MMS
Marketing Management Studies

Marketing Management Studies 3 (1) 2023: 1-17

Marketing Management Studies

http://jkmp.ppj.unp.ac.id/index.php/mms

ISSN: 2798-4389; e-ISSN: 2798-4397

The effect of instagram's social media dimensions on purchase intention in compass shoe products with brand equity as mediation in Indonesia

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ARTICLE INFO

Received 9 February 2023
Accepted 30 March 2023
Published 31 March 2023

Keywords:
Social media instagram; surveillance; social interaction; remuneration; information sharing; entertainment; brand equity; purchase intention.

ABSTRACT

This study aims to verify the construct validity of the measurement model, confirmatory factor analysis (CFA) surveillance, social interaction, remuneration, information sharing, entertainment, brand equity, and purchase intention on Compass shoes products in Indonesia, to test the similarity of measurements that have been hypothesized by the model on collected data. In this research, the structural equation model (SEM) is used to answer the research questions. Based on the results of observations of 340 respondents, it is known that the hypothesized measurement model follows the data indicated by the significant fit index and loading factor. Surveillance variable loading factor values are as follows (0.80), (0.43), (0.51), (0.43). The surveillance indicator has a value of more than 0.3, which indicates convergent validity is achieved. Each social interaction variable has a loading factor value as follows (0.57), (0.67), (0.38), (0.70), (0.30). The social interaction indicator has a value of more than 0.3, indicating that convergent validity is achieved. In addition, the remuneration and information sharing variables have factor loading values as follows (0.73), (0.45), (0.44), (0.66), (0.68), (0.68). The remuneration and information sharing indicators have a value of more than 0.3, which indicates convergent validity is achieved. Furthermore, the entertainment variable has factor loading values as follows (0.56), (0.65), (0.36), (0.65). The entertainment indicator has a value of more than 0.3, indicating that convergent validity is achieved. The brand equity variable has factor loading values as follows (0.60), (0.47), (0.43), (0.80). The brand equity indicator has a value of more than 0.3, which indicates convergent validity is achieved, and lastly, the purchase intention variable has a factor loading value as follows (0.85), (0.56), (0.50), (0.48), (0.67), (0.50). The purchase intention indicator has a value of more than 0.3, which indicates convergent validity is achieved. This means that all measures can describe the variables that have been studied.

How to cite : Arsyad R & Masdupi, E. (2023). The effect of instagram's social media dimensions on purchase intention in compass shoes products with brand equity as mediation in Indonesia. *Marketing Management Studies*, 3 (1) , 1-17 . DOI :

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INTRODUCTION

In this modern era, shoes have become an important need for every individual, because they are not only used for sports but also to support the appearance of every person who wears sneakers. Sneakers are the most popular type of shoe now, with the emergence of many good local brands and one of the most popular local sneaker products in Indonesia is Compass shoes. Brand Compass is a company from Bandung that offers local sneakers that have a simple, casual design, but still, look modern.

With so many enthusiasts for Compass shoes now, Compass has not been able to become number 1 in Indonesia because Compass produces their products in small quantities at a time, so the target market must be quick and updated when Compass posts new shoes on their Instagram account. The target market that gets Compass products feels very proud to have limited and exclusive items at quite low prices. But with this limited item, both parties can sell it at a high price. Based on Tokopedia E-commerce noted that in 2019 Tokopedia made a review of the 10 best local sneakers and the Compass brand was in second place after the Nah Project brand. The list of top local sneakers according to Tokopedia can be seen from Table 1

Table 1. Top 10 Local Sneakers according to Tokopedia

No	Nama Produk
1	Nah Project
2	Compass
3	Geoff Max Footwear
4	Saint Barkley
5	Thanksinsomnia
6	Piero
7	Wakai
8	Brodo
9	Imperior Footwear
10	Kodachi

Source:https://www.tokopedia.com/blog/top-sepatu-sneakers-lokal-terbaik/

Based on Table 1 shows that Compass sales are below the Nah Project due to the development of the local shoe business in Indonesia and the arrival of other competitors for Compass shoes, this requires Compass to be able to increase its sales so that it can continue to compete with competitors from similar companies. To increase sales, the target market for Compass shoes must have a strong purchase intention for products marketed by the Compass brand. Purchase intention can be influenced by Instagram social media, which is the independent variable in this study, Instagram social media is a group of applications using internet-based and web.2.0 technology that allows the exchange and creation of user-generated content (Andreas, 2010) which has been popular at the time.

Compass shoes take advantage of the popularity of the Instagram application which is used as a platform between the target market and other target markets to share information about the products they will buy at Compass. Since 2019 the purchase intention of Compass sneakers has increased because they can produce products that all young people want and provide luxurious designs and the Compass brand can use Instagram as a platform to promote their products. Instagram social media account @sepatucompass has 1 million followers on Instagram, this account actively promotes its products every day and can attract target market buying intent with interesting content.

In 2022 it is evident that Compass has experienced an increase in sales, as quoted from the official page of the Instagram social media account @sepatucompass that in 1 day they can sell 3,333 products throughout Indonesia with the tagline #compassforall. This increase in sales occurred because their promotion was successful on social media and strengthened the purchase intention of their target market. Increased sales and strong purchase intention of the target market for Compass sneakers are influenced by brand equity as a mediating variable in this study.

This study examines purchase intention which is influenced by the social media Instagram interactivity dimension through brand equity as mediation. There are 5 dimensions that become variables in Instagram social media, the first is surveillance, social interaction, remuneration, information sharing, and entertainment.

LITERATURE REVIEW

Purchase intention

Purchase intention is consumer behavior when consumers are stimulated by external factors and come to make a purchase decision based on their personal characteristics and decision-making process (Kotler et al., 2016). Purchase intention can be interpreted as the possibility that consumers will buy certain products. In this study, the output purchase intention variable is anchored in the Theory of Planned Behavior (TPB) framework.

1. Make this brand a top priority.
2. Recommend the brand to others to buy.
3. Willingness to buy the product in the future.
4. Consumers don't care about other brands.
5. This brand can attract attention.
6. This brand quickly comes to mind when making a purchase.

Social Media Instagram

According to Kaplan (2010) definition of social media Instagram according to experts, social media Instagram is a group of applications using internet-based and web 2.2 technology that allows the exchange and creation of user-generated content. In research related to social media Instagram, when viewed from a theoretical perspective, digital marketing content is explained using the application of the Use and Gratifications Theory (UGT). Use and Gratifications Theory is the main theoretical method to study the motivation of individuals to use certain media and to explain their reasons for using these media channels.

According to the UGT perspective, there are many dimensions of social media Instagram that is variables in this study including Surveillance, Social Interaction, and Entertainment, (Alhabash Ma, 2017), the dimensions of social media Instagram are 5 which will be explained in detail and broken down into variables in this research. The dimensions of social media Instagram are as follows:

Surveillance

Surveillance refers to the need for information and evidence about influencers, which can help people (Davis, 2021). Achieved through the passive mode of use of social media which aims to increase one's knowledge about the immediate social environment or just knowing what is happening in the social network.

Indicator:

1. Received good information about the Compass brand.
2. Social media accounts are constantly updated with the latest information.
3. Knowledge about the latest promotion information.
4. Can help consumers learn about valuable products.

Social interaction

Social interaction According to Muntinga (2015), social interaction describes users who contribute to the social media platform Instagram to meet like-minded people, interact, and talk with them about specific products or brands.

Indicator:

1. Provide opportunities to get to know other customers.
2. Respond to posts from customers.
3. Provide ease of interaction with fellow customers.
4. Share opinions with others about the product.
5. Encourage consumers to use social media platforms to connect with each other.

Remuneration

Remuneration offered to consumers through social media content has been studied as a driver of consumer decisions to contribute to online communities (Ahmed, 2019). Consumers engage in the use of social media because they expect to get some kind of reward or gift.

Indicator:

1. The usefulness of the content of the social media brand account page.
2. Social media offers pictures of gifts.
3. Social media offers personal desires.

Information Sharing

Information sharing and the use of information is a "consumer motivation" to use social media identified by a researcher (Nyland & Near, 2007). That is, how users can find the information they need on social media and share it with others.

Indicator:

1. Ease of sharing information with others.
2. The availability of the latest brand promotion information.
3. Get quick access to information about the brand.

Entertainment

Entertainment is a feeling of sociability, cheerfulness, and happiness, and refers to the way social media functions to entertain and release stress (Lee, 2012; Kim, 2004). The entertainment value of media is associated with the ability to meet the user's needs for escapism, pleasure, emotional release, and anxiety relief. The level of entertainment value provided by brand compass through Instagram social media will increase brand equity and affect purchase intention.

Indicator:

1. Spending time when bored.
2. To entertain oneself.
3. Doing it because it has become a habit.
4. To fill spare time.

Brand equity

According to (Aaker, 2012) brand equity is a set of brand assets and liabilities related to a brand, its name, and it symbol, which increase or decrease the value provided by a product or service to a company or customer. Brand equity is a brand value that results in high brand awareness and strong, preferred, and possibly unique brand associations that consumers remember about a particular brand.

Indicator:

1. Can easily recognize this brand among other competing brands.
2. Trust in the company that makes this special brand.
3. Make this brand the first choice.
4. Trust in the quality of this brand is very high.

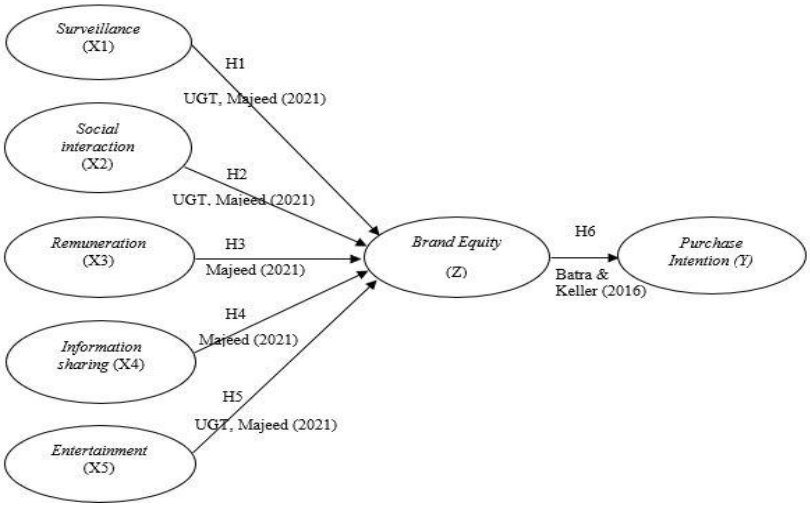

Figure 1. Conceptual Framework

Hypothesis

H1: Surveillance has a positive and significant effect on Brand Equity for Compass shoes.
H2: Social Interaction has a positive and significant effect on Brand Equity for Compass shoes.
H3: Remuneration has a positive and significant effect on Brand Equity for Compass shoes.
H4: Information Sharing has a positive and significant effect on Brand Equity for Compass shoes.
H5: Entertainment has a positive and significant effect on Brand Equity for Compass shoes.
H6: Brand Equity has a positive and significant effect on Purchase Intention for Compass shoes.
H7: Surveillance has a positive and significant effect on Purchase Intention with Brand Equity as a mediating variable on Compass shoes.
H8: Social Interaction has a positive and significant effect on Purchase Intention with Brand Equity as a mediating variable on Compass shoes.
H9: Remuneration has a positive and significant effect on Purchase Intention with Brand Equity as a mediating variable on Compass shoes.
H10: Information Sharing has a positive and significant effect on Purchase Intention with Brand Equity as a mediating variable on Compass shoes.
H11: Entertainment has a positive and significant effect on Purchase Intention with Brand Equity as a mediating variable on Compass shoes.

METHOD

Research types in this study are quantitative research, location, and time in West Sumatera, September 2022. The population in this study are all prospective customers and people who follow the Instagram social media account Compass sneakers @sepatucompass and know the Compass brand in West Sumatra Province.

Sample = Indicator amount x 10
= 29 x 10
= 290

In the preparation of this research, the source of research data is primary data. Primary data related to Instagram social media, purchase intention, and brand equity was taken directly from respondents using a questionnaire. In this study, primary data was used from questionnaires for respondents Compass shoes in Indonesia. In determining the sample, based on the method of non-probability sampling. Where the sampling technique is accidental sampling, which is the samples taken by chance met on Instagram social media. The sample in this study is the target market for Compass shoe products

in Indonesia and follows social media accounts on Compass shoe's Instagram and knows the Compass brand.

To test the model and the relationship developed in this research, an analytical technique is needed. The analysis technique used in this study is Structural Equation Modeling (SEM) which is operated through the IBM SPSS AMOS 26 program. According to Singgih (2015), SEM is a multivariate statistical technique that is a combination of factor analysis and 50 multiple regression analysis (correlation), which aims to examine the relationships between variables that exist in a model, both indicators and constructs, or relationships between constructs. SEM is a two-step approach. The first stage or the first step in SEM analysis is the measurement model and the second stage is the structural model.

RESULT AND DISCUSSION

Confirmatory Factor Analysis

a. CFA for Surveillance

CFA is carried out on surveillance variables to know how accurately the variables can explain the existing latent variables. The following is the CFA for the surveillance.

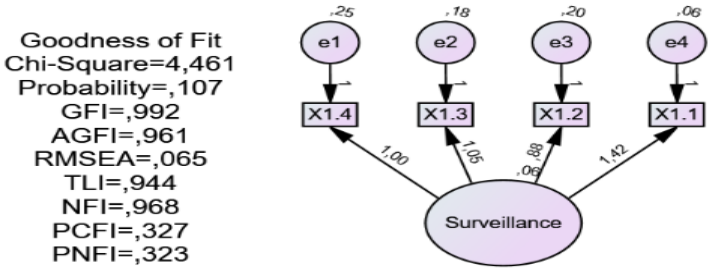

Figure 2. CFA for Surveillance

It can be seen in Figure 1, that shows the results of the measurement model show that the number of distinct sample moments is 10 and the number of parameters estimated is 8 so that df becomes 2 (10-8). Thus, this model has a positive df. Measurement model Surveillance is over-identified so that it can be analyzed. To test the measurement model of convergent validity, standardized factor loading is used (Tabachnick, 2007), critical ratio as cited by Ferdinand (2006). The following is Table 2 of CFA Surveillance outputs:

Table 2. Output of CFA Surveillance

Latent	Indicator	SL	SMC	EV	SE	CR	P
Surveillance	X1.4	0,43	0,19	0,81			
	X1.3	0,51	0,26	0,74	0,20	5,22	0,00
	X1.2	0,43	0,18	0,82	0,18	4,76	0,00
	X1.1	0,80	0,65	0,35	0,28	5,02	0,00
	Σ	**2,17**	**1,28**	**2,72**			

Source: AMOS 26 Data Processing Results

The surveillance variable indicator has the following factor loading values: X1.1 (0.80), X1.2 (0.43), X1.3 (0.51), and X1.4 (0.43). This indicates that all actions can realize surveillance. The indicator on the surveillance variable has shown significant results, but indicator X1.1 (0.80) is a better latent diversification than other indicators.

In addition, the results of the Surveillance variable measurement model meet the required values of convergent validity, and the indicators reflect the variables. All indicators on the Surveillance variable have standardized loading (SL) values above 0.3. The significant indicator

at the level of 0.001 (CR>1.96). Surveillance variable measurement fulfills the requirements of convergent validity with the following values X1.3 (SL = 0,51, CR = 5,22), X1.2 (SL = 0,43, CR = 4,76), X1.1 (SL = 0,80, CR = 5,02).

CFA Surveillance not only meets convergent validity and discriminate validity but also meets acceptable fit as shown by the GOF value in table 3 below:

Table 3. Goodness of Fit of CFA Surveillance

Analysis	Criteria	Results	Decision
Chi-Square (x^2)	≥0,05	4,461	Better fit
DF	-	2	-
Probability	≥0,05	0,107	Better fit
RMSEA	≤0,08	0,065	Better fit
CMIN/DF	≤2,00	2,230	Better fit
GFI	≥0,90	0,992	Better fit
AGFI	≥0,90	0,961	Better fit
TLI	≥0,90	0,944	Better fit
CFI	≥0,90	0,981	Better fit

Source: AMOS 26 Data Processing Results

Based on the table above, all GOF values show good results because the values of each GOF can meet their respective criteria, so it can be stated that this measurement model is fit.

b. CFA for Social Interaction

CFA is carried out on social interaction variables to know how accurately the variables can explain the existing latent variables. The following is the CFA for the social interaction

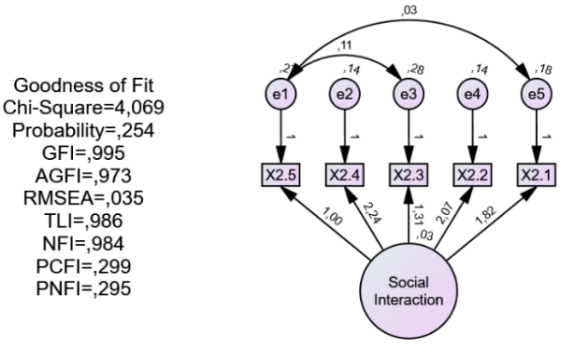

Figure 3. CFA for Social Interaction

It can be seen in Figure 2 the measurement model test was modified with AMOS suggestions based on modification indices. The purpose of doing this is to reduce the value of the chi-square so that get of the fit model is better for the data. The modifications made are by correlating the errors, namely e1 and e3, e1 and e5.

In Figure 2, the results of the measurement model show that the number of distinctive sample moments is 15 and the number of estimated parameters is 12 so that df becomes 3 (15-12). Thus, this model has a positive df. The measurement model of social interaction is over-identified so that it can be analyzed. To test the convergent validity of the measurement model, standardized factor loading (Tabachnick, 2007), and critical ratio as quoted by Ferdinand (2006). The following is Table 4 of CFA social interaction outputs:

Table 4. Output of CFA Social Interaction

Latent	Indicator	SL	SMC	EV	SE	CR	P
Social	X2.5	0,30	0,09	0,91			
Interaction	X2.4	0,70	0,49	0,51	0,565	3,970	0,00
	X2.3	0,38	0,14	0,86	0,302	4,344	0,00
	X2.2	0,67	0,44	0,56	0,522	3,969	0,00
	X2.1	0,57	0,32	0,68	0,438	4,164	0,00
	Σ	2,61	1,49	3,51			

Source: AMOS 26 Data Processing Results

The social interaction variable indicator has the following factor loading values: X2.5 (0.30), X2.4 (0.70), X2.3 (0.38), X2.2 (0.67), and X2.1 (0.57). This indicates that all actions can realize social interaction. The indicators on the social interaction variable have shown significant results, but the X2.4 indicator (0.70) is a better latent diversification than other indicators.

In addition, the results of the social interaction variable measurement model meet the required values of convergent validity, and the indicators reflect the variables. All indicators on the social interaction variable have standardized loading (SL) values above 0.3. The significant indicator at the level of 0.001 (CR>1.96). social interaction variable measurement fulfills the requirements of convergent validity with the following values X2.4 (SL = 0,70, CR = 3,970), X2.3 (SL = 0,38, CR = 4,344), X2.2 (SL = 0,67, CR = 3,969), X2.1 (SL = 0,57, CR = 4,164).

CFA social interaction not only meets convergent validity and discriminate validity but also meets acceptable fit as shown by the GOF value in Table 5 below:

Table 5. Goodness of Fit of CFA Social Interaction

Analysis	Criteria	Results	Decision
Chi-Square (x^2)	≥0,05	4,069	Better fit
DF	-	3	-
Probability	≥0,05	0,254	Better fit
RMSEA	≤0,08	0,035	Better fit
CMIN/DF	≤2,00	1,356	Better fit
GFI	≥0,90	0,995	Better fit
AGFI	≥0,90	0,973	Better fit
TLI	≥0,90	0,986	Better fit
CFI	≥0,90	0,996	Better fit

Source: AMOS 26 Data Processing Results

The results of the assessment of all GOFs showed good results and met their respective criteria, so it can be stated that this measurement model is fit.

c. CFA for Remuneration and Information Sharing

CFA is carried out on remuneration and information sharing variables to know how accurately the variables can explain the existing latent variables. At this CFA stage, each variable Remuneration (X3) and Information Sharing (X4) has 3 indicators each, whereas in AMOS processing if one variable has 3 indicators then the data cannot be processed, so these two variables are combined and correlated in the AMOS software so that it has 6 indicators that have been combined of these 2 variables in order to get good results when processing CFA data. The following is the CFA for the remuneration and information sharing.

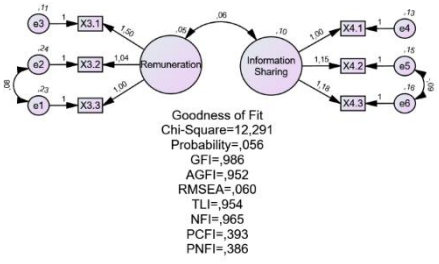

Figure 4. CFA for Remuneration and Information Sharing

It can be seen in Figure 3; the measurement model test was modified with AMOS suggestions based on modification indices. The purpose of doing this is to reduce the value of the chi-square so that the model fits better data. The modifications made are by correlating the errors, namely e1 and e2, e5 and e6.

In Figure 3, the results of the measurement model show that the number of distinctive sample moments is 21 and the number of estimated parameters is 15 so that df becomes 6 (21-15). Thus, this model has a positive df. The measurement model of remuneration and information sharing is over-identified so that it can be analyzed. To test the convergent validity of the measurement model, standardized factor loading (Tabachnick, 2007), and critical ratio as quoted by Ferdinand (2006). The following is Table 6 of CFA remuneration and information sharing outputs:

Table 6. Output of CFA Remuneration and Information Sharing

Latent	Indicator	SL	SMC	EV	SE	CR	P
Remuneration	X3.3	0,44	0,19	0,81			
and	X3.2	0,45	0,20	0,80	0,174	5,986	0,00
Information	X3.1	0,73	0,54	0,46	0,280	5,346	0,00
Sharing	X4.1	0,66	0,44	0,56			
	X4.2	0,68	0,46	0,54	0,169	6,833	0,00
	X4.3	0,68	0,46	0,54	0,173	6,809	0,00
	Σ	3,63	2,28	3,72			

Source: AMOS 26 Data Processing Results

The remuneration and information sharing variable indicator have the following factor loading values: X3.3 (0.44), X3.2 (0.45), X3.1 (0.73), X4.1 (0.66), X4.2 (0.68), X4.3 (0,68). This indicates that all actions can realize remuneration and information sharing. The indicators on the remuneration and information sharing variable have shown significant results, but the X3.1 indicator (0.73) and X4.3 (0,68) is a better latent diversification than other indicators.

In addition, the results of the remuneration and information sharing variable measurement model meet the required values of convergent validity, and the indicators reflect the variables. All indicators on the remuneration and information sharing variable have standardized loading (SL) values above 0.3. The significant indicator is at the level of 0.001 (CR>1.96). social interaction variable measurement fulfills the requirements of convergent validity with the following values X3.2 (SL = 0,45, CR = 5,986), X3.1 (SL = 0,73, CR = 5,346), X4.2 (SL = 0,68, CR = 6,833), X4.3 (SL = 0,68, CR = 6,809).

CFA remuneration and information sharing not only meets convergent validity and discriminate validity but also meet acceptable fit as shown by the GOF value in Table 7 below:

Table 7. Goodness of Fit of CFA Remuneration and Information Sharing

Analysis	Criteria	Results	Decision
Chi-Square (x^2)	≥0,05	12,291	Better fit
DF	-	6	-
Probability	≥0,05	0,056	Better fit
RMSEA	≤0,08	0,060	Better fit
CMIN/DF	≤2,00	2,048	Better fit
GFI	≥0,90	0,986	Better fit
AGFI	≥0,90	0,952	Better fit
TLI	≥0,90	0,954	Better fit
CFI	≥0,90	0,982	Better fit

Source: AMOS 26 Data Processing Results

The results of the assessment of all GOFs showed good results and met their respective criteria, so it can be stated that this measurement model is fit.

d. CFA for Entertainment

CFA is carried out on entertainment variables to know how accurately the variables can explain the existing latent variables. The following is the CFA for entertainment.

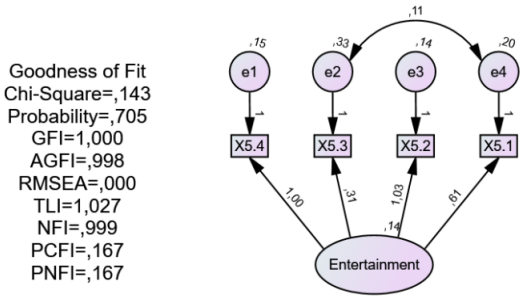

Figure 5. CFA for Entertainment

It can be seen in Figure 5; the measurement model test was modified with AMOS suggestions based on modification indices. The purpose of doing this is to reduce the value of the chi-square so that will get the fit model for better data. The modifications made are by correlating the errors, namely e2, and e4.

In Figure 4, the results of the measurement model show that the number of distinctive sample moments is 10 and the number of estimated parameters is 9 so that df becomes 1 (10-9). Thus, this model has a positive df. The measurement model of entertainment is over-identified so that it can be analyzed. To test the convergent validity of the measurement model, standardized factor loading (Tabachnick, 2007), and critical ratio as quoted by Ferdinand (2006). The following is Table 8 of CFA entertainment outputs:

Table 8. Output of CFA Entertainment

Latent	Indicator	SL	SMC	EV	SE	CR	P
Entertainment	X5.4	0,65	0,42	0,58			
	X5.3	0,36	0,13	0,87	0,13	4,64	0,00
	X5.2	0,65	0,43	0,57	0,16	6,40	0,00
	X5.1	0,56	0,32	0,68	0,13	6,27	0,00
	Σ	2,23	1,30	2,70			

Source: AMOS 26 Data Processing Results

The entertainment variable indicator has the following factor loading values: X5.4 (0.65), X5.3 (0.36), X5.2 (0.65), X5.1 (0.56), and X4.2 (0.68. This indicates that all actions can realize entertainment. The indicators on the entertainment variable have shown significant results, but the X5.4 and X5.2 indicator (0.65) is a better latent diversification than other indicators.

In addition, the results of the entertainment variable measurement model meet the required values of convergent validity, and the indicators reflect the variables. All indicators on the entertainment variable have standardized loading (SL) values above 0.3. The significant indicator at the level of 0.001 (CR>1.96). Entertainment variable measurement fulfills the requirements of convergent validity with the following values X5.3 (SL = 0,36, CR = 4,64), X5.2 (SL = 0,65, CR = 6,40), X5.1 (SL = 0,56, CR = 6,27).

CFA remuneration and information sharing not only meets convergent validity and discriminate validity but also meet acceptable fit as shown by the GOF value in Table 9 below:

Table 9. Goodness of Fit of CFA Entertainment

Analysis	Criteria	Results	Decision
Chi-Square (x^2)	≥0,05	0,143	Better fit
DF	-	1	-
Probability	≥0,05	0,705	Better fit
RMSEA	≤0,08	0,000	Better fit
CMIN/DF	≤2,00	0,143	Better fit
GFI	≥0,90	1,000	Better fit
AGFI	≥0,90	0,998	Better fit

TLI	≥0,90	1,027	Better fit
CFI	≥0,90	1,000	Better fit

Source: AMOS 26 Data Processing Results

The results of the assessment of all GOFs showed good results and met their respective criteria, so it can be stated that this measurement model is fit.

e. CFA for Brand Equity

CFA is carried out on brand equity variables to know how accurately the variables can explain the existing latent variables. The following is the CFA for brand equity.

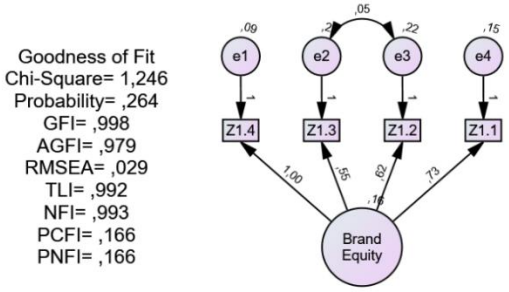

Figure 6. CFA for Brand Equity

It can be seen in Figure 5, the measurement model test was modified with AMOS suggestions based on modification indices. The purpose of doing this is to reduce the value of the chi-square so that will get the fit model for better data. The modifications made are by correlating the errors, namely e2, and e3.

In Figure 5, the results of the measurement model show that the number of distinctive sample moments is 10 and the number of estimated parameters is 9 so that df becomes 1 (10-9). Thus, this model has a positive df. The measurement model of brand equity is over-identified so that it can be analyzed. To test the convergent validity of the measurement model, standardized factor loading (Tabachnick, 2007), and critical ratio as quoted by Ferdinand (2006). The following is Table 10 of CFA brand equity outputs:

Table 10. Output CFA of Brand Equity

Latent	Indicator	SL	SMC	EV	SE	CR	P
Brand Equity	Z1.4	0,80	0,63	0,37			
	Z1.3	0,43	0,18	0,82	0,109	5,084	0,00
	Z1.2	0,47	0,22	0,78	0,114	5,440	0,00
	Z1.1	0,60	0,36	0,64	0,120	6,038	0,00
	Σ	2,29	1,40	2,60			

Source: AMOS 26 Data Processing Results

The brand equity variable indicator has the following factor loading values: Z1.4 (0.80), Z1.3 (0.43), Z1.2 (0.47), Z1.1 (0.60). This indicates that all actions can realize brand equity. The indicators on the brand equity variable have shown significant results, but the indicator Z1.4 (0.80) is a better latent diversification than other indicators.

In addition, the results of the brand equity variable measurement model meet the required values of convergent validity, and the indicators reflect the variables. All indicators on the brand equity variable have standardized loading (SL) values above 0.3. The significant indicator is at the level of 0.001 (CR>1.96). Brand equity variable measurement fulfills the requirements of convergent validity with the following values Z1.3 (SL = 0,43, CR = 5,084), Z1.2 (SL = 0,47, CR = 5,440), Z1.1 (SL = 0,60, CR = 6,038).

CFA brand equity not only meets convergent validity and discriminate validity but also meets acceptable fit as shown by the GOF value in Table 11 below:

Table 11. Goodness of Fit of CFA Brand Equity

Analysis	Criteria	Results	Decision
Chi-Square (x^2)	≥0,05	1,246	Better fit
DF	-	1	-
Probability	≥0,05	0,264	Better fit
RMSEA	≤0,08	0,029	Better fit
CMIN/DF	≤2,00	1,246	Better fit
GFI	≥0,90	0,998	Better fit
AGFI	≥0,90	0,979	Better fit
TLI	≥0,90	0,992	Better fit
CFI	≥0,90	0,999	Better fit

Source: AMOS 26 Data Processing Results

The results of the assessment of all GOFs showed good results and met their respective criteria, so it can be stated that this measurement model is fit.

f. CFA for Purchase Intention

CFA is carried out on purchase intention variables to know how accurately the variables can explain the existing latent variables. The following is the CFA for the purchase intention.

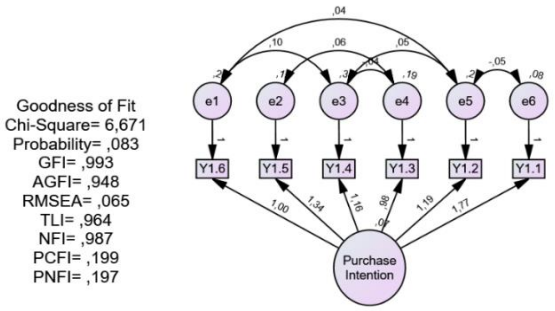

Figure 7. CFA for Purchase Intention

It can be seen in Figure 6, the measurement model test was modified with AMOS suggestions based on modification indices. The purpose of doing this is to reduce the value of the chi-square so that will get the fit model for better data. The modifications made are by correlating the errors, namely e1 and e5, e1 and e3, e2 and e4, e3 and e4, e3 and e5, e5 and e6.

In Figure 6, the results of the measurement model show that the number of distinctive sample moments is 21 and the number of estimated parameters is 18 so that df becomes 3 (21-18). Thus, this model has a positive df. The measurement model of purchase intention is over-identified so that it can be analyzed. To test the convergent validity of the measurement model, standardized factor loading (Tabachnick, 2007), and critical ratio as quoted by Ferdinand (2006). The following is Table 12 of CFA purchase intention outputs:

Table 12. Output of CFA Purchase Intention

Latent	Indicator	SL	SMC	EV	SE	CR	P
Purchase	Y1.6	0,50	0,25	0,75			
Intention	Y1.5	0,67	0,45	0,55	0,189	7,085	0,00
	Y1.4	0,48	0,23	0,77	0,148	7,839	0,00
	Y1.3	0,50	0,25	0,75	0,162	6,049	0,00
	Y1.2	0,56	0,31	0,69	0,200	5,955	0,00
	Y1.1	0,85	0,72	0,28	0,265	6,664	0,00
	Σ	**3,56**	**2,21**	**3,79**			

Source: AMOS 26 Data Processing Results

The purchase intention variable indicator has the following factor loading values: Y1.6 (0.50), Y1.5 (0.67), Y1.4 (0.48), Y1.3 (0.50), Y1.2 (0,56), Y1.1 (0,85). This indicates that all actions can realize purchase

intention. The indicators on the purchase intention variable have shown significant results, but the indicator Y1.1 (0.85) is a better latent diversification than other indicators.

In addition, the results of the purchase intention variable measurement model meet the required values of convergent validity, and the indicators reflect the variables. All indicators on the purchase intention variable have standardized loading (SL) values above 0.3. The significant indicator at the level of 0.001 (CR>1.96). Purchase intention variable measurement fulfills the requirements of convergent validity with the following values Y1.5 (SL = 0,67, CR = 7,085), Y1.4 (SL = 0,48, CR = 7,839), Y1.3 (SL = 0,50, CR = 6,049), Y1.2 (SL = 0,56, CR = 5,955), Y1.1 (SL = 0,85, CR = 6,664).

CFA purchase intention not only meets convergent validity and discriminate validity but also meets acceptable fit as shown by the GOF value in Table 13 below:

Table 13. Goodness of Fit of CFA Purchase Intention

Analysis	Criteria	Results	Decision
Chi-Square (x^2)	≥0,05	6,671	Better fit
DF	-	3	-
Probability	≥0,05	0,083	Better fit
RMSEA	≤0,08	0,065	Better fit
CMIN/DF	≤2,00	2,224	Better fit
GFI	≥0,90	0,993	Better fit
AGFI	≥0,90	0,948	Better fit
TLI	≥0,90	0,964	Better fit
CFI	≥0,90	0,993	Better fit

Source: AMOS 26 Data Processing Results

It can be seen above that all GOF values have shown a good assessment and can meet the criteria for each of the requirements, it can be said that this measurement model is fit.

DISCUSSION

After carrying out the structural model stage, it is continued hypothesis testing. The hypothesis can be accepted if the C.R value ≥ 1.96. Another way that can be used to test the hypothesis is by looking at the p-value ≤ 0.05.

1. Surveillance has a significant positive effect on brand equity for Compass shoes. Where the p-value is 0.000 ≤ 0.05 and the CR value is greater than 1.96 which is equal to 5.376. So the first hypothesis is accepted. This shows that prospective customers with a high level of Surveillance have an influence on Brand equity.
2. Social interaction has a positive and significant effect on the brand equity of Compass shoes. Where the p-value is 0.000 ≤ 0.05 and the CR value is greater than 1.96 which is equal to 4.157. So, the second hypothesis is accepted. This shows that brands with a high level of social interaction with a high target market have an influence on brand equity.
3. Remuneration has a positive and significant effect on brand equity for Compass shoes. Where the p-value is 0.038 ≤ 0.05 and the CR value is greater than 1.96 which is equal to 2.075. So, the third hypothesis is accepted. This shows that the Remuneration given by a high brand can affect Brand equity.
4. Information sharing has a positive and significant effect on brand equity for Compass shoes. Where the p-value is 0.000 ≤ 0.05 and the CR value is greater than 1.96, which is 3.396. So, the fourth hypothesis is accepted. This shows that the more information sharing that is carried out by a brand on social media can affect brand equity.
5. Entertainment has a positive and significant effect on brand equity for Compass shoes. Where the p-value is 0.000 ≤ 0.05 and the CR value is greater than 1.96 which is equal to 3.341. So, the fifth hypothesis is accepted. This indicates that brands with a high level of entertainment have an influence on brand equity.
6. Brand equity has a positive and significant effect on the purchase intention of Compass shoes. Where the p value is 0.000 ≤ 0.05 and the CR value is greater than 1.96, which is 6.956. So, the sixth hypothesis is accepted. this shows that with a high level of Brand equity has an influence on

Purchase intention. Brand equity mediates the relationship between Surveillance and Purchase Intention for Compass shoe products in Indonesia. This shows that potential customers who supervise the marketing activities of the Compass shoe brand and have a lot of knowledge about Compass shoes will have an impact on the value of brand equity and influence the decision-making attitude of potential consumers to generate purchase intention for Compass products.

7. Brand equity mediates the relationship between social interaction and purchase intention for Compass shoe products in Indonesia. This indicates that someone who is frequently involved and interacts in the social media networking community, especially with the official Compass shoes Instagram account, will be more inclined to recommend the brand to people so that it will have an impact on brand equity and influence the decision-making attitude of candidates. consumers to generate purchase intention (Purchase intention) for Compass products.
8. Brand equity does not mediate the relationship between remuneration and purchase intention for Compass shoe products in Indonesia. This shows that the level of remuneration offered by a brand to potential customers, such as giveaways, and discount products, is not necessarily able to increase brand equity so it will have an inappropriate impact on the purchasing decision-making attitude of potential consumers or purchase intentions for Compass shoe products.
9. Brand equity mediates the relationship between information sharing and purchase intention for Compass shoe products in Indonesia. This shows that the target market can find the information they need about the Compass brand on social media and providing the product information they get to others through social media will have a positive impact on the value of brand equity and influence the decision-making attitude of prospective customers so that they generate purchase intention for Compass products.
10. Brand equity does not mediate Entertainment's relationship with Purchase intention for Compass shoe products in Indonesia. This indicates that the level of the target market is amused by using social media when viewing the content of the Compass shoe's Instagram account and the offers uploaded on the official account of the Compass brand are not necessarily able to increase brand equity so it does not have an impact on purchase intentions for shoe products. Compass.

CONCLUSIONS

In this study, the hypothetical model is acceptable, which means that the measurement model is below the data collected on respondents who know the Compass brand and follow the @sepatucompass Instagram account in Indonesia. All indicators for each variable are significant and the standard loading for each indicator is more than 0.3 which indicates that each indicator can represent its latent construct. Indicator X1.1 is the most important indicator for presenting surveillance, this is because X1.1 has a higher loading factor compared to the others. Meanwhile, the X2.4 indicator has a higher factor loading, which is closely related to social interaction. The remuneration and information-sharing variables can be explained by indicators X3.1 and X4.3 because these indicators have a larger loading factor value compared to other indicators. The entertainment variable can be represented by indicators X5.4 and X5.2 which also have a loading factor value that is higher than the other indicators. The brand equity variable can be explained by the Z1.4 indicator which also has a higher loading factor value than other indicators. The purchase intention variable can be explained by the Y1.1 indicator because it has a higher factor loading value than the others. Surveillance has a significant positive effect on brand equity for Compass shoes. This shows that prospective customers with a high level of Surveillance have an influence on Brand equity. Social interaction has a positive and significant effect on the brand equity of Compass shoes. This shows that brands with a high level of social interaction with the target market have an influence on brand equity. Remuneration has a positive and significant effect on brand equity for Compass shoes. This shows that the high Remuneration given by the brand can affect Brand equity. Information sharing has a positive and significant effect on brand equity for Compass shoes. This shows that the more information sharing that is carried out by a brand on social media can affect brand equity. Entertainment has a positive and significant effect on brand equity for Compass shoes. This indicates

that brands with a high level of entertainment have an influence on brand equity. Brand equity has a positive and significant effect on Purchase Intention for Compass shoes. this shows that with a high level of Brand equity has an influence on Purchase intention.

SUGGESTION

1. Keep updating their brand information on Instagram social media so that the target market knows the progress of the products they are making, and the target market can share information with them about Compass products.
2. Giving a giveaway, a product discount to the target market if they make a purchase so that many of the target markets has the intention to buy when they know there is a discount from that brand.
3. Increasing entertainment on the official Compass shoes account, so the target market feels entertained by the content that has been uploaded and then the target market feels satisfied and comfortable with the content provided by Compass shoes.
4. Compass shoes must be able to increase Brand equity so that the brand will be strong in the market and the target market will remember the brand and generate trust in the brand.

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