The Influence of Social Media Instagram and Brand Equity to Purchase Decision on Telkomsel One Products

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ABSTRACT: The objective of this research is to determine the impact of Social Media Instagram @telkomselone and Brand Equity Telkomsel One and their influence on customer interest in using Telkomsel One. Data was obtained from 384 respondents who were prepaid card users, had Instagram accounts and had viewed content on Instagram @telkomselone. The method used is quantitative where primary data obtained from the questionnaire. The data analysis technique in this research used Partial Least Square Structural Equation Model (PLS-SEM) utilizing SmartPLS software. The findings of this research show that Social Media Instagram has a significant influence on Purchase Decision. The Social Media variable has a t statistics value of 2.325 > t table = 1.96 and P-values = 0.020 < α= 0.050. The Path Coefficient value of the Social media variable is positive at 0.163. This shows the influence of Social Media Instagram on Telkomsel One's purchase Decision. Brand Equity has a significant effect on Purchase Decision. The Brand Equity variable has a t statistics value of 9,471 > t table = 1.96 and P-values = 0.000 < α= 0.050. The Path Coefficient value of the Brand Equity variable is positive at 0.602. This shows the influence of Telkomsel One's Brand Equity on Telkomsel One's purchase Decision. It can be concluded that these two variables influence Purchase Decision to use Telkomsel One Products.

KEYWORDS: Social Media, Instagram, Brand Equity, Brand Awareness, Purchase Decision

1. INTRODUCTION

On July 1st, 2023 PT Telkom Indonesia (Telkom) officially integrated IndiHome into PT Telekomunikasi Selular (Telkomsel) joining IndiHome into Telkomsel includes business and customer management integration for several services, such as the internet(fixed broadband), House phone(fixed line),Internet ProtocoTelevision (IPTV) and other consumer digital services. The FMC offered to the public is a combination of IndiHome, Telkomsel for mobile and Telkomsel Orbit which makes Telkomsel's FMC, namely Telkomsel One, a complete package that provides best mobile and in home connectivity providers with the advantage of being able to share quotas between family members, controlling expenses and data quotas used by the family, priority customer service and one billing service (one bill).

Based on the Google Consumer Survey Results, there are several problems being faced by Telkomsel One, including the search for information about Telkomsel One on the internet which has decreased, when it was launched in July 2023 there was a significant increase but after that it decreased and tended to be flat and there was no significant increase. Another problem faced is when the audience already knows and is still in the consideration stage of using it Internet Service Providers. There are still many respondents who don't know and don't understand the products from Telkomsel One.

2. BASIC THEORY AND FRAMEWORK

Marketing according to Kotler and Keller (2012: 51) is an organizational function and a series of processes for creating, communicating and delivering value customer relationships in a way that benefits the organization and its stakeholders (customers, employees, and shareholders). Kotler and Keller (2016:27) also state that:Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely and freely exchanging products and services of value with others.

Social Media is a site or service online (on line) , which possible users not only consume, but also participate in creating, commenting on and distributing various content in various formats: text, images, audio or video. Social Media is also a platform

media that focuses on existence users by facilitating them in activities and collaboration. Because social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond.

There are 4 components in social media or called 4C (Chris Heuer, in Solis , 2010: 263) states that , these components area:

1. Context: "How we frame our stories" Context is a grammar, form or framework for how we convey a message to an audience in a certain format.

2. Communication :"The Practice of sharing our story as well as listening, responding and growing" Communication is the process of conveying a message by someone to another person to inform, change attitudes, opinions or behavior, either verbally (directly) or indirectly (through the media) so that it is in accordance with what the message giver wants.

3. Collaboration: "Working together to make things better and more efficient and effective" Collaboration is an activity where two or more parties work together by providing their respective knowledge, experience and abilities to achieve a common goal which produces an effect or benefit to the parties involved.

4. Connection: "The relationship we forge and maintain". Connection is a relationship that is established and maintained continuously between the giver and recipient of the message.

Chris Heuer The 4Cs is a component that must be present in every social media. The aim is to make social media easy for users to use and can fulfill the goals of everyone who uses it. The thing that needs to be paid attention to is that the content of the message or content created must be clear and as attractive as possible, it also needs to be tailored to the target, then Communication to provide information, collaborate and establish sustainable relationships with other users. This is done to achieve the goals set by the company, especially on social media.

Keller (2013), Brand says that brands is more than a product because a brand can have dimensions that differentiate it from other products designed to meet the same needs. These differences may be rational and tangible (tangible)-related to the product performance of the brand or more symbolic, emotional and intangible related to what the brand represents.

Aaker (1992 : 27-32) also says that "a brand is a distinguishing name and/or symbol (such as a logo, trade mark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those competitors. "This means that a brand is defined as "a name, term, design, symbol or a combination of the four that identifies the goods or services of a seller or group of sellers to differentiate them from competitors."

According to Aaker (2014:8) Brand Equity or brand equity is a set of brand assets and liabilities related to a brand, its name and symbol, which increase or decrease the value provided by a good or service to a company or company customers. Brand Equity is grouped into 5 categories, namely :

1. Brand Awareness
a person's ability to recognize and recall a brand as part of a particular product category.

2. Brand Association
The impressions that arise in a person's mind related to his memory of a brand or brands.

3. Perceived Quality
Customer perception of the overall quality and superiority of a product or service brand compared to other products or services and in relation to the expected goals.

4. Brand Loyalty
Loyalty that customers give to a brand

5. Other Proprietary Brand Assets

Brand Awareness is ability consumer for recognizing or remembering that brand belongs to a certain product category. Brand Awareness (brand awareness) requires a continuum starting from feelings of uncertainty that a particular brand has been previously recognized, so that consumers believe that the product is the only brand in a certain group (Aaker, 2014). According to Aaker (1996) Brand associations are everything related to memories about the brand. This association not only exists, but also has a memory of power. Attachment to a brand will be stronger if it is based on many experiences or appearances to communicate it.

Aaker (1996) Quality impression is customer perception of the overall quality or superiority of a product of service is related to the purposes expected by consumers. Aaker (1996) Brand Loyalty is a measure of consumer loyalty to a brand. Brand loyalty is at the core brand equitywhich is a central idea in marketing, because this is a measure of a customer's interest in a brand.

There are 3 types of assets from a brand that can support the increase of Brand Equity (Other Proprietary Brand Assets)that is :

• Trademark, will protect the brand from competitors who try to trick customers with the same or similar name as the brand name

• Patent,will prevent the brand from being a direct competitor because competitors cannot use the patent without permission

• Relationship, or relationship based on components distribution can be established well if the brands reputation and performance are good.

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Instagram is a social media which founded by Michel Kriger (a software engineer) and Kevin Systrom (former Google Employee) In April 2012 Facebook bought Instagram for $1 billion. Instagram is one of the most influential and largest social media platforms in the world.

Kotler and Keller (2016) write consumer behavior as follows: "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants." This means that consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of or dispose of (when used up) goods, services, ideas or experiences to satisfy their needs and desires. According to Indrawati (2017) consumer behavior is an observation of decision making, purchasing patterns and habits that occur in society in general, where these patterns and habits can changed very dynamic, which influenced by knowledge, behavior and the environment in which he is located.

According to Kotler & Keller (2016), consumers usually follow the following general pattern: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior (Post Purchase Behavior). In developing messages so that more effectively, according to Kotler & Armstrong (2018: 433) messages should get attention, bring interest, increase desire and get action, which is known as the AIDA framework. In reality, some messages take consumers far from the awareness stage to purchase, but the AIDA model shows the desired qualities of a good message.

The application of the AIDA model in marketing according to Bhattacharjee & Kumar (2016) can attract the attention of potential clients and increase brand interest and desire for the final action in the form of a purchase. The marketing strategy of the AIDA model in general is to increase the likelihood that potential consumers will turn into actual buyers.

Purchasing interest according to Priansa (2017: 173) is focused attention to something accompanied by feelings of pleasure with the product or service. This interest will arouse desire so that a feeling arises that the product or service has benefits so that individuals want to have it by making a purchase. These stages are known as the AIDA model.

Attention	Cognitive State
Interest Desire	Affective State
Action	Behaviour

Figure 1 AIDA Model

Attention :The attention stage is the process of attracting consumer attention. In developing advertising programs, marketers need to start by identifying target consumers and specific reasons for purchasing the products and services offered. The main thing that advertisers need to pay attention to is focusing on strategies to get and maintain consumer attention to their brand. If advertisers do not immediately get consumers' attention, they will likely lose consumers forever. Therefore, advertisers need to create advertisements or other promotional activities that are able to attract consumer attention to the products/services being promoted. In an effort to get attention, physical stimuli can influence consumers' perceptions of the products or services offered so that they have the opportunity to build attention. These stimuli include the product, its attributes, packaging design, brand name, advertising and the place where the promotional message is placed. Sometimes stimuli that are contrary to expectations receive higher attention than those that are in line with expectations. According to Kotler & Armstrong (2018:83) marketing investments result in increased consumer value, engagement and satisfaction which will increase consumer interest and retention.

Interest :The interest stage is the stage where potential consumers begin to have an interest in buying the product or service being offered after getting complete information about the product or service being offered. This stage is a process to increase consumer interest by focusing on advertising implementation and its benefits. In advertising, marketers need to use emotions to convey the message to consumers that purchasing is the best offer, the right step and a sensible decision. In addition, it is important to know the reasons why consumers do not purchase a product or service offered. When the message conveyed to potential consumers has been received, the consumer will then respond to the message. This response will determine whether consumers are interested or not in the products and services offered by the company. The responses given can be negative, positive and neutral. A company can be said to be successful if consumers respond positively to the messages it conveys. This is because there is harmony between the message sender's expectations and the recipient's response. Consumers' positive responses can encourage them to take action to purchase the products or services offered.

Desire : According to Kotler & Armstrong (2018:30) desires are a form of human need which is influenced by culture and individual personality. Desires are formed from society and are described as objects that will satisfy those desires. When desires are driven by purchasing power, demand will form. At this stage it is a way to convince consumers that they want and are interested in the product or service being offered and that the product or service will be able to satisfy their needs. A television needs to create a strong urge so that it can produce needs or stimulate their latent needs. This can be done if the advertisement has a combination of 5M (Mission, Message, Media, Money, Measurement) in its implementation. Positive and negative reinforcement can be used to get the desired response. Positive reinforcement aims to strengthen the opportunity for the response expected by market players,

while negative reinforcement aims to remove stimuli that are unpleasant for consumers. This explains that by reinforcing the behavior needed to enable desired consumer behavior, marketers increase the possibility of consumers' desires being formed. According to Kotler & Armstrong (2018:43) in producing the desired response, marketers need to find out the right content to implement in the message conveyed. Attraction consists of three types, namely emotional, rational and moral.

Action : Action is the final stage that directs consumers to take purchasing steps. When companies promote the goods or services they offer through advertising, the level of persuasion must ensure that consumers have a strong enough curiosity about the brand or product brands. This will encourage consumers to make purchases to see how far the product or service satisfies their needs and desires. If consumers make purchases, marketers need to ensure that consumers will be satisfied and make repeat purchases. It can be said that this stage is quite risky in determining repeat purchases from consumers, therefore marketers need to be sure that the product or service offered has guaranteed quality.

The principle behind advertising remains the same, namely that it must be able to attract attention and persuade people to take action. It is concluded that every advertisement and promotional activity carried out by marketers must encourage consumers to make purchases. Even though they have the same ultimate goal, it is not uncommon for company advertisements to only be able to make consumers interested in their products or services. This is because the promotions carried out are not appropriate so they do not stimulate consumer interest into purchasing decisions. For this reason, it is very important for marketers and advertisers to create advertisements or promotional activities that are able to generate purchasing actions.

Referring to previous research as a reference, namely research conducted by Lenna Ellitan, (2022) regarding the Analysis of the Influence of Instagram on Purchase Decisions through Brand Awareness and Brand Trust at Starbucks Surabaya as well as research conducted by Noviani Sari Angkie and Sherly Rosalina (2019) regarding the influence of social media marketing on brand equity in fashion brands Zara, H&M, Pull& Bear and Stardivarius in Surabaya.

According to Chris Heuer, founder of the Social Media Club and new media innovator created in the book Engage (Solis, 2010:263), there are 4Cs in using Social Media, namely: Context, Communication, Collaboration and Connection. According to Chafey (2015:19) there are three types of marketing media channels, namely Owned, Earned and Paid Media. According to Aaker (1996) explains that Brand Equity consists of: Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty and Other Proprietary Brand Assets. According to Kotler & Armstrong, the Purchase Decision goes through several stages which are usually called AIDA which consists of the stages: Attention, Interest, Desire and Action.
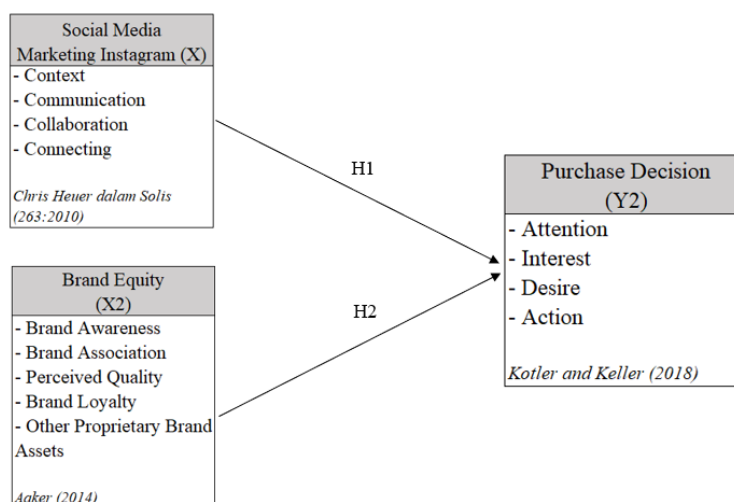

Figure 2 Framework

Hypothesis:
H1: Social Media Marketing has a positive and significant effect on Purchasing Decisions
H2: Brand Equity has a positive and significant effect on Purchasing Decisions

3. RESEARCH METHODOLOGY
3.1 Research Object and Analysis

This research falls under the category of quantitative research, which is valuable for precise measurement of behaviour, opinions, knowledge, or attitudes. The scientific method is the method that researchers use to conduct research for certain purposes. Research methods are a scientific way to obtain data with specific purposes and uses (Sugiyono, 2019:2). The Aim of this research is to find out wheater *social media* marketing via Instagram can build *Brand Equity* and its influence on *Purchase Decision* through method *Attention, Interest, Desire, Action (AIDA).* This research use Quantitative methodology through distribution questionnaires to individuals with units of analysis someone who have and Instagram account, using prepaid card and have seen @telkomselone

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Instagram content with number of respondent based on Krejcie and Morgan Table if the population above 1.000.000 sampe 384 respondents.

3.2 Operational Variabel

In this research the operational variables utilized are defined as follows: For exogenous variables, namely Social Media Instagram (X1) and Brand Equity (X2) against the endogenous variable Purchase Decision (Y).

Social Media Instagram (X1)

Table 1. Variabel Social Media

Variabel	Indicator	No Item
Context	Instagram @telkomselone presents interesting content and information about Telkomsel One products	CN1
Communications	Instagram admin @telkomselone provided a fast and friendly response	CM2
	The information provided by admin @telkomselone is informative and useful	CM3
Collaboration	Instagram @telkomselone opens collaboration with interaction via the comments column	CL4
	Instagram @telkomselone is open to receiving feedback regarding Telkomselone products	CL5
Connection	Instagram @telkomselone maintains a good relationship with its followers	CC6
	Instagram @telkomselone establishes a relationship with other Telkomsel social media accounts	CC7

Brand Equity (X2)

Table 2. Variabel Brand Equity

Variabel	Indicator	No Item
Brand Awareness	I know and am aware of the Telkomsel One brand	BW8
	In the internet product category, the first thing that comes to my mind is Telkomsel One	BW9
Brand Association	I associate the Telkomsel One Brand as an Internet product from Telkomsel	BS10
Perceived Quality	The Telkomsel One product brand has good product quality	PQ11
	The Telkomsel One brand has good quality product features	PQ12
Brand Loyalty	I like the Telkomsel One brand	BL13
	I will recommend Telkomsel One products to relatives/family/other parties	BL14
Other Proprietary Brand	The Telkomsel One brand has an attractive logo shape	OP15

Purchase Decision (Y)

Table 3. Variabel Purchase Decision

Variabel	Indicator	No Item
Attention	Telkomsel One's advertisement caught my attention	A16
Interest	I am interested in using the Telkomsel One package	I17
Desire	I have an interest in knowing more about packages and features from Telkomsel One	D18
Action	I will purchase the Telkomsel One package	AC19

3.3 Model Analysis and Test Technique

The research variables will be used as measuring points and items will be arranged using a Likert scale, then validity and reliability tests will be carried out. Data Analysis Technique with Descriptive Analysis is a method usually used to present quantitative data in descriptive form. This data is based on the results of questionnaires answered by respondents on each variable measurement indicator. Then enter it into the interval range table as follows:

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Table 4. Interval Table

25%	44%	63%	81%	100%
Very Not Good	Not Good	Good	Very Good	

The analysis technique uses the Partial Least Square (PLS) method. PLS is a variance-based SEM, PLS is able to handle path models with reflective or formative constructs, even a combination of both. Variance-based SEM is used to develop theory in exploratory research. PLS emphasizes high accuracy predictions, PLS does not require the data to have the same distribution so it is distribution free. PLS can handle small sample size with a casual model or known as causality. PLS data processing stages start from Outer Model, Content Validity, Convergent Validity, Discriminant Validity, Realiability test using Cronbach Alpha and Composite Realibility. Then Test the inner model through the R Value, checking Goodness of Fit Test and Hypothesis Testing.

4. RESULT AND DISCUSSION

This research employs a questionnaire as the primary data collection method to examine the influence of social media and brand equity to purchase decision of Telkomsel One products. The questionnaire was disseminated via social media platforms, primarily through WhatsApp messages, over a span of 28 days, from December 20th,2023 to January 16th , 2024. The data collected included responses from 384 out of 399 participants who were found to align with the predetermined respondent characteristics. These characteristics respondents is someone who have and Instagram account, using prepaid card and have seen @telkomselone Instagram content Data analysis in this research was conducted using SmartPLS software version 3.2.9.

Table 5. Demographic Characteristics of Respondents

Demographics	Frequency	(%)
Gender		
Male	197	48.67%
Female	187	51.33%
Total	384	100%
Age		
<20 years	10	2.50%
20-29 years	163	42.50%
30-39 years	134	35%
40-49 years	67	17.50%
>50 years	10	2.50%
Total	384	100%
Occupations		
Public Servant	12	3.20%
House wives	9	2.30%
Employee	252	65.60%
Student	35	9.20%
Enterpreneur	49	12.70%
Others	27	7%
Total	384	100%
Residences		
Banten	17	4.40%
Jakarta	154	40.10%
West Java	166	43.30%
Central Java & DIY	19	4.90%
East Java	28	7.30%
Total	384	100%

Based on tabel 5, the characteristics of respondents are dominated by female (51,33%). Most of the respondents were found in the age group 20-29 years (42,5%). Most of the respondents are employee (65.6%) and the majority of respondents live in West Java (43.3%).

4.1 Descriptive Analysis

The outcomes of the descriptive analysis indicate that all variables examined in this research are rated at a very high level, with values surpassing 79,2%. The biggest score is sub variabel context with a score of 87.2%, so it can be concluded that the respondents' assessment of the tested variables is most likely very good.

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Table 6. Descriptive Analysis

Sub Variabel	Total Score	% Score	Kategori
Context	**1339**	**87.2**	**Sangat Baik**
Communications	2617	85.2	Sangat Baik
Collaboration	2630	85.6	Sangat Baik
Connection	2634	85.7	Sangat Baik
Brand Awareness	2462	80.1	Sangat Baik
Brand Association	**1336**	**87.0**	**Sangat Baik**
Perceived Quality	2622	85.4	Sangat Baik
Brand Loyalty	2581	84.0	Sangat Baik
Other Proprietary Brand	1287	83.8	Sangat Baik
Attention	**1300**	**84.6**	**Sangat Baik**
Interest	1257	81.8	Sangat Baik
Desire	1293	84.2	Sangat Baik
Action	1224	79.7	Baik

After the user evaluations were completed using a descriptive methodology, the data was analyzed using the SmartPLS software for Partial Least Square-Structural Equation Modeling (PLS-SEM). Two fundamental steps are involved the data analysis. The outer model analysis, which concentrates on establishing the relationship between latent variables and indicators in this study, constitutes the initial step. After verifying the validity and reliability of all indicators, the inner model analysis ensues, which evaluates on the relationship between one latent variable and other latent variables.

4.2 Measurement (Outer) Model

Measurement model (Outer Model) is used to validate the research model that was built and the validity tests carried out include convergent validity and discrimination validity (Jogiyanti and Abdillah, 2014: 80).

a. Convergent Validity

To check valid indicators, a Convergent Validity analysis is carried out, a detailed examination of individual item validity. An indicator is declared to meet convergent validity in the good category if the outer loading value is > 0.7

Table 7. Outer Loading Value

Sub Variable	Indicator	Outer Loading	Information
Content	CN1	0.794	Valid
Communications	CM2	0.797	Valid
	CM3	0.801	Valid
Collaboration	CL4	0.814	Valid
	CL5	0.843	Valid
Connections	CC6	0.859	Valid
	CC7	0.811	Valid
Brand Awareness	BW8	0.715	Valid
	BW9	0.747	Valid
Brand Association	BS10	0.722	Valid
Perceived Quality	PQ11	0.881	Valid
	PQ12	0.890	Valid
Brand Loyalty	BL13	0.892	Valid
	BL14	0.871	Valid
Other Proprietary Brands	OP15	0.802	Valid

Attention	A16	0.836	Valid
Interest	I17	0.789	Valid
Desire	D18	0.845	Valid
Action	AC19	0.741	Valid

The table above shows the loading value (Convergent Validity) of the indicator variables. It can be seen that all the indicators in this study have a factor loading value of > 0.70, this shows that all the indicators in this study meet the convergent validity test or are suitable for research use and can be used for analysis furthermore.
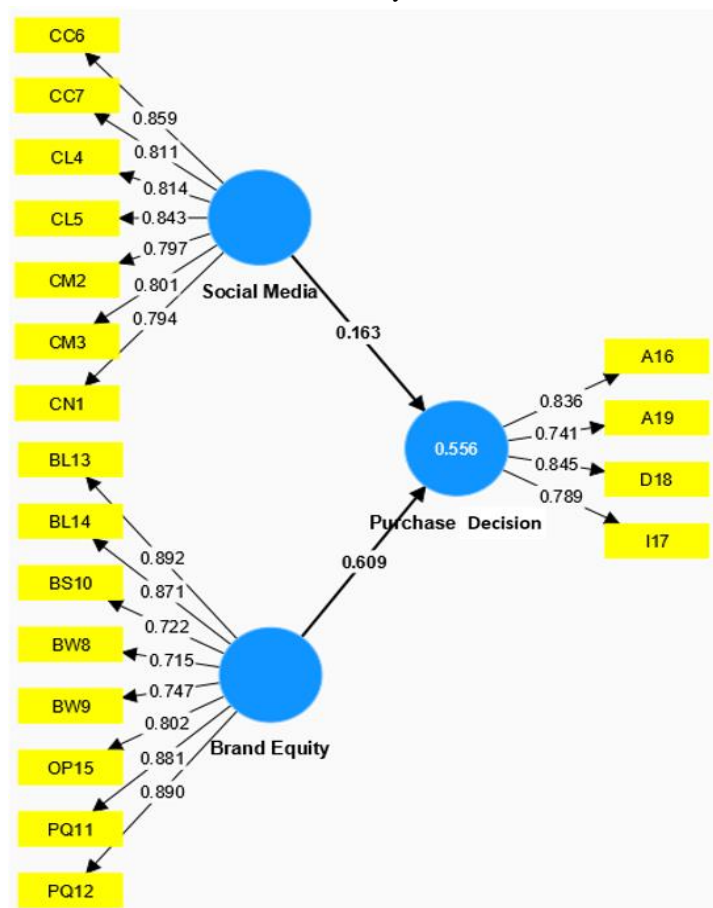

Figure 3 Outer Loading

b.   Discriminant Validity

   *Discriminant Validity*is an analysis of the validity test in PLS analysis. The measurement model is assessed based on cross loading measurements with the construct. In terms of indicators, they are declared to meet discriminant validity if the cross loading value of the indicator on the variable is the largest compared to other variables. The following is the cross loading of each indicator.

Table 8. Cross Loading Value

Sub Variable	Indicator	Social Media	Brand Equity	Purchase Decision	Information
Content	CN1	**0.794**	0.614	0.506	Valid
Communications	CM2	**0.797**	0.645	0.521	Valid
	CM3	**0.801**	0.659	0.538	Valid
Collaboration	CL4	**0.814**	0.633	0.517	Valid
	CL5	**0.843**	0.677	0.535	Valid
Connections	CC6	**0.859**	0.691	0.544	Valid
	CC7	**0.811**	0.652	0.552	Valid
Brand Awareness	BW8	0.558	**0.715**	0.528	Valid
	BW9	0.589	**0.747**	0.572	Valid

Brand Association	BS10	0.581	**0.722**	0.487	Valid
Perceived Quality	PQ11	0.724	**0.881**	0.638	Valid
	PQ12	0.725	**0.890**	0.595	Valid
Brand Loyalty	BL13	0.702	**0.892**	0.664	Valid
	BL14	0.676	**0.871**	0.679	Valid
Other Proprietary Brands	OP15	0.657	**0.802**	0.640	Valid
Attention	A16	0.604	0.675	**0.836**	Valid
Interest	I17	0.442	0.550	**0.789**	Valid
Desire	D18	0.538	0.589	**0.845**	Valid
Action	AC19	0.487	0.548	**0.741**	Valid

Based on the data in the table above, it can be seen that each indicator in the research variable has a value*cross loading*largest in the variables it forms compared to the cross loading values on other variables. Based on the results obtained, it can be stated that the indicators used in this research have good discriminant validity in compiling their respective variables.Apart from observing the value*cross loading, discriminant validity*It can also be known through other methods, namely by looking at the average variant extracted (AVE), Fornell-Larcker, and HTMT Ratio values for each indicator for a good model. The following are the values from the AVE table.

Table 9. AVE (Average Variance Extraction) Value

Variables	AVE Value	AVE standards	Information
Social Media	**0.668**	0.5	Valid
Brand Equity	**0.669**	0.5	Valid
Purchase Decision	**0.669**	0.5	Valid

Based on the data presented in the table above, it is known that the AVE value of all variables is > 0.5, meaning it can be stated that each variable has *discriminant validity* the good one.
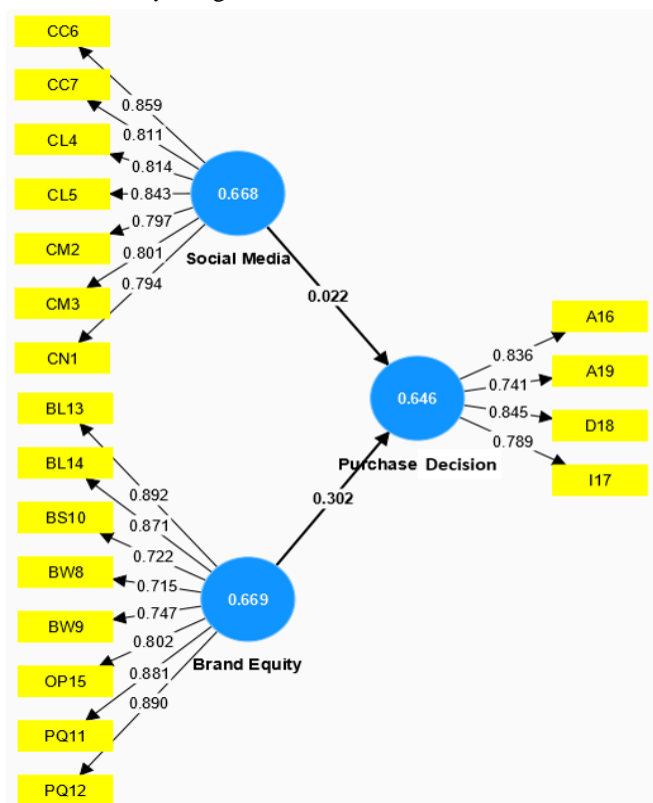

Figure 4 AVE (Average Variance Extraction) Value

Next, the discriminant validity test was carried out by looking at the Fornell-Larker value and HTMT Ratio. The following are the values from the Fornell-Larcker table

Table 10. Fornell Larcker

Variable	Brand Equity	Purchase Decision	Social Media
Brand Equity	**0.818**		
Purchase Decision	0.739	**0.804**	
Social Media	0.799	0.650	**0.817**

The table above shows the Fornell-Larcker Criterion values from the research model. It can be seen from the table that the correlation value of the items measuring the association construct is higher compared to other constructs, so it can be said that the model has good discriminant validity. In this case the FL Criterion which has the highest value is Brand Equity with a Fornell-Larcker Criterion value of 0.818

Table 11. Heterotrait Value – Monotrait Ratio (HTMT)

Discriminant Validity	Heterotrait-monotrait ratio (HTMT)
Purchase Decision <->Brand Equity	**0.841**
Social Media <-> Brand Equity	**0.866**
Social Media <-> Purchase Decision	**0.744**

The table above shows the Heterotrait-Monotrait Ratio values from the research model. It can be seen from the table that the HTMT value of each variable is less than 0.9 to ensure discriminant validity between the two effective constructs. Thus, the Discriminate Validity test has been fulfilled as well as the Heterotrait-Monotrait Ratio test, so it can be concluded that the research model is valid.

c. Composite Reliability

To determine the reliability of each construct in this research, testing was carried out by looking at the composite reliability value of each construct. According to Jogiyanto and Abdillah (2014:62). To be able to meet good reliability values, the recommended Composite Reliability value is > 0.7. The table below shows the composite reliability values in this research

Table 12. Composite Reliability Value

Variable	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Brand Equity	**0.934**	**0.941**
Purchase Decision	**0.825**	**0.879**
Social Media	**0.918**	**0.934**

Based on the table above, the results of the composite reliability value output in this research indicator are good, because they meet the composite reliability value with a value > 0.7

d. Cronbach Alpha

In PLS, the reliability test is strengthened by Cronbach Alpha where the consistency of each answer is tested. The reliability test is strengthened by the Cronbach Alpha where the consistency of each answer is tested. Cronbach Alpha is said to be good if α > 0.70

Table 13. Cronbach Alpha value

Variable	Cronbach Alpha	Condition	Information
Brand Equity	**0.928**	> 0.70	Reliable
Purchase Decision	**0.817**	> 0.70	Reliable
Social Media	**0.917**	> 0.70	Reliable

From the table above, the Cronbach Alpha value for each variable can be said to be good because the data processed using Smart PLS4 meets the requirements, namely > 0.70.

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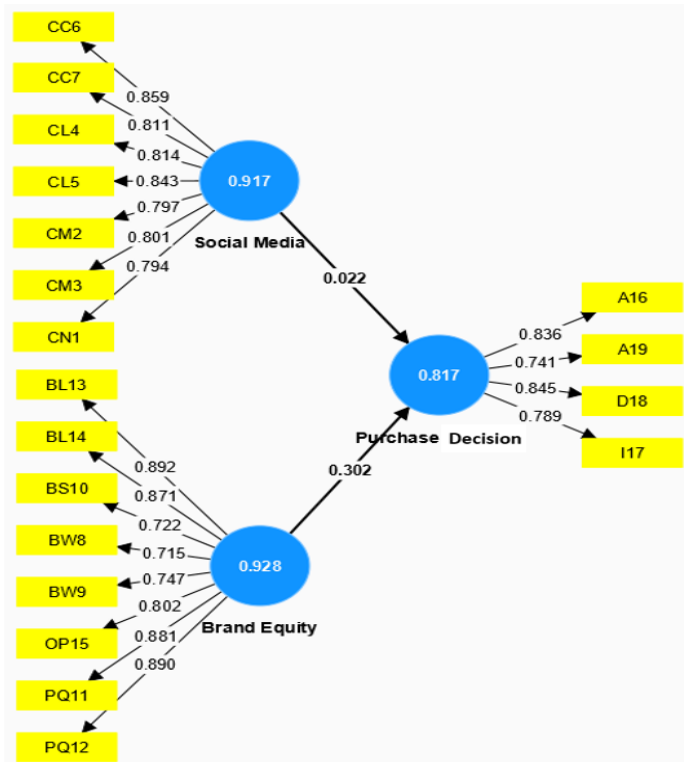

Figure 5 Cronbach Alpha value

4.3 Inner Model

Inner model is a test of the structural model carried out to test the relationship between latent constructs. There are several tests for the structural model, namely:

a. R- Square

The structural model test (inner model) was carried out using the R-Square value on the endogenous latent construct and t-statistics on each exogenous latent variable on the endogenous latent construct from the bootstrapping results (Jogiyanto and Abdillah, 2014:62).

Table 14. R Square Value

	R Square	R Square Adjusted
Purchase Decision	0.556	0.554

The coefficient of determination value is between zero and 1. According to Hamid & Anwar (2019:43) and Savitri (2021:35) if the R Square value is 0.70 (Strong), 0.50 (Moderate) and 0.25 (Weak). From the processing results it was found that R Square : 0.556. This means that the Social Media and Brand Equity variables are able to explain the Purchase Decision variable by 55.6%, so it can be concluded that the model is considered moderate.

b. Effect Square

The next model test is the Effect Square which is obtained from the f Square Matrix.

Table 15. f Square value

	f square Matrix
Brand Equity	0.302
Social Media	0.022

From the f Square Matrix value, it can be concluded that the influence of Brand Equity on Purchase Decision is 0.302 or moderate. Meanwhile, the influence of social media on purchase decisions is 0.022 or is considered weak.

c. Goodness of Fit Index (GoF) Test

The aim of testing the GoF Goodness of Fit Index is to validate the combined performance of the measurement model (outer model) and structural model (inner model). According to Haryono (2016:386), Savitri (2021: 35) and Setiaman (2023:60) for GoF measurements using Q2 Predictive Relevance with the following standards:

Q2 > 0, the model has predictive relevance
Q2 < 0, the model lacks predictive relevance

Table 16. Goodness of Fit Index value

	Q2 Predict
Purchase Decision	0.547

The results of the Goodness of Fit Index (GoF) calculation show that the Q2 value is 0.547 > 0, meaning it has good predictive relevance, so that the model has productive relevance or exogenous latent variables, namely Social Media and Brand Equity, which are good (suitable) as explanatory variables that are able to predict the endogenous variables, namely Purchase Decision. Based on these results, it can be concluded that the combined performance between the measurement model (outer model) and the structural model (inner model) as a whole is good because the Goodness of Fit Index (GoF) value is 0.547 or greater than 0.00. If you carry out the Goodness of Fit Index (GoF) test using the NFI standard, then if the NFI value is close to 1 and the SRMR value is <0.08, then the model is Fit.

Table 17. NFI value

	Saturated Model	**Estimated Model**
SRMR	0.049	0.049
NFI	0.898	0.898

From the data processing results, it was found that the NFI value was 0.898, close to 1 and the SRMR figure was 0.049 <0.080, meaning the model was declared Fit. From the two GoF tests it can be concluded that the model has good predictive relevance and a fit model.

5.1 HYPOTHESIS TEST
5.1.1 T Statistics and P Values
Hypothesis testing in PLS is carried out using the bootstrapping method on the sample. Testing with bootstrapping is also intended to minimize the problem of non-normality of research data. Hypothesis testing is carried out by looking at the t-statistics as measured by the t-table. If the t-statistic value > t table then the relationship between latent variables can be declared significant,after doing bootstrapping and the numbers are obtained on the Path Coefficients item. The Path Coefficient results are as follows:

Table 18. T Statistics Values and P Values

	Original Sample (O)	**Sample Mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (IO/STDEV)**	**P Values**
Social Media <-> Purchase Decision	0.163	0.161	0.070	2,325	0.020
Brand Equity <-> Purchase Decision	0.602	0.612	0.064	9,471	0,000

Significance value (Hypothesis Testing) with the following standards :
➢ 1.65 (significance level = 10%)
➢ 1.96 (significant level = 5%)
➢ 2.58 (significance Level = 1%)

For this research, a significance level of 5% will be used so that the significance figure is > 1.96 . From the table above it can be explained as follows :
1. Hypothesis Testing 1 (Influence of Social Media on Purchase Decision)

Hypothesis 1 is that Social Media Instagram has a significant effect on Purchase Decision. The Social Media variable has a t statistics value of 2.325 > t table = 1.96 and P-values = 0.020 < α= 0.050. The Path Coefficient value of the Social media variable is positive at 0.163. This shows the influence of Social Media Instagram on the Telkomsel One purchase decision.
2. Hypothesis Testing 2 (Effect of Brand Equity on Purchase Decision)

The second hypothesis is that Brand Equity has a significant effect on Purchase Decision. The Brand Equity variable has a t statistics value of 9,471 > t table = 1.96 and P-values = 0.000 < α= 0.050. The Path Coefficient value of the Brand Equity variable is positive at 0.602. This shows the influence of Telkomsel One's Brand Equity on Telkomsel One's purchase decision.

6 CONCLUSION AND RECOMMENDATION

6.1 Conclusion

The Conclusion drawn from this research, based on the results of discussions presented in the previous section, are as follows:

1. The outcomes of the descriptive analysis indicate that all variables examined in this research are rated at a very high level, with values surpassing 79,2%. The biggest score is sub variabel context with a score of 87.2%, so it can be concluded that the respondents' assessment of the tested variables is most likely very good.

2. Hypothesis 1 is that Social Media Instagram has a significant effect on Purchase Decision. The Social Media variable has a t statistics value of $2.325 > $ t table $= 1.96$ and P-values $= 0.020 < \alpha = 0.050$. The Path Coefficient value of the Social media variable is positive at 0.163. This shows the influence of Social Media Instagram on the Telkomsel One purchase decision.

3. The second hypothesis is that Brand Equity has a significant effect on Purchase Decision. The Brand Equity variable has a t statistics value of $9,471 > $ t table $= 1.96$ and P-values $= 0.000 < \alpha = 0.050$. The Path Coefficient value of the Brand Equity variable is positive at 0.602. This shows the influence of Telkomsel One's Brand Equity on Telkomsel One's purchase decision.

4. Based on the test results, the variables Social Media, Brand Equity show a positive and significant influence on purchase decisions.

6.2 Recommendation

- **For Companies**

In descriptive statistical analysis, it was found that item CN1 of statement presented interesting content and information about Telkomsel One products with a score of 87.2%. From these findings suggests that Telkomsel remains consistent in creating interesting content and information about Telkomsel One products, as well as making Instagram social media a channel for information about the latest products from Telkomsel One services. Apart from that, to increase awareness of Telkomsel One, Telkomsel can collaborate with KOLs or influencers in the form of collab post content, so that they can increase Telkomsel One's Instagram followers. Meanwhile, the lowest value obtained from the Communications sub variable was 85.2%. From these findings the author suggests that the @telkomselone admin be more responsive in responding to comments from the @telkomsel Instagram audience.

Brand Equity in the Brand Association variable with code BS10 achieved a score of 87% in the statement I associate the Telkomsel One Brand as one of Telkomsel's internet products. This shows that the Telkomsel brand with the word Telkomsel can provide a good association with derivative products from the parent/corporate brand Telkomsel. To increase brand equity, the author suggests that brand presence be maintained both online and at offline events. Meanwhile, the lowest value is indicated by *Other Proprietary Brands* with a score of 83.8% in the statement according to code OP15, namely the Telkomsel Brand has an attractive logo shape. This shows that the Telkomsel One logo needs to be refreshed so that more audiences understand and use Telkomsel One.

For the Purchase Decision variable, the Attention item got the highest score, namely 84.6% and is in the very good category. This finding shows that customers can purchase a product if the customer understands the process. Meanwhile, the Purchase Decision variable with the lowest score is Action, namely 79.7%. The findings from this research are that the majority of customers are aware of the existence of the Telkomsel One package but drive to take action to purchase decisions still need to be increase.

- **For Further Research**

There are several limitations in this research, so the researcher suggests several things that can be used as references in the future research: The object of this research is Instagram @telkomselone in the telecommunications industry, so the results of this research cannot be generalized to other social media platforms and other business industries. The author suggests further research to study further the topic of social media on other social media platforms. It is hoped that research can be carried out by adding indicators or variables that have not been included in this research model. So that later a new research model will be formed which is expected to be able to analyze more deeply related to social media and brand equity.

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