

The Role of Social Media Marketing, Customer Relationship, Brand Loyalty And E-WOM Towards Purchase Intention in Consumers

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ABSTRACT : *This template of Journal Manajemen Indonesia (JMI) should followed for all manuscript that will published in Social media may be utilized at any time of the day and is easily accessible, making it an excellent chance for marketers to connect with their target audience via social media marketing. In the absence of good E-WOM, social media marketing makes it simpler for manufacturers to form customer connections that may generate brand loyalty in the customer's address and are predicted to lead to buying intentions. Keeping up with the competition is a significant challenge for the company's leadership, who devised a marketing strategy centered on increasing purchase intent via social media marketing. Because of this, the study's goal is to determine whether social media marketing can foster customer relationships and brand loyalty while also generating positive word-of-mouth advertising (E-WOM). To conduct this study, 100 people in the jabodetabek area who like local branded products (Erigo / The Executive / Nevada) and actively use Instagram social media were selected in November 2021-January 2022. This research model was tested using the structural equation model (SEM) analysis method. Marketing via social media directly impacts the quality of customer connections, which in turn impacts the strength of a brand's reputation, which in turn has an impact on word-of-mouth advertising (WOM), and so on. Research shows that customer relationships do not affect customers' purchase intentions.*

KEYWORD : *social media marketing, customer relationship, brand loyalty, E-WOM and purchase intention.*

The internet is the primary source of information for the vast majority of the world's population (Punuindoong et al., 2020). For businesses, social media platforms such as Facebook and Twitter have become critical in recent years, according to Gashi&Ahmeti (2021). According to the author, because social media has become a part of everyone's daily lives, businesses may connect with their customers via social media platforms. Social media has made it simpler for customers to get information about items and companies quickly and effortlessly. (OnderandCakiruglu, 2021). Given the increased rivalry among businesses and the increasing demand from customers, firms must enhance their brands by evaluating the elements that activate consumer intents and establishing long-term partnerships between marketers and consumers (Sidharta, Syah&Saptaningsih, 2021). As a result, the company's brand items must be promoted via social media marketing, or as it is more popularly known, social media marketing. (Maoyan et al., 2014). emphasized that customers' intents and brand loyalty may be affected by social media marketing, which is due to the company's performance outcomes since social media marketing enhances beneficial business interactions with consumers. As a result, social media is critical to a company's success since it allows the organization to strengthen customer relationships while also making it more straightforward for customers to stay on top of new product developments.

According to Gashi and Ahmeti (2021), customer connections are fostered via social media marketing. This, in turn, positively affects business results and product success. Through the development of customer connections and brand loyalty, customers might demonstrate purchase intention behavior, showing whether or not they are interested in purchasing the brand's items (Santoro, Bresciani, Bertoldi & Liu, 2019). Customers cannot easily be distracted from purchasing items from other brands, no matter what happens to the brand, according to Bougenvile&Ruswanti (2017), and this circumstance arises when customers are loyal to the brand. Therefore, customer relationships are developed based on consumer feedback or brand loyalty, which leads to buying intentions later on down the road (Kim & Ko, 2010). concluded that social media marketing has a role in influencing brand loyalty and purchase intention, and firms must pay more attention to antecedents to increase the likelihood of a customer making a purchase.

For this reason, social media marketing has a direct impact on brand loyalty and purchase intent. When it comes to creating customer connections via blog sites, the importance of brand loyalty cannot be overstated (Akar&Topcu, 2011). According to Haliyani (2019), the more favorable E-WOM generated by Starbucks' Instagram posts, the more likely customers are to visit the brand's website and purchase.

Customers' relationships with brands, brand loyalty to E-WOM (Laksamana, 2020; Gautam & Sharma, 2017; Gashi&Ahmeti 2021), and social media marketing (e.g., Santoro et al. 2019, Balakrishnan, Dahnil& Yi, 2014) have all been discussed in previous studies. Dulek& Aydin, (2020), customer connection to purchase intention Dastane, (2020), brand loyalty to purchase intention and E-WOM in opposition to purchasing intention are examples of these findings in the future. (Jalilvand and Samiei, 2012; Fan and Miao, 2012;

For the first time, Admiral Research (2020) focuses on consumers who use retail banking industry products and services via social media, while this research focuses on consumers who use local fashion brand products that have been sold worldwide. (Erigo/The Executive/Nevada). There is also an update to the study model, which incorporates the Instagram social media platform into the E-WOM variable. According to recent studies, Instagram has become one of the most popular social media platforms for product promotion (Gashi&Ahmeti, 2021). Researchers are interested in evaluating the effects of social media marketing factors on customer relationships, brand loyalty, electronic word of mouth (E-WOM), and purchase intentions based on past research. As a follow-up, researchers wish to learn more about how social media marketing affects customer relationships, brand loyalty, E-WOM, and purchase intent.

I. LITERATURE REVIEW

Social Media Marketing

Web 2.0-based applications that allow for the exchange of content created by marketing parties, such as public relations (Andzulis, Panagopoulos, & Rapp 2012), promotion and sales (Curran & Bauer 2011), and brand (Gensler, Völckner, Thompkins &Wiertz, 2013) are all examples of social media marketing. Social media marketing is known as a company's use of online communities, social networks, blog marketing, and other methods to introduce its brand, product, or service to potential customers (Putri, 2018). As a result of social media marketing, individuals can communicate with large groups of people who would otherwise be unable to do so through traditional media channels (Ju, Wei &Savira, 2020). Social media marketing is a kind of online marketing material that is directly developed by businesses or company people to keep consumers engaged in their marketing via the information displayed online (Sukman, 2017). When consumers look for product information and make purchase decisions, they turn to social media marketing channels such as Facebook and Twitter (Sarabdeen, 2014).

Customer Relationship

Kim & Ko (2010) argues that customer relationships are derived from intimacy and trust. According to Roberts (2005), intimacy is an association of affective as a link between brand and consumer. Customer relationship is how companies understand consumer opinions and preferences, long-term commitment, pleasant interaction between consumers and products on the brand because of a feeling due to their interaction with the company's brand products. Furthermore, Chaudhuri & Holbrook (2001) defines trust as the level of consumer tendency to believe in the function of a particular brand's capabilities as promised. Define customer relationship as the relationship between the marketing party and the consumer that produces satisfaction so that the relationship can last for a long time. Meanwhile, Vavra (2004) has another view that customer relationship is a company's relationship with customers is considered an effort to maintain and build good relationships with consumers.

Brand Loyalty

Brand loyalty is consumers' attachment in choosing to repurchase a brand (Admiral, 2020). Aaker, Fournier &Brasel (2004) defines brand loyalty as a measure of the customer relationship to a brand. Brand loyalty plays a vital role because it can generate barriers for competitors to enter, avoid threats from competitors, increase sales and revenue. And lower prices for customers (Rowley, 2005). There are 3 (three) main dimensions that make up brand loyalty: brand satisfaction, repurchases with the same category of brands, and recommendations (Moisescu, 2010). Elements of brand loyalty include the intention to interact more with the brand, the intention to increase (repeat purchases) of the brand, the intention to interact with the brand through social media marketing, and the intention to recommend the brand to others or friends (Suryadinatha&Hendrawan, 2015).

Electronic Word of Mouth (E-WOM)

Hennig, Gwinner, Walsh &Gremler (2004) defines E-WOM as a positive or negative statement made by a consumer about a product or company available over the internet. Word of mouth communication (E-WOM) or word-of-mouth communication is a communication process that provides recommendations both individually

and in groups to a product or service that aims to provide personal information (Kotler, Armstrong & Opresnik, 2018). Wom forms comments submitted by individuals directly and comments submitted by journalists, columnists, expert opinions in magazines, special publications, and even online discussion forums as E-WOM can be used as a source of impersonal advice (Ruswantia, Eff & Kusumawati, 2020). According to Goyette, Ricard & Bergeron (2010), there are four dimensions of positive electronic word of mouth (E-WOM): intensity E-WOM, the valence of opinion, and content. Hennig et al. (2004) E-WOM has eight dimensions: platform assistance, venting negative feelings, concern for other consumers, extraction / positive self-enhancement, social benefit, economic incentives, helping the company, advice-seeking (Hennig et al. 2004). E-WOM communication certainly makes changes for the development of the business world to compete in conducting marketing activities. Word of mouth (E-WOM) is a statement made by an actual consumer, potential, or previous consumer regarding a product or company in which this information is available to people or institutions through internet media.

Purchase Intention

Kim & Ko (2012) defines *purchase intention* as a combination of consumer interest and consumer accessibility in making a product purchase. Purchase intention is also interpreted as consumer interest in a particular product brand so that it fosters the desire to buy until the action to buy the product (Kotler et al. 2018). Another opinion comes from Primanto & Dharmmesta (2019), who says that purchase intention is defined as an individual or consumer tendency to buy a particular product. Primanto & Dharmmesta (2019) explained that purchase intentions could be achieved when consumers find criteria that are considered following their wishes. Primanto & Dharmmesta (2019) defines purchase intention as an instruction within the consumer to make a purchase on a brand or take actions related to the purchase and explain that those purchase intentions can be used as a leading indicator in customer response to the company.

Hypothesis Development

Social Media Relationship marketing and customer Relationship

Mobile technology and online social networking have transformed sales to reach consumers through social media marketing (Shankar, Inman, Mantrala, Kelley & Rizley, 2011). suggests that social media marketing allows companies to engage in relationships between sellers and buyers to be more intimate with existing customers. Social media marketing leads to opinions between companies and customers by increasing trust and intimacy with customers (Batra & Keller, 2016). Several previous studies have positively influenced the relationship between social media marketing and customers (e.g., Laksamana, 2020; Gautam & Sharma, 2017; Gashi & Ahmeti, 2021). Based on the above discussion, then the hypothesis that can be proposed:

H1: *Social media marketing* has a *positive effect* on *customer relationships*.

Customer Relationship and Brand Loyalty

E-WOM can convey information on the product to other consumers (Root & Topcu, 2011). Research on brand loyalty and E-WOM has shown that brand loyalty conveys communication between consumers (Hutter et al., 2013). Balakrishnan et al. (2014) state that E-WOM can allow consumers to read about other people's opinions that have a positive impact on brand satisfaction that will lead to brand loyalty. Several previous studies have established a positive influence on the relationship between brand loyalty to E-WOM (e.g., Balakrishnan et al., 2014). Based on the above explanation, then the hypothesis that can be proposed:

H2: *Customer relationships* have a *positive effect* on *brand loyalty*

Brand Loyalty and E-WOM

E-WOM can convey information on the product to other consumers (Root & Topcu, 2011). Research on brand loyalty and E-WOM has shown that brand loyalty conveys communication between consumers (Hutter et al., 2013). Balakrishnan et al. (2014) state that E-WOM can allow consumers to read about other people's opinions that have a positive impact on brand satisfaction that will lead to brand loyalty. Several previous studies have established a positive influence on the relationship between brand loyalty to E-WOM (e.g., Balakrishnan et al., 2014). Based on the above explanation, then the hypothesis that can be proposed:

H3: *Brand loyalty* has a *positive effect* on *E-WOM*.

Social Media Marketing and Purchase Intention

Kim & Ko (2010) also explained that using social media marketing as a marketing medium to get feedback from consumers can also build purchase intentions directly. In addition, social media marketing has a positive effect on customer spending and purchases that alternately determine the company's profitability and purchases (Naylor, Lamberton & West, 2012). stated that social media marketing generates corporate communication, new

challenges, and opportunities for companies because the social media marketing component can affect the basics of purchase intention to increase consumer purchase intentions. Several previous studies have positively influenced the relationship between social media marketing and purchase intention (e.g., Dulek& Aydin, 2020). Based on the above explanation, the hypothesis will be proposed:

H4: *Social media marketing* has a positive effect on *purchase intentions*.

Customer Relationship and Purchase Intention

Customer relationships are built based on comment attitudes towards brands that can later affect purchase intentions (Kim & Ko, 2010). Hajli's (2014) proves that customer relationships significantly affect purchase intentions. Customer relationships can increase purchase intention, and there is a role of WOM both offline and online in the brand community. This condition occurs in information exchange that indirectly helps build customer relationships so that there is a close attachment to the customer relationship: consumers and increased purchase intentions (Wang, 2015). Kim & Ko (2010) confirmed the results of empirical studies that customer relationships are based on purchase intentions, where this relationship occurs because the emergence of consumer purchase intention occurs when they are directly involved with the brand. Explained the emergence of consumer purchase intentions resulting from customer relationship roles due to the occurrence of communication, comfort, satisfaction, and security that ended in high consumer purchase intentions. Several previous studies have established a positive influence of the relationship between customer relationships on purchase intention (e.g., Dastane, 2020). Based on the explanation above, the hypothesis that will be proposed is:

H5: *Customer relationship positively affects purchase intention*

Brand Loyalty and Purchase Intention

Brand loyalty can involve consumers following online marketing activities that trigger purchase intentions (Onder, 2021). The growth of a positive attitude of consumers towards the brand and beyond purchasing behavior has established a psychological relationship in the brand. This makes consumers more loyal through brand loyalty (Fernandes & Moreira, 2019). Almohaimmeed (2019), in his empirical study, concluded that brand loyalty results in purchase intentions also explains the primary driver of consumers buying back a brand, it is because there are cognitive reasons for the consumer's thinking why they place a particular brand above their choices that provide loyal behavior in the consumer. The brand. Several previous studies have established a positive influence on the relationship between brand loyalty and purchase intention. Based on the explanation above, then the hypothesis will be proposed:

H6: *Brand loyalty* has a positive impact on *purchase intentions*.

Electronic Word of Mouth (E-WOM) and Purchase Intention.

Jalilvand&Samiei (2012) the results of empirical studies conducted in Iran prove that E-WOM plays an essential role in increasing consumer purchase intentions. In today's era, consumers use E-WOM to seek information before buying a product. If consumers' purchase intentions are low, they tend to ignore information related to products that are not in demand and, instead, the high interest of consumers to buy a product. They will do a detailed information search (Imelia&Ruswanti, 2017). study in Taiwan revealed a positive link between E-WOM and customer purchase intention. The findings of research studies conducted in Pakistan and Malaysia on the relationship between E-WOM and customer purchase intent show that E-WOM has a significant and positive relationship with customer purchase intention (Sharifpour et al., 2018). Several previous studies have covered the positive influence of E-WOM on purchase intention (e.g., Jalilvand&Samiei, 2012; Fan & Miao, 2012; Sharifpour et al., 2018). Based on the above explanation, then hypothesis that can be proposed:

H7: *E-WOM* has a positive effect on *purchase intention*.

From the description above can be described the research model as follows:

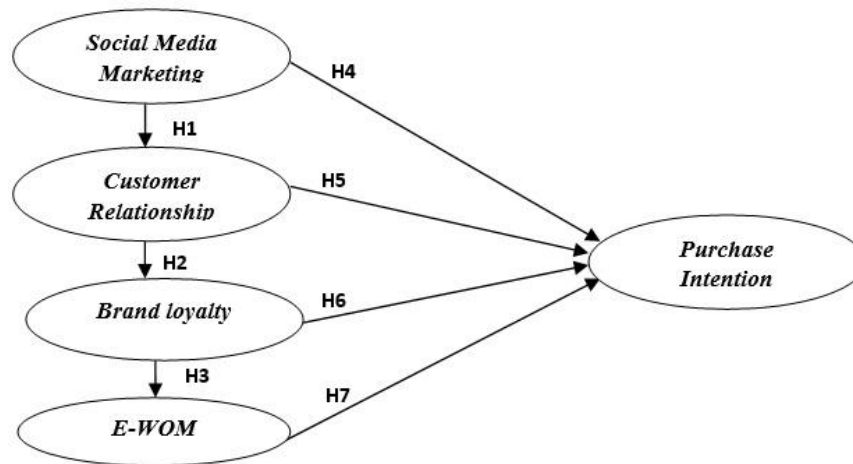


Figure 1. Research Model

II. METHOD

3.1. Measurement

Data collection using survey methods is by spreading questionnaires online, and measurements are taken using the Likert scale of 1-4 (1 = strongly disagree and 4 = strongly agree). We adopted admiral theory (2018) to measure social media marketing variables as many as 11 statements, measurements on customer relationship variables adopt the theory of Dastane (2020) as many as three statements, for brand loyalty measurements adopt the theory of Khraim (2011) As many as three alignments. Furthermore, on the variable E-WOM, the measurement adopts from the theory Kala &Chaubey (2018) with the statement as much as five. Lastly, the measurement variable purchase intention adopts the theory of Garcia, Saura, Orejuela& Junior (2020) As many as three statements. So, the complete statement of the whole is 25 items, which can be seen in attachments 2 and 3.

3.2. Population and Sample

This study population of consumers in Jakarta with a sample determination technique using purposive sampling methods with the criteria of male and female consumers who actively use Instagram social media and like local fashion brand products that have been worldwide, especially in brands. (Erigo/The Executive/ Nevada). The study was conducted in November and December 2021. This study uses SEM analysis so that the number of samples needed is five times the number of questionnaire statements that are (25x5) 125 respondents (Hair, Black, Babin, Anderson, 2013).

3.3. Data Analysis Methods

The Structural Equation Model (SEM) analysis method in this study was used to find out the significant level and if there is a link between each variable (Hair et al. 2013). Meanwhile, we used confirmatory factor analysis using SPSS and pre-tested 30 respondents in the validity and reliability test. The provisions in test validity, the Kaiser-Meyer-Olkin measure of sampling (KMO), and measures of sampling adequacy (MSA) obtained must be $\geq .500$ with 1 component matrix, meaning that factor analysis is appropriate for use and can be further processed (Hair et al. 2013). Furthermore, the reliability test results will be reliable if the alpha Cronbach value is > 0.5 (Hair et al., 2013).

Spss data from pre-tests of 30 respondents showed that all customer relationship statement items, brand loyalty variables, and purchase intention variables were all declared valid. While in the social media marketing variable found the statement item was declared invalid, namely on the item SMM1, SMM3, SMM4, SMM5 from 11 statements to 7 statements, just as invalid statement items were found in the E-WOM variable, namely in the E-WOM5 statement item. Furthermore, reliability tests on all grains of statement items of all social media marketing variables, customer relationship, brand loyalty, E-WOM, and purchase intention show alpha Cronbach value > 0.5 , which means reliable. Thus, after analyzing the pre-test results, then from 25 statements, which were declared valid to be used as questionnaires in this study, as many as 20 statements. Based on the sem analysis method, the determination of the number of research samples is as much as five times the number of statements (Hair et al., 2013). The study used a sample of 100 respondents (20x5).

III. RESULT DISCUSSION

4.1. Test Validity and Reliability Construct

The validity test of the statement item is declared valid if the loading factor value is > 0.50 (Hair et al., 2013). The results found that all items of social media marketing, customer relationship, brand loyalty, E-WOM, and purchase intention statements were acceptable or valid, showing that the loading factor value had a good match (> 0.500). A construct reliability test must meet good reliability requirements with a CR value of > 0.60 and a VE value of > 0.50 (Hair et al., 2013). The results of the study's construct reliability test all variables for CR show values above 0.60 and VE values above 0.50, namely: social media marketing (CR = 0.87 and VE = 0.50), customer relationship (CR = 0.82 and VE = 0.61), brand loyalty (CR = 0.81 and VE = 0.60), E-WOM (CR = 0.82; VE = 0.53) and lastly purchase intention (CR = 0.97 and VE = 0.92).

4.2. Structural Test Analysis

Structural test analysis is performed to determine the value of R2 in each equation. The R2 value aims to analyze how far an independent variable can explain its dependent variables. The first analysis results of social media marketing (SMM) affect customer relationship (CR) with an R2 of 0.76. This means that 76% of customer relationship (CR) variants can be explained by media marketing (SMM), while the remaining 24% can be explained by other variables, not in this study. The second analysis results that customer relationship (CR) affects brand loyalty (BL) with an R2 of 0.58. This means that 58% of variants of brand loyalty (BL) can be explained by customer relationships (CR), while the remaining 42% can be explained by other variables that do not exist in this study. The third analysis results that brand loyalty (BL) affects e-WOM with an R2 value of 0.45. This means that 45% of variants of e-WOM can be explained by brand loyalty (BL), while other variables can explain the remaining 55%, not in this study. The results of the fourth last analysis are jointly social media marketing (SMM), customer relationship (CR), brand loyalty (BL), and e-WOM affect purchase intention (PI) with an R2 value of 0.89. This means that 89% of the purchase intention (PI) variant can be explained by media marketing (SMM), customer relationship (CR), brand loyalty (BL), and E-WOM variables, while the remaining 11% can be explained by other variables that were not in this study.

4.3. Analysis of the 10Th Model

Based on conformity test analysis, it can be determined that most tests show suitable matches, including Chi-square, RMSEA, ECVI, AIC and CAIC, and Fit Index. Even though the model's Critical N and Marginal Goodness of Fit revealed poor fits, the findings of this investigation demonstrated a general match (Goodness of Fit). From the above analysis results, it can be concluded that the match test throughout the model is qualified (goodness of fit). Furthermore, this study produced the following T-Value path diagram:

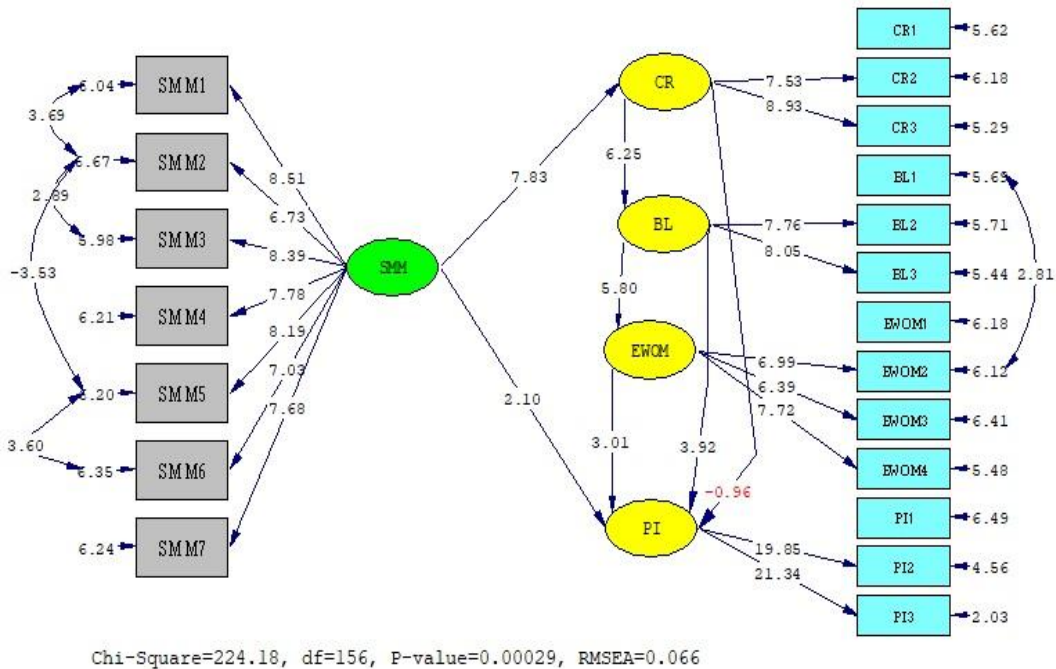


Figure 2. T-Value Path Diagram Model

Description: *social media marketing (SMM), customer relationship (CR), brand loyalty (BL), electronic word of mouth (E-WOM) and finally purchase intention (PI).*Based on Figure 2 of the *Path Model T-Value Diagram* which is a hypothesis in this study, presented in the following hypothesis testing table:

Table 1. Test the Hypothesis of a Research Model

Hypothesis	Hypothesis Statement	Value T-Value	Information
H1	<i>Social media marketing has a positive effect on customer relationships.</i>	7,83	Data supports the hypothesis.
H2	<i>Customer relationships have a positive effect on brand loyalty</i>	6,25	Data supports the hypothesis.
H3	<i>Brand loyalty has a positive effect on E-WOM</i>	5,80	Data supports the hypothesis.
H4	<i>Social media marketing has a positive effect on purchase intentions.</i>	2,10	Data supports the hypothesis.
H5	<i>Customer relationships have a positive effect on purchase intentions.</i>	0,96	The data does not support the hypothesis.
H6	<i>Brand loyalty has a positive effect on purchase intentions.</i>	3,92	Data supports the hypothesis.
H7	<i>E-WOM has a positive effect on purchase intentions.</i>	3,01	Data supports the hypothesis.

4.4. Discussion

Social media marketing on the Instagram account of the brand company (Erigo / The Executive / Nevada), which is increasingly attractive in marketing its products, can increase customer relationships. Interesting Instagram content from social media marketing in brand companies (Erigo / The Executive / Nevada) can cause favorable judgment in the minds of consumers and affect their attitude so that the growth of trust in the brand. When consumers have confidence in a brand company (Erigo / The Executive / Nevada), marketers and consumers can establish a good relationship. The most important thing from social media marketing is that the marketing party conveys well the primary purpose of the product value (Erigo / The Executive / Nevada). Suppose you can understand the quality of value, uniqueness, benefits, and goals the brand offers (Erigo / The Executive / Nevada). In that case, it means that social media marketing conducted by the marketing division through Instagram can build an approach to consumers or the occurrence of customers. Good relationship. The results of previous empirical studies have proven that social media marketing has a positive effect on customer relationships (e.g., Laksamana, 2020; Gautam & Sharma, 2017; Gashi&Ahmeti, 2021).

Customer relationship that is increasingly well established from the marketing side on the brand (Erigo / The Executive / Nevada) can increase brand loyalty. Customer relationship is well established. This condition can maintain valuable consumers to the company (Erigo / The Executive / Nevada). When customer relationship is very well established. Consumers know all the excellent information on the brand (Erigo / The Executive / Nevada) from the product's value, the quality of the product, and the price offered, whether it is proportional to what they will receive to generate value for consumers and satisfaction. It eventually creates brand loyalty. Konsumen satisfaction with the brand (Erigo / The Executive / Nevada) makes them prioritize looking for products from the brand. Konsumen will look for up-to-date information related to brands in demand and allow them to follow the official Instagram brand (Erigo / The Executive / Nevada). This condition can indirectly build customer relationships through Instagram, making it easier for marketing parties to communicate and handle consumer complaints that increase brand loyalty. Some results of previous empirical studies prove that customer relationships positively affect brand loyalty (e.g., Santoro et al., 2019).

Social media marketing on brand Instagram accounts (Erigo/The Executive/Nevada) plays a role in increasing consumer purchase intentions. This is another word the increasingly interesting Instagram content from social media marketing companies (Erigo / The Executive / Nevada) can attract consumers' attention and increase purchase intentions. Reels feeds and insta stories that present exciting things related to beauty, product quality value to the reach of the value of product messages from the brand (Erigo / The Executive / Nevada) can create an attraction to like the product end of high purchase intention. With the emergence of consumer purchase intentions on the brand (Erigo / TheExecutive / Nevada), they do not hesitate to give likes and archive posts from reels and feeds as their interest. To make future purchases because this shows that social media marketing built by the company (Erigo / The Executive / Nevada) can cause a positive attitude of consumers towards the brand and tend not to get bored to repeatedly seeing product posts from brands they are interested in. Furthermore, it will be purchased later. Some of the results of previous empirical studies state that customer relationships positively affect purchase intention (e.g., Dulek& Aydin, 2020).

Customer relationships built by the company (Erigo / The Executive / Nevada) do not affect consumer purchase intentions, meaning the high or low customer relationship consumers feel does not affect their purchase intentions. They are supported by research from Intayos, Netpradit&Samutachak (2021), which concluded that customer relationships do not affect consumer purchase intentions. This study explained that when the brand company (Erigo / The Executive / Nevada) builds customer relationships, both related to the handling of consumer complaints and emails sent from the company (Erigo / The Executive / Nevada) about up-to-date information in the form of services and the latest products from the brand company. This does not trigger the emergence of consumer buying intentions. Consumer purchase intentions arise when they know E-WOM obtained from Instagram. Consumers are more interested in reading, viewing, or listening to information from reels and insta story features in videos on Instagram related to other consumer reviews about brand products (Erigo / The Executive / Nevada) than information that consumers can through email. Emails sent from brand companies (Erigo / The Executive / Nevada) do not present videos but only in the form of up-to-date information related to product photos such as catalogs and service information from the brand, not to cause purchase intentions.

The presence of E-WOM on Instagram makes consumers more interested in finding information that can cause purchase intentions because the features presented by Instagram are very diverse for consumers to know more clearly about up-to-date information from brand products (Erigo / The Executive / Nevada). E-WOM on Instagram makes consumers question the products in great demand by consumers, product value, price, and even the quality of ingredients from the brand product (Erigo / The Executive / Nevada) to trigger purchase intentions. In addition, Instagram is very popular in public, and many companies market their products through Instagram to trigger purchase intentions and establish a relationship between marketers and consumers. Although there is no form of behavior from consumer purchase intentions, customer relationships built by brand companies (Erigo / The Executive / Nevada) do not mean consumers are not interested in the brand. However, consumer interest or loyalty to a brand (Erigo / The Executive / Nevada) can undoubtedly trigger the emergence of purchase intentions no matter what price they have to spend. Brand loyalty brings customer satisfaction, so they want to get the best out of the brand. Consumer satisfaction is vital in order to get the best product that is the target of their choice from a variety of product categories offered by the brand (Erigo / The Executive / Nevada), so they tend to seek more information through trusted reviews from other consumers through Instagram than just through email.

The brand loyalty felt by consumers in the brand (Erigo / The Executive / Nevada) can increase consumer purchase intentions. Consumers feel that brand loyalty makes them less likely to look for reliable e-commerce information to follow the brand company's original official store Instagram account (Erigo / The Executive / Nevada), or they do not hesitate to buy the product directly in conventional stores in the mall. Consumer loyalty to a brand (Erigo / The Executive / Nevada) because there is a feeling of commitment to the brand, in other words, arises confidence and favorable judgment on the brand. Consumers voluntarily follow the original Instagram activities of the brand (Erigo / The Executive / Nevada) to find up-to-date information archive product posts as a mandatory list of products to be purchased later. This is a form of their high purchase intention behavior from perceived brand loyalty. Several previous empirical studies have concluded that brand loyalty has a positive effect on purchase intention (e.g.,)

E-WOM plays a role in influencing the level of consumer purchase intentions. As positive as E-WOM is in the Instagram comments column about the brand (Erigo / The Executive / Nevada), this further increase consumer purchase intentions. Instagram is not uncommon for consumers to find the product information they need from trusted brands such as brands (Erigo / The Executive / Nevada). E-WOM positive on Instagram can make consumers consider what products should be following the quality of their value. E-WOM positive from futur reels and insta story Instagram makes it easier for consumers to know the quality of material from the brand (Erigo / The Executive / Nevada), and consumers can visualize what value they will receive from the brand. The number of likes in the feeds Instagram brand (Erigo / The Executive / Nevada) and the positive perspective of consumers can affect the positive assessment of prospective consumers, which leads to high purchase intentions. Several previous empirical studies have concluded that E-WOM has a positive effect on purchase intention.

IV. CONCLUSION

5.1. Conclusion

Based on the research results, it can be concluded that social media marketing affects customer relationship, customer relationship affects brand loyalty, and brand loyalty affects E-WOM. Each role of social media marketing variable, Brand loyalty, and E-WOM affect purchase intentions. However, it was found that customer relationships did not affect purchase intentions.

5.2. Limitations of Research

This research has limitations that refer to some disadvantages, namely only discussing the variables of social media marketing, customer relationship, brand loyalty, E-WOM, and purchase intention, and also the scope of this research object is only done in Jakarta. Another weakness in this study is only aimed at consumers who like local fashion brand products that have gone global, especially in brands (Erigo / The Executive / Nevada).

5.3. Further Research Advice

Suggestions for future research can consider other variable factors such as brand ambassador variables that may support strengthening the role of social media marketing to improve other customer relationships, brand loyalty, E-WOM, and purchase intentions. It is also recommended that further research not only aimed at fashion product brands (Erigo / The Executive / Nevada) only, but it is necessary to consider a variety of other local products worldwide, such as one of the skincare products, in addition. Further researchers can also expand the scope of their research area not only in the Jakarta area but expanded in the Jabodetabek area

5.4. Managerial Implications

Some of the goals of this study wanted to look at social media marketing relationships in customer relationships, brand loyalty, and E-WOM and purchase intentions in local brands as in this study Erigo / The Executive / Nevada. The managerial implications can be proposed by looking at social media marketing variables. The first important thing for local brand companies (Erigo / The Executive / Nevada) is that social media marketing increases purchase intention through Instagram by presenting attractive ads. Marketing companies (Erigo / The Executive / Nevada) must increase their marketing with engaging advertising content. It is essential to create an official Instagram account display with its characteristics and displays the quality impression of brand products (Erigo / The Executive / Nevada). Presentation of exciting ad content and the appearance of official Instagram accounts requires the role of human resources who have creativity in the company (Erigo / The Executive / Nevada). To that end, employees of the marketing division are given the freedom to develop innovative and creative content. Leaders need to motivate employees with the presence of rewards as a form of appreciation for employees to produce innovation and creativity. If the sales results of the brand (Erigo / The Executive / Nevada) rise based on the high viewers the number of likes on Instagram content from the company (Erigo / The Executive / Nevada), then it is feasible for employees to get rewards. No less important, the official Instagram account must offer a unique product model following market tastes where up to date in developing product themes to trigger consumer appeal that eventually arises purchase intention. In addition, employees need to update Instagram content continually. It is expected that the role of social media marketing in companies (Erigo / The Executive / Nevada) that increases can build customer relationships and develop brand loyalty to lead to positive E-WOM and increased purchase intentions.

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