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The Power of Website and social media for Strengthening Brand Image, E-WoM, and Purchase Decision

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A B S T R A C T

Nowadays, it becomes intriguing to observe the use of websites and social media by SMEs to market their products, especially in terms of seeing customer behavior. Some previous research found the effect of social media on attitude and consumer behaviors area, but less of the focus on website and social media quality and the effect on brand awareness, brand image, E-WoM, and purchase decision and the relationship among these concepts. This research examines the effect of websites and social media from the perspective of quality dimensions on brand awareness and the influence of brand awareness, E-WoM, and brand image on purchase decisions. In addition, this study has conducted purposive sampling for the 397 respondents who had transacted through the SMEs' website or social media in two major cities in Indonesia: Jakarta and Surabaya. The PLS-SEM analysis technique was conducted in this study. The result found that there is a positive influence of website quality and social media quality on brand awareness, as well as the influence of brand awareness on E-WoM, brand image, and purchase decisions. In addition, this study also found the influence of E-WoM and brand image on purchase decisions. The findings suggest that it is very important for SMEs to formulate a strategy for improving the quality of their website and social media to strengthen their brand awareness of consumers.

A B S T R A K

Penggunaan website dan media sosial oleh UKM untuk memasarkan produknya sangat menarik untuk diamati, terutama dalam hal melihat perlaku pelanggan. Beberapa penelitian sebelumnya menemukan pengaruh media sosial terhadap berbagai area sikap dan perilaku, tetapi kurang fokus pada kualitas website dan media sosial dan pengaruhnya terhadap kesadaran merek, citra merek, E-WoM dan keputusan pembelian serta hubungan antara konsep-konsep ini. Tujuan dari penelitian untuk menguji dimensi website dan media sosial terhadap kesadaran merek, serta pengaruh kesadaran merek, E-WoM, citra merek terhadap keputusan pembelian. Pengambilan sampel responden dilakukan secara purposive sampling sebanyak 397 responden yang pernah melakukan transaksi melalui website dan sosial media UKM pada dua kota besar di Indonesia, yaitu Jakarta dan Surabaya. Penelitian ini menggunakan teknik analisis PLS-SEM. Hasil penelitian menemukan bahwa terdapat pengaruh positif kualitas website dan kualitas media sosial terhadap kesadaran merek, serta pengaruh kesadaran merek terhadap E-WoM, citra merek dan keputusan pembelian. Selain itu, penelitian ini juga menemukan pengaruh E-WoM, dan citra merek terhadap keputusan pembelian. Temuan menunjukkan bahwa sangat penting bagi UKM untuk merumuskan strategi peningkatan kualitas situs web dan media sosial untuk memperkuat kesadaran merek mereka kepada konsumen.

1. INTRODUCTION

The use of websites and social media to promote products and companies has become more frequent in the digital era. According to Hootsuite Report (2022), the number of internet users in Indonesia in 2022 reached 73.3 percent, and social media users reached 68.9 percent. It is an excellent opportunity for businesses to use digital media and marketing communication tools. This media's competitive advantages are the availability of easy-to-use features, the ease of publishing and managing content, and the tracking targeted consumers (AlSharji, 2018). The role of websites in supporting marketing performance has been widely studied.

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Previous studies showed that website quality significantly affects customer satisfaction (Laureti et al., 2018; Rahi et al., 2020) and customer perceptions of the brand (Mukerjee, 2016). Furthermore, website quality also significantly affects purchase intention (Hutter et al., 2013; Gao & Li, 2019) and repurchase intention (Wilson et al., 2019).

The study of the dimensions of website quality in Small and Medium Enterprises (SMEs) is determined by the dimensions of E-Service, image quality, information quality, and system quality (Suryani et al., 2020b). Likewise, websites and social media are widely used as marketing communication tools, both of them could shape particular consumer behavior, such as purchasing behavior, brand image, and brand awareness. Previous research has shown that social media has a significant effect on brand image and brand awareness (Bilgin, 2018; Suryani et al., 2021c), and social media has a significant impact on the growth of SMEs (Gbandi & Iyamu, 2022). The dimensions of the quality of social media consists of attractiveness, clarity, interactiveness, and relevance (Suryani et al., 2020a).

Consumer brand awareness can influence consumer behavior in purchasing and other perceptions in purchasing decisions, such as brand image and E-Word of Mouth (E-WoM). A study by Stojanovic et al. (2018) and Suryani et al. (2021) shows that consumer brand awareness significantly affects E-WoM. This study is also supported by Hutter et al. (2013), who stated that consumer brand awareness significantly influences E-WoM and purchasing decisions. Other studies also show that increasing consumer brand awareness has an impact on increasing product brand image (Bilgin, 2018). Brand image and brand awareness positively impact purchasing decisions (Novansa & Ali, 2017). These findings do not align with the schematic theory, which explains how customers process information through learning (Bartlett & Burt, 1995). Brand awareness is formed first before brand image and another response. Besides it, much previous research examines the relationship between this concept partially and in a different context. So, this research objective is to explore a more integrated relationship among these variables to enrich the theory.

One of the important customer behaviors that SMEs need to understand is purchasing decisions and E-WoM. Purchasing decisions are a huge determining factor in purchasing behavior, while E-WoM is a promotion technique that is less expensive and more reliable. Studies show that E-WoM involvement significantly affects consumer purchase intentions (Yusuf et al., 2018).

Studies on the influence of website quality and social media quality are important to determine the role of both in the digital-based promotion mix, especially on brand awareness, electronic word of mouth, brand image, and purchase decisions. Social media is the cheapest digital means of promotion. Similar E-WoM could also help promote cheaper and more reliable products. In addition, as stated before, one of the consumer behaviors that companies need to understand is purchasing decisions. Therefore, this study aims to examine: (1) the effect of the website quality dimension on brand awareness, (2) the effect of the social media quality dimension on brand awareness, (3) the effect of brand awareness on E-WoM, (4) the effect of brand awareness on purchasing decisions, (5) the effect of brand awareness on brand image, (6) the effect of E-WoM on purchasing decisions, and (7) the effect of brand image on purchasing decisions.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

The Relationship between Website Quality and Social Media Quality on Brand Awareness

The website provides a function for consumers and SMEs to transact conveniently. Furthermore, customers will revisit online store websites that they find interesting (Shin et al., 2013). Hence, the website is one of the important factors for determining online business performance, and companies should consistently improve the quality of their website.

The study of website quality and brand awareness on customer trust could influence customer loyalty. An attractive and easy-to-use website will create brand awareness in the consumer's top of mind and create trust in consumers, ultimately influencing their decision to purchase goods through the website (Sastika et al., 2016). The three dimensions of the SMEs-WebQ model: system quality, information quality, and service readiness have significant positive effects on brand awareness (Suryani et al., 2022). Studies on tourism websites show that there are positive changes in emotions when consumers visit the website and have a good impression of the website's quality (Jiménez-Barreto & Campo-Martínez, 2018). Increased emotions and feelings create an attraction to purchase. Hence, the website can influence consumer emotions and attractiveness. There are many studies on the influence of websites on customer behavior; for example, one study found that good and quality websites lead to customers' curiosity about the website, so it impacts purchase

intention (Gao & Li, 2019). Companies can communicate their products and company information by developing a website for marketing medium (Kotler & Armstrong, 2017). Referring to this study, the website as one of the digital marketing media could positively affect brand awareness.

In addition to websites, the digital media that many companies use to communicate their marketing is social media. Social media can take many forms, and some facilitate communication via text, images, and videos, namely, Facebook, Instagram, Snapchat, Twitter, WhatsApp, and others. Besides, some social media platforms also specialize in professional and business relations, such as Researchgate, LinkedIn, and Academia.edu. Furthermore, social media is also often used to write and create blogs such as WordPress, Blogger, Google Sites, Tumblr, and others. The most used social media platforms in Indonesia, according to Hootsuite Report in 2022, are Youtube, Instagram, Twitter, Facebook, and Whatsapp.

The role of social media in influencing brand awareness has been widely researched. One of the studies showed that the use of social media has a positive effect on customer brand awareness and website quality in the tourism industry (Febrian et al., 2022; Stojanovic et al., 2018). Other studies on SME customers also mentioned that the quality of social media positively influences brand awareness (Poulis et al., 2019; Suryani et al., 2020a). Marketing through social media is an effective determining factor in building brand awareness, brand image, and brand loyalty (Bilgin 2018). The social media used by airline companies also significantly influences brand awareness and image (Seo & Park, 2018). Other studies on online social networks also show that online social networks positively influence brand awareness (Barreda et al., 2015).

Based on the description and previous research, two hypotheses were formulated:

H_1: Website quality affects brand awareness.

H_2: Social media quality affects brand awareness

The Relationship between Brand Awareness on E-WoM, Brand Image, and Purchase Decision

Building brand awareness can be implemented by actively participating in modern digital-based marketing. Strong brand awareness will create a competitive advantage in the market and enhance the company's overall reputation and credibility (Latif et al., 2014). When consumers are faced with a situation where there is a choice of several brands, consumers with high brand awareness of a product will be able to differentiate between existing brands. By having high brand awareness, consumers will be able to remember the brand of a product well (Suryani et al., 2020b).

Studies show that consumers' desire to promote these products through E-WoM is influenced by brand awareness (Hutter et al., 2013). Consumers who know a brand will improve its brand awareness. Thus, consumers will easily remember the attributes of a brand, ultimately influencing consumers to convey information about the brand to others, one of which is through E-WoM. Empirical studies in the tourism sector confirmed that brand awareness positively influences other dimensions of brand equity for E-WoM communication (Stojanovic et al., 2018).

Their knowledge and memory influence the consumer's decision to buy a product. High brand awareness of a product, consumers will remember a brand well. Studies on four products in Vietnam obtained the results of a strong influence of brand awareness on purchasing decisions (Khuong & Tram, 2015). Another study of mobile phone users in Pakistan also showed a significant effect of brand awareness on purchase intention (Tariq et al., 2017). The effect of brand awareness on purchase intention resulted from many previous studies. A series of decision-making processes to buy, one of which is purchase intention (Suryani, 2013).

The results of research on cognitive and affective dimensions found that brand awareness has a positive influence on brand image (Stojanovic et al., 2018). Website or social media content that contains information and images will continue to influence consumer brand awareness. In the minds of consumers, impressions and information always appear that can form a brand image (Hutter et al., 2013). The higher the brand awareness, the stronger the brand image from the customers' perspective. Another study also states that brand awareness positively influences brand image (Tariq et al., 2017; Bilgin, 2018).

Based on the previous studies, three hypotheses were formulated:

H_3: Brand awareness affects Electronic Word of Mouth

H_4: Brand awareness affects Purchase Decision

H_5: Brand awareness affects the Brand Image

The Relationship between E-WoM, Brand Image, and Purchase Decision

Word of Mouth (WoM) can be defined as a process of sharing opinions and information about a product between customers (Jalilvand et al., 2011). Websites

and social media have changed how information is shared from traditional WoM to electronic WoM. The number of consumers talking about SMEs' products through E-WoM could positively impact purchasing decisions. Purchase decisions are determined by brand image; besides that, it is also influenced by E-WoM and brand awareness. Several studies have shown that there is a significant influence of brand image on purchase intention (Hutter et al., 2013; Setiawan & Suryani, 2015; Novansa & Ali, 2017) and purchase decisions (Widyastuti & Said, 2017).

Previous studies have explained that online interpersonal influence, or E-WoM plays an important role in consumer purchasing decisions (Jalilvand et al., 2011). Another study shows that purchase intention is influenced by E-WoM (Tariq et al., 2017; Yusuf et al., 2018). Meanwhile, other shows that E-WoM quality, E-WoM credibility, and E-WoM quantity significantly influence purchase intention (Bataineh, 2015).

Based on the previous studies, two hypotheses were formulated:

H_6: E-WoM affects Purchase Decision

H_7: Brand Image affects Purchase Decision

3. RESEARCH METHOD

This research is quantitative research using the survey in which the questionnaires were distributed to two major cities in Indonesia: Surabaya and Jakarta. This research was conducted 2020 from April to August 2020. Respondent sampling was carried out by purposive sampling of respondents who had made transactions through the SMEs' websites and social media. Respondents were consumers who interacted and bought a product through a website or social media less than six months ago. If not, the criteria are that they still interact and visit SMEs' websites or social media. Besides using questionnaires, the interview was also conducted with the respondent to ensure the data quality.

Mobile Statistics is a professional surveyor institution that helps collect data for this research. Coordination with the Mobile Statistics team ensures proper data collection processes and minimizes response bias. The team invited respondents to participate in the survey. If respondents accept the invitation, they will be asked whether they have experience buying SME products through websites and social media. Finally, the Mobile Statistics team sent the survey form and provided souvenirs to the respondents who had completed the survey. There are 401 respondents, and there were 4 data with a data variance of less than 5 percent. Thus, only 397 respondents' data was processed (Table 1).

Table 1. Sample demography

Demography	Category	Frequency	Percentage
Domicile	Jakarta	197	49.62%
	Surabaya	200	50.38%
Gender	Male	272	68.51%
	Female	125	31.49%
Age	15 to 20 y/o	39	9.82%
	21 to 30 y/o	160	40.30%
	31 to 40 y/o	163	41.06%
	41 to 50 y/o	35	8.82%
Followed or observed the website/ social media of SMEs	Fashion (clothes, accessories, veils, and others)	192	48.36%
	Beauty (soap, shampoo, and salon)	40	10.08%
	Food processed products (crackers and other snacks)	54	13.60%
	Handicrafts (batik, bamboo, and recycled waste crafts)	39	9.82%
	Agricultural products (vegetables, fruits, seeds, and flowers)	32	8.06%
	Other	40	10.08%
Time of last of shopping through website/ social media	< 3 months	88	22.17%
	3 month to < 6 month	129	32.49%
	6 month to < 1 year	93	23.43%
	Equal or more than 1 year	87	21.91%

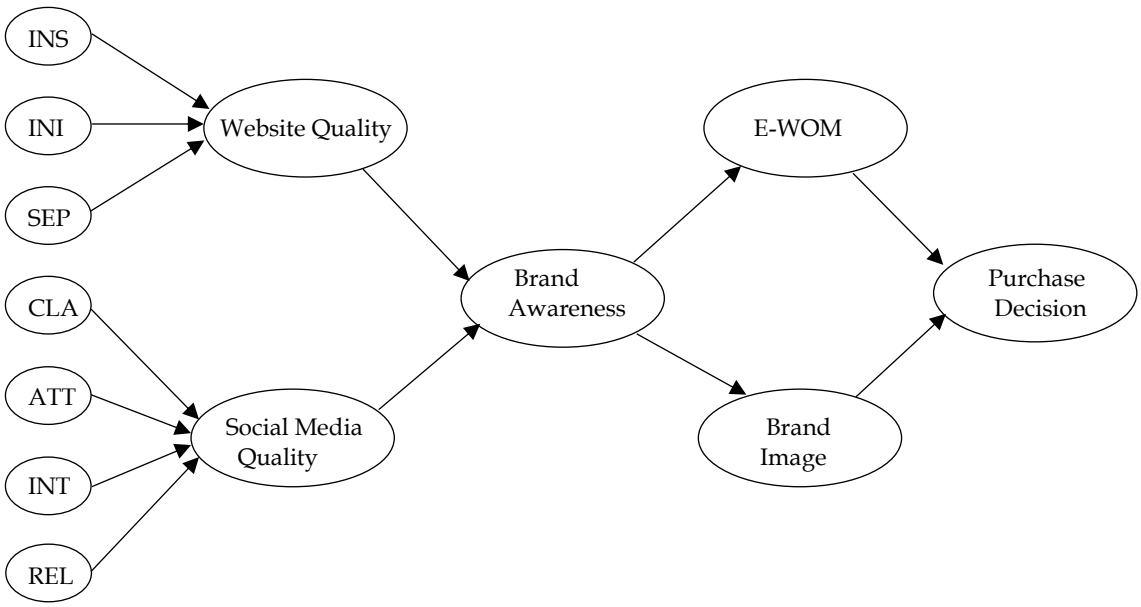
The research model framework in this study is shown in Figure 1. Website quality latent variables as the second-order constructs are built based on three dimensions, namely interface simplicity (INS1–INS6), information intelligence (INI1–INI4), and service preparedness (SEP1–SEP5). Likewise, the social media quality variable as a second-order construct is built based on four dimensions, namely clarity (CLA1–CLA3), attractiveness (ATT1–ATT3), interactive (INT1–INT4), relevance (REL1–REL3). Meanwhile, the tested variables, such as brand awareness, use the instruments BA1 – BA6, brand image (BI1-BI5), E-WoM (WOM1-WOM6), and purchase decisions (PD1-PD6). Brand awareness indicators can be in the form of consumer knowledge or ability to recognize and remember a brand (Poulis et al., 2019). Brand image is the consumer's impression of a brand, both affective and functional (Martínez et al., 2014). E-WoM is indicated by the tendency of consumers to seek information from WOM and to convey information about products and their experiences with other people through the internet (Zhang et al., 2017). Lastly, the variable of the purchase decision is shown by the consumer's decision to buy a product, buying in larger quantities, and future purchase intention (Setiawan, 2015).

The research instrument was arranged using a Likert scale with five alternative answer choices. The choice ranges from 1 (strongly disagree), 2 (disagree), 3 (fairly agree/neutral/doubtful), 4 (agree), and 5 (strongly agree).

The measurement model evaluation and structural model evaluation analysis were performed using SmartPLS software. Similarly, the second order on the dimensions which shape the website and social media quality. The PLS-SEM analysis technique in this study is consistent with Hair et al. (2021), as in Table 2.

Table 2. Analysis of model

Model Evaluation	Unit Analysis	Requirement
Measurement model evaluation	Loading factor	> 0.70
	Cronbach's alpha	> 0.70
	Composite reliability	> 0.70
	Average Variance Extracted (AVE)	> 0.50
	Discriminant validity: Fornell-Larcker criterion	AVE of the latent constructs should be higher than any other latent construct
Structural model evaluation	Full collinearity VIFs	< 5
	T-statistics	> 1.96
	P-value	< 0.05
	R^2 value	0.75, 0.50, 0.25 (Substantial, Moderate, Weak)



Note: INS = Interface Simplicity, INI = Information Intelligence, SEP = Service Preparedness, CLA = Clarity, ATT = Attractiveness, INT = Interactive, REL = Relevance.

Figure 1. Research model framework

4. DATA ANALYSIS AND DISCUSSION

The results of the SmartPLS algorithm process for the initial model show that the average variance extracted (AVE) has a value of < 0.5 on the construct of website quality and social media quality. Therefore, the indicators with the smallest loading factor value are removed, namely INS1, SEP3, INT3, and INT4. Likewise, the BI1 instrument in the latent construct of Brand Image was also removed because the loading factor value was < 0.6.

Measurement Model Evaluation

The results of the SmartPLS algorithm process without using the INS1, SEP3, INT3, INT4, and BI1 indicators are presented in Table 3 and Table 4. Hair et al. (2021) explained that the evaluation of the measurement model consists of reliability and validity tests. The reliability of the measurement model refers to the indicator reliability value (loading factor) and internal consistency reliability (composite reliability and Cronbach's alpha), with a value above 0.70. Table 3 shows the evaluation of the measurement model of the latent variable constructs brand awareness, brand image, E-WoM and purchase decision has met the reliability requirements, with the loading factor value of each indicator with a composite reliability value and Cronbach's alpha > 0.7. There are several indicators whose loading factor values are below the minimum threshold, namely BA1 (0.666), BA6 (0.683), BI5 (0.661), PD5 (0.694), PD6 (0.633), WORM1 (0.674), and WORM6 (0.635). However, these indicators are still maintained due to the composite reliability and Cronbach's alpha values above 0.7 (Hair et al., 2021).

Table 3. Measurement model construct evaluation

		Reliability			Validity	
Relationships	Code	Indicator reliability	Composite reliability	Cronbach's alpha	Convergent validity (AVE)	Discriminant validity
Brand Awareness	BA1	0.666	0.881	0.837	0.553	Yes
	BA2	0.781				
	BA3	0.789				
	BA4	0.795				
	BA5	0.736				
	BA6	0.683				
Brand Image	BI2	0.834	0.861	0.782	0.610	Yes
	BI3	0.831				
	BI4	0.785				
	BI5	0.661				
Purchase Decision	PD1	0.700	0.874	0.827	0.539	Yes
	PD2	0.775				
	PD3	0.806				
	PD4	0.781				
	PD5	0.694				
	PD6	0.633				
Electronic Word of Mouth	WOM1	0.674	0.875	0.828	0.541	Yes
	WOM2	0.734				
	WOM3	0.797				
	WOM4	0.817				
	WOM5	0.738				
	WOM6	0.635				

Table 4 shows the evaluation of the measurement model for first order that forms the construct of website quality, namely information intelligibility, interface simplicity, and service preparedness that are well established. It is due to the loading factor of all indicators exceeding the minimum threshold required for the reliability of 0.7 (Hair et al., 2021). Likewise, the first order, which forms the social media quality construct, validates that all indicators can explain the four dimensions of latent variables: attractiveness, clarity, interaction, and relevance. The composite reliability and Cronbach's alpha values above 0.7 also support this result. Likewise, the second-order construct, which consists of website quality and social media quality, has a composite reliability value, and Cronbach's alpha exceeds the 0.7 threshold in meeting the reliability requirements.

The latent construct validity test was based on the AVE (Average Variance Extracted) value or convergent validity with a minimum limit of 0.50 (Hair et al., 2021). The results from Table 3 and Table 4 show that the AVE scores of all latent constructs

exceed the minimum threshold of 0.5. Thus, the convergent validity of the tested constructs is well established.

Table 4. Measurement model evaluation first and second-order construct

Relationships	Code	Reliability: Indicator reliability	Reliability: Composite reliability	Cronbach's alpha	Validity: Convergent validity (AVE)	Validity: Discriminant validity
Website Quality (First-Order Construct)						
Information Intelligibility	INI1	0.797	0.886	0.828	0.660	Yes
	INI2	0.843				
	INI3	0.837				
	INI4	0.771				
Interface Simplicity	INS2	0.774	0.900	0.861	0.644	Yes
	INS3	0.798				
	INS4	0.843				
	INS5	0.830				
	INS6	0.764				
Service Preparedness	SEP1	0.764	0.866	0.794	0.618	Yes
	SEP2	0.800				
	SEP3	0.808				
	SEP4	0.772				
Social Media Quality (First-Order Construct)						
Attractiveness	ATT1	0.811	0.864	0.762	0.679	Yes
	ATT2	0.869				
	ATT3	0.789				
Clarity	CLA1	0.836	0.904	0.840	0.758	Yes
	CLA2	0.916				
	CLA3	0.857				
Interactive	INT1	0.893	0.885	0.740	0.794	Yes
	INT2	0.889				
Relevance	REL1	0.816	0.869	0.774	0.688	Yes
	REL2	0.833				
	REL3	0.840				
Website Quality (Second-Order Construct)			0.930	0.918	0.505	Yes
Social Media Quality (Second-Order Construct)			0.921	0.904	0.512	Yes

Furthermore, Table 5 and Table 6 present the results of the latent construct discriminant validity based on the Fornell-Larcker criteria, where the value of the AVE root with a diagonal slant position must be higher than other latent constructs (Sarstedt et al., 2022). Table 5 shows that the constructs have a high level of discriminant validity. The Fornell-Larcker values presented in a diagonal form are brand awareness (0.743), brand image (0.781), E-WoM (0.735), purchase decision (0.734), social media quality (0.716), and website quality (0.711), where the value is higher than other latent constructs. Likewise, Table 6 shows the Fornell-Larcker values of 0.824 (ATT), 0.871 (CLA), 0.813 (INI), 0.802 (INS), 0.891 (INT), 0.830 (REL), and 0.786 (SEP) which are greater than the other latent constructs. Based on the value of convergent validity and discriminant validity, the construct validity being tested is in a steady state. Thus, the evaluation of the measurement model for both the first order and second-order constructs can be concluded that all latent constructs meet the requirements of reliability and validity.

Table 5. Discriminant validity Fornell-Larcker latent construct

	Brand Awareness	Brand Image	E-WOM	Purchase Decision	Social Media Quality	Website Quality
Brand Awareness	***0.743***					
Brand Image	0.625	***0.781***				
E-WoM	0.514	0.551	***0.735***			
Purchase Decision	0.653	0.688	0.666	***0.734***		
Social Media Quality	0.636	0.646	0.650	0.693	***0.716***	
Website Quality	0.538	0.605	0.560	0.618	0.705	***0.711***

Table 6. Discriminant validity Fornell-Larcker first-order

	ATT	CLA	INI	INS	INT	REL	SEP
ATT	***0.824***						
CLA	0.629	***0.871***					
INI	0.548	0.512	***0.813***				
INS	0.569	0.583	0.697	***0.802***			
INT	0.595	0.533	0.480	0.539	***0.891***		
REL	0.684	0.616	0.597	0.526	0.560	***0.830***	
SEP	0.547	0.463	0.645	0.692	0.464	0.523	***0.786***

Structural Model Evaluations

To detect the feasibility of a structural model through VIF analysis to obtain full collinearity VIFs (Hair et al. 2021), as shown in Table 7. The results of Table 7 show that all VIF values are less than 5. It indicates that the structural model is free from multicollinearity issues.

Table 7. VIF structural model value

	WQ	SMQ	BA	BI	E-WOM	PD
Website Quality (WQ)			2.045			
INI	2.156					
INS	2.416					
SEP	2.129					
Social Media Quality (SMQ)			2.045			
ATT		2.341				
CLA		1.918				
INT		1.720				
REL		2.187				
Brand Awareness (BA)				1.000	1.000	1.760
Brand Image (BI)						1.858
E-WOM						1.541

The evaluation of the structural model obtained from the SmartPLS bootstrapping process is presented in Table 8. The statistical relationship between latent constructs can be concluded based on the value of t-statistics > 1.96 or p-values < 5 percent. In Table 8, it can be concluded that website quality significantly affects brand awareness (p-value 0.007 < 5 percent) with ß of 0.171, and social media quality significantly affects brand awareness (p-value 0.000 < 5 percent) with ß of 0.514. The effect of social media quality on brand awareness is greater than website quality.

Furthermore, brand awareness significantly affects brand image (p-value 0.000 < 5 percent) with a ß of 0.625. Brand awareness significantly affects E-WoM (p-value 0.000 < 5 percent) with ß of 0.514 and purchase decision (p-value 0.000 < 5 percent) with ß of 0.269. Besides, brand image significantly affects purchase decision (p-value 0.000 < 5 percent) with ß of 0.330, and E-WoM significantly affects purchase decision (p-value 0.000 < 5 percent) with ß of 0.346. Of the three latent constructs that affect purchase decisions, E-WoM has the greatest influence on purchase decisions.

Table 8. Structural model path analysis

	Original Sample	T Statistics	P Values	Conclusion
Website Quality -> Brand Awareness	0.171	2.708	0.007	Supported
Social Media Quality -> Brand Awareness	0.514	9.253	0.000	Supported
Brand Awareness -> Brand Image	0.625	19.673	0.000	Supported
Brand Awareness -> E-WOM	0.514	12.876	0.000	Supported
Brand Awareness -> Purchase Decision	0.269	5.410	0.000	Supported
Brand Image -> Purchase Decision	0.330	7.249	0.000	Supported
E-WOM -> Purchase Decision	0.346	8.526	0.000	Supported
INI -> Website Quality	0.349	39.933	0.000	Second-order Website Quality
INS -> Website Quality	0.448	37.829	0.000	Second-order Website Quality

	Original Sample	T Statistics	P Values	Conclusion
SEP -> Website Quality	0.329	32.434	0.000	Second-order Website Quality
ATT -> Social Media Quality	0.319	28.887	0.000	Second-order Sosmed Quality
CLA -> Social Media Quality	0.338	25.205	0.000	Second-order Sosmed Quality
INT -> Social Media Quality	0.211	24.624	0.000	Second-order Sosmed Quality
REL -> Social Media Quality	0.318	31.342	0.000	Second-order Sosmed Quality

Based on Table 8, it can be concluded that the dimensions of information intelligibility, interface simplicity, and service preparedness significantly form the latent construct of website quality with a p-value of 0.000 (< 5 percent), and ß respectively of 0.349, 0.448, and 0.329 which indicates that the interface simplicity dimension has an influence largest in establishing the website quality construct. Likewise, the dimensions of attractiveness, clarity, interactive, and relevance significantly form the latent social media quality construct with a p-value of 0.000 (< 5 percent) and ß respectively of 0.319, 0.338, 0.221, and 0.318, which shows that the clarity dimension has the greatest influence in shaping the construct of social media quality.

Table 9. Coefficient of determination

	R-Square
Brand Awareness	0.418
Brand Image	0.390
E-WOM	0.265
Purchase Decision	0.633

Furthermore, the coefficient of determination (R^2), as shown in Table 9, represents the amount of variance in the dependent variable, which all the associated independent variables can explain. In Table 9, the R^2 value of the dependent variable, brand awareness, is 0.418, explaining that the model explains 41.8 percent of the variance in the Brand Awareness latent variable and has moderate strength or effect. The R^2 value of the brand image variable is 0.390 (39 percent), and E-WoM is 0.265 (26.5 percent), which both show a moderate strength or effect. Meanwhile, the R^2 value of the purchase decision is 0.633, which means that 63.3 percent of the variances in the purchase decision latent variable are explained by the model and have substantial effects (Hair et al., 2021). Based on Table 8 and Table 9, the following describes the study's results following the hypotheses formulated above.

The effect of website quality and social media quality on brand awareness

Table 8 shows the positive effect of website quality on brand awareness (*H_1 Supported*). The results of this study are consistent with the studies conducted by Sastika et al. (2016), Jiménez-Barreto & Campo-Martínez (2018), and Gao & Li (2019). Likewise, social media quality has a positive effect on brand awareness (*H_2 Supported*) which is in line with the studies conducted by Barreda et al. (2015), Stojanovic et al. (2018), Bilgin (2018), Seo & Park (2018), Poulis et al. (2019), and Suryani et al. (2020a). In this study, consumers considered that websites and social media managed by SMEs were good. A good quality website and social media can increase consumer brand awareness. Thus, consumers are interested in knowing, learning, and remembering the brands. Quality of the websites and social media have a long-term contribution to SMEs because when consumers access information on websites or social media, they will experience an increased feeling and interest, which impacts brand awareness (Jiménez-Barreto and Campo-Martínez 2018).

Interestingly, this study also found that the influence of social media quality on brand awareness is greater than website quality (Table 8). It shows that consumers more widely use social media because it is more accessible, faster, and more practical. Besides, marketing communications through social media are in great demand because they are faster than face-to-face interactions (Gavino et al. 2019). The influence of website quality and social media quality on brand awareness is moderate (Table 9). Understandably, this study does not include the marketing mix, such as direct marketing, sales promotion, advertising, personal selling, and public relations (Kotler & Armstrong, 2017).

The effect of brand awareness toward E-WoM, brand image, and purchase decision

Based on Table 8, it is concluded that there is a positive effect of brand awareness on E-WoM (*H_3 Supported*). The results of this study support the previous studies (Hutter et al., 2013; Stojanovic et al., 2018). When consumers have brand awareness, they know about the product's characteristics, such as the advantage, benefits, quality, and differentiation from other products. As a natural behavior of the human being, consumers need to interact with others, and the

knowledge about the product can be content in communication with others. According to Maslow's theory, social and self-actualization needs motivate consumers to interact with others and to show their knowledge and experience about the product through E-WoM in social media. The higher consumer brand awareness of SME products, the easier for them to remember and convey their knowledge to other consumers through E-WoM. The effect of brand awareness on E-WoM is moderate (Table 9).

Research also found that brand awareness has a positive effect on purchase decisions. The stronger the consumer's brand awareness, the higher the tendency to purchase SME products (Table 8). Many factors, including the cognitive process, influence the purchase decision. Knowledge about the product and how consumer perception is part of consumers' cognitive process influencing their decision-making. Previous research also found a positive effect of brand awareness on consumer decision-making (Khuong & Tram, 2015; Tariq et al., 2017). Consumers tend to prefer a brand that they are familiar with it. They will avoid buying products they do not know about and reduce the risk (Suryani, 2013). So, it is understandable that brand awareness affects purchase decisions.

Furthermore, brand awareness positively affects the brand image (H_5 *Supported*). Knowledge about the brand as input in the perception process. Consumers will relate their knowledge, new information, and experience to get an insight into the product. Brand image is the result of the perception process. According to the hierarchy of effects (HOE) (Hazel & Kang, 2018), purchase buying has six stages. Awareness is the first stage, followed by knowledge about brand (brand image) perception. If the consumers have a positive brand image, they tend to like and prefer this brand, which directly impacts their conviction and purchase (Suryani et al., 2021). This result is consistent with some previous studies about the effect of brand awareness on the brand image (Hutter et al., 2013; Stojanovic et al., 2018; Tariq et al., 2017; Bilgin, 2018). The influence of brand awareness on brand image is stronger than that of E-WoM and purchase decisions (Table 8), and the effect is in the moderate category (Table 9). This finding implies that it is very important for marketers to conduct marketing communication strategies using various marketing media tools. The attractiveness and usefulness of content easily get into consumers' memory. Increasing the knowledge and memory of consumers about a brand can form brand awareness and strengthen consumer perceptions of a brand which has an impact on increasing the brand image of SME products.

The effect of E-WoM and brand image on purchase decision

Table 8 shows that E-WoM positively affects purchase decisions (H_6 *Supported*). Consumers seek information before making a decision when they buy a product. They search for information on the internet and read a product's review on social media rather than asking for information from the seller. Consumers who receive information from E-WoM get shared with others who deliver opinions about a brand, product, and company and tend to believe it. From their efforts, they try to connect among the information. From cognitive learning theory, the association between brand attributes and products will form the brand image. Thus, E-WoM contributes to building brand image.

This result is consistent with previous studies by Bataineh (2015), Tariq et al. (2017), and (Yusuf et al. (2018), which found that the E-WoM effect directly on brand image. Al-Adwan et al. (2022) also showed that WoM plays an important role in consumers purchasing a product.

The results from Table 8 also show a positive influence on brand image on purchase decisions (H_7 *Supported*). The results of this study support previous research (Hutter et al., 2013; Setiawan & Suryani, 2015; Novansa & Ali, 2017; Widyastuti & Said, 2017). The purchase decision is based on a cognitive process that involves cognitive activities. Consumers' experiences and perceptions influence the cognitive process during decision-making. When consumers evaluate a product or brand, an image of the brand, such as quality, fairness, benefits, uniqueness, and other attributes, affects their purchase decision. If consumers have a strong positive image, they tend to prefer this brand and intent to buy it.

The strongest influence on purchasing decisions among the three latent variables is E-WoM, followed by brand image and brand awareness. The influence of E-WoM, brand image, and brand awareness on purchasing decisions is included in the substantial category (Table 9). Brand awareness, functional brand image, and hedonic brand image are important in building a brand. The three dimensions of brand equity will shape attitudes and influence consumer decision-making (Bruhn, Schoenmueller, and Schäfer 2012).

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study found a positive effect of website and

social media quality on brand awareness. This study found that brand awareness influences E-WoM, brand image, and purchase decisions. Furthermore, this study also found that brand image and E-WoM positively affect purchase decisions. These findings enrich the relationship between brand equity (brand awareness and brand image) and the effect on consumer behavior, especially E-WoM and consumer decision-making. This result also shows the important dimension of website quality and social media as marketing tools. This research also found that social media has a greater influence than a website in influencing the brand awareness of consumers for SMEs.

The research implies that it is essential for SMEs to formulate a strategy for improving the quality of websites and social media to strengthen their brand awareness of consumers. The other impact is enhancing their brand image, E-WoM, and purchase decision. Referring to the result, it is suggested that SMEs should consistently strive for attractiveness, clarity, and relevance of information, especially on social media. Additionally, the availability of interactions is important to engage with the customers. To build brand awareness, SMEs should present information relevant to customer needs, attractive and unique designs, interactive, clear, and accurate.

The other implication is that SMEs should utilize their website and social media to keep their relationship with consumers and engage them to love their products. It needs effective marketing communication to improve its brand awareness, E-WoM, and brand image.

The results of this research can still be improved in the future. This study suggests future studies look at the direct effect of website quality and social media quality on brand image and the influence of brand awareness on brand image. Additionally, adding new variables related to digital marketing, such as advertising, sales promotion, and public relations could improve future research to determine how specific digital marketing initiatives contribute to the marketing mix. Finally, research focusing on more specific social media such as Facebook, Instagram, and industries specifically for SMEs will be interesting because there have not been many studies in this field.

The limitation of this study is that the respondents were selected in two big cities in Indonesia, even though there are still several big cities both on Java Island and outside Java with different cultural backgrounds and characteristics that can produce different research results. Therefore, it is suggested to analyze the customer's characteristics in the future direction of this research.

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APPENDICES

The measurement items

Code	Measurement Item
Interface Simplicity (INS)	
INS1	It only takes a little time to download documents on the SMEs website where I shop
INS2	The SMEs website has an easy-to-use interface
INS3	The SMEs website makes it easy for consumers to find whatever is needed
INS4	The SMEs website navigation is easy to operate when shopping
INS5	The information on the SMEs website is well organized, making it easier for consumers
INS6	The SMEs website makes it easy for consumers to meet their needs
Information Intelligence (INI)	
INI1	The SMEs website provides the right information
INI2	The SMEs website provides information that is easily understood
INI3	The SMEs website provides complete product information
INI4	The SMEs website provides factual information
Service Preparedness (SEP)	
SEP1	The SMEs website does not require a long time when consumers are looking for information
SEP2	The SMEs website is smooth when used (it does not suddenly stop or crash when used)
SEP3	Through the SMEs website, my needs can be fulfilled as promised
SEP4	The SMEs website can provide product items on time as promised to consumers
SEP5	The SMEs website is always ready to use transactions
Clarity (CLA)	
CLA1	SMEs' social media account displays good quality (image/video) content
CLA2	The content resolution (image/video) of SMEs' social media accounts looks good
CLA3	The contents (image/video) of SMEs' social media accounts are visible
Attractiveness (ATT)	
ATT1	SMEs' social media account displays interesting content (image/video) of their products
ATT2	SMEs' social media account posts engaging content (image/video) according to the brand image of their business
ATT3	The contents of the SMEs social media account display exciting themes
Interactive (INT)	
INT1	SMEs social media account manager provides after-sales service by communicating via Direct Message (DM) or the comments column
INT2	SMEs social media account manager indicates a desire to help the problems faced by consumers by responding to complaints through Direct Messages (DM) or the comments column
INT3	I notice that all questions asked by consumers through SMEs' social media accounts are responded to appropriately
INT4	Manager of SMEs' social media account seems to have a strong desire to help consumers
Relevance (REL)	
REL1	SMEs' social media account is fascinating because it always displays the latest updates about their products
REL2	SMEs social media account is fun because it tries to display product contents (image/video) that match the offered original products
REL3	SMEs' social media account is fascinating because they always display contents (image/video) that are relevant to their business
Brand Awareness (BA)	
BA1	I am familiar with SMEs products
BA2	I can distinguish SMEs product brands from their competitors
BA3	I know the brand of products made by SMEs
BA4	I easily remember the SMEs brand
BA5	I can quickly name the characteristics of SMEs' products.
BA6	I can explain to others about SMEs product brands
Electronic Word of Mouth (E-WoM)	
WOM1	I usually read recommendations about products and services from friends on the website or social media
WOM2	I like reading about other people's experiences with products or services on websites or social media.
WOM3	I want to share my shopping experiences with friends on the website or social media
WOM4	I tend to share my experience when I buy a new product
WOM5	When I receive valuable information about products or services, I usually forward it to others
WOM6	When I receive information about products or services through the website or social media, I will give my

Code	Measurement Item
	opinion on the website or media
Brand Image (BI)	
BI1	SMEs product brands have different benefits
BI2	SMEs products are known for their excellence
BI3	SMEs product brands have attractiveness
BI4	Many people find that the SMEs' products are interesting
BI5	SMEs brands have meaningful value
Purchase Decision (PD)	
PD1	I intend to buy SMEs products
PD2	I hope to buy SMEs product brands in the future
PD3	Because I know these SMEs products, I want to buy them
PD4	I will recommend others to buy SMEs brand products
PD5	I will buy SMEs products more often
PD6	I will buy these SMEs products in larger quantities