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THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION IN IMPROVING TOURISM SECTOR IN BATAM

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ABSTRACT

This study aims to analyze the effect of social media marketing on purchase intention, as well as the relationship with brand awareness, brand image, and e-wom in the Batam City hospitality industry. The dependent variable in this study is purchase intention. The independent variables consist of social media marketing, brand image, e-wom and brand awareness. The sampling technique used in this research is purposive sampling. There are 2 types of data used in this study, namely primary data which is data received by researchers through the distribution of questionnaires to be processed. While secondary data is data collected through research articles, scientific journals, and others to meet research needs. Results showed that social media marketing variables had a significant positive effect on purchase intention, brand awareness, brand image and e-wom. The variables of e-wom, brand awareness, brand image, and social media marketing have a significant positive effect on purchase intention. Social media marketing variables have a significant positive effect on purchase intention through mediation of brand image, brand awareness and e-wom.

Keywords: *social media marketing, brand awareness, brand image, e-wom, purchase intention.*

PRELIMINARY

Background

As the rules related to Tourism contained in the Law of the Republic of Indonesia Number 10 of 2009 briefly explained that the purpose of tourism is to lift the image of the nation, overcome unemployment, improve welfare, eliminate poverty, improve people's welfare, and increase economic growth. Tourism has become the largest and fastest growing economic sector in the world. Tourism itself for Indonesia is a crucial economic sector, not only as a job creator, a source of foreign exchange, and business opportunities, but also as the distribution of income (BPS, 2021).

Foreign tourists recorded during 2018 who visited Batam City reached 1,887,244 visits or an increase of 20.61% compared to 2017. When compared to 2020, there was a decrease in total foreign tourist visits to Batam City, namely with a percentage of -84.21%. This decrease is related to the Temporary Ban on Foreigners Entering the Territory of the Republic of Indonesia. The Indonesian government issued through the Indonesian Ministry of Law which is valid since April 2, 2020 due to the Covid-19 pandemic which has a very large impact on the tourism sector of Batam City and Indonesia. The increase that is quite stagnant certainly needs to be balanced with

the addition of hotel rooms and other accommodations so that between the supply and the demand for accommodation / rooms does not occur a gap.

Table 1. *Arrival of Foreign Tourists to Batam City*

Years	2020	2019	2018	2017
Total	307.474	1,947,943	1 887 244	1.564.717
Percentage of Growth	-84.21%	3.21%	20,61%	-

Source: Statistics Indonesia (2021)

Based on data from BPS, in 2017 there were 213 businesses / accommodation service companies in Batam City reaching 213 businesses / accommodation service companies. The distribution of businesses / accommodation service companies in Batam City includes 10 sub-districts, namely 1 business / company in Sei Beduk District (0.47%), 2 businesses / companies are in Belakang Padang District (0.94%), 3 businesses / companies are in Sagulung District (1.41%), 4 businesses / companies are in Nongsa District (1.88%), 7 businesses / companies are in Bengkong District (3.29%), 7 businesses / companies are in Sekupang District (3.29%), 12 businesses / companies are in Batu Aji District (5.63%), 21 businesses / companies are in Batam City District (9.86%), 39 businesses / companies are in Batu Ampar District (18.31%), and 117 businesses / companies are in Lubuk Baja District (54.93%). While in Bulang and Galang Districts until 2017 there is no business / accommodation service company.

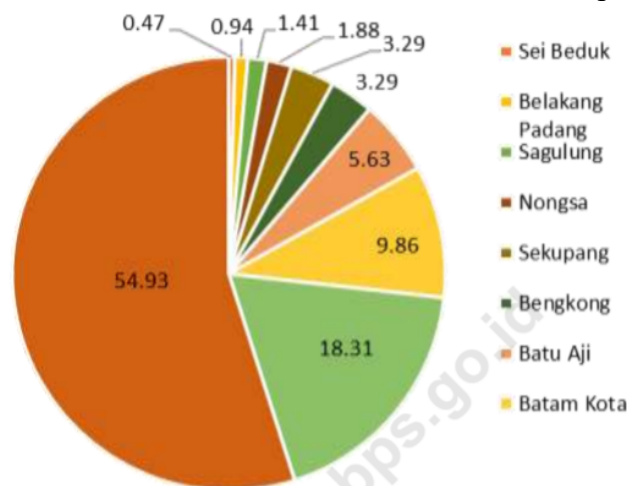


Figure 1. *Percentage of Distribution of Batam City Accommodation Services Company/Business, 2017*

TripAdvisor site, where this is the largest tourist site in the world that makes it easier for tourists to book a trip or plan a tour. TripAdvisor can also recommend vacation rentals, flights, travel guides, travel packages, vacation lodging, resorts, hotels, and so on. Based on tourist reviews on the TripAdvisor site, there are 5 top rankings that are used as research objects from this study. The first rank was received by Batam Marriott Hotel Harbour Bay, followed by HARRIS Resort Barelang Batam, Aston Batam Hotel & Residences, Radisson Golf & Convention Center Batam and HARRIS Hotel Batam Center.

In the last decade, social media marketing has emerged as a stream used to change aspects of relationships with customers. Social media usage has reached 61.8% of the total population of Indonesia as of January 2021. This increase in social media usage can be seen from the increase of 6.25% from 2020 to 2021. The large customer base makes social media quite popular not only among users, but also among companies that do social media marketing through the use of social media.

Table 2. *Number of Active Social Media Users in Indonesia (Million)*

Tahun	2021	2020	2019	2018
Total	170	160	150	120
Percentage of Growth	6.25%	6.66%	25,00%	-

Source: Reportal Data (2021)

Research Problem Formulation

Many companies have used social media as their marketing and communication strategy to harness this potential and use brands to attract customers (Chierici et al., 2018). Social media has become a base for companies to actively communicate with customers, build long-term relationships, share content, and promote brands (Ismail, 2017), joining social media provides a unique opportunity for a company to strengthen its brand, thus helping to increase business value, such as building brand awareness, brand reputation, and brand loyalty (Alberghini et al., 2014). The popularity and growth of social media tools is already expanding the range of choices consumers have in the collection of product information, and participating in e-WOM gives them a variety of ways to provide their own consumer-related advice (Yaylí & Bayram, 2012).

Customer's perspective, the rapid growth of social media has provided a new opportunity for travelers to easily share their travel experiences on social media networks through platforms such as Facebook, Twitter, Instagram, and Trip Advisor (J. Kim & Tussyadiah, 2013; So et al., 2018; D. Wang et al., 2012). Online reviews are not limited to making it easier for consumers to make decisions by lowering cognitive burdens, but also simultaneously help increase sales (Ye et al., 2011). Word of Mouth new form, e-WOM, has become an important factor shaping consumer purchasing behavior (Farzin & Fattahi, 2018). Brand awareness also plays an important role in the perception of the quality of tourist tourism destinations (Buil et al., 2013; Nikabadi et al., 2015). As technology takes over that level and brings the world closer together, companies can interact with consumers in more effective and diverse ways, as well as reach new markets they won't reach, thereby exponentially increasing their brand awareness (Makrides et al., 2020).

Special purpose

The purpose of this study is to provide results and also views on tourists in utilizing social media to increase exposure related to tourism potential, especially in Batam City. The main objective is about improving the regional economy and of course in disseminating promotional efforts using social media in dealing with the problem of the tourism sector that has been established during the Covid-19 pandemic.

Research Urgency

The urgency of this research is in overcoming the problem of tourism that is not passionate and also of course in providing solutions to problems that had hit the tourism sector in the city of Batam. This research can also be an input for local governments to consider in the preparation of regional economic recovery programs and considering the roadmap of Batam city is to increase the tourism sector in generating jobs and also international cooperation in the form of investment, one of them.

LITERATURE REVIEW

The Influence of Social Media Marketing and Brand Awareness

In recent years, not a few companies have seen social media as an effective effort in empowering and communicating with consumers to improve consumer brand communication or form different brand identities (So et al., 2018). Marketing activities in social media settings are able to increase customer-based brand equity (Bruhn et al., 2012; A. J. Kim & Ko, 2012). Social media marketing activities can create a positive brand and contribute to brand awareness because

businesses facilitate their interaction with current customers and with potential customers (Seo & Park, 2018). The level of awareness of a brand is directly proportional to the expenditure of advertising which increases the scope and repetition of advertising messages (Bruhn et al., 2012).

The Influence of Social Media Marketing and Brand Image

Brand image contains ideas and consumer information about various features of brand products and products (Hsiang-Ming Lee, Ching-Chi Lee, 2011). Hajli, (2014) Social media influences customer trust sentiment and buying intentions more than just facilitating interaction among consumers. In this sense, social media is an efficient way to interact with current and potential customers for business and develop a positive brand image (Fortezza & Pencarelli, 2015; Halligan & Sha, 2009).

Barreda et al., (2020) in his research, brand image is the extent to which social media sites help travelers to identify brand reputation, to develop favorable evaluations, and to generate firm opinions about travel brands. The fundamental reason behind establishing a favorable evaluation is to ensure travel-related name differentiation as a key factor of success.

The Influence of Social Media Marketing and E - Word of Mouth

SI, (2015) define social media marketing as a business marketing effort using social media tools to convince them to make a purchase of their service or product. Social media marketing is a marketing endeavor in which online groups, social networks, blog marketing, and more can be used (DÜLEK & AYDIN, 2020). Social media tools offer a new approach for brands to reach target consumer groups more quickly and organically (Nurhandayani et al., 2019). It is easier for businesses to create and publish content for a large number of potential audiences through social platforms. Previous research that concluded that there is a significant positive influence between Social Media Marketing on E-Word of Mouth is DÜLEK & AYDIN (2020), Sa'adah (2018)

The Influence of Social Media Marketing and Purchase Intention

Berdasarkan Nair (2011), Social media refers to "an online tool where content, opinions, perspectives, insights, and media can be shared... (and) at its core social media is about relationships and relationships between people and organizations." The above-mentioned tools include blogs, chat rooms, consumer product ranking sites, discussion boards, social networking sites, vlogs (video logs), widgets, and wikis. As a media element, social media platforms, enable the company's marketing staff to identify the choice of the target audience, identify areas of interest for this audience, and offer effective advertising to these audiences according to their needs and expectations (DÜLEK & AYDIN, 2020).

Since a company's active participation in social media is a marketing activity to develop concrete relationships with customers and increase organizational profits, the e-commerce company's social media activity is anticipated to have a positive effect on brand equity and buying intentions (Yadav dkk., 2016; Kim and Ko, 2012; Godey dkk., 2016). Previous research that concluded that there is a positive significant influence between Social Media Marketing on Brand Image is Gautam & Sharma (2017), Yadav & Rahman (2017).

The Influence of Brand Image and Purchase Intention

Brand image is the perception of consumers in their memory of the brand where this is reflected as a brand association (Rindell & Iglesias, 2014). Brand image is also considered one of the most important intangible assets that affect consumer perception in the company (Martínez et al., 2014). To grab consumers' attention and handle the adjustment of their needs, advertising experts have begun to use social appeal in their advertising (Agmeka et al., 2019).

There are various influences of buying intentions on the actual behavior of consumers related to the consumer's background. For example, the intention to buy from consumers with a 'green' attitude has an impact on their actions in buying environmentally friendly products. (Arshad et al., 2014; Doszhanov & Ahmad, 2015). For social media users, the influence of consumer attitudes towards sponsored recommendation posts on the actual behavior of recommended product purchases is significantly positive (Doszhanov & Ahmad, 2015).

The Influence of *E - Word of Mouth* and *Purchase Intention*

The effectiveness of word of mouth marketing can have a big impact on consumer intentions. Other consumer recommendations may be more reliable than commercial sources such as advertising or sales representatives (Kotler & Armstrong, 2012). Thousands of people sometimes see written comments on social media, or many people who want to gather information about a product or brand read comments written previously about it. (DÜLEK & AYDIN, 2020).

In addition, the usefulness of E-WOM provides the possibility for consumers to study and modify their purchasing decisions and attitudes (Park & Lee, 2009; X. Wang et al., 2012) (Gunawan & Huarng, 2015) It is also asserted that strong buying intentions against products marketed virally on SNS (Social Networking Service) can result from viral messages with a high level of usability. E-WOM adoption also benefits from a higher level of E-WOM credibility by learning from it; this has an impact on their consumption decisions (Tien et al., 2019). Previous research that concluded that there is a positive significant influence between E-WOM and Purchase Intention is (Shuv-Ami, 2015) (DÜLEK & AYDIN, 2020) (Yusuf et al., 2018) (Poulis et al., 2019) (Tien et al., 2019).

The Influence of *Brand Awareness* and *Purchase Intention*

Brand awareness is the recognition or memory of a brand (Huang & Sarigöllü, 2012). Effectively brands can promote strong relationships with customers (Tsimonis & Dimitriadis, 2014). In addition, brand awareness may have a strong positive influence on customers' buying intentions because customers tend to provide high quality to products that match their brand (de Waal Malefyt, 2015; Esch et al., 2012). Brand awareness is also important in influencing consumer risk perceptions and consumer levels of assurance about their own purchasing decisions (J. E. Lee et al., 2019). If a company's marketing strategy leads to increased brand awareness, it should follow an increase in brand purchases (Sasmita & Mohd Suki, 2015). Various researchers (J. E. Lee et al., 2019) (Huang & Sarigöllü, 2012) (Tomalieh, 2016) support these results by stating that brand awareness is very important in terms of the actual intention to buy. Other studies have found that brand awareness and buying intentions have a significant relationship (Boonsiritomachai & Sud-On, 2020) (Poulis et al., 2019) (Febriyantoro, 2020).

Research Model

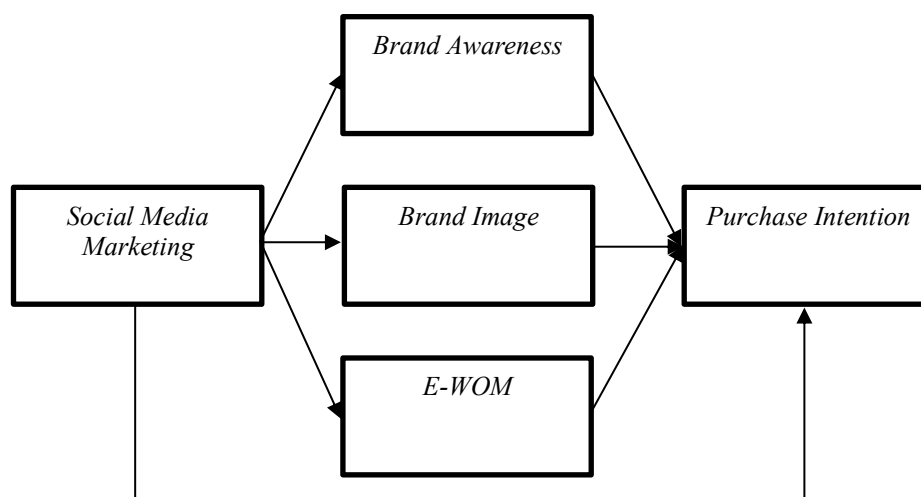


Figure 2. The Research Model

The hypothesis proposed by the author is as follows:

H1: Social Media Marketing has a positive effect on Purchase Intention.

H2: Social Media Marketing has a significant positive effect on Brand Awareness.

H3: Social Media Marketing has a significant positive effect on brand image.

H4: Social Media Marketing has a significant positive effect on E-WOM.

H5: E-WOM has a significant positive effect on Purchase Intention.

H6: Brand Awareness has a positive effect on Purchase Intention.

H7: Brand Image has a significant positive effect on Purchase Intention.

H8: Social Media Marketing has a significant positive effect on Purchase Intention through Brand awareness mediation

H9: Social Media Marketing has a significant positive effect on Purchase Intention through Brand Image mediation

H10: Social Media Marketing has a significant positive effect on Purchase Intention through E-WOM mediation

RESEARCH METHODS

Research methods

This research can be categorized as basic research that aims to develop theory, where the research is only used for research in an academic environment (Bougie, 2016). Based on detailed information on the problem, this study utilizes a causal comparative research method where this method identifies facts in an event as variables influenced by dependent variables and conducts an investigation into variables that affect independent variables. Independent variables in this study are social media marketing, brand image, brand awareness & e-wom, while the dependent variables in this study are purchase intentions. This study aims to observe an emerging consequence and causation based on the formulation of the problem.

Population and Sample

According to Hair et al., (2017) The minimum sample size is as much as 10 times that of each question in the questionnaire. So the minimum respondent for the study sample was $19 \times 10 = 190$ respondents. The data analysis method used in this study is the PLS Structural Equation Modelling (SEM) method to explain the collision between tiered variables. Also Latan & Noonan (2017), The average number of samples used in analysis by sem method is 190 samples. Thus, this study will use a sample of at least 300 respondents to anticipate the existence of a questionnaire that is not fully filled.

The sampling technique used in this study is Purposive sampling. The data sources in this study have 2 types of data, namely, primary data and secondary data. Purposive sampling is a technique of sampling data sources with certain considerations (Sugiyono, 2017), the reason for using sampling targets to select samples is because not all samples have criteria specified by the author. Therefore, the selected sample is deliberately determined according to the representative sample determination criteria specified by the author.

Data analysis technique

Outer Model (Evaluasi Model Pengukuran)

1. Outer Loading

Outer loading there are some that have full value on the factors on the variable where the value can determine the validity of the question in the questionnaire that will be declared valid if the value of the outer loading is below 0.5 (J. F. Hair et al., 2019).

2. Average Variance Extracted (AVE)

Average Variance Extracted (AVE) can determine the validity of all constructs tested. The AVE value is limited to not being below 0.5 to determine its validity. (J. F. Hair et al., 2019).

3. *Cronbach's alpha*

The value of cronbach's alpha determines the overall reliability of the variable which can be expressed reliably when the value of cronbash's alpha is not below 0.7 (J. F. Hair et al., 2019).

Inner Model (Evaluasi Model Structure)

1. *Direct Effect*

The Indirect Effect hints that high engagement is given to latent variables with others in an indirect way. To find out whether or not the relationship is significant it can be understood in the indirect effect table precisely in the T-statistic column. Results can be declared significant if they have a T-statistic number that is not below 1.96 (Hair et al., 2019).

2. *Indirect Effect*

The Indirect Effect hints that high engagement is given to latent variables with others in an indirect way. To find out whether or not the relationship can be understood in the indirect effect table precisely in the T-statistic column, it can be stated significant if it has a T-statistic number that is not below 1.96 (Hair et al., 2019).

3. SRMR

SRMR indicates the action of a correlation matrix match in a model relationship. There are several criteria that can be stated the model produced in accordance with the data if the value of the SRMR test result <0.1 (Hair et al., 2019).

R Square Test

The determination coefficient test is a test of the accuracy of model predictions that explains the extent to which independent variables affect dependent variables. Examining that a variable will be expressed with an R square value of 0.75 indicates strong prediction accuracy, a value of 0.5 indicates moderate prediction accuracy, and a value of 0.25 indicates weak prediction accuracy (Hair et al., 2019).

Quality Index Test

Quality index is a test used to measure whether or not a model relationship is good. Testing on smartpls software uses the goodness of fit (GOF) method which is a comparison of a model relationship. The model can be declared weak, moderate, and strong, if the R square value is 0.10; 0,25; 0,36 (Hair et al., 2019).

RESULTS AND DISCUSSION

Outer Model (Evaluasi Model Pengukuran)

In general, it is considered that the value of 0.6 is very important for the outer loading test on the SMARTPLS version 3.0 program which is declared significant (Hair et al., 2014). We can see in the initial outer loading test that all variables have met the criteria.

Average Variance Extracted (AVE)

The AVE test is to assess how accurate the respondent's questionnaire is when it is tested. In general, it is considered that the AVE standard value > 0.5 on the results of data testing can be declared to have met the criteria (Joseph F. Hair et al., 2019). We can see that based on the picture below, the results of the AVE test output data for each variable construct have met the criteria.

Table 3. Average Variance Extracted Test Results

Variable	Sample Mean	Keterangan
<i>Brand Awareness (BA)</i>	0,672	Valid
<i>Brand Image (BI)</i>	0,667	Valid
<i>E-WOM</i>	0,657	Valid
<i>Purchase Intention (PI)</i>	0,621	Valid
<i>Social Media Marketing (SMM)</i>	0,555	Valid

Source: Primary Data Processed (2022)

Reliability Test

Reliability testing has a purpose to test and ensure the questionnaires distributed to obtain the reliability of the original data. If the value of Cronbach's Alpha exceeds 0.5 then this variable will be considered a reliable variable. Based on the results (Joseph F. Hair et al., 2019). All variables are declared reliable because they meet the standard, namely the Cronbach's Alpha variable exceeds 0.5.

Table 4. Cronbach's Alpha Test Results

Variable	Sample Mean	Keterangan
<i>Brand Awareness</i>	0,756	Reliable
<i>Brand Image</i>	0,750	Reliable
<i>E-WOM</i>	0,741	Reliable
<i>Purchase Intention</i>	0,847	Reliable
<i>Social Media marketing</i>	0,798	Reliable

Source: Primary Data Processed (2022)

Inner Model

Structural Model Test Results (Direct Effect)

Table 5. Direct Influence Test Results

Variable	Sample Mean	T-Statistics	P-Values	Conclusion
<i>Brand Awareness -> Purchase Intention</i>	0.354	5,443	0,000	Positive Significance
<i>Brand Image -> Purchase Intention</i>	0.281	4,729	0,000	Positive Significance
<i>E-WOM -> Purchase Intention</i>	0.130	2,850	0,004	Positive Significance
<i>Social Media Marketing-> Brand Awareness</i>	0.697	15,127	0,000	Positive Significance
<i>Social Media Marketing-> Brand Image</i>	0.651	14,171	0,000	Positive Significance
<i>Social Media Marketing-> E-WOM</i>	0.394	6,433	0,000	Positive Significance
<i>Social Media Marketing-> Purchase Intention</i>	0.126	1,969	0,049	Positive Significance

Source: Primary Data Processed (2022)

Hypotheses 1

The relationship can be analyzed for its significance due to the influence of marketing through social media to develop concrete relationships with customers and increase organizational profits, the social media activity of e-commerce companies is anticipated to have a positive effect on buying intentions. This results is lining with previous research (Gautam & Sharma, 2017) (Yadav & Rahman, 2017) which shows that there is a positive significant influence between social media marketing on purchase intentions.

Hypotheses 2

Social media marketing towards brand awareness has a significant relationship. The relationship can be analyzed for its significance due to the influence of marketing through social media that helps create brand awareness in the minds of consumers. The results of the test are in line with

the research (Godey et al., 2016), (BİLGİN, 2018) dan (Seo & Park, 2018) *which shows that there is a significant positive influence between Social Media Marketing on Brand Awareness.*

Hypotheses 3

Social media marketing on brand image has a significant relationship, the relationship can be analyzed for its significance because the influence of marketing through social media that helps create customer trust sentiment and buying intentions more than just facilitate interaction among consumers. The results of the test are in line with the research (Godey et al., 2016), (BİLGİN, 2018) dan (Seo & Park, 2018) which shows that there is a positive significant influence between Social Media Marketing on Brand Image.

Hypotheses 4

Social media marketing towards E-WOM has a significant relationship. The relationship can be analyzed for its significance due to the influence of marketing through social media which offers a new approach for brands to reach target consumer groups more quickly. The results of the test are in line with the research (DÜLEK & AYDIN, 2020) (Sa'adah, 2018).

Hypotheses 5

E-WOM to purchase intention has a significant relationship. The relationship can be analyzed for its significance because of the influence of word-of-mouth marketing by sharing ideas about brands, products, and services through social media that influences buying intention decisions significantly positively. The results of the test are in line with the research (Shuv-Ami, 2015) (DÜLEK & AYDIN, 2020) (Yusuf et al., 2018) (Poulis et al., 2019) (Tien et al., 2019).

Hypotheses 6

Brand awareness of purchase intention has a significant relationship. The relationship can be analyzed for its significance because the influence of recognition or memory of a brand effectively promotes a strong relationship with customers that affects the decision of buying intentions significantly positively. The results of the test are in line with the research (Boonsiritomachai & Sud-On, 2020) (Poulis et al., 2019) (Febriyantoro, 2020).

Hypotheses 7

Brand image of purchase intention has a significant influence. The relationship can be analyzed for its significance because the influence of brand image including the most important intangible assets that affect consumer perception in the company. The results of the test are in line with the research (J. Lee & Lee, 2018) (Agmeka et al., 2019) (Dehghani & Tumer, 2015).

Structural Test Results with Mediation (Indirect Effect)

Table 6. Indirect Influence Test Results

Variable	Sample Mean	T-Statistics	P-Values	Conclusion
<i>Social Media Marketing - > Brand Awareness -> Purchase Intention</i>	0.247	5,232	0,000	Positive Significance
<i>Social Media Marketing - > Brand Image -> Purchase Intention</i>	0.183	4,465	0,000	Positive Significance
<i>Social Media Marketing - > E-WOM -> Purchase Intention</i>	0.051	2,419	0,016	Positive Significance

Source: Primary Data Processed (2022)

Hypotheses 8

Social media marketing will have an impact on consumers in their buying interests on a large scale where the existence of mediation variables in the form of brand awareness can improve the performance of social media marketing effectively. The results of the data conducted in line with the review (Priatni et al., 2020) (Sutariningsih & Widagda K, 2021) (Maria et al., 2020).

Hypotheses 9

Social media marketing will have an impact on consumers in their buying interests on a large scale where the existence of mediation variables in the form of brand image can improve performance on social media marketing effectively. The results of the data conducted in line with the review (Suwarsih et al., 2021) (Zhang et al., 2019) (Putra & Evanita, 2021).

Hypotheses 10

Social media marketing will have an impact on consumers in their buying interests on a large scale where the mediation variable in the form of E-WOM can improve performance on social media marketing effectively. The results of the data conducted in line with the review (Nurgiyantoro, 2014) (Dewi et al., 2021).

SRMR Test

SRMR as an indicator between the matrix model of inference result correlation and observed correlation value < 0.1 indicating strong, moderate and weak model (J. F. Hair et al., 2019).

Table 7 SRMR Test Result

Variable	Sample Mean	Conclusion
<i>Saturated Model</i>	0,050	Moderate
<i>Estimated Model</i>	0,054	Moderate

Source: Primary Data Processed (2022)

R Square Test Results

In the study, the coefficient of determination in this data is a value that shows that the value of R square > 0.25 is said to be weak, R square is worth > 0.50 is said to be moderate, and R square is worth > 0.75 is said to be strong.

Table 8. Determination Coefficient Test Results

Variable	Adjusted R Square	Conclusion
<i>Brand Awareness</i>	0,489	Lemah
<i>Brand Image</i>	0,424	Lemah
<i>E-WOM</i>	0,156	Lemah
<i>Purchase Intention</i>	0,547	Moderate

Source: Primary Data Processed (2022)

Implementation of determination coefficient testing to see the relationship between variables free, dependent, and medasi. This data is obtained from variables that are free to have R Square with a high value where this means variables are free to be able to explain variable mediation. The R squares value for Variable "brand awareness" is 0.489 which means that SMM is able to explain BA worth 48.9% while the remaining 51.1% is described by other variables outside the model. R squares for variable "Brand Image" is 0.424 where the meaning of SMM is able to explain Variable BI worth 42.4% while the remaining 57.6% is explained other Variables outside the model. The R squares for variable "E-WOM" is 0.156 which means that SMM can explain E-WOM worth 15.6% while the remaining 84.4% is explained other variables outside the model. R squares in the Variable "Purchase Intention" is 0.547 where the meaning of SMM, BA, BI, and E-WOM is able to explain PI worth 54.7% while the remaining 45.3% is explained other Variables outside the model.

Quality Index Test

The quality index test can be known from the goodness of fit (GOF) value which is a comparison of a model relationship. The high value of GoF can measure whether or not a model relationship is good. According to Hair *et al.*, (2019) the model can be expressed weak, moderate,

and strong, if the value of R square is 0.10; 0,25; 0.36. GoF value obtained based on the calculation results in this study is 0.5062 or large or strong category. This can be found in Table 9, therefore it was concluded that the model in this study was relatively good.

Table 9 Quality Index Result Test

Communnality	R Square	GoF
0,6344	0,404	0,5062

Source: Primary Data Processed (2022)

CONCLUSION

This research was conducted to find out what factors affect purchase intentions in the hospitality industry in Batam. The distribution and filling of questionnaires in this questionnaire study was conducted online through google form as one of its platforms, with a total of 313 respondents who can be used. The results showed that the factors affecting purchase intentions in the Batam hospitality industry have a positive significant value, it is hoped that the manufacturer should be able to improve its services to provide the best for customers and increase sales and business success amid fierce competition. Based on the conclusions obtained in this study, all hypotheses proved to have a positive significant effect. Companies should create an intense and efficient social media marketing strategy to increase business success based on the results of this research. What can be done is to increase promotions to increase brand image, brand awareness and e-wom. Social media marketing strategies that are carried out should also be followed by existing trends, thus it will be easier to attract consumers in using hotel accommodation services.

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