BAB 5

PENUTUP DAN IMPLIKASI MANAJERIAL

5.1 Kesimpulan

Berdasarkan penelitian yang telah dilakukan serta pembahasan mengenai hasil penelitian, dapat disimpulkan bahwa :

1. *Digital Marketing* (*Social Media Marketing* dan E-WOM) mempengaruhi *Purchase Intention.*

2. *Brand Equity* tidak memoderasi hubungan antara *Digital Marketing* terhadap *Purchase Intention*

5.2 Implikasi Manajerial

Berdasarkan penelitian yang telah dilakukan, peneliti dapat memberikan saran kepada Erigo dan industry sejenis, untuk meningkatkan *purchase intention* atau niat beli konsumen. Maka dari itu, berikut dalah saran untuk meningkatkan *purchase intentions* atau niat beli konsumen:

1. Berdasarkan data demografi responden dalam penelitian ini, dapat ditemukan bahwa mayoritas responden berusia 18-25 tahun. Maka dapat disarankan kepada Erigo dan industri sejenis untuk dapat memanfaatkan pengetahuan ini untuk menyesuaikan *digital marketing* yang Perusahaan terapkan agar bisa relevan dengan kalangan usia tersebut. Perusahaan dapat memberikan pendekatan *digital marketing* yang dapat diterima oleh kalangan usia tersebut, dengan terus mengikuti perkembangan trend dan menyesuaikan dengan media yang banyak digunakan oleh para "milenial".

Dimana iklan yang ditampilkan bisa mengikuti apa yang sedang populer pada media sosial dan memberikan desain iklan yang modern dan lebih mudah untuk dicerna.

2. Berdasarkan statistik deskriptif mengenai rata-rata jawaban responden terhadap variabel-variabel dalam penelitian, didapatkan bahwa rata-rata terendah untuk penilaian responden terhadap variabel *purchase intentions* adalah pernyataan bahwa "Saya bisa berbelanja produk Erigo untuk memenuhi kebutuhan belanja saya". Hal ini menunjukan bahwa responden tidak dapat memenuhi kebutuhan belanjanya atau keinginan belanjanya dengan hanya berbelanja produk Erigo, maka disarankan untuk Erigo dan industri sejenis untuk bisa memberikan *design* produk pakaian yang menarik bagi konsumen dan dapat menjadi pilihan pertama ketika konsumen ingin memenuhi hasrat belanjanya. Disarankan bagi Erigo dan industri sejenis untuk bisa mengikuti trend fashion yang sedang digemari oleh masyarakat, sehingga dapat memenuhi keinginan belanja mereka.

3. Berdasarkan statistik deskriptif mengenai jawaban responden terhadap variabel-variabe dalam penelitian, didapatkan bahwa rata-rata terendah untuk penilaian responden terhadap variabel *digital marketing* adalah pernyataan bahwa "Instagram Erigo memberikan informasi produk yang berguna". Hal ini menunjukan bahwa responden kurang setuju bahwa Instagram Erigo memberikan informasi produk yang cukup berguna, sehingga disarankan untuk Erigo dan industri sejenis untuk bisa memberikan informasi mengenai produk yang berguna, seperti harga,

bahan, dan sebagainya dalam iklan pada platform Instagram yang diberikan kepada masyarakat, sehingga masyarakat yang melihat bisa mendapat informasi yang berguna untuk mereka dapat mempertimbangkan untuk melakukan pembelian.

4. Berdasarkan analisis yang ditemukan, *digital marketing* (*social media marketing* dan E-WOM) berpengaruh positif terhadap *purchase intentions*. Maka dari itu, perusahaan perlu meningkatkan *digital marketing* mereka agar dapat meningkatkan *purchase intentions* mereka dengan lebih baik lagi. Saran bagi Erigo dan industri sejenis untuk bisa mengelola strategi *digital marketing* perusahaan dengan mengikuti trend yang ada dan dengan menjangkau lebih banyak platform sehingga dapat meningkatkan *purchase intentions* konsumen terhadap produk perusahaan. Erigo dan industri sejenis juga dapat berinovasi dengn membuat trend baru yang mudah diterima oleh milenial dengan menghadirkan iklan yang simple dan menarik serta dapat menyentuh sisi psikologis mereka dengan menghadirkan konsep yang memiliki kesan seperti lucu, sedih, dan mahal. Dengan bermain disisi psikologis, memungkinkan perusahaan untuk meningkatkan *purchase intention* konsumen.

5. Berdasarkan analisis yan ditemukan, *beand equity* tidak memoderasi hubungan antara *digital marketing* terhadap *purchase intention*. Maka dari itu, Erigo perlu berfokus pada *digital marketing* mereka untuk bisa memperkuat *purchase intention* konsumen. Erigo dan industri sejenis bisa meningkatkan *brand equity* perusahaan dengan menjangkau lebih banyak

masyarakat dan meningkatkan fasilitas yang ditawarkan pada platform seperti website, juga perusahaan dapat meningkatkan kualitas produk dan juga kemasan sehingga masyarakat memiliki pandangan yang baik terhadap perusahaan. Dengan meningkatkan *brand equity* memungkinkan *brand equity* untuk memperkuat hubungan antara *digital marketing* terhadap *purchase intention* mengingat adanya penelitian yang membuktikan bahwa *brand equity* dapat memoderasi hubungan antara *digital marketing* terhadap *purchase intention*, seperti yang dibuktikan oleh Alwan & Alshurideh (2022) dan Arieantony & Matusin (2023).

5.3 Kelemahan Penelitian

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa kelemahan dalam penelitian ini, yaitu :

1. Penelitian ini hanya berfokus pada merek Erigo, hasilnya mungkin akan berbeda ketika dibandingkan dengan merek atau industri lainnya.

2. Dalam penelitian ini tidak dijelaskan seluruh bentuk *digital marketing* namun hanya terbatas pada *social media marketing* yang hanya berfokus di Instagram dan E-WOM.

3. Kuesioner dalam penelitian ini tidak mencantumkan konteks penggunaan shopee dalam pertanyaan mengenai variabel EWOM.

4. Filter dalam kuesioner ini masih digabung dalam konteks pengalaman dalam melihat Instagram dan Shopee Erigo.

5.4 Saran Penelitian Kedepan

Berdasarkan penelitian yang telah dilakukan dan keterbatasan atau kelemahan penelitian, berikut adalah saran untuk penelitian kedepan :

1. Dalam penelitian kedepan dapat menggunakan merek lain atau dapat menggunakan industri sejenis yang lain agar hasil penelitian dapat lebih menyeluruh dan memberikan manfaat manajerial yang lebih baik.

2. Dalam penelitian selanjutnya dapat menjelaskan *digital marketing* dengan lebih menyeluruh, dengan menjelaskan satu persatu bentuk *digital marketing*, agar dapat lebih menjabarkan seluruh bentuk *digital marketing*.
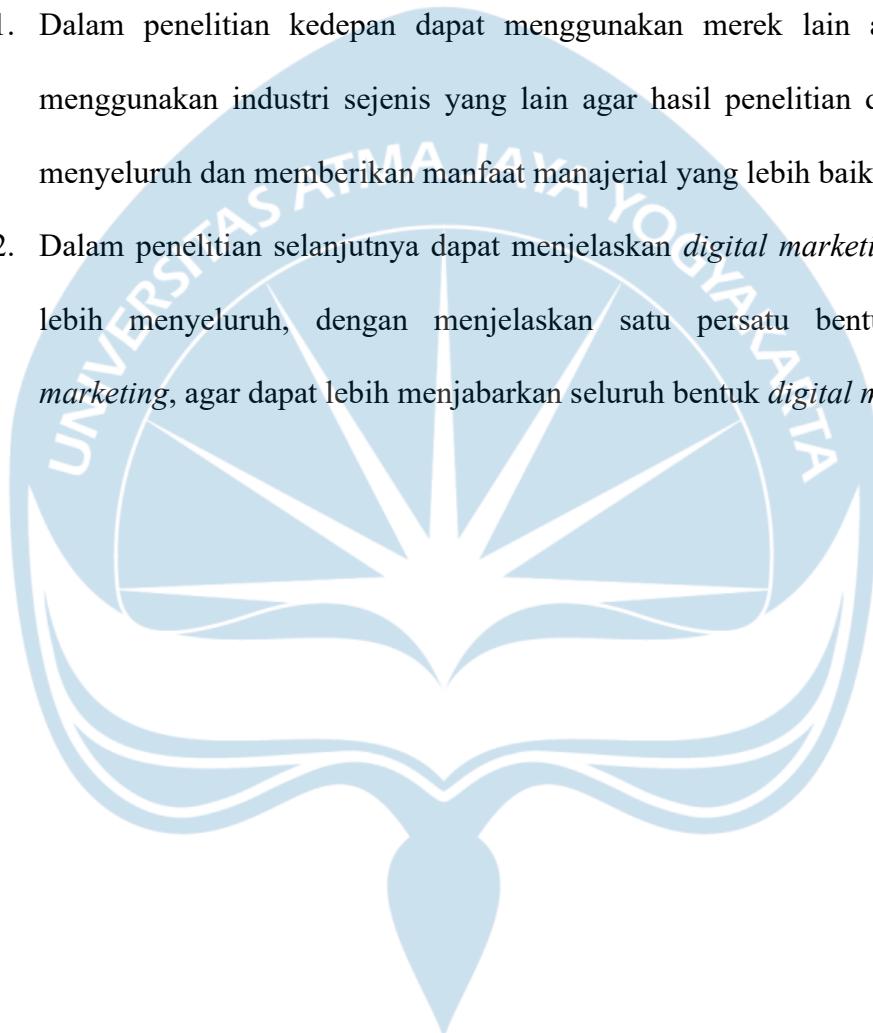
DAFTAR PUSTAKA

Ajijah, J. H., & Selvi, E. (2021). Pengaruh kompetensi dan komunikasi terhadap kinerja perangkat desa. 13(2), 232–236.

Almestarihi, R., Al-Gasawneh, J. A., Al-Jabali, S., Gharaibeh, M. K., Odai, E., & Nusairat, N. M. (2021). The impact of social media marketing on brand equity: A systematic review. In Turkish Journal of Computer and Mathematics Education

4073 Research Article (Vol. 12, Issue 6).

Alwan, M., & Alshurideh, M. T. (2022). The effect of digital marketing on purchase intention: Moderating effect of brand equity. International Journal of Data and Network Science, 6(3), 837–848. https://doi.org/10.5267/j.ijdns.2022.2.012

Annur, C. M. (2024). Ini Media Sosial Paling Banyak Digunakan di Indonesia Awal 2024. Databoks.

Apriliyanti, S. D., Pudyaningsih, R., & Fibriyani, V. (2023). Pengaruh Strategi Segmenting, Targeting Dan Positioning Terhadap Keputusan Pembelian Produk Erigo (Studi Kasus Pada Mahasiswa Universitas Merdeka Pasuruan). Jurnal Manajemen Dan Administrasi Bisnis, 1(4), 15–32. https://doi.org/10.59061/dinamikapublik.v1i4.406

Arieantony, & Matusin, I. O. (2023). Pengaruh Digital Marketing Terhadap Purchase Intention: Dimoderasi Brand Equity. Jurnal Ekonomi Trisakti, 3(2), 3713–3722. https://doi.org/10.25105/jet.v3i2.18191

Ariska, M., Fahru, M., & Kusuma, J. W. (2020). Leverage, Ukuran Perusahaan dan Profitabilitas dan Pengaruhnya Terhadap Tax Avoidance Pada Perusahaan Sektor Pertambangan di Bursa Efek Indonesia Tahun 2014-2019. Jurnal Revenue, 01(01). https://doi.org/10.46306/rev.v1i1

Ayhan, H. Ö. (2011). Non-Probability Sampling Survey Methods. In International Encyclopedia Of Statistical Science.

Bilgin, Y. (2018). The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. Business & Management Studies: An International Journal, 6(1). https://doi.org/10.15295/v6i1.229

Cahyono, A. S. (2016). Pengaruh Media Sosial Terhadap Perubahan Sosial Masyarakat Di Indonesia. 9(1).

Chakti, A. G. (2019). The Book Of Digital Marketing. Celebes Media Perkasa.

Darmawan, P. A. D. T., Yasa, P. N. S., Wahyuni, N. M., & Dewi, K. G. P. (2022). Pengaruh Electronic Word of Mouth Dan Citra Merek Terhadap Niat Beli.

Jurnal Ilmiah Dan Bisnis, 7(1). https://journal.undiknas.ac.id/index.php/manajemen

Dartiningsih, B. E. (2016). Gambaran Umum Lokasi, Subjek Dan Objek Penelitian. In Surokim (Ed.), Riset Komunikasi: Strategi Praktis. Pusat Kajian Komunikasi Publik.

Fauzy, A. (2019). Metode Sampling (2nd ed.). Universitas Terbuka.

Febriani, F., & Cuandra, F. (2023). Pengaruh Digital Marketing, Brand Equity Dan Streamers Credibility Terhadap Purchase Intention Konsumen Daring Di Kota Batam Melalui Live Streaming. In Jurnal Bisnis dan Manajemen (Vol. 3, Issue Mei).

Ghozali, I., & Latan, H. (2015). Partial least squares. Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS. Badan Penerbit Undip.

Gumilang, R. R. (2019). Implementasi Digital Marketing Terhadap Peningkatan Penjualan Hasil Home Industri. Jurnal Ilmiah Manajemen.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook. Spring Nature.

Hanifati, U. M., & Samiono, B. E. (2018). Analisis Pengaruh Website Quality Dan Ewom Terhadap Purchase Decision Melalui Online Trust Pada Situs Tiket Travel Dan Reservasi Hotel Online Di Indonesia (Studi Kasus Pada Traveloka.Com, Tiket.Com Dan Pegipegi.Com). Jurnal TRANSformasi, 2(1).

Haryono, S. (2016). Metode SEM Untuk Penelitian Manajemen Amos Lisrel PLS. PT. Intermedia Personalia Utama.

Hermawan, I. (2019). Metodologi Penelitian Pendidikan Kualitatif, Kuantitatif dan Mixed Method (C.S.Rahayu, Ed.).Hq Kuningan.

Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education LImited.

Lailah, S. N. (2022). Industri Pakaian dan Fashion di Indonesia. Kumparan.

Liesander, I., & Dharmayanti, D. (2017). Pengaruh Digital Marketing Terhadap Organizational Performance Dengan Intellectual Capital Dan Perceived Quality Sebagai Variabel Intervening Pada Industri Hotel Bintang Lima Di Jawa Timur.

Makbul, M. (2021). Metode Pengumpulan Data Dan Instrumen Penelitian. Jurnal Metode Penelitian.

Martias, L. D. (2021). Statistika Deskriptif Sebagai Kumpulan Informasi. Fihris: Jurnal Ilmu Perpustakaan Dan Informasi, 16(1), 40. https://doi.org/10.14421/fhrs.2021.161.40-59

Masa'deh, R., Al-Haddad, S., Abed, D. Al, Khalil, H., Almomani, L., & Khirfan, T. (2021). The impact of social media activities on brand equity. Information (Switzerland), 12(11). https://doi.org/10.3390/info12110477

Masyithoh, I. N., & Novitaningtyas, I. (2021). Pengaruh Digital Marketing Terhadap Minat Beli Konsumen Pada Marketplace Tokopedia.

Muhammad, R. W., Rochaeti, E., & Setiawan, E. (2021). Pengaruh Media Social Marketing Dan Electronic Word Of Mouth Terhadap Minat Beli Pada Produk Sepatu Converse Pada Mahasiswa FEB Universitas Prof Dr Hamka. Jurnal Ilmiah Manajemen Kesatuan, 9(2), 31–40. https://doi.org/10.37641/jimkes.v9i2.451

Nasrullah, R. (2015). Media Sosial Perspektif Komunikasi, Budaya, dan Sosioteknologi. . Simbiosa Rekatama Media.

Pahlephi, R. D. (2022). Data Primer: Pengertian, Fungsi, Contoh, dan Cara Mendapatkannya .

Pandiangan, K., Masiyono, & Atmogo, Y. D. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. 2(4). https://doi.org/10.31933/jimt.v2i4

Paramacitra, S. (2023, August 19). Ramai Fans JKT48 di Shopee Live Erigo, Omzet Rp5 Miliar Hanya 10 Menit . Katadata.

Saldina, I., & Anjarsari, N. (2022). Penerapan Digital Marketing Di Instagram Dalam Meningkatkan Pemasaran Pada Toko Kue Nak Mbarep Di Kepatihan Tulungagung. Jurnal Mahasiswa Akuntansi UNITA, 2(2).

Sanaky, M. M., Saleh, L. M., & Titaley, H. D. (2021). Analisis Faktor-Faktor Penyebab Keterlambatan Pada Proyek Pembangunan Gedung Asrama Man 1 Tulehu Maluku Tengah. JURNAL SIMETRIK, 11(1).

Sari, M. S., & Zefri, M. (2019). Pengaruh Akuntabilitas, Pengetahuan, dan Pengalaman Pegawai Negeri Sipil Beserta Kelompok Masyarakat (Pokmas) Terhadap Kualitas Pengelola Dana Kelurahan Di Lingkungan Kecamatan Langkapura.

Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. Journal of Air Transport Management, 66, 36–41. https://doi.org/10.1016/j.jairtraman.2017.09.014

Sinaga, B. A., & Sulistiono. (2020). Pengaruh Electronic Word Of Mouth Dan Promosi Media Sosial Terhadap Minat Beli Pada Produk Fashion Eiger.

Sukiman, & Salam, A. (2021). Pengaruh Green Marketing dan Brand Awareness Terhadap Keputusan Pembelian Konsumen Produk Merek Aqua. Jurnal Ilmu Manajemen, 11(1), 69. https://doi.org/10.32502/jimn.v11i1.3427

Sumartini, Harahap, K. S., & Sthevany. (2020). Kajian Pengendalian Mutu Produk Tuna Loin Precooked Frozen Menggunakan Metode Skala Likert Di Perusahaan Pembekuan Tuna X.

Torabi, M., & Bélanger, C. H. (2021). Influence of online reviews on student satisfaction seen through a service quality model. Journal of Theoretical and Applied Electronic Commerce Research, 16(7), 3063–3077. https://doi.org/10.3390/jtaer16070167

Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. Marketing Intelligence and Planning, 32(3), 328–344. https://doi.org/10.1108/MIP-04-2013-0056

Utamanyu, R. A., & Darmastuti, R. (2022). Budaya Belanja Online Generasi Z Dan Generasi Milenial Di Jawa Tengah (Studi Kasus Produk Kecantikan di Online Shop Beauty By Asame). Scriptura, 12(1), 58–71. https://doi.org/10.9744/scriptura.12.1.58-71

Vidyanata, D. (2022). Understanding the Effect of Social Media Marketing on Purchase Intention : A Value-Based Adoption Model. In Jurnal Dinamika Manajemen (Vol. 13, Issue 2). http://jdm.unnes.ac.id

Wahyuni, M. (2020). Statistik Deskriptif Untuk Penelitian Olah Data Manual Dan SPSS Versi 25. Bintang Pustaka Madani.

Winarno, K. O., & Indrawati, I. (2022). Impact of Social Media Marketing and Electronic Word of Mouth (E-WOM) on Purchase Intention. Jurnal Aplikasi Manajemen, 20(3). https://doi.org/10.21776/ub.jam.2022.020.03.15

Lampiran 1

Kuesioner

KUESIONER PENELITIAN

Pengaruh *Digital Marketing* terhadap *Purchase Intention* dengan *Brand Equity*

sebagai Variabel Moderasi

Pertanyaan *Filter*:

1) Apakah Anda pernah membeli produk Erigo?

1. Ya

2. Tidak

2) Apakah Anda pernah melihat Shopee dan Instagram Erigo?

1. Ya

2. Tidak

Identitas Responden

1) Jenis Kelamin

1. Laki-laki

2. Perempuan

2) Umur

1. <18

2. 18-28

3. 28-39

4. >40

3) Pendapatan

   1. <1.000.000

   2. 1.000.000-2.000.000

   3. 2.000.000-3.000.000

   4. >3.000.000

No	Pertanyaan	Alternatif Jawaban				
	Digital Marketing (Social Media Marketing)	**1**	**2**	**3**	**4**	**5**
1	Instagram erigo menyediakan informasi dan *feedback* produk yang luas serta membantu konsumen mencari produk erigo.					
2	Instagram Erigo memberikan informasi produk yang berguna.					
3	Instagram Erigo memberikan informasi yang detail dalam iklan yang diberikan.					
	Digital Marketing **(E-WOM)**					
4	E-WOM (review produk) pada Erigo berguna untuk membandingkan produk ketika berbelanja online.					
5	E-WOM (review produk) memberikan pengalaman baru dan opini mengenai merek Erigo melalui media sosial.					
6	E-WOM (review produk) memberikan aktifitas belanja, evaluasi produk dan kesadaran merek terhadap brand Erigo.					
	Purchase Intentions					
7	Saya memiliki intensi untuk berbelanja produk Erigo secara online.					
8	Saya senang dan antusias untuk berbelanja produk Erigo secara online					
9	Saya bisa berbelanja produk Erigo untuk memenuhi kebutuhan belanja saya					
10	Saya memiliki kecenderungan untuk berbelanja produk Erigo secara online ketimbang offline.					
11	Ketika melihat produk Erigo saya berkeinginan untuk membeli secara online.					

	Brand Equity					
12	Saya menyukai merek Erigo karena memiliki fasilitas belanja secara online.					
13	Meskipun brand lain memiliki kualitas yang sama, saya lebih suka berbelanja di Erigo karena memiliki fasilitas belanja online.					
14	Saya menyukai brand Erigo karena memiliki fasilitas digital yang lebih baik ketimbang brand lain.					
15	Erigo memberikan akses belanja online yang lebih mudah ketimbang brand lain.					
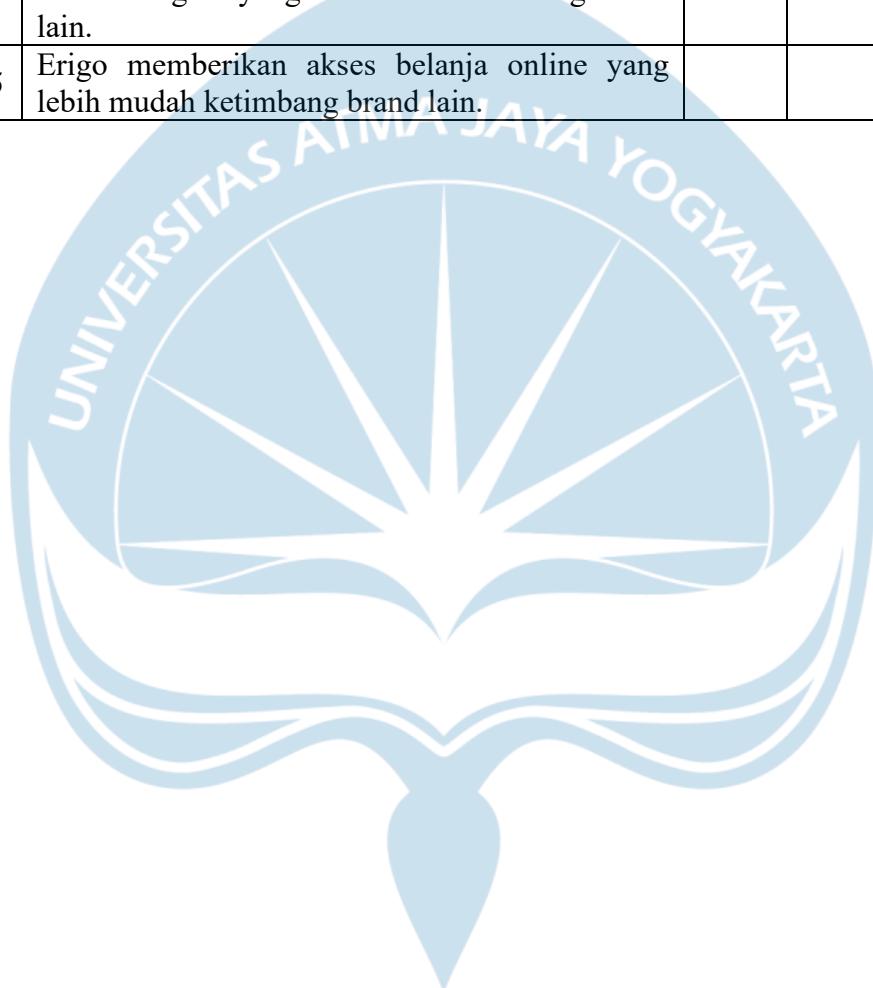
Lampiran 2

Data Responden dan Jawaban Responden

Apakah Anda pernah membeli produk Erigo?	Apakah Anda pernah melihat Shopee dan Instagram Erigo?	Jenis Kelamin	Umur	Pendapatan	DM(ISTGRM)1	DM(ISTGRM)2	DM(ISTGRM)3	DM(EWM)1	DM(EWM)2	DM(EWM)3	PI1	PI2	PI3	PI4	PI5	BE1	BE2	BE3	BE4
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	3	4	5	2	3	1	4	5	3	4	5	1	4	2	4
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Pernah	Pernah	Laki-laki	28-39	2.000.000-3.000.000	4	3	3	4	3	4	4	4	4	4	4	4	4	4	4
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	4	5	4	4	4	4	4	5	5	5	4	4	4	5	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	4	3	5	4	2	2	3	2	3	4	3	2	3	3
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	4	4	5	5	4	3	4	3	4	4	4	4	4	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	5	4	4	5	4	4	5	5	4	4	4	5	4	5
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	4	4	4	5	4	4	5	4	4	4	4	3	4	3
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	5	5	4	5	5	5	5	5	4	5	5	3	3	3
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Pernah	Pernah	Laki-laki	18-28	>3.000.000	3	4	3	4	4	4	2	2	1	4	2	3	3	2	2
Pernah	Pernah	Laki-laki	18-28	>3.000.000	3	3	4	4	4	4	4	3	3	3	3	3	3	3	3
Pernah	Pernah	Laki-laki	18-28	<1.000.000	4	4	4	4	4	4	5	4	4	5	5	5	5	5	5
Pernah	Pernah	Perempuan	18-28	<1.000.000	5	5	5	5	5	5	5	5	4	4	4	5	4	4	3
Pernah	Pernah	Perempuan	18-28	<1.000.000	4	4	4	5	5	5	4	4	4	4	4	4	5	4	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	3	2	2	3	3	3	2	2	3	4	3	3	3	3	3
Pernah	Pernah	Perempuan	>40	2.000.000-3.000.000	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	4	4	5	5	5	4	5	5	4	4	5	5	3	3
Pernah	Pernah	Laki-laki	28-39	>3.000.000	2	1	3	2	2	4	2	2	4	1	5	2	5	4	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	5	4	4	5	4	4	5	4	5	4	4	5	4	5
Pernah	Pernah	Laki-laki	18-28	>3.000.000	2	1	3	4	5	3	1	2	5	4	3	1	4	3	3
Pernah	Pernah	Laki-laki	28-39	<1.000.000	1	3	5	2	2	4	4	1	1	5	1	2	4	3	4
Pernah	Pernah	Laki-laki	28-39	2.000.000-3.000.000	1	1	3	2	2	4	4	3	2	4	5	1	1	2	3
Pernah	Pernah	Perempuan	28-39	2.000.000-3.000.000	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	3	4	3	2	3	5	3	2	2	4	3	2	2	3	4
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	3	3	4	4	5	5	3	2	3	3	3	2	3	4	4
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	5	5	5	5	5	5	4	4	5	5	4	5	4	5	5
Pernah	Pernah	Perempuan	28-39	2.000.000-3.000.000	3	4	5	5	5	4	3	4	4	4	3	3	4	4	3
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	3	5	3	4	3	2	2	3	4	3	3	3	5
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	5	5	5	4	4	4	4	4	3	4	4	5	3	3	3
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	4	5	3	4	5	4	4	3	4	4	5	3	3	3	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	5	4	4	5	2	3	4	4	4	5	5	4	3	4
Pernah	Pernah	Perempuan	18-28	<1.000.000	4	5	4	3	4	3	4	3	5	4	3	4	3	4	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	3	4	4	3	3	4	4	3	5	4	3	5	4	5
Pernah	Pernah	Laki-laki	<18	1.000.000-2.000.000	4	4	5	5	5	5	4	5	5	5	5	5	5	5	5
Pernah	Pernah	Laki-laki	18-28	<1.000.000	5	5	5	5	5	5	4	5	4	4	4	3	3	3	3
Pernah	Pernah	Perempuan	18-28	>3.000.000	3	4	4	5	4	3	4	4	3	3	2	3	3	3	3
Pernah	Pernah	Laki-laki	>40	>3.000.000	3	3	3	4	5	3	2	3	1	2	3	4	4	5	5
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5
Pernah	Pernah	Laki-laki	18-28	<1.000.000	5	5	4	5	5	4	4	4	5	5	4	4	5	4	4
Pernah	Pernah	Laki-laki	28-39	>3.000.000	3	3	4	4	4	3	4	3	4	3	4	3	4	3	5
Pernah	Pernah	Perempuan	28-39	>3.000.000	4	5	5	5	4	3	4	3	3	4	3	4	4	3	5
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	4	3	3	2	2	3	4	4	3	3	2	1	2	2
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	3	5	5	5	3	3	3	3	4	3	4	4	4
Pernah	Pernah	Laki-laki	<18	1.000.000-2.000.000	4	4	4	5	5	3	4	5	4	4	5	4	4	4	4
Pernah	Pernah	Laki-laki	<18	<1.000.000	4	5	5	4	4	5	3	3	2	3	3	4	3	3	3
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	5	4	5	4	4	4	3	3	4	4	3	4	4	3	4
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	4	3	3	3	4	3	4	3	2	4	3	4	3	3	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	3	4	4	5	4	4	3	4	5	4	4	4	5	4	3
Pernah	Pernah	Laki-laki	18-28	<1.000.000	4	5	4	3	4	4	4	5	4	4	4	5	5	5	5
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	3	3	3	4	4	4	4	5	3	3	4	4	3	4
Pernah	Pernah	Perempuan	28-39	>3.000.000	3	4	3	4	4	4	3	2	3	3	3	3	3	3	2
Pernah	Pernah	Laki-laki	28-39	>3.000.000	4	4	5	4	5	4	5	4	3	4	3	4	5	5	5
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	3	3	4	4	3	3	4	4	3	3	4	4	3	5	5
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	3	4	5	4	5	3	4	3	4	4	5	5	4	5	3

Pernah	Pernah	Perempuan	<18	<1.000.000	4	3	4	4	2	2	2	2	3	2	3	3	2	3	2
Pernah	Pernah	Laki-laki	<18	<1.000.000	4	4	4	5	4	4	4	3	3	3	4	3	4	3	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	5	5	4	5	5	4	3	3	4	4	4	3	3	3
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	4	4	4	4	5	3	4	4	3	3	4	4	3	3	3
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	4	5	5	5	4	4	3	3	4	4	4	3	4	3
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	3	3	3	4	3	3	3	3	4	4	4	3	4	3	4
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	4	4	3	3	3	4	3	4	4	3	4	5	4	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	3	4	4	4	3	4	3	4	4	4	4	3	3
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	3	4	3	4	3	4	4	4	3	3	4	3	2	3	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	3	3	4	3	4	4	3	4	3	2	4	3	3	4
Pernah	Pernah	Perempuan	18-28	>3.000.000	3	4	4	4	3	3	3	4	4	3	2	2	3	3	3
Pernah	Pernah	Laki-laki	18-28	>3.000.000	3	3	3	3	4	4	3	2	2	3	3	3	2	2	2
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	3	4	4	4	3	3	4	4	3	3	3	3	2	2	3
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	5	5	4	4	4	3	3	4	5	5	4	4	3
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	5	4	3	5	4	4	4	4	3	3	3	4	3	4	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	4	4	3	3	4	4	5	5	4	4	5	4	5	5
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	3	4	4	3	4	4	3	2	4	4	3	3	4	4
Pernah	Pernah	Perempuan	18-28	<1.000.000	5	5	4	4	4	4	5	5	5	5	5	4	5	5	5
Pernah	Pernah	Laki-laki	28-39	>3.000.000	4	3	5	4	3	3	2	3	2	4	3	3	4	3	3
Pernah	Pernah	Perempuan	28-39	>3.000.000	4	4	3	3	3	3	3	3	4	4	4	3	3	3	2
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	3	2	3	3	3	4	3	2	2	3	3	3	3	3	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	3	3	4	4	5	5	5	4	3	4	3	4	5	5	4
Pernah	Pernah	Laki-laki	<18	<1.000.000	4	3	3	4	4	4	3	3	3	4	4	4	4	3	3
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	4	3	4	3	5	5	4	1	3	4	4	4	4	4
Pernah	Pernah	Laki-laki	<18	1.000.000-2.000.000	4	3	2	3	4	4	4	4	4	5	5	5	5	5	5
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	4	3	3	4	4	5	4	5	3	4	4	4	4	4	4
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	3	4	3	3	3	4	4	3	2	2	3	4	3	2	2
Pernah	Pernah	Perempuan	>40	>3.000.000	4	3	2	3	2	3	3	4	4	2	4	4	3	3	3
Pernah	Pernah	Laki-laki	28-39	2.000.000-3.000.000	4	3	3	3	3	3	4	4	3	3	4	5	4	5	4
Pernah	Pernah	Laki-laki	18-28	>3.000.000	3	4	4	3	4	3	4	4	4	3	4	4	4	4	4
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	4	4	3	3	4	3	4	5	4	4	4	5	4	5
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	5	4	4	5	5	5	4	4	4	5	5	4	5	5	5
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	4	3	4	4	5	5	4	3	4	4	4	4	4	3
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	3	4	2	4	2	4	3	2	2	3	2	3	2	2	3
Pernah	Pernah	Perempuan	18-28	>3.000.000	4	3	3	3	4	4	3	3	3	4	4	3	3	3	3
Pernah	Pernah	Laki-laki	<18	1.000.000-2.000.000	3	4	3	4	4	4	4	3	4	4	4	3	3	4	4
Pernah	Pernah	Laki-laki	<18	2.000.000-3.000.000	3	4	4	3	4	3	4	3	4	4	4	3	4	4	4
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	4	4	3	4	5	5	4	3	3	3	4	4	4	3	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	4	3	3	3	4	4	3	4	4	4	3	3	4
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	3	3	4	4	3	3	4	3	3	4	4	4	3	3	4
Pernah	Pernah	Perempuan	18-28	>3.000.000	4	3	4	4	4	5	4	5	5	4	4	4	4	5	5
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	3	3	4	4	4	3	4	4	4	3	4	4	4	4	4
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	3	4	4	4	3	3	4	3	4	4	4	4	5	5	4
Pernah	Pernah	Perempuan	18-28	>3.000.000	4	4	3	3	4	4	3	3	4	4	5	4	4	3	5
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	4	3	4	4	5	3	4	4	4	3	4	3	4	4
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	3	4	4	5	5	4	4	4	5	4	5	3	3	3	3
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	3	3	3	5	5	5	5	5	5	5	5	2	2	2	2
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	5	5	4	5	3	3	4	3	5	3	5	4	5	4	3
Pernah	Pernah	Perempuan	28-39	>3.000.000	4	3	3	4	5	5	4	3	3	3	4	5	3	4	4
Pernah	Pernah	Laki-laki	28-39	>3.000.000	4	5	4	4	3	4	5	4	4	4	4	5	4	5	5
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	4	4	5	4	4	4	5	5	3	4	4	5	5	5

63

Pernah	Pernah	Laki-laki	18-28	>3.000.000	3	3	2	3	3	2	2	2	1	1	2	3	2	2	1
Pernah	Pernah	Perempuan	18-28	>3.000.000	3	2	2	3	3	2	2	2	1	2	2	3	2	3	3
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	3	4	4	5	5	4	4	5	5	4	4	4	4	4
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	4	4	4	5	4	5	4	4	5	4	4	4	4	5	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	3	4	4	3	3	3	3	3	3	4	3	4	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	4	4	4	3	3	4	3	3	4	4	3	3	3	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	3	4	4	4	3	3	4	4	4	4	4	4	4	3	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	5	5	4	4	5	5	5	4	4	5	5	5	5	5	5
Pernah	Pernah	Perempuan	28-39	>3.000.000	4	3	3	4	4	4	3	4	5	3	3	3	4	4	5
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	4	4	4	5	3	4	3	2	4	4	3	3	4
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	3	3	4	5	5	3	4	3	3	4	4	4	3	3	4
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	5	5	5	4	4	5	5	4	4	5	5	4	4	5	5
Pernah	Pernah	Perempuan	<18	<1.000.000	3	3	4	4	3	3	3	4	4	4	4	4	3	4	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	3	5	4	4	5	5	4	4	4	4	4	4	4
Pernah	Pernah	Laki-laki	<18	<1.000.000	3	4	4	4	4	3	4	5	4	4	3	4	5	4	4
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	5	4	4	5	4	5	5	5	3	5	5	4	4	4	4
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	3	4	3	5	4	3	4	3	1	4	3	4	4	4	4
Pernah	Pernah	Perempuan	18-28	2.000.000-3.000.000	4	4	3	4	3	4	3	4	4	3	3	4	3	3	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	3	3	4	4	3	3	4	5	4	3	4	3	3
Pernah	Pernah	Perempuan	<18	<1.000.000	3	2	3	3	2	2	3	2	1	2	3	3	2	2	1
Pernah	Pernah	Laki-laki	<18	<1.000.000	2	2	3	3	2	3	2	3	3	3	2	3	2	2	3
Pernah	Pernah	Laki-laki	28-39	>3.000.000	3	3	3	4	3	4	3	3	2	3	3	3	4	4	3
Pernah	Pernah	Perempuan	28-39	>3.000.000	4	4	4	4	5	5	4	3	3	4	4	4	3	4	5
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	4	4	4	4	4	3	4	5	2	4	5	3	2	
Pernah	Pernah	Laki-laki	18-28	>3.000.000	3	4	2	4	4	3	4	3	3	4	5	4	3	3	5
Pernah	Pernah	Perempuan	18-28	>3.000.000	4	3	3	4	4	4	3	3	2	4	4	4	3	4	3
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	4	4	4	3	4	4	3	3	4	4	4	4	5	5
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	4	4	5	4	4	4	4	3	3	4	5	4	4	3	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	3	4	4	4	4	3	4	3	3	4	4	4	4
Pernah	Pernah	Laki-laki	<18	2.000.000-3.000.000	4	3	3	4	4	5	4	3	3	4	4	5	4	4	4
Pernah	Pernah	Perempuan	<18	2.000.000-3.000.000	4	4	4	4	2	3	4	4	5	5	4	3	3	4	4
Pernah	Pernah	Laki-laki	28-39	>3.000.000	4	3	5	5	4	4	4	4	4	4	4	4	5	5	5
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	4	3	4	4	4	4	3	3	4	4	4	3	3	3
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	4	3	3	4	4	4	3	4	5	4	4	4	3	4	4
Pernah	Pernah	Perempuan	<18	<1.000.000	3	3	3	4	4	3	3	4	3	5	4	4	4	3	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	4	4	4	3	3	4	5	4	4	3	3	4	4	4
Pernah	Pernah	Laki-laki	18-28	1.000.000-2.000.000	3	4	3	4	4	3	4	4	3	3	4	3	3	4	
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	3	3	4	3	3	4	4	3	3	3	4	3	3	
Pernah	Pernah	Laki-laki	18-28	>3.000.000	4	4	4	4	3	4	4	3	4	4	4	4	4	4	
Pernah	Pernah	Perempuan	18-28	1.000.000-2.000.000	4	5	5	5	4	3	5	5	3	5	4	4	5	4	5
Pernah	Pernah	Laki-laki	28-39	>3.000.000	4	4	4	4	3	5	4	4	3	4	5	4	4	4	3
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	3	4	4	4	3	3	4	5	1	4	3	4	4	4	4
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	3	4	4	4	4	3	5	4	4	5	4	5	5	4
Pernah	Pernah	Laki-laki	18-28	2.000.000-3.000.000	4	3	4	4	4	3	4	5	5	4	4	4	3	3	4
Pernah	Pernah	Perempuan	18-28	>3.000.000	4	5	5	5	4	4	4	4	3	4	5	5	5	5	5

Lampiran 3

Hasil Olah Data

Hasil Olah Data Smart PLS
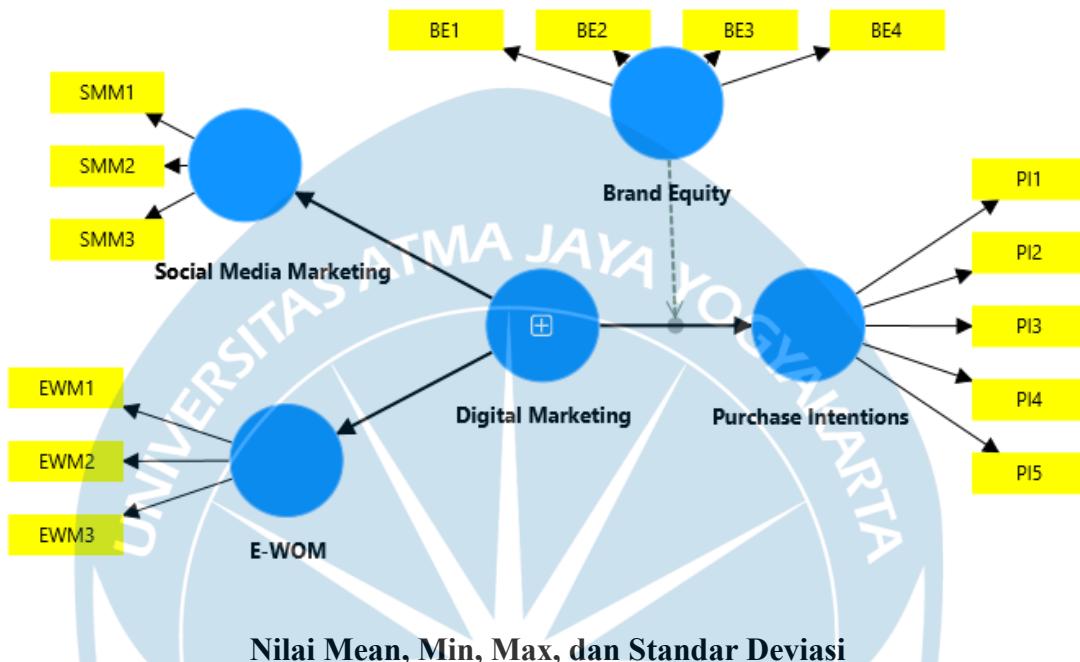
Nilai Mean, Min, Max, dan Standar Deviasi

Indicators	**15**												
Samples	**152**												
Missing values	**0**												

Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p value
SMM1	1	MET	0	3.737	4.000	1.000	5.000	1.000	5.000	0.723	1.756	-0.712	0.000
SMM2	2	MET	0	3.704	4.000	1.000	5.000	1.000	5.000	0.857	0.582	-0.463	0.000
SMM3	3	MET	0	3.730	4.000	2.000	5.000	2.000	5.000	0.794	-0.573	-0.032	0.000
EWM1	4	MET	0	4.013	4.000	2.000	5.000	2.000	5.000	0.734	0.296	-0.524	0.000
EWM2	5	MET	0	3.842	4.000	2.000	5.000	2.000	5.000	0.859	-0.565	-0.317	0.000
EWM3	6	MET	0	3.822	4.000	1.000	5.000	1.000	5.000	0.859	-0.207	-0.339	0.000
PI1	7	MET	0	3.717	4.000	1.000	5.000	1.000	5.000	0.782	0.600	-0.623	0.000
PI2	8	MET	0	3.612	4.000	1.000	5.000	1.000	5.000	0.904	-0.507	-0.123	0.000
PI3	9	MET	0	3.454	3.000	1.000	5.000	1.000	5.000	1.075	-0.239	-0.409	0.000
PI4	10	MET	0	3.770	4.000	1.000	5.000	1.000	5.000	0.839	0.644	-0.622	0.000
PI5	11	MET	0	3.770	4.000	1.000	5.000	1.000	5.000	0.839	-0.041	-0.352	0.000
BE1	12	MET	0	3.789	4.000	1.000	5.000	1.000	5.000	0.792	1.984	-0.970	0.000
BE2	13	MET	0	3.664	4.000	1.000	5.000	1.000	5.000	0.917	-0.527	-0.211	0.000
BE3	14	MET	0	3.664	4.000	1.000	5.000	1.000	5.000	0.881	-0.402	-0.161	0.000
BE4	15	MET	0	3.757	4.000	1.000	5.000	1.000	5.000	0.910	-0.110	-0.394	0.000

○ Indicators

○ Correlations

○ Data groups

○ Raw data

Nilai *Outer Loadings* (*Loading Factors*)

Outer loadings - List	Outer loadings
BE1 <- Brand Equity	0.716
BE2 <- Brand Equity	0.819
BE3 <- Brand Equity	0.875
BE4 <- Brand Equity	0.806
EWM1 <- Digital Marketing	0.722
EWM1 <- E-WOM	0.793
EWM2 <- Digital Marketing	0.728
EWM2 <- E-WOM	0.858
EWM3 <- E-WOM	0.698
EWM3 <- Digital Marketing	0.574
PI1 <- Purchase Intentions	0.764
PI2 <- Purchase Intentions	0.794
PI3 <- Purchase Intentions	0.712
PI4 <- Purchase Intentions	0.731
PI5 <- Purchase Intentions	0.699
SMM1 <- Digital Marketing	0.737
SMM1 <- Social Media Marketing	0.790
SMM2 <- Digital Marketing	0.745
SMM2 <- Social Media Marketing	0.871
SMM3 <- Social Media Marketing	0.731
SMM3 <- Digital Marketing	0.640
Brand Equity x Digital Marketing -> Brand Equity x Digital Marketing	1.000

Nilai *Construct Reliabilty and Validity*

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Equity	0.818	0.823	0.881	0.649
E-WOM	0.688	0.703	0.828	0.618
Purchase Intentions	0.794	0.800	0.859	0.549
Social Media Marketing	0.715	0.722	0.841	0.639

Nilai *Discriminant Validity* (*Cross Loadings*)

	Brand Equity	Digital Marketing	E-WOM	Purchase Intentions	Social Media Marketing
BE1	0.716	0.550	0.419	0.454	0.540
BE2	0.819	0.435	0.324	0.503	0.432
BE3	0.875	0.486	0.436	0.526	0.415
BE4	0.806	0.350	0.265	0.498	0.344
EWM1	0.318	0.722	0.793	0.346	0.493
EWM1	0.318	0.722	0.793	0.346	0.493
EWM2	0.397	0.728	0.858	0.411	0.437
EWM2	0.397	0.728	0.858	0.411	0.437
EWM3	0.340	0.574	0.698	0.379	0.318
EWM3	0.340	0.574	0.698	0.379	0.318
PI1	0.494	0.526	0.385	0.764	0.529
PI2	0.494	0.508	0.362	0.794	0.521
PI3	0.433	0.412	0.327	0.712	0.391
PI4	0.440	0.458	0.359	0.731	0.438
PI5	0.411	0.422	0.341	0.699	0.395
SMM1	0.498	0.737	0.490	0.496	0.790
SMM1	0.498	0.737	0.490	0.496	0.790
SMM2	0.392	0.745	0.416	0.509	0.871
SMM2	0.392	0.745	0.416	0.509	0.871
SMM3	0.384	0.640	0.373	0.479	0.731
SMM3	0.384	0.640	0.373	0.479	0.731

Nilai R-*Square* dan Q-*Square*

	R-square	R-square adjusted
Purchase Intentions	0.505	0.495

PLSpredict LV summary	Q²predict	RMSE	MAE
Purchase Intentions	0.441	0.759	0.554

Hasil Uji Hipotesis
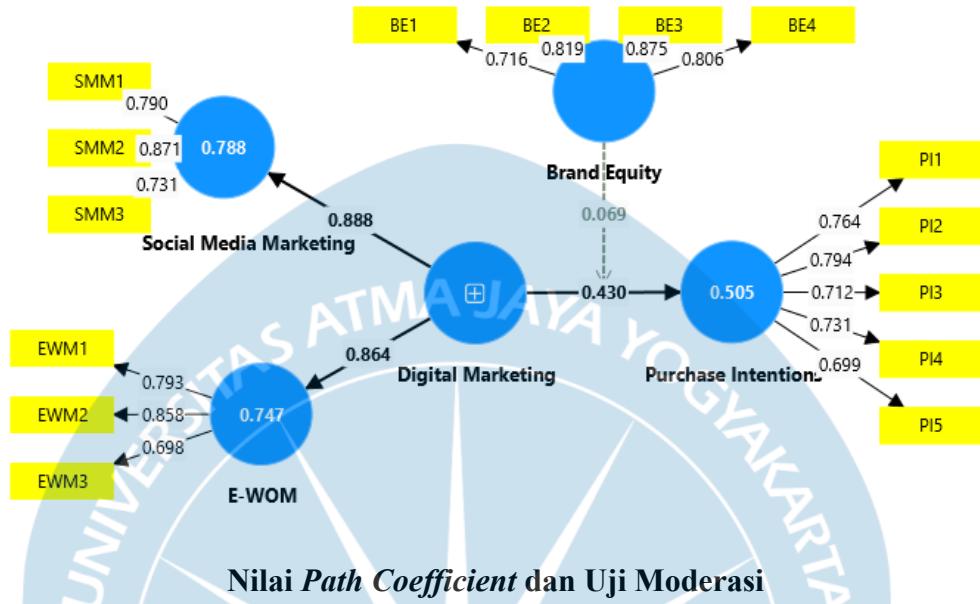
Nilai *Path Coefficient* dan Uji Moderasi

Path Coefficients	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Digital Marketing -> Purchase Intentions	0.430	0.430	0.075	5.725	0.000
Brand Equity x Digital Marketing -> Purchase Intentions	0.069	0.056	0.073	0.947	0.344

Lampiran 4

Jurnal Acuan

The effect of digital marketing on purchase intention: Moderating effect of brand equity

Maher Alwan[a] and Muhammad Turki Alshurideh[b,c*]

[a]Marketing Department, Faculty of Business, Al-Zaytoonah University, Jordan
[b]Department of Marketing, School of Business, The University of Jordan, Amman 11942, Jordan
[c]Department of Management, College of Business, University of Sharjah, Sharjah 27272, United Arab Emirates

CHRONICLE	ABSTRACT
	This study aims to investigate the effect of digital marketing, social media marketing and electronic word-of-mouth EWOM, on the purchase intention with moderating effect of brand equity. A quantitative research approach was used to achieve the research objectives. The data was collected from a sample consisting of 254 online shoppers of IKEA Jordan. By using a random sampling technique, the data was collected through an electronic questionnaire. Statistical analyses were conducted such as data normality and scale reliability by using IBM SPSS 21 software, followed by measurement model and hypothesis testing by using Smart PLS3 software. The results assessed the validity of the measurement model, structural model as well moderation analysis that was conducted based on the study objectives. The findings confirmed the assumptions which stated the digital marketing had a positive significant effect on purchase intention, and the moderating effect of brand equity revealed a significant effect. The study has contributed to the existing literature by providing future research suggestions and directions linked to this topic in the context of Jordan social media marketing and shopping.

1. Introduction

The current marketing business and communication provides new integrated marketing communication which offer modern easy and appropriate tools to help to effectively communicate with different stakeholders, mainly the customer about the offers as well as marketing campaigns (Alshurideh et al., 2017; Alyammahi et al., 2020; Alzoubi et al., 2020). The benefits of internet proliferation have provided entertainment and less consumed time during the shopping process, also it contributes in changing the face of modern business landscapes for all multinational organizations which result in exponential growth of the online businesses like Amazon and IKEA (Kannan, 2017; Alshurideh, 2022; Alshurideh et al., 2022). According to international studies, the consumers have spent millions on online shopping since modern applications and smartphones make this process easier and more available with lower costs, and most people spend many hours a day browsing various shopping services (Statista., 2019; Sweiss et al., 2021). The results of this developed marketing attitude have led to intensive competition in the e-commerce markets and the key players in this field are seeking for more innovative methods to attract more online customers as well retaining the current consumers (Obeidat et al., 2019; Safie et al., 2019).

As the integrative marketing activities have evolved, an emerging new concept called digital marketing also has occurred and brings some dramatic changes in the marketing area and it is replaced the common traditional marketing communication for many companies in order to effectively communicate with the customers particularly through the online shopping world

(Athapaththu & Kulathunga, 2018; Al-Dmour et al., 2021; Leo et al., 2021). Today's companies are interested to increase their capabilities with focus on the purchase intentions of the customers to accept and use the modern marketing means that encourage these companies to integrate and employ digital marketing strategies and focus on the usage of online platforms like social media (Ahmed & Zahid, 2014; Ahmad et al., 2021a; Lee et al., 2022a&b; Tariq et al., 2022a). Thus, this research would offer a comprehensive overview associated with the topic of relationship between digital marketing (social media marketing and electronic word-of-mouth EWOM) and purchase intention, the findings of this study present whether the business trends in the future are mainly dependent on the consumer preferences and attitudes. Further, this research intends to examine the phenomenon in Jordan of the moderating effect of brand equity among the relationship between digital marketing dimensions and purchase intention, as a lack of empirical research attempts in this issue. Therefore, the key research objectives are (1) To identify the effect of digital marketing (social media marketing and electronic word-of-mouth) on purchase intention; (2) To examine the moderated effect of brand equity on this relationship. So, the corresponding research questions are: (1) To which extent does digital marketing (social media marketing and electronic word-of-mouth) influence the purchase intention? (2) What is the moderated effect of brand equity on the relationship between digital marketing and purchase intention?

2. Literature Review

The concept of digital marketing could be defined as applications of modern digital technologies integrated with the traditional marketing strategies in order to achieve the ultimate marketing objectives. The companies adopt this new type of marketing also to gain big momentum to support the easy trade through advanced applications found in the smartphones which encourage the trading activities and have become a marketplace (Leeflang et al., 2014; Almaazmi et al., 2021; Tariq et al., 2022b). During the past decades and in the midst of launching search engines, new major marketing challenges have arisen from the severity of non-conventional business competition which contributes to the concept of digital marketing and its connected aspect's (Ahmed et al., 2020; Diventy et al., 2021). The paradigm of digital marketing has resulted in drastic changes and shifting in the worldwide markets and increased the prevalence of customer's purchase intentions and power, and this resulted in several implementations of advanced business technologies that have been created as responding to the business changes (Poyurak & Softic, 2019; Khasawneh et al., 2021a&b).

The factors that contribute to digital marketing are the boom of available digital technologies like laptops, smartphones and e-commerce platforms as well as artificial intelligence (AI) (Alhashmi et al., 2021; AlShamsi et al., 2021; Nuseir et al., 2021; Yousuf et al., 2021). These factors also showed effect on the shifts of consumer's attitudes towards the purchases, and they reshape the future of marketing strategy (Sivasankaran, 2013; Abuhashesh et al., 2021; Hasan et al., 2022). E-shopping and commerce offers additional values for the customers compared to the old traditional commerce which may also impact consumers' online purchase intention (Al Dmour et al., 2014; Dastane, Goi, & Rabbanee, 2020). However, the customers can reach their marketplaces from anywhere and anytime through the diversity and available web pages that have attractive and informative texts, graphics, as well audio that overcome the shortcomings of the traditional marketing channels and develop the users' experiences (Gabriel & Kolapo, 2015; Alshurideh, 2019; Alshurideh et al., 2019). Hence, digital communication supports building modern opportunities for social media involvement in the marketing activities to control and decrease the marketing costs of the traditional marketing (Aljumah et al., 2021; Al-Maroof et al., 2021; Kurdi et al., 2021).

Furthermore, today's marketers are facing some new challenges during integration appropriate and blended marketing strategies to reach as much as potential consumers and to create brand loyalty and awareness for successful and effective interacting with the customers through direct feedback (Tamrakar, Pyo, & Gruca, 2018; Alshurideh et al., 2020; Hamadneh et al., 2021a). Digital marketing has a capacity to attract mass and wide range of customers and allow the companies to interact with them quickly and sufficiently through different online platforms and media to instruct them during the purchase process (Lodhi & Shoaib, 2017; Ahmad et al., 2021b&c). Also, digital marketing plays a role in strengthening the brand's value through reducing brand misunderstanding when the customers share their feedback and experience which might lead to greater purchase intentions. The investment in the digital marketing sector requires big budget and technical infrastructure with skilled and talent staff, but the management should firstly address the benefits gained of this integration and compare it to the potential losses of the traditional marketing channels to support the tracks of investment returns (Teixeira, Barbosa, & Pinto, 2019; Hamadneh et al., 2021b; Shamout et al., 2022).

Digital marketing also offers multi-setting platforms for the consumers to guide and control the purchase processes by products browsing and reviewing (Akour et al., 2021; Ghazal et al., 2021). Moreover, the sales conversion is a complex process without adequate marketing and product content to influence and convince the customers for a prospective sale and to ensure repeat purchase (Swieczak & Łukowski, 2016; Almazrouei et al., 2020). The trust among consumers towards some products enables the research engines to gain some personal data to enhance the customer relationship for greater performance of marketing strategies (Al-Khayyal et al., 2020; Alsharari & Alshurideh, 2020). Also, the privacy and security assurance of this data encourage the consumers to be a part of many feedback and quality-related surveys that design to explore their digital experiences. As information security and privacy are important, this issue has become crucial in digital marketing due to sharing data of customers which might violate their confidentiality without consent (Whitler & Farris, 2017).

The doubts among customers have grown about the reliability of the digital marketing tools therefore they suggest that the companies try to build brand awareness and trust with great branding as a method of marketing. Even so, a lot of companies invest in digital marketing as a future business development and sustainability. Failure adoption in the digital marketing campaigns of the companies indicate high cost and time-consuming efforts with lower business competitiveness, as Jordan still has poor experience with digital marketing and lack of needed infrastructure, culture as well skills (AL-Azzam & AL-Mizeed, 2021; Al-bawaia et al., 2022). The process of purchase intention is highly influenced by the electronic searching among the customer and the time spent browsing some e-shopping web pages (Nofal et al., 2021). Currently, the E-businesses try to attract new consumers and maintain the current customers; and this would be achieved through better grasping the effects of digital marketing on purchase intention. The innovative companies also focus on developing the methods of communication process by incorporating a mix and blend of advanced technologies to handle the rigorous competition (Wong et al., 2019). The issue of impacts of digital media on consumer's purchase intention was addressed by many scholarly works (e.g., Rehmani & Khan, 2011) and the findings confirmed this effect and emphasized the growing future smartphone usage which requires integrative strategies of the marketing department to understand this emerging business issue.

Furthermore, the studies addressed the history of purchase intention from different views and they focus on this term due to the growing development of advanced technology and consumers' changes and preferences in the shopping process. As the significance of digital marketing increasing, the existing relevant literature that examined the purchase intention has not fully found the effect of digital marketing on purchase intention (Dastane, 2020), and further expand the related knowledge with some proposed conceptual model with mediating or moderating effects of numerous constructs e.g., brand awareness in the relationship between digital marketing and purchase intention in different contextual field (Putri, 2021). The findings were relatively similar and valued to the existing literature and future scholars evidenced by these studies to fulfil research gaps in a research niche of Jordanian context related to digital marketing and purchase intention, which has become an essential topic in the marketing field as evidenced by contemporary studies.

Digital marketing is considered as one of the most modern marketing methods that is widely used for customer communication and products/services promotion with no limitation on place, time, and cost (Monfared et al., 2021). Wibisurya (2018) showed that digital marketing had a positive significant effect on purchase intention, with main effect on the attractive contents and customisation for the customers. Similarly, Poyurak and Softic (2019) who have also confirmed this result with a positive effect of the digital marketing on purchase intention by exchanging ideas and opinions with numerous customers. On other hand, Chaf and Chadwick (2019) have found insignificant impact and relationship between digital marketing and purchase intention, which this attempt doesn't support, the purchase intention while using the modern digital marketing tools and methods. Therefore, this study intends to examine the relationship and propose the following main research hypothesis.

Digital marketing has various methods and tools involved in this process and supports the prevalence of this modern marketing process. Tsitsi (2013) indicated a system which allows the marketer to involve, communicate, and promote their entities to the buyers, and is commonly known with the social media marketing which also gives all people chances to participate in different marketing purposes. Social media marketing has become a form of both direct and indirect marketing activities that used to establish brand awareness and recognition. Currently, people use this tool from different social webs like social networking and bookmarking content (Genelius, 2011) as well. Kim and Ko (2012) refer to three measurements of social media marketing factors called entertainment, interaction, and trendiness. Another important dimension of the digital marketing namely Electronic Word Of Mouth (e-wom) which is a statement either negative or positive established by real previous or potential customers experience regarding a brand or company which this opinion is important for people or companies through the social media (Jalilvand and Samiei, 2012). The electronic word of mouth has become a vital place for customers to share their feedback and experiences and give them to potential customers; also, it is considered an effective approach than the traditional one of word of mouth (Priansa, 2017). Charo (2015) demonstrates that the electronic word-of-mouth EWOM facilitates the information exchange and knowledge by online platforms using numerous social media channels. Cheung & Thadani (2010) also emphasized that E-WOM has four factors namely communicator, stimulus, response, and receiver. Based on this evidence, the researcher postulates the research hypothesis as follows H1: Digital marketing (social media marketing and electronic word-of-mouth) has a significant effect on purchase intention.

Brand equity as discussed in the relevant literature indicates the product or service added value that also indicates the perceptions of the consumers and their reflection or experience toward a particular brand, and this includes the price, package, quality, market share, and brand profits (Kotler & Keller, 2012). Additionally, Aaker (1992) indicated that the strong brand can view through the customer brand equity that encompasses some key dimensions, like perceived quality, brand awareness and loyalty (Ra'd Almestarihi et al., 2021). For example, brand awareness indicates the ability of customers to maintain in mind or remember this brand over many diverse situations (Kotler & Keller, 2012). Further, the brand awareness is a key component and influential factor among the decision making of the consumers, they tend to buy the product which is well-known and has various benefits as well meet their expectations (Soewandi, 2015). Brand association has a role in forming the brand equity and it is defined as memorized signs connected to a brand which might include experience, perception, feeling, and attitude, and anything which represents the brand characteristics (Kotler & Keller, 2012). The greater brand association, the greater brand equity that may result in a greater positive relationship of the brand in the customers' perspectives. Empirically, the studies about this concept were conducted to present some evidence which concluded that brand awareness has two components called brand association and awareness, and they combine together as one single dimension. Based on this

evidence, the researcher postulates the research hypothesis as follows H2: brand equity moderates the relationship between digital marketing and purchase intention.

3. Method

This study adopted and used the scientific quantitative method linked with the positivist paradigm in order to test research hypotheses. For this purpose, the data was collected by questionnaire from the respective sample, which was a customer of IKEA Jordan, and then the study hypotheses were tested by using common statistical software of Smart PLS3. As stated early, this research aimed to examine the causal effects between three constructs namely: digital marketing with two dimensions namely (social media marketing and electronic word-of-mouth), purchase intention, and brand equity. The study also adopted a cross-sectional research approach to test the individuals' characteristics at period. In this research, the major elements for data collection from large numbers of respondents were the quantitative approach utilized by the study instrument of the survey questionnaire. It also used a random sampling technique in the purpose of collecting data from the target sample of online consumers and shoppers of IKEA in Jordan, then the data was analysed by using a statistical program. The study conducted various statistical analyses such as demographic analysis, measurements normality and scale reliability by using IBM SPSS 21, as well it had been evaluated by confirmatory factor analysis and structural equation modelling using Smart PLS3. The validity and moderation analysis of the measurement model was also evaluated using the same program of Smart PLS3. The hypotheses were tested, and subsequently the results were addressed and discussed. In this study, the survey questionnaire was developed based on previous relevant studies that addressed the same constructs and led the methods to carry out the study strategy. Fig. 1 shows the conceptual model of this research which represents an independent variable (with its two perspective dimensions), dependent variable as well the moderator.
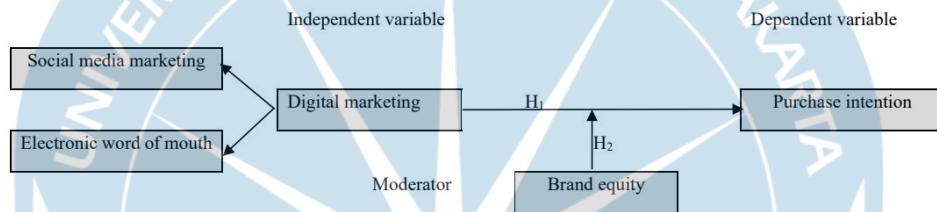
Fig. 1. Research Conceptual Model

The survey questionnaire was edited and prepared then distributed by an electronic questionnaire style after having approval from the store management. The electronic questionnaire was selected due to the many benefits gained from this tool e.g easy to reach sample because of the advanced smartphones which make it easier to send the questionnaire as a link by using some common social media platform such as Whatsapp, and it enables easy retrieval of the data. It was designed through Google Form which allows synthesizing the questionnaire as a link to send it to the participants smoothly, as well the researcher can obtain direct results in a real time (Kitagaki, Tomita, & Hikita, 2004). The questionnaire was prepared in Arabic language for more convenience to the sample and to avoid ambiguity among the statements, so the respondents were aware of the items as well the research objectives. The questionnaire was also divided into three parts. The first part about demographics data of the respondents such as gender, age, education level, etc. the importance of demographic data was vital for some certain reasons: to identify the individual characteristics and behaviours of a particular group and to enable generalize the accuracy of the respective sample to broad target sample (Hughes, Camden, & Yangchen, 2016). The second part of the questionnaire was designed to ask the participants about their agreement or not regarding the effects of digital marketing dimensions (six items) on the purchase intention (five items), and the moderated role of brand equity (four items) in this causal effect. The measurement scale adopted Five-Likert scale ranging from 1 strongly disagree to 5 strongly agree to assess the measurement items. Table 1 presents the measurement items and their sources during designing the research instrument.

Table 1
Research Instrument

	Statements	Source
	Digital Marketing Dimensions	
	Social Media Marketing	
1	The social media marketing provides wide range of feedback and information products and helps searching the best product.	Sivasankaran (2013); Yuvaraj & Indumati (2018)
2	Social media platforms offer good quality information about brand/firm.	
3	Social media channels also provide detailed methods while using online media and marketing tools.	
	Electronic Word-Of-Mouth	
4	Electronic WOM acts as a tool to make products comparison prior shopping online.	
5	Electronic WOM provides real different customer's experiences and opinion exchange through brands social networks.	
6	Electronic WOM facilitates shopping activities and products evaluation and brand awareness.	

Table 1
Research Instrument (Continued)

	Statements	Source
	Purchase Intention	
1	In the future I would intend to become online shopper.	Laksamana (2018); Gabriel &
2	My intention to become online shopper is positive and enthusiastic.	Kolapo (2015)
3	I am capable to be online shopper over many purchase activities.	
4	I have a great intention to replace the traditional shopping pattern with the E-shopping.	
5	While browsing a product, I plan to conduct the purchase process online.	
	Brand Equity	
1	It makes sense for me to buy the brands with online facilities instead of other brands.	Yoo & Donthu (2001); Yoo,
2	Even if different brands have the same features, I will prefer to buy a brand with online aspects.	Donthu, & Lee (2000)
3	If there is different brand's online performance, I would prefer to buy the brand with more digital features.	
4	If the digital concern of a brand is different from another brand, it looks easier to purchase this brand.	

4. Results

4.1 Demographic Analysis

Sample demographics are presented in Fig. 2 which shows how the sample demographic characteristics were distributed during the process of data analysis. As a part of the research sample study, the results of demographics obtained from 254 participants were collected after designing an electronic form using Google Form, and the research instrument included the following questions: gender, age, education level, and profession. The results showed out of a total of 254 participants, 100 male and 154 female samples which contribute around 39.4% male and 60.6% female. The selection process was gender-based to confirm a belief which states that women use E-shopping more than men (39.4% vs. 60.6%). The results provided from the questionnaire analysis, the dominant age group was 30-40 years (35.8%), followed by the group aged less than 30 years (33.1%), 40-50 years (17.3%), and above 50 years (13.8%). In terms of the educational levels of the overall participants, the results showed that the majority were bachelor's degree holders (53.5%), followed by Master holders (16.1%), secondary school degree holders (15.7%), and only (4.3%) were doctorate holders. Based on the profession, run a business category contributed the majority with 25.2%, followed by employee in private sector (22.4%), unemployed (19.7%), and employee in government sector (14.2%), housewife/husband (11%) and lastly, student unemployed (7.5%).
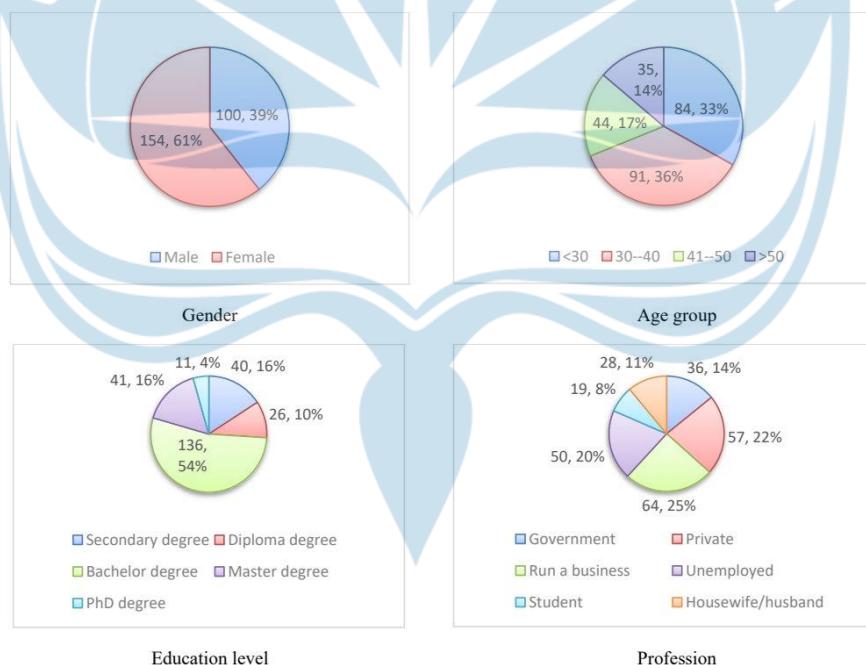
Fig. 2. Sample Demographics

4.2 Normality & Reliability Analyses

The study has conducted other important required analyses related to the descriptive statistics which show the extent of the dataset has normal distribution, and how reliable of the measurement items used in this study. The results of this test are provided in Table 2 which provides both normality assessment by using the most common tests namely skewness and kurtosis available in SPSS software to determine the normal distribution of the data collected. George and Mallery (2010) stated that all variables achieved great and acceptable if the values of skewness and kurtosis ranged between -1.0 and +1.0, which is considered a good rule-of-thumb. was shown for the normal distribution. The findings provided in Table 3 showed that the normality test of all research variables involved in this study had normal distribution through great values of skewness and kurtosis with good symmetric normal distribution of the data.

Table 2

Descriptive Statistics & Reliability

Item	Mean	Std. Deviation	Skewness	Kurtosis	Outer loadings	Scale reliability
DM1	3.99	0.606	0.005	-0.250	0.70	0.71
DM2	3.89	0.764	-0.447	0.059	0.73	
DM3	4.11	0.660	-0.117	-0.706	0.63	
DM4	3.94	0.856	-0.543	0.285	0.74	0.75
DM5	4.14	0.689	-0.187	-0.889	0.74	
DM6	4.10	0.684	-0.127	-0.858	0.75	
PI1	4.14	0.714	-0.214	-1.018	0.79	0.85
PI2	3.92	0.837	-0.454	-0.121	0.82	
PI3	3.81	0.933	-0.388	-0.576	0.81	
PI4	4.06	0.692	-0.083	-0.897	0.78	
PI5	4.13	0.713	-0.195	-1.017	0.75	
BE1	3.91	0.923	-0.873	0.756	0.79	0.71
BE2	3.98	0.638	-0.260	0.327	0.75	
BE3	4.15	0.650	-0.162	-0.669	0.69	
BE4	4.21	0.683	-0.290	-0.856	0.68	

Reliability Assessment was also assessed by the most common test in this analysis called Cronbach's alpha which was used in this study to measure the internal consistency of the coefficient reliability for questionnaire items. As the values of reliability test debatable, but mostly the increases of alpha value would improve the variables correlation and reliable alpha value more than 0.70 consider good and reliable scale (Kline, 2000), and the alpha value less than 0.7 is subject to low reliability. However, the results as illustrated in Table 2 showed that the reliability score had ranged from 0.71 to 0.85 which indicated favourable reliability.

4.3 Measurement & Structural Model Analysis

PLS-SEM approach was conducted in the current research which requires analysing two types of model, firstly measurement model which include testing the reliability of the constructs through two popular measures namely average variance extracted AVE and composite reliability CR. The findings of this test as shown in Table 4 indicated the values of both AVE and CR for each variables were more than 0.50 and 0.60 respectively with higher outer loading e.g 0.70 (Wong, 2013) which suggested that the measurement items with a value of 0.70 and more considered valid, and the low outer loadings (below 0.4) are suggested to be skipped from further analysis to ensure greater results and to not affect the reliability of the research constructs (Hair et al., 2021). The reliability results test as shown in Table 4 indicated that all study variables namely digital marketing dimensions marketing (social media marketing and electronic word-of-mouth EWOM), purchase intention and brand equity as the Cronbach's Alpha, AVE and CR values for all achieved the threshold suggested values by expertise (0.70, 0.50, & 0.60 accordingly) (Ramayah et al., 2018). Next test is related to the structural model which was assessed in order to determine the amount of R-square value which indicated the amount of variance in the dependent variable caused by the respective independent variable. The result showed that the R-square value was 0.650, and this result indicated that the independent variable (digital marketing) influences the dependent variable (purchase intention) by 65%, which means that digital marketing significantly affects purchase intention. Therefore, it would conclude that the independent variable explains around 65% of the dependent variable.

Table 3

Measurement Model Results

Variable	AVE	CR	R^2
Social media marketing	0.64	0.84	
EWOM	0.68	0.86	
Purchase intention	0.62	0.89	0.65
Brand equity	0.53	0.82	

4.4 Hypotheses Testing

The results of hypothesis testing, and the respective results are presented in Table 4 as well the graphic illustrated in Fig. 3. The first hypothesis states that digital marketing (social media marketing and electronic word-of-mouth) has a significant effect on purchase intention testing, the derived results of this hypothesis provided a T-statistic value of 48.968 and 75.674 respectively which is greater than the tabulated T-value of 1.96, with a P value of 0.000 which is less than 0.05 of a significance level. This result indicated a significant effect between these variables, and the coefficient value obtained was 0.873 and 0.897 respectively which also indicated a significant and positive effect between digital marketing dimension's (social media marketing and electronic word-of-mouth) and purchase intention. Therefore, the study accepted the first proposed research hypothesis stated early. The second research hypothesis states that brand equity moderates the relationship between digital marketing and purchase intention. The derived results of this hypothesis provided a T-statistic value of 5.901 which is greater than the tabulated T-value of 1.96, with a P value of 0.000 which is also less than 0.05 of a significance level. These results indicated a moderation effect of brand equity among the relationship between these variables, and the coefficient value obtained was 0.267 which also indicated the brand equity acts as a moderator. Therefore, the study accepts the second proposed research hypothesis.

Table 4
Path Coefficients

Path	Path estimate	Standard deviation	T-statistics	P-value	Result
Social media marketing → purchase intention	0.873	0.018	48.968	0.000	Supported
Electronic WOM → purchase intention	0.897	0.012	75.674	0.000	Supported
Brand equity → purchase intention	0.267	0.045	5.901	0.000	Supported
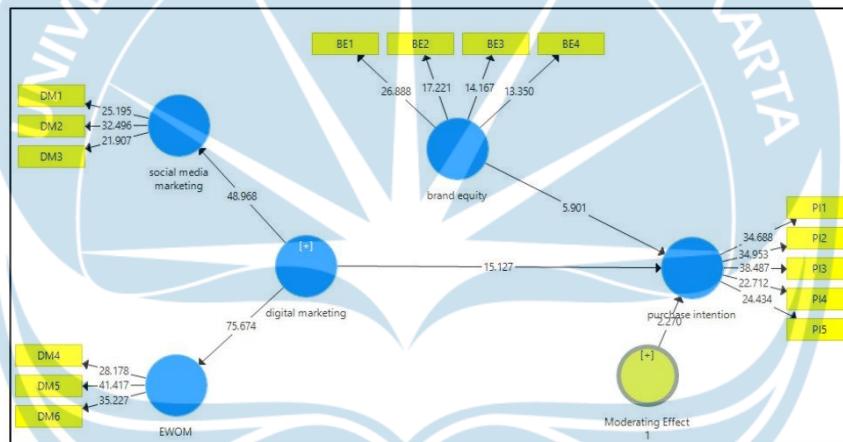
Fig. 2. T-statistics

5. Discussion

From the findings gained by the analysis, they revealed that there was a positive significant effect of the digital marketing (as independent variable) on the purchase intention variable (as dependent variable). The results of the regression coefficient also revealed a significance level of less than 0.05. This showed that digital marketing (social media marketing and electronic word-of-mouth) had a significant influence on purchase decisions. The study results are in line with some different contextual empirical studies e.g. (Zanjabila & Hidayat, 2017) which was conducted on SMEs products, and it concluded that the social media marketing had a significant effect on purchase consumers' decisions. In addition, the current results of this research supported the assumption that social media marketing highly contributed to the purchase decisions of the consumers for Small & Medium Enterprises SME products. Also, from the research results on the moderating effect of brand equity on the relationship between digital marketing and purchase intention, they showed a positive significant moderating effect of this over the respective relationship.

The consumers showed their agreement that digital marketing provides a wide range of products and the best purchasing practices of the products through E-shopping and electronic word-of-mouth. Digital marketing offers good quality information about these products which make the shopping process easier and more interesting, and the work of mouth also supports the

smooth information exchange. In the same vein, they also agreed that digital marketing provided opinions exchanging and discussion with the negative or positive traits of a product which also enabled the consumers to form a clear picture against a particular product before making a purchase. These results are also consistent with some studies e.g. Erlangga, (2021) that demonstrated that media marketing had a significant impact on purchase decisions of the consumers. The findings also addressed the role of brand equity through the awareness about the brand and sharing customer's experiences among others which also support this crucial role on the purchase intention of customers to use advanced marketing tools e.g. social media to conduct their purchases. Electronic word of mouth has revealed an important role for customers to share their actual experiences with a particular brand with a firm and this method considers more effective and interesting tools to enable the customers to clearly evaluate the brands/products.

However, the previous studies also suggested involve new critical factor that might influence the purchase decisions and intentions of the customers with more emphasis on the emerging situations e.g COVID-19 which also encourage online shopping and limit the chances of traditional marketing behaviours and practices due to the pandemic spreads that also limit the direct and personal interactions to curb this health threat. In Jordan, the mix marketing elements in place and the information provided about this key element which includes the supplies and equipment correspond with the emerging crisis on COVID-19 pandemic that helps in generating the customer's intention to go through the digital marketing tools in the future. Due to the major goal of the contemporary businesses associated with retention and attracting new customers, it has become more difficult because of this new condition worldwide. The digital marketing methods provide the customers with a wide range of alternatives which enables them to make the right decision based on their determined criteria e.g. price or quality. Therefore, attracting potential customers through adopting new marketing shopping and strategies can offer productive purchase trends which in turn encourage the customers to involve more into the modern shape of marketing activities.

It would justify the obtained results in two folds, firstly the developed marketing aspects have enabled to create a direct positive association between digital marketing methods and purchase intention, thereby indicating that the digital marketing methods have improved, reflecting the value of brand and increasing brand awareness. Secondly, the brand equity levels lead to understanding the attitudes among customers and their expectations to see modern and satisfied marketing tools e.g social media to meet their needs and expectations which in turn lead to greater levels of satisfaction then loyalty to the brand. Unsurprisingly, this given result has noted the same effect and showed that it will be valuable for management and marketers to pay more attention and invest more in the current technological infrastructure to enhance the quality of products/services when maintaining the product preferences and distinctiveness to ensure long-term customer relationship. On other hand, the current study findings contradict with other works (e.g., Nurhandayani et al., 2019) which based on their study demonstrated that using the influencers in the social media to influence the customer's purchase intention was not given a significant effect, this outcome could assist the brand equity strategy to establish and build a strong perceived image in the minds of customers to boost the brand image and drive their considerations to repeated future purchases.

Additionally, this contradiction would expand the existing similar studies to explore the most factors that might influence consumers' purchasing decisions to find out the attractive marketing means for them with convenient alternative shopping alternatives to encourage them with adequate purchases based on the available information and options e.g., product content. Moreover, the revolution among the information technology largely helps the business to integrate advanced methods of marketing to meet the growing diverse customers' needs and expectations, mainly looking for entertaining methods and ways while making their daily shopping activities for competitiveness in the intensive business environment which require more adaptive business measures for goals gaining.

6. Conclusion & Implication

The literature and empirical works have revealed that digital marketing was a key factor and significantly affected the purchase intention of the customers with some support from relevant previous study results. In the current research, the digital marketing dimension's (social media marketing and electronic word-of-mouth) had a significant and positive effect on purchase intention. Therefore, this concept has taken its importance because the advanced technological devices have become part of customers' life like computers, smartphones, and tablets. The study offers some practical implications to increase the levels of purchase intention to IKEA products, the study suggested that the store management should incorporate advanced forms of positive brand value to enhance the brand awareness through digital marketing approaches e.g. social-media platforms. According to the findings of this research, moderating the role of brand equity would improve the need to integrate more updated marketing means with more focus on the prevailing purchasing behaviours to effectively respond to the critical changes in this field. Moreover, marketing managers are invited to strive to work the most influential digital marketing tools such as social-media and the great benefits and influence could gain behind this implementation. And this should be accompanied with sufficient marketing plans to achieve greater brand equity for profitable purchase decisions of consumers.

The research contributes to the theory through establishing a relationship between digital marketing dimensions (social media marketing and electronic word-of-mouth) and purchase intention with moderation role of brand equity has not been examined in the developing context like Jordan. Practically, the research results provide meaningful insights and useful understanding for the digital marketers regarding the brand value that would act as attraction for new potential customers. Generally, the study concluded that customers favour easy and advanced marketing methods with various aspects of this process for good

marketing performance. Finally, graphics with light or natural background colours are preferred to darker ones. This research has some limitations. First, it used the quantitative research approach through survey questionnaires to conduct an online research instrument to reflect the internet population's views, so the offline customers were not considered in this study. Second, because of resource constraints, the sample size representing the current study population was limited to only 254 participants which may limit the generalization chance. Third, the findings are limited only to IKEA Jordan context that was addressed among this research, hence can't not be generalized to other contexts. Future research directions and avenues include investigating the impact of social media sources on purchase decisions over other different industries and contexts with different sample and cultural perspectives for deeper understanding and exploration of critical phenomena linked to customers' expectations and perceptions of marketing preferences.

References

Abuhashesh, M. Y., Alshurideh, M. T., & Sumadi, M. (2021). The effect of culture on customers' attitudes toward Facebook advertising: the moderating role of gender. Review of International Business and Strategy. *Review of International Business and Strategy*, *31*(3), 416-437.

Ahmad, A., Alshurideh, M. T., Al Kurdi, B. H., & Alzoubi, H. M. (2021a). Digital Strategies: A Systematic Literature Review. In The International Conference on Artificial Intelligence and Computer Vision (pp. 807-822). Springer, Cham.

Ahmad, A., Alshurideh, M. T., Al Kurdi, B. H., & Salloum, S. A. (2021b). Factors Impacts Organization Digital Transformation and Organization Decision Making During Covid19 Pandemic. In The Effect of Coronavirus Disease (COVID-19) on Business Intelligence (pp. 95-106). Springer, Cham.

Ahmad, A., Alshurideh, M., Al Kurdi, B., Aburayya, A., & Hamadneh, S. (2021c). Digital transformation metrics: A conceptual view. *Journal of Management Information & Decision Sciences*, *24*(7), 1-18.

Ahmed, A., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2020, October). Digital transformation and organizational operational decision making: a systematic review. In International Conference on Advanced Intelligent Systems and Informatics (pp. 708-719). Springer, Cham.

Ahmed, M. A., & Zahid, Z. (2014). Role of social media marketing to enhance CRM and brand equity in terms of purchase intention. *Asian Journal of Management Research*, *4*(3), 533-549.

Akour, I., Alshurideh, M., Al Kurdi, B., Al Ali, A., & Salloum, S. (2021). Using machine learning algorithms to predict people's intention to use mobile learning platforms during the COVID-19 pandemic: machine learning approach. *JMIR Medical Education*, *7*(1), 1-17.

Al Dmour, H., Alshurideh, M., & Shishan, F. (2014). The influence of mobile application quality and attributes on the continuance intention of mobile shopping. Life Science Journal, *11*(10), 172-181.

Al-Azzam, A. F., & Al-Mizeed, K. (2021). The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan. *The Journal of Asian Finance, Economics and Business*, *8*(5), 455-463.

Al-bawaia, E., Alshurideh, M., Obeidat, B., Masa'deh, R. (2022) The impact of corporate culture and employee motivation on organization effectiveness in Jordanian banking sector. *Academy of Strategic Management Journal*, *21*(Special Issue 2), 1-18.

Al-Dmour, R., AlShaar, F., Al-Dmour, H., Masa'deh, R., & Alshurideh, M. T. (2021). The Effect of Service Recovery Justices Strategies on Online Customer Engagement Via the Role of "Customer Satisfaction" During the Covid-19 Pandemic: An Empirical Study. The Effect of Coronavirus Disease (COVID-19) on Business Intelligence, *334*, 325-346.

Alhashmi, S. F., Alshurideh, M., Kurdi, B. A., & Salloum, S. A. (2020, April). A systematic review of the factors affecting the artificial intelligence implementation in the health care sector. In The International Conference on Artificial Intelligence and Computer Vision (pp. 37-49). Springer, Cham.

Aljumah, A., Nuseir, M. T., & Alshurideh, M. T. (2021). The Impact of Social Media Marketing Communications on Consumer Response During the COVID-19: Does the Brand Equity of a University Matter. The Effect of Coronavirus Disease (COVID-19) on Business Intelligence, 367-384.

Al-Khayyal, A., Alshurideh, M., Al Kurdi, B., & Aburayya, A. (2020). The Impact of Electronic Service Quality Dimensions on Customers' E-Shopping and E-Loyalty via the Impact of E-satisfaction and E-Trust: A Qualitative Approach. *International Journal of Innovation, Creativity and Change*, *14*(9), 257-281.

Almaazmi, J., Alshurideh, M., Al Kurdi, B., & Salloum, S. A. (2020, October). The effect of digital transformation on product innovation: a critical review. In International Conference on Advanced Intelligent Systems and Informatics (pp. 731-741). Springer, Cham.

Al-Maroof, R., Ayoubi, K., Alhumaid, K., Aburayya, A., Alshurideh, M., Alfaisal, R., & Salloum, S. (2021). The acceptance of social media video for knowledge acquisition, sharing and application: A comparative study among YouYube users and TikTok users' for medical purposes. *International Journal of Data and Network Science*, *5*(3), 197-214.

Almazrouei, F. A., Alshurideh, M., Kurdi, B. A., & Salloum, S. A. (2020, October). Social media impact on business: a systematic review. In International conference on advanced intelligent systems and informatics (pp. 697-707). Springer, Cham.

AlShamsi, M., Salloum, S. A., Alshurideh, M., & Abdallah, S. (2021). Artificial intelligence and blockchain for transparency in governance. In *Artificial intelligence for sustainable development: Theory, practice and future applications* (pp. 219-230). Springer, Cham.

Alsharari, N. M., & Alshurideh, M. T. (2020). Student retention in higher education: the role of creativity, emotional intelligence and learner autonomy. *International Journal of Educational Management*. International Journal of Educational Management, *35*(1), 233-247.

Alshurideh, D. M. (2019). Do electronic loyalty programs still drive customer choice and repeat purchase behaviour?. *International Journal of Electronic Customer Relationship Management*, *12*(1), 40-57.

Alshurideh, M. (2022) Does electronic customer relationship management (E-CRM) affect service quality at private hospitals in Jordan? *Uncertain Supply Chain Management*, *10*(2), 1-8.

Alshurideh, M. T., Al Kurdi, B., Alzoubi, H. M., Ghazal, T. M., Said, R. A., AlHamad, A. Q., ... & Al-kassem, A. H. (2022). Fuzzy assisted human resource management for supply chain management issues. *Annals of Operations Research*, 1-19.

Alshurideh, M., Al Kurdi, B., Abu Hussien, A., & Alshaar, H. (2017). Determining the main factors affecting consumers' acceptance of ethical advertising: A review of the Jordanian market. *Journal of Marketing Communications*, *23*(5), 513-532.

Alshurideh, M., Gasaymeh, A., Ahmed, G., Alzoubi, H., & Kurd, B. (2020). Loyalty program effectiveness: Theoretical reviews and practical proofs. *Uncertain Supply Chain Management*, *8*(3), 599-612.

Alshurideh, M., Salloum, S. A., Al Kurdi, B., Monem, A. A., & Shaalan, K. (2019). Understanding the quality determinants that influence the intention to use the mobile learning platforms: A practical study. *International Journal of Interactive Mobile Technologies*, *13*(11),183-157.

Alzoubi, H. M., & Alshurideh, M., Al Kurdi, B., Inairat, M. (2020). Do perceived service value, quality, price fairness and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication context. *Uncertain Supply Chain Management*, *8*(3), 579-588.

Athapaththu, J. C., & Kulathunga, K. M. S. D. (2018). Factors affecting online purchase intention: A study of Sri Lankan online customers. *International Journal of Scientific & Technology Research*, *9*(7), 120-128.

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. UK: Pearson.

Charo, N. (2015). Determining the Impact of E-wom on Brand Image ang Purchase Intention Through Adoption of Online Opinions. *International Journal of Humanities and Management Sciences*, *3*(1), 41-46.

Cheung, C. M., & Thadani, D. R. (2010). The Effectiveness of Electronic Word-of-Mouth Communication: A Literature Analysis. *Bled eConference*, *23*, 329-345.

Dastane, O. (2020). Impact of Digital Marketing on Online Purchase Intention: Mediation Effect of Customer Relationship Management. *Journal of Asian Business Strategy*, *10*, 142-158.

Dastane, O., Goi, C. L., & Rabbanee, F. (2020). A synthesis of constructs for modelling consumers' perception of value from mobilecommerce (M-VAL). *Journal of Retailing and Consumer Services*, *55*(4), 102074.Available at: https://doi.org/10.1016/j.jretconser.2020.102074.

Diventy, A. H., Rahadhini, M. D., & Triastity, R. (2021, February). THE ROLE OF DIGITAL MARKETING ON PURCHASE INTENTION AND PURCHASE DECISIONS AT KOPI SI BUDI SURAKARTA. In *PROCEEDING ICTESS (Internasional Conference on Technology, Education and Social Sciences)*.

Erlangga, H. (2021). Effect Of Digital Marketing And Social Media On Purchase Intention Of Smes Food Products. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, *12*(3), 3672-3678.

Gabriel, J. K., & Kolapo, S. M. (2015). Online marketing and consumer purchase behaviour: A study of Nigerian firms. *British Journal of Marketing Studies*, *3*(7), 1-14.

George, D., & Mallery, P. (2010). *SPSS for windows step by step. A simple study guide and reference (10th ed.)*. Boston, MA: Pearson Education, Inc.

Ghazal, T. M., Alshurideh, M. T., & Alzoubi, H. M. (2021, June). Blockchain-Enabled Internet of Things (IoT) Platforms for Pharmaceutical and Biomedical Research. In The International Conference on Artificial Intelligence and Computer Vision (pp. 589-600). Springer, Cham.

Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.

Hamadneh, S., Hassan, J., Alshurideh, M., Al Kurdi, B., & Aburayya, A. (2021a). The effect of brand personality on consumer self-identity: the moderation effect of cultural orientations among British and Chinese consumers. *Journal of Legal, Ethical and Regulatory, 24*, 1-14.

Hamadneh, S., Pedersen, O., & Al Kurdi, B. (2021b). An Investigation of The Role of Supply Chain Visibility into The Scottish Blood Supply Chain. *Journal of Legal, Ethical and Regulatory*, *24*, 1-13.

Hasan, O., McColl, J., Pfefferkorn, T., Hamadneh, S., Alshurideh, M., & Kurdi, B. (2022). Consumer attitudes towards the use of autonomous vehicles: Evidence from United Kingdom taxi services. *International Journal of Data and Network Science*, *6*(2), 537-550.

Hughes, J. L., Camden, A. A., & Yangchen, T. (2016). Rethinking and updating demographic questions: Guidance to improve descriptions of research samples. *Psi Chi Journal of Psychological Research*, *21*(3), 138-151.Available at: https://doi.org/10.24839/2164-8204.jn21.3.138.

Jalilvand, M. R., & Samiei, N. (2012). The Effect of Electronic Word of Mouth on Brand Image And Purchase Intention An Empirical Study In The Automobile Industry In Iran. *Marketing Intelligence & Planning*, *30*(4), 460-476.

Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, *34*(1), 22-45.

Khasawneh, M. A., Abuhashesh, M., Ahmad, A., Alshurideh, M. T., & Masa'deh, R. (2021b). Determinants of e-word of mouth on social media during COVID-19 outbreaks: An empirical study. In The Effect of Coronavirus Disease (COVID-19) on Business Intelligence (pp. 347-366). Springer, Cham.

Khasawneh, M. A., Abuhashesh, M., Ahmad, A., Masa'deh, R., & Alshurideh, M. T. (2021a). Customers online engagement with social media influencers' content related to COVID 19. In The Effect of Coronavirus Disease (COVID-19) on Business Intelligence (pp. 385-404). Springer, Cham.

Kim, A.J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research, 65*(10), 1480–1486.

Kitagaki, I., Tomita, T., & Hikita, A. (2004, May). Designing and development of electronic questionnaire system. In *Information Technology Based Proceedings of the FIfth International Conference onHigher Education and Training, 2004. ITHET 2004.* (pp. 309-311). IEEE.

Kline, P. (2000). *The handbook of psychological testing*. Psychology Press.

Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th edition). Pearson Education Limited.

Kurdi, B. A., Alshurideh, M., Nuseir, M., Aburayya, A., & Salloum, S. A. (2021, March). The effects of subjective norm on the intention to use social media networks: an exploratory study using PLS-SEM and machine learning approach. In International Conference on Advanced Machine Learning Technologies and Applications (pp. 581-592). Springer, Cham.

Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: Evidence from Indonesia's banking industry. *International Review of Management and Marketing, 8*(1), 13-18.

Lee, K., Azmi, N., Hanaysha, J., Alshurideh, M., & Alzoubi, H. (2022a) The effect of digital supply chain on organizational performance: An empirical study in Malaysia manufacturing industry. *Uncertain Supply Chain Management*, *10*(2), 1-16.

Lee, K., Ramiz, P., Hanaysha, J., Alzoubi, H., Alshurideh, M. (2022b) Investigating the impact of benefits and challenges of IOT adoption on supply chain performance and organizational performance: An empirical study in Malaysia. *Uncertain Supply Chain Management, 10*(2), 1-14.

Leeflang, P. S., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, *32*(1), 1-12.Available at: https://doi.org/10.1016/j.emj.2013.12.001.

Leo, S., Alsharari, N. M., Abbas, J., & Alshurideh, M. T. (2021). From offline to online learning: A qualitative study of challenges and opportunities as a response to the COVID-19 pandemic in the UAE higher education context. In The Effect of Coronavirus Disease (COVID-19) on Business Intelligence (pp. 203-217). Springer, Cham.

Lodhi, S., & Shoaib, M. (2017). Impact of E-marketing on consumer behaviour: A case of Karachi, Pakistan. *Journal of Business and Management*, *19*(1), 90-101.

Monfared, A. R. K., Ghaffari, M., Barootkoob, M., & Malmiri, M. M. (2021). The role of social commerce in online purchase intention: mediating role of social interactions, trust, and electronic word of mouth. *Journal for International Business and Entrepreneurship Development*, *13*(1), 22-39.

Nofal, M. I., Al-Adwan, A. S., Yaseen, H., & Alsheikh, G. A. A. (2020). Digital marketing effect to intention to domestic tourism during COVID-19 in Jordan. *Periodicals of Engineering and Natural Sciences (PEN)*, *8*(4), 2471-2483.

Nurhandayani, A., Syarief, R., & Najib, M. (2019). The impact of social media influencer and brand images to purchase intention. *Jurnal Aplikasi Manajemen*, *17*(4), 650-661.

Nuseir, M. T., Al Kurdi, B. H., Alshurideh, M. T., & Alzoubi, H. M. (2021, June). Gender Discrimination at Workplace: Do Artificial Intelligence (AI) and Machine Learning (ML) Have Opinions About It. In The International Conference on Artificial Intelligence and Computer Vision (pp. 301-316). Springer, Cham.

Obeidat, Z. M., Alshurideh, M. T., Al Dweeri, R., & Masa'deh, R. (2019). The influence of online revenge acts on consumers psychological and emotional states: Does revenge taste sweet. In Proceedings of the 33rd International Business Information Management Association Conference, IBIMA (pp. 4797-4815).

Poyurak, M., & Softic, S. (2019). Influence of social media content on consumer purchase intention: Mediation effect of brand equity. *Eurasian Journal of Business and Economics*, *12*(23), 17-43.Available at: https://doi.org/10.17015/ejbe.2019.023.02.

Priansa, D. (2017). *Komunikasi Pemasaran Terpadu pada Era Media Sosial*. Pustaka Setya. Bandung.

Putri, D. R. (2021). Digital Marketing Strategy to Increase Brand Awareness and Customer Purchase Intention (Case Study: Ailesh Green Consulting). *European Journal of Business and Management Research*, *6*(5), 87-93.

Ra'd Almestarihi, J. A. A., Gasawneh, S. A. J., Malik Khlaif Gharaibeh, E., & Odai Nawras, M. N. (2021). The impact of social media marketing on brand equity: A systematic review. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, *12*(6), 4073-4088.

Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). Partial least squares structural equation modeling (PLS-SEM) using smartPLS 3.0.

Rehmani, M., & Khan, M. I. (2011). The impact of E-media on customer purchase intention. *International journal of advanced computer science and applications*, *2*(3).

Safie, N., Satar, M., Dastane, O., & Ma'arif, M. Y. (2019). Customer value proposition for E-commerce: A case study approach. *International Journal of Advanced Computer Science and Applications* (IJACSA), *10*(2), 454-458.Available at: https://doi.org/10.14569/ijacsa.2019.0100259.

848

Shamout, M., Ben-Abdallah, R., Alshurideh, M., Alzoubi, H., Kurdi, B., & Hamadneh, S. (2022). A conceptual model for the adoption of autonomous robots in supply chain and logistics industry. *Uncertain Supply Chain Management*, *10*(2), 577-592.

Sivasankaran, S. (2013). Digital marketing and its impact on buying behaviour of youth. *International Journal of Research in Management & Business Studies*, *4*(3), 35-39.

Soewandi, M. (2015). The impact of social media communication forms on brand equity dimensions and consumer purchase intention. *iBuss Management*, *3*(2).

Statista. (2019). Retial e-commerce dales worldwide from 2014 to 2023. Retrieved from: https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/.

Sweiss, N., Obeidat, Z. M., Al-Dweeri, R. M., Mohammad Khalaf Ahmad, A., M. Obeidat, A., & Alshurideh, M. (2021). The moderating role of perceived company effort in mitigating customer misconduct within Online Brand Communities (OBC). *Journal of Marketing Communications*, 1-24.

Swieczak, W. Ś., & Łukowski, W. (2016). Lead generation strategy as a multichannel mechanism of growth of a modern enterprise. *Marketing of Scientific and Research Organizations*, *21*(3), 105-140

Tamrakar, C. B., Pyo, T. H., & Gruca, T. S. (2018). Social media sentiment and firm value.

Tariq, E., Alshurideh, M., Akour, E., Al-Hawaryd, S. and Al Kurdi, B. (2022a) The Role of Digital Marketing, CSR Policy and Green Marketing in Brand Development at UK. *International Journal of Data and Network Science*, 6(3), 1-10.

Tariq, E., Alshurideh, M., Akour, I., & Al-Hawary, S. (2022b). The effect of digital marketing capabilities on organizational ambidexterity of the information technology sector. *International Journal of Data and Network Science*, *6(*2), 401-408.

Teixeira, S. F., Barbosa, B., & Pinto, H. (2019). How do entrepreneurs see digital marketing?: Evidence from Portugal. *In Entrepreneurial Orientation and Opportunities for Global Economic Growth* (pp. 1-19): IGI Global.

Tsitsi, S. (2013). The Adoption of Social Media Marketing in South African Banks. *European Journal Bussiness Review*, *25*, 280-385.

Whitler, K. A., & Farris, P. W. (2017). The impact of cyber attacks on brand image: Why proactive marketing expertise is needed for managing data breaches. *Journal of Advertising Research*, 57(1), 3-9.Available at: https://doi.org/10.2501/jar-2017-005.

Wibisurya, I. (2018). The effect of digital marketing implementation through location based advertising on customer's purchase intention. *Binus Business Review*, 9(2), 153-161.Available at: https://doi.org/10.21512/bbr.v9i2.4618.

Wong, K. K. K. (2013). Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS. *Marketing Bulletin*, *24*(1), 1-32.

Wong, W. S., Dastane, O., Satar, M., Safie, N., & Ma'Arif, M. Y. (2019). What we chat can learn from WhatsApp? Customer value proposition development for mobile social networking (MSN) apps: A case study approach. *Journal of Theoretical and Applied Information Technology*.

Yoo, B., & Donthu, N. (2001). Developing and validating multidimensional consumer-based brand equity scale. *Journal of business research*, *52*(1), 1-14.

Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the academy of marketing science*, *28*(2), 195-211.

Yousuf, H., Zainal, A. Y., Alshurideh, M., & Salloum, S. A. (2021). Artificial intelligence models in power system analysis. In Artificial Intelligence for Sustainable Development: Theory, Practice and Future Applications (pp. 231-242). Springer, Cham.

Yuvaraj, S., & Indumati, R. (2018). Influence of digital marketing on brand building. *International Journal of Mechanical Engineering and Technology*, *9*(7), 235- 246.

Zanjabila, R., & Hidayat, R. (2017). Analysis of Social Media Marketing on Purchasing Decisions of Bandung Techno Park (Study on Bandung Techno Park Customers 2017). *e-Proceeding of Applied Science, 3*(2), 368-375.