Brand Origin as a Mediation Variable in Social Media Marketing Activities Influences Purchase Decisions in Pempek Yuk Paka Culinary Business

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Article Info	ABSTRACT
Keywords: SMMA, purchase decision, Brand Origin	This study investigates social media marketing activities on purchasing decisions for traditional culinary businesses that sell traditional food of one region in another area. In addition, this study also investigates the mediation role of Brand Origin from this culinary business on purchase decisions. This study used a survey of 212 samples, taken from customers who had made at least one purchase. The results of this valid survey were then collected and analyzed using PLS-SEM modeling. This study found that if only social media marketing activities do not have a significant effect on purchase decisions, but if this social media marketing activity is carried out at the same time as Brand Origin eating, it will have a significant effect on purchase decisions.
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INTRODUCTION

In the digital and social media era like today, the growth of social media users is very rapid. The growth of social media users in recent years has shown a significant upward trend. In Indonesia, based on a report from Hootsuite in 2024, the number of social media users is recorded at 139,000,000 people, or around 49.9% of the population of Indonesia. YouTube is the most used app, with 93.8% of users using it, followed by WhatsApp at 87.7%, Instagram at 86%, and Facebook at 85.5% (Merrynda & Andriani, 2023). Therefore, the digital world and social media are very attached to consumers, this plays an important role in shaping the consumer's perspective on a product (Ahmed & Planning, 2021). In line with the growth of social media users, making social media an important means for businesses to become a means of marketing. Social media is used to interact with their customers and promote their products or services (Zhou, Zhang, & Zimmermann, 2013). By using marketing activities on social media, an organization can form a new strategy in its marketing activities, for example by creating a perception of their own brand, spreading the benefits of the product, and offering the product in a unique, simple and sustainable way (Breitsohl, Wilcox-Jones, & Harris, 2015).

Marketing activities on social media provide benefits for small and medium enterprises (SMEs) (Chatterjee & Kar, 2020). The largest corporate sector in Indonesia and perhaps in the world is dominated by small and medium enterprises (SMEs). In 2001, SMEs accounted for about 99% of all businesses and were able to absorb 99.6% of the workforce (Sukri & Arisandi, 2017). The culinary sector is one of the largest MSMEs in using internet technology as a marketing strategy (Fajri, Rizkyanfi, & Smaya, 2021). However, there are still many SMEs who have difficulties in carrying out marketing activities in the media, both in terms of strategic planning and application (Roosdhani, Farida, Indriani, & Society, 2023). According to Irianto (2015) Social media is one of the important platforms for SMEs as one of the practical, cheap, reliable means to introduce products to potential consumers, in this case the users. Businesses need to understand the adoption rate and effectiveness of digital marketing tools in order to effectively leverage social media for their marketing activities (Afifah & Najib, 2022). Social media marketing activities themselves include several elements, namely entertainment, interaction, trendiness, advertisement, and customization (Kim & Ko, 2012).

In the culinary world of traditional food, Brand Origin is one of the important aspects that affects a person's perception of a product so that it affects the process of making a purchase decision (Manggalania & Soesanto, 2021). Brand origin refers to a place, region or country that is perceived by consumers as the origin of a brand. Brand origin includes consumers' perception of a brand's identity that can be influenced by a variety of factors, including the brand name, advertising, and the cultural context associated with the brand. During the decision-making process of purchasing a product, consumers will dig up complete information about the product, One of the important aspects for consumers is Brand Origin, consumers will find out if the product has the characteristics of the origin of the product(Thakor, 1996).

In Husein's research (Hussein, Tourism, & 2018) Brand origin (Brand Origin) does not significantly influence purchasing decisions. However, in the research (Manggalania & Soesanto, 2021) Produce varibauls Brand Origin A product influences purchasing decisions. According to Prasetyo (2022), Fajri et al. (2021) Purchase decisions are significantly influenced by social media marketing activities directly or through mediation. According to Hanaysha (2022) all dimensions of SMMA except the entertainment dimension significantly affect purchasing decisions. This study will see whether SMMA will significantly affect purchasing decisions and how the influence of brand origin as a mediator affects purchasing decisions in Pempek Yuk Paka culinary SMEs.

Literature Review

Social Media Marketing Activity (SMMA)

Social media is a forum for users of online platforms, where on this platform they can share their ideas, can tell stories about their daily lives, and can even interact with each other in the comment column or chat (Aji, Nadhila, Sanny, & Science, 2020). Dewing (2010) explains that Social media is a network and mobile-based medium that provides services for customers to engage in online discussions, share user-generated content, and participate in virtual communities, social media platforms, or media-sharing sites. The rise of social media has made it a new way to interact with more potential consumers. This activity is also beneficial for business actors, because social media facilitates opportunities for business interaction with users so as to create a sense of familiarity. (Davis Mersey, Malthouse, & Calder, 2010)

Jo (2013) said that social media marketing activities are the impact of the development of social media, one of which is the Instagram platform, social media marketing activities are classified into Entertainment, Interaction, Trendiness, Advertisement and Customization. Entertainment is a value of content that can entertain users, so that users feel happy to see content from social media accounts. (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008). Entertainment in social media content is an important aspect that must be considered, because it will create positive feelings and increase interaction and participation so that users have the intention to use it continuously. Align with opinions Hudson and Hudson (2006) who argue that currently a marketer must create content that contains entertainment, because when users feel entertained, it will produce positive feelings so that the user will recommend to the closest group of the social media account, so that this can affect the user's perspective on the brand on the social media account (Dobele, Lindgreen, Beverland, Vanhamme, & Van Wijk, 2007).

Brand Origin

Based on customer perception, brand origin is defined as the country or place where the brand comes from (Hussein et al., 2018) (Thakor, 1996) . Research on the influence of the origin brand on customer attitudes and behaviors to choose products/services has been conducted by several researchers (Hamzaoui-Essoussi et al., 2011; Samiee, 1994). The origin brand is believed to affect customer perception or evaluation of certain products and services, because consumers have created stereotypes about the performance of certain products based on the origin brand (Maheswaran, 1994). In addition, Pappu et al. (2006) showed that the origin brand can be categorized as an intrinsic cue that will affect the customer's cognitive perception of a brand. The original brand is believed to affect customer satisfaction.

Purchase Decision

Previous research has defined the purchase decision as an individual's decision to choose a particular product or service offered by a company compared to their competitors. (Kim & Sung, 2009).

Many things affect the customer's decision to buy a product or service, namely internal factors and external factors. Internal factors are factors that come from within the consumer such as personality, knowledge, beliefs and attitudes, perceptions, lifestyle and status. On the other hand, external factors include culture, membership groups, and social classes. Nowadays, consumers are faced with a lot of offers from the market, both products and services. This makes it an interesting challenge for service providers to be able to carry out strategies to successfully take care of key customers in order to make customer growth sustainable (Hanaysha, 2022).

The Influence of SMMA on Purchasing Decisions

According to Irianto (2015) for MSMEs, social media is an important platform because social media is a flexible and resilient tool to be used in conducting promotions that can reach all users so that it can improve consumer management decisions

H1 : SMMA has a positive and significant influence on Purcahse Decision

The Influence of SMMA on Brand Origin

Social media marketing activities on a brand will affect the brand origin of a brand.

H2 : SMMA has a positive and significant influence on Brand Origin

The Influence of Brand Origin on Purchase Decisions

(Manggalania & Soesanto, 2021). explains that Brand Origin has a positive and significant **influence on product purchase decisions**

H3 : Brand Origin has a positive and significant influence on Purchase Decisions.

METHOD

This research aims to test the hypothesis of the causal relationship between one variable and another. The research model is developed through a hypothesis approach and tested based on certain principles. This research was conducted on Pempek Yuk Paka culinary MSMEs located in Banyumanis, Donorojo District, Jepara Regency, Central Java.

Sugiyono (Sugiyono, 2010) "Samples are part of the number and characteristics possessed by the population". Purposive sampling is used in this study, which is a sample determination technique using certain considerations. The considerations used are based on the characteristics of the respondents such as the respondents have made a purchase at least once.

The size of the population cannot be known for sure, so the sample size used according to Rao Purba (1996) uses the formula:

$$n = \frac{Z^2}{4 + M_{oe}^2}$$

Keterangan :

n = Jumlah sampel

Z = Tingkat keyakinan dalam menentukan sampel 95% = 1,96

Moe = Margin of error atau kesalahan maksimum yang bisa ditoleransi di sini ditetapkan sebesar 10%

Dengan rumus tersebut maka dapat dilihat ukuran sampel minimal yang harus dicapai dalam penelitian ini adalah sebesar: $n = 1,962\ 4(0,10)2\ n = 96,04$ Berdasarkan rumus tersebut, sampel yang dapat diambil dari populasi minimal sebanyak 96,04 orang dibulatkan 97 responden.

So the customers used in this study are 212 Pempek Yuk Paka consumers who have purchased Pempek Yuk Paka products at least one purchase.

Primary data was obtained through a survey using a questionnaire given online to respondents. The data analysis technique in this study uses Structural Equation Modeling (SEM) using PLS

software. Data collection and hypothesis testing were carried out using a Likert scale questionnaire with ten alternative answers.
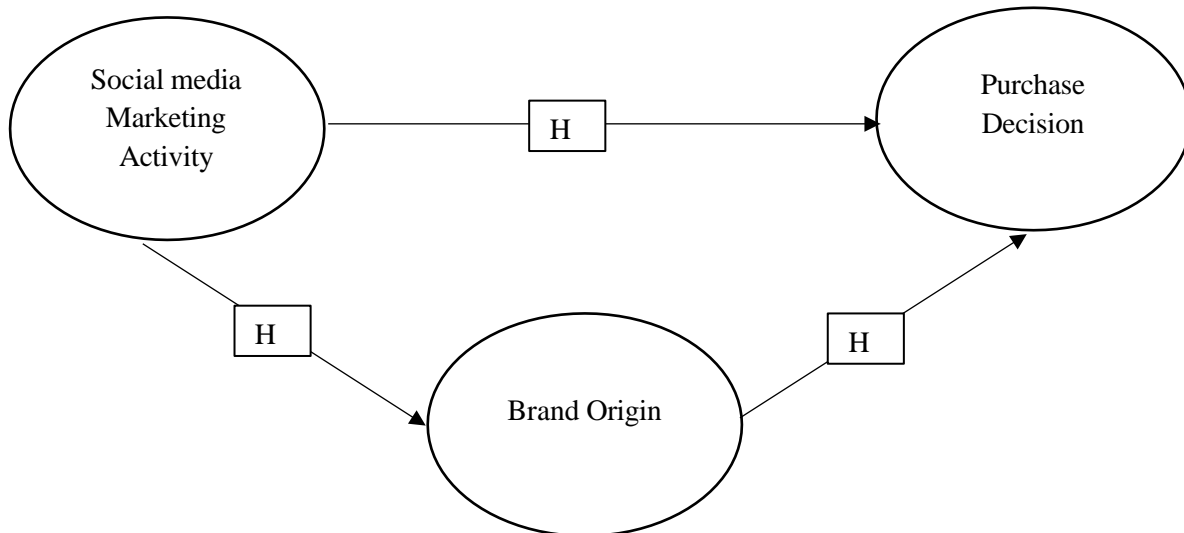
RESULTS AND DISCUSSION

Outer Model (Measurement Model)

In this research model, there are two testing models, namely:

Convergent Validity

This test is considered to be met if the outer loading is above 0.7 and the AVE value is at least 0.5 (Ulum, Ghozali, & Chariri, 2008) Minimum value of 0.5 (Ulum, Ghozali, & Chariri, 2008). The results of the convergent validity test on the research model can be seen in Table 1

From the table above, it can be seen that the results of the convergence validity test against indicators that measure the variables of Social Media Marketing Activity, Brand Origin, and Purchase Decision give an outer loading value above 0.7 and also have an AVE value above 0.5. So that this indicator indicator can be considered valid.

Table 1. uji validitas konvergen

Indikator	Outer loading	AVE	Hasil
SMMA1	0.825		
SMMA2	0.759		
SMMA3	0.719		
SMMA4	0.762		
SMMA5	0.863	0.631	Valid
SMMA6	0.734		
SMMA7	0.798		
SMMA8	0.843		
SMMA9	0.805		
SMMA10	0.822		
BO1	0.880		
BO2	0.963	0.864	Valid
BO3	0.932		
BO4	0.941		
PD4	0.944		
PD5	0.908	0.868	Valid
PD6	0.943		

Source: Output data from SmartPLS version 4.0 (Processed)

Reliability Test

Composite Reability (Cr) is a variable reliability meter that measures reliability values above 0.7 although it is not an absolute standard. Cronbach's Alpha is a value that reflects the reliability of all indicators, with a range of values measured between zero and one. If the value is greater than 0.7, then it can be said to be reliable.

Table 2. *Composite reliability & Cronbach's alpha*

Variabel	Composite reliability	Croncach' alpha	Keterangan
SMMA	0.962	0.947	
BO	0.952	0.924	Reliabel
PD	0.945	0.935	

Source: Output data from SmartPLS version 4.0 (Processed)

In the table above, it can be seen that the results of Composite reliability and Croncach' alpha show a nilan above 0.7, so this result provides information that the indicator indicators used for the variables in this study can be declared reliable.

Inner Model

An inner model is a model used to predict causal relationships between variables that cannot be directly measured and hidden variables.
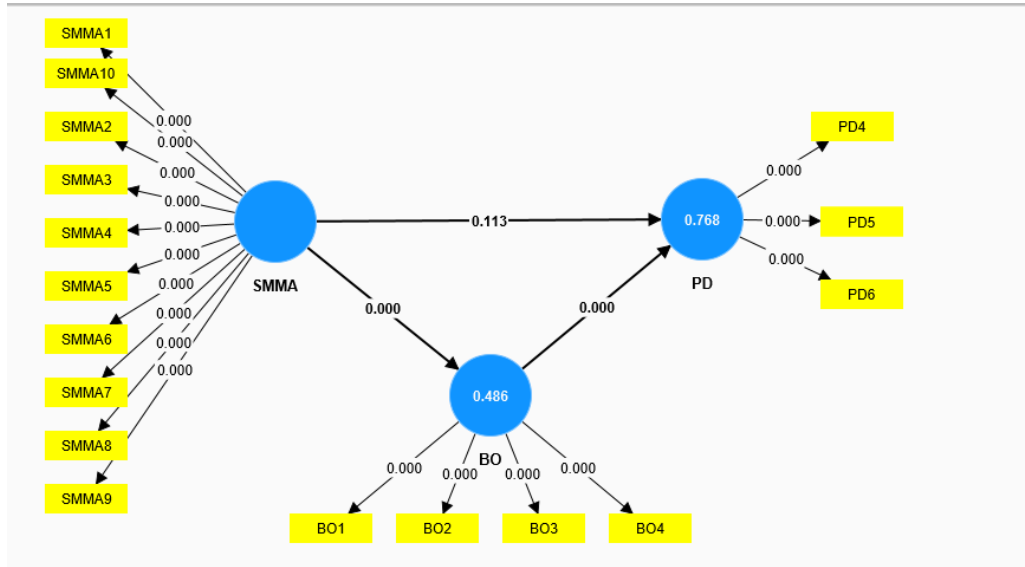
Figure 1 Model Structure

R-square

R-square is a test used to show the extent of the influence of independent variables on dependent variables. When the R-square reaches 0.67, it is considered to have a strong influence, considered moderate when it reaches 0.33, and considered weak when it reaches 0.19.

Table 3 *R-square*

Variabel	R-square	R-square adjusted
BO	0.486	0.483
PD	0.768	0.765

Source: Output data from SmartPLS version 4.0 (Processed)

From the data table, the R-square value for Brand Origin is 0.486 while the Adjusted R-square value is 0.483. It shows that Social Media Marketing Activities have an influence of 48.6% on Brand Origin, which can be said to have a moderate influence. While the remaining 61.4% can be explained by other variables and indicators that are not explained in this study.

The R-square value for Purchase Decision is 0.768 while the Adjusted R-square value is 0.765. It shows that all exogenous constructs together have an influence of 76.8% on the Purchase Decision, which can be said to be a strong influence. While the remaining 23.2% can be explained by other variables and indicators that are not explained in this study.

Mediation Test

In the context of mediation, there are three scenarios, namely first, Non-mediation occurs when the relationship between the independent variable and the dependent variable is positive, while the

relationship between the mediating variable is negative. Second, full mediation occurs when the relationship between the independent variable and the dependent variable is negative, while the relationship between the mediation variable is positive. Third, partial mediation occurs when the independent and dependent variables have positive values, and the relationship between the mediation variables is also positive. The test results using the bootstrapping method with SmartPLS 4.0 can be interpreted based on the P value, where if the P value on the indirect special effect > 0.05, it indicates a negative influence, while if the P value < 0.05, it shows a positive influence.

Table 4. Path Coeffien

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
SMMA -> BO	0.697	0.709	0.095	7.360	0.000
SMMA -> PD	0.214	0.258	0.135	1.584	0.113
BO -> PD	0.713	0.665	0.147	4.868	0.000

Source: Output data from SmartPLS version 4.0 (Processed)

Table 5. Specific Indirect Effects

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
SMMA -> BO -> PD	0.497	0.462	0.083	5.963	0.000

Source: Output data from SmartPLS version 4.0 (Processed)

Based on the results shown in tables 4 and five, then:

The Influence of Social Media Marketing Activities on Purchase Decisions is mediated by Brand Origin.

From table 5, it can be seen that Path Coefficient Social Media Marketing Activities has a relationship with Purchase Decision because P value = 0.113 > 0.05. In addition, in table 6 Specific Indirect Influence of Social Media Marketing Activities on Purchase Decision mediated by Brand Origin has a positive relationship because P value = 0.000 < 0.05 so that it can be categorized as Full Mediation.

Hypothesis Test

In hypothesis testing, it can be seen that the T statistic and the P value can be accepted if the P value < 0.05. To find out, you can see the Path Coefficient obtained through the Bootstrapping technique in the SmartPLS program version 4.0.

Table 7. Hypothesis Test Results

Hypothesis	Analysis
SMMA -> BO	Coeffisien = 0.697
	P value = 0.000
	T statistcs = 7.360
	T-tabel = 1.650
	T statistics > T-tabel
SMMA -> PD	Coeffisien = 0.214
	P value = 0.113
	T statistcs = 1.584
	T-tabel = 1.650
	T statistics < T-tabel
BO -> PD	Coeffisien = 0.713
	P value = 0.000
	T statistcs = 4.868
	T-tabel = 1.650
	T statistics < T-tabel

Source: Output data from SmartPLS version 4.0 (Processed)

Hypothesis 1: The Influence of Social Media Marketing Activities on Brand Origin

Showing that the value of the coefficient (0.697) and the statistical T (7.360) > the T-table (1.650) and the P value (0.000) < 0.05, then H0 is rejected and Ha1 is accepted. This means that there is a positive and significant influence between the variables of Social Media Marketing Activities on Brand Origin.

Hypothesis 2: The Influence of Social Media Marketing Activities on Purchase Decision

Showing that the value of the coefficient (0.214) and the statistical T (1.584) < the T-table (1.650) and the P value (0.113) > 0.05, then H0 is accepted and Ha2 is rejected. This means that there is an insignificant influence between the variables of Social Media Marketing Activities on Purchase Decision.

Hypothesis 3: The Influence of Brand Origin on Purchase Decision

Showing that the value of the coefficient (0.713) and the statistical T (4.868) > the T-table (1.650) and the P value (0.000) < 0.05, then H0 is accepted and Ha3 is rejected. This means that there is a positive and significant influence between the Brand Origin variable on Purchase Decision.

CONCLUSION

Theoretical Implications

This study shows the relationship between SMMA and the decisions taken by consumers in choosing a culinary product. The results of the study show that using SMMA alone does not result in a purchase decision in Pempek Yuk Paka which is shown in the negative and insignificant H2 results, but using Brand Origin in SMMA directly gives positive and significant results (H1) and has a positive and significant impact on purchase decisions (H3). So that previous research Prasetyo (2022), Fajri et al. (2021), (Hussein et al., 2018) (Manggalania & Soesanto, 2021) not proven.

Managerial Implication

This study shows that social media marketing activities alone do not have a significant impact on purchase decisions, MSMEs must take a more impactful action in social media marketing activities, for example in this study, namely by presenting product identities such as brand origin. MSMEs can package a content that tells the story of the origin of this product.

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