLUSION

The results of hypothesis testing with the Structural Equation Model (SEM) with the smartPLS method found that purchasing decision variables during the pandemic were influenced by the influence of social media (27.34%), brand awareness (9.58%), brand image (16.81%), brand experience (9.07%), through trust (11.37%) and customer satisfaction (8.68%). This influence is directly related to social media as the dominant variable.

The limitation of this study is a study using random online participants with a total of only 80 participants. It can still be developed again by adding several variables related to purchasing decisions. Research generally looks at the role of media and brands in purchasing decisions, has limitations to be specific to certain products and activities to measure the value of an object.

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