Contents lists available at GrowingScience

International Journal of Data and Network Science

The effect of social media and word of mouth on buying interest and brand image in creative economic business

Bunga Aditi[a*], Pasaman Silaban[a] and Yusuf Ronny Edward[a]

[a]Universitas Prima Indonesia, Medan, Indonesia

C H R O N I C L E	A B S T R A C T
	This study aims to examine and analyze the influence of social media and Word of mouth on Buying Interest through Brand Image in Creative Economy Business in city of Medan, Indonesia. The population in this study is consumers who visit and buy products at the Creative Economy Business in the city. The number of samples used in this study were 384 respondents with the Cochran formula. The analysis technique used is the Partial Least Squares method, namely, to test the measurement model and structural model. The results show that social media has no significant effect on Buying Interest, Word Of Mouth has a significant effect on Buying Interest, Social Media has no significant effect on Brand Image, Word Of Mouth has a significant effect on Brand Image and Brand Image has a significant effect on Buying Interest. Social Media has no significant effect on Buying Interest through Brand Image as an intervening variable, Word of Mouth has a significant effect on Buying Interest through Brand Image as an intervening variable on Creative Economy Business in Medan City.

1. Introduction

In determining consumer interest in buying a product, we need to analyze the value of a product (Siddiqui et al., 2021). If a product is judged to have a low value, consumers will refuse to buy the product and will switch to evaluating other similar products. The process of determining the product will begin when it is related to alternative products, and it is necessary to evaluate the product which aims to obtain the best alternative from consumer perceptions. According to Farzin et al. (2022) creative economy is a concept to realize sustainable economic development based on creativity. Utilization of resources that are not only renewable, even unlimited, includes ideas, talents and creativity. The creative economy is born from the creativity of people who want to make changes to the business they run, where business actors are able to build skills as the main capital to create goods and services that have economic value. According to Khiong et al. (2022), the development of the local economy in Indonesia is still quite minimal and it requires new policies and strategies such as the creative economy. Various obstacles faced are capital, business development and market. The Medan city government is actively developing the creative economy. Medan, as one of the big cities in Indonesia as a growth driver for human resources cannot be separated from competition in the face of changes that occur in the economy, at the same time, information and communication technology innovations bring people to an economic model for growing rapidly including the digital economy.

In achieving the goals of the city of Medan, the government and the community together create programs, business support, public spaces, events, promotions, and financial support to the creative economy sector. In other words, the government and the community must be able to create a strong "creative industry". This can be indicated by the forms of creativity that are accepted in public spaces, community activities, education, and business. The creative industry plays an essential role in economic growth, job creation, increased skills, and the emergence of cultural symbols that have economic value. The creative economy is believed to be able to revive the economy of the city of Medan, the creative economy is a program that aims to improve the real sector economy on a national scale. The activities of this program aim to make the community more competitive with others, especially in the era of free trade that will be faced by the community.

According to Juwaini et al. (2022), various obstacles are faced such as capital, business development and market. The Medan city government is actively developing the creative economy. Medan, as one of the big cities in Indonesia as a growth driver for human resources cannot be separated from competition in the face of changes that occur in the economy, at the same time, information and communication technology innovations bring people to an economic model that is also growing rapidly, namely the digital economy. In achieving the goals of the city of Medan, the government and the community together create programs, business support, public spaces, events, promotions, and financial support to the creative economy sector. In other words, the government and the community must be able to create a strong "creative industry". This can be indicated by the forms of creativity that are accepted in public spaces, community activities, education, and business.

This study examines and analyzes the influence of Social Media and Word of mouth on Buying Interest through Brand Image in the Creative Economy Business in Medan City.

2. Literature review

2.1 Social Media

According to Jamilah (2022) and Juwaini et al. (2022) social media is a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through web-based message content. According to Farzin et al. (2022) and Khiong et al. (2022), social media is a place to share information in the form of text, images, audio and video to fellow users. Social media is a means used by people to interact with each other by creating, sharing and exchanging information and ideas in a virtual network and community. According to Kristina and Sugiarto (2020), social media is online media that is used as a means of online social interaction on the Internet. In social networks, its users can communicate with each other, interact, share, network and other activities. The values that exist in society and the community also appear in the same or different forms on the internet. Basically, some experts who research the internet see that social media on the internet is a picture of what happens in the real world, such as plagiarism.

2.2 Word of mouth

According to Puriwati and Tripopsakul (2022), word of mouth (WOM) is an informal person-to-person communication between non-commercial communicators and recipients based on brands, products, organizations, or services. WOM can be positively or negatively charged. Often marketers encourage word of mouth communication by consumers about a promotion. This helps spread awareness beyond the consumers who started interacting directly with the promotion. Consumers share information with friends about attractive offers for certain products. Another definition of WOM is word of mouth communication by other people about a product. WOM is a statement (personally or non-personally) submitted by someone other than the organization (service provider) to consumers. According to Pratama et al. (2019) and Puriwati and Tripopsakul (2022), WOM is usually quickly accepted by consumers because those who convey it are those they can trust, such as experts, friends, family, and mass media publications. In addition, WOM is also quickly accepted as a reference because service consumers usually find it difficult to evaluate services that they have not purchased or have not experienced themselves. WOM can market a product and service with viral marketing through talks, promotions, recommendations from customers about products and services to others enthusiastically and voluntarily. WOM is able to spread so quickly if the customer or individual who spreads it has a good network.

2.3 Buying interest

According to Mahar et al. (2022) and Maria et al. (2019), buying interest is one part of the components of consumer behavior in consuming attitudes and a person's tendency to be able to act before the buying decision is actually made. Consumer buying interest (willingness to buy) is part of the behavioral component in consuming attitudes. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set, then in the end make a purchase on the most preferred alternative or the process that consumers go through to buy an item or service based on various considerations (AG). Pratama et al. (2019) and Puriwati et al. (2022) explain that buying interest is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. Kotler (2018) stated that purchase intentions are formed before consumers make a final purchase decision. According to Williams et al. (2019), consumer buying

interest can be interpreted as buying interest that reflects the desire of consumers to buy a product. Buying interest is a sense of consumer interest in a product (goods or service) which is influenced by attitudes outside the consumer and within the consumer himself. Meanwhile, According to Moslehpour et al. (2021) buying interest is a behavior that appears in response to objects that indicate the consumer's desire to make a purchase.

2.4 Brand Image

According to Pratama et al. (2019), brand image is a consumer's response to a brand that is based on the good and bad of the brand that consumers remember. Brand image is a belief that is formed in the minds of consumers about the object of the product that has been felt. According to Mahar et al. (2022) a brand is a sign in the form of pictures, names, letters, numbers, color arrangements, or a combination of these elements that have distinguishing features and are used in goods or services trading activities. According to Praditya (2019) brand image reflects the feelings that consumers and businesses have about the whole organization as well as individual products or product lines.

2.5 Previous Research

According to Juliana et al. (2022a), Maria et al. (2019) and Moslehpour et al. (2021), customers can access product information, review, evaluate and compare alternatives on social media that influence their purchasing decisions. With the advent of social media marketing, marketers can communicate and serve their customers in a more personalized way as compared to mass media marketing. In this paper, we analyze how consumers' purchase intentions are influenced by social media and various factors that influence consumers' purchase intentions on social media. Pratama et al. (2019) and Puriwati et al. (2022) showed that WOM had a positive and significant effect on buying interest. Advertising is a positive and significant interest in buying interest. Imagery manipulates positive and significant interest in buying.

3. Method

The population in this study is based on the number of consumers who visit and buy products at the Creative Economy Business in Medan City. To determine the number of unknown populations, the Cochran formula is used in determining the sample as follows: the minimum number of samples that must be used in the study were 384 respondents. The data analysis technique used descriptive statistics and inferential statistics as follows:

Descriptive analysis includes the presentation of data through tables, graphs, diagrams, calculation of the spread of data through the calculation of the average and standard deviation, the calculation of percentages. Inferential statistics as a statistical technique used to analyze sample data and the results are applied to the population. In accordance with the formulated hypothesis, in this study the analysis of inferential statistical data was measured using SmartPLS (Partial Least Square) starting from the measurement model (outer model), model structure (inner model) and hypothesis testing. The development model uses path analysis as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3Z_1 + e,$$

where Y, X_1, X_2 and Z_1 represent Buying Interest, Social media, Word of mouth and Brand image, respectively. In addition, a, b_1, b_2 and b_3 are intercept and regression coefficients, respectively. Finally, e_1 denotes the error term.
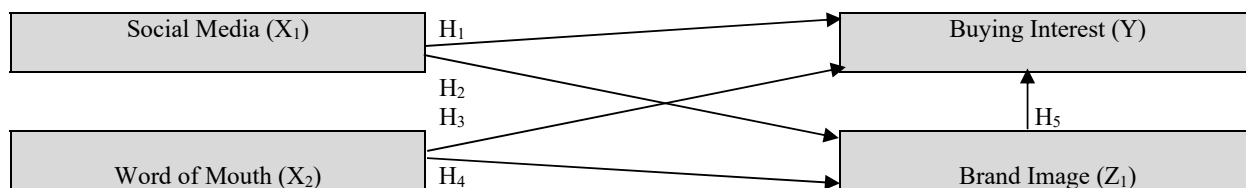

Fig. 1. Research Framework

4. Results and discussion

The city of Medan as the capital of North Sumatra Province is the largest city in the eastern region of the island of Sumatra. In order to roll out the Creative Economy as the economic strength of the people of Medan City, the Medan City Government through the Tourism Office has begun to carry out mapping/data collection on the creative economy potential to support the promotion of Medan City tourism to become a special attraction for tourists who will visit Medan.

Table 1
Descriptive Statistics

Variable	N	Min	Max	Mean	Std. Dev
Social Media	398	12	60	48.86	6.84
Word Of Mouth	398	9	45	35.82	5.76
Buying interest	398	16	60	46.86	6.66
Brand image	398	12	60	44.58	8.15
Valid N (listwise)	398				

Table 1 shows the amount of data from Social Media (X_1) as 398 respondents with a minimum value of Social Media (X_1) which is 12 while the maximum value of Social Media (X_1) is 60. The average value of Social Media (X_1) is 48.86 and the standard deviation of Social Media (X_1) is 6.84. This shows that Social Media (X_1) is very fluctuating because the difference between Social Media (X_1) maximum and Social Media (X_1) is quite large, the standard deviation of Social Media (X_1) is smaller than the average value of Social Media (X_1). This indicates that the Social Media variable (X_1) is normally distributed.

The number of variable data for Word Of Mouth (X_2) is 398 respondents with a minimum value of Word Of Mouth (X_2) which is 9 while the maximum value of Word Of Mouth (X_2) is 45. The average value of Word Of Mouth (X_2) is 35.87 and the standard deviation of the Word Of Mouth (X_2) is 5.76. This shows that the Word Of Mouth (X_2) fluctuates greatly because the difference between the Word Of Mouth (X_2) maximum and the minimum Word Of Mouth (X_2) is quite large, the standard deviation value of Word Of Mouth (X_2) is smaller than the average value of Word Of Mouth (X_2). This indicates that the variable Word Of Mouth (X_2) is normally distributed. The amount of data on the buying interest variable (Z_1) is 398 respondents with a minimum value of buying interest (Y) which is 16 while the maximum value of buying interest (Y) is 60. The average buying interest (Y) is 46.86 and the standard size the deviation from Buying Interest (Y) is 6.66. This shows that buying interest (Y) fluctuates greatly because the difference between maximum buying interest (Y) and minimum buying interest (Y) is quite large, the standard deviation value of buying interest (Y) is smaller than the average buying interest (Y). This indicates that the Purchase Interest variable (Y) is normally distributed. The amount of Brand Image variable data (Z_1) is 398 respondents with a minimum value of Brand Image (Z) which is 12 while the maximum value of Brand Image (Z_1) is 60. The average of Brand Image (Z_1) is 44.58 and the standard size is deviation of Brand Image (Z_1) is 8.15. This shows that the Brand Image (Z_1) is very fluctuating because the difference between the maximum Brand Image (Z1) and the minimum Brand Image (Z_1) is quite large, the standard deviation of Brand Image (Z1) is smaller than the average Brand Image (Z_1). This indicates that the Brand Image (Z_1) variable is normally distributed.

4.1 Partial Least Square (PLS) technique

In this study, the method used is Partial Least Square (PLS), the reason for using this method is to explain whether or not there is a relationship between latent variables, then to test theory-based modeling based on expert opinion and the results of previous studies where indicators of these variables are interrelated in explaining the current state of affairs. The analysis model using Partial Least Square (PLS) can be seen in Fig. 2 as follows:

Fig. 2. Inner Model PLS
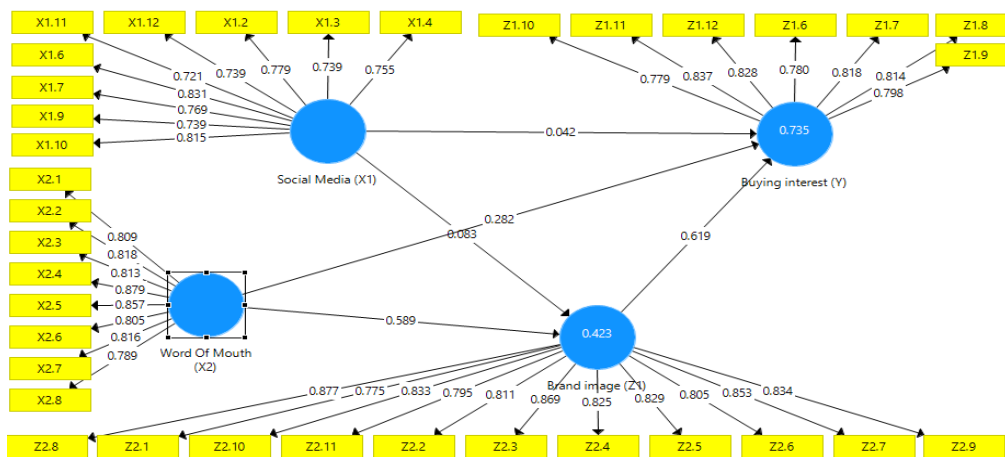
In Fig. 2 the PLS Inner Model that has been processed through the Partial Least Square application shows the relationship between the value of each indicator to the variable and the value of the relationship of exogenous variables associated with endogenous variables. Based on the inner model scheme that has been shown above, it can be explained that the path coefficient values are as follows:

1. The influence of Social Media (X_1) on Brand Image (Z_1) is 1.1972. Effect of Social Media (X_1) on Purchase Interest (Y) of 1.105
3. The effect of Word Of Mouth (X_2) on Brand Image (Z_1) is 9.479
4. The effect of Word Of Mouth (X_2) on Purchase Interest (Y) of 4.0265. Effect of Brand Image (Z_1) on Purchase Interest (Y) of 10,013

4.2 Model Evaluation

An indicator is said to meet convergent validity in the good category if the outer loading value is > 0.70. The following is the outer loading of each indicator on the research variables.

Table 3
Outer loading

Indicator	Brand image (Z_1)	Buying Interest (Y)	Social Media (X_1)	Word Of Mouth (X_2)
X1.10			0.81	
X1.11			0.72	
X1.12			0.74	
X1.2			0.78	
X1.3			0.74	
X1.4			0.76	
X1.6			0.83	
X1.7			0.77	
X1.9			0.74	
X2.1				0.81
X2.2				0.82
X2.3				0.81
X2.4				0.88
X2.5				0.86
X2.6				0.81
X2.7				0.82
X2.8				0.79
Z1.10		0.78		
Z1.11		0.84		
Z1.12		0.83		
Z1.6		0.78		
Z1.7		0.82		
Z1.8		0.81		
Z1.9		0.80		
Z2.1	0.77			
Z2.10	0.83			
Z2.11	0.79			
Z2.2	0.81			
Z2.3	0.87			
Z2.4	0.83			
Z2.5	0.83			
Z2.6	0.81			
Z2.7	0.85			
Z2.8	0.88			
Z2.9	0.83			

Based on Table 3, it is known that each research variable indicator has an outer loading value > 0.7. The results of the outer loading show that there are no variable indicators whose outer loading values are below 0.6 so that all indicators are declared feasible or valid to be used in research and can be used for further analysis.

4.3 Discriminated Validity

The value of cross loading, discriminant validity can also be known through other methods, namely by looking at the average variant extracted (AVE) for each indicator, the required value must be > 0.5 for a good model, the average variant extracted (AVE) value is as follows:

Table 4
Average Variant Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Buying interest (Y)	0.69
Brand image (Z_1)	0.65
Social Media (X_1)	0.59
Word Of Mouth (X_2)	0.68

Based on Table 4, it is known that the AVE value of Social Media (X_1), Word Of Mouth (X_2), Brand Image (Z_1) and Purchase Interest (Y) > 0.5. Thus, it can be stated that each variable has good discriminant validity. Composite Reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value from each of the variables used in this study:

Table 5
Composite reliability

Variable	Composite Reliability
Buying interest (Y)	**0.96**
Brand image (Z_1)	**0.93**
Social Media (X_1)	**0.93**
Word Of Mouth (X_2)	**0.94**

Based on Table 5, it can be seen that the composite reliability value of Social Media (X_1), Word Of Mouth (X_2), Brand Image (Z_1), and Buying Interest (Y) variables > 0.60. These results indicate that each variable has met composite reliability so that it can be concluded that all variables have a high level of reliability.

4.4 Cronbach Alpha

The reliability test with composite reliability above can be strengthened by using the Cronbach alpha value. A variable can be declared reliable or fulfills Cronbach alpha if it has a Cronbach alpha value > 0.7, the following is the Cronbach alpha value of each variable:

Table 6
Cronbach Alpha

Variable	Cronbach's Alpha
Buying interest (Y)	**0.95**
Brand image (Z_1)	**0.91**
Social Media (X_1)	**0.91**
Word Of Mouth (X_2)	**0.93**

Based on Table 6, it can be seen that the Cronbach alpha value of each variable is Social Media (X_1), Word Of Mouth (X_2), Brand Image (Z_1) and Purchase Interest (Y) > 0.70. Thus, these results can indicate that each research variable has met the requirements of the Cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

4.5 Test the goodness of the Model (Goodness Of Fit)

Based on the data processing that has been done using the SmartPLS program, the R-Square Adjusted value is obtained as follows:

Table 7
R-Square

	R Square	R Square Adjusted
Brand image (Z_1)	0.42	0.42
Buying interest (Y)	0.74	0.73

Based on Table 7, the assessment of goodness of fit is known from the Q-Square value. The Q-Square value has the same meaning as the coefficient determination (R-square) in the regression analysis, where the higher the Q-Square, the better the model or the more fit the data. The results of the calculation of the q-square value are as follows:

Q-Square = $1 - [(1\text{-}R12) \times (1\text{-}R22)] = 1 \ [(1\text{-}0.42) \times (1\text{-}0.73)] = 1 - (0.58 \times 0.27) = 1\text{-}0.156 = 0.844$

Based on the results of the above calculations, we obtained a Q-Square value of 0.844. This shows that the diversity of the research data that can be explained by the research model is 84.4%, while the remaining 15.6% is explained by other factors outside the research model. Thus, from these results, this research model can be declared to have a good goodness of fit.

4.6 Hypothesis testing

This research hypothesis can be declared accepted if the P-values <0.05. Hypothesis test results obtained in this study through the inner mode.

Direct Effect Hypothesis

The partial direct effect hypothesis test can be seen in the following table:

Table 8
T-statistics and Direct P-Values

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand image (Z_1) → *Buying interest* (Y)	0.62	0.62	0.06	10.01	**0.00**
Social Media (X_1) → *Brand image* (Z_1)	0.08	0.09	0.07	1.20	**0.23**
Social Media (X_1) → *Buying interest* (Y)	0.04	0.04	0.04	1.10	**0.27**
Word Of Mouth (X_2) → *Brand image* (Z_1)	0.59	0.59	0.06	9.48	**0.00**
Word Of Mouth (X2) → *Buying interest* (Y)	0.28	0.28	0.07	4.03	**0.00**

Based on Table 8, the results of the partial test are obtained as follows:

1. The t-count value for Brand Image is 10.01, which is greater than the t-table value of 1.96 and the sig t value for Brand Image is 0.00, smaller than alpha (0.05). Based on the results obtained, reject H0 and accept H1, for Brand Image. Thus, partially Brand Image has a significant effect on Purchase Interest, meaning that the Brand Image variable gives good results on Purchase Interest.

2. The t-count value for Social Media is 1.20 smaller than the t-table value 1.96 and the sig t value for Social Media is 0.23 greater than alpha (0.05). Based on the results obtained, accept H0 and reject H1, for Social Media. Thus, partially Social Media does not have a significant effect on Brand Image, meaning that the Social Media variable does not give good results on Brand Image.

3. The t-count value for Social Media is 1.10, which is smaller than the t-table value of 1.96 and the sig t value for Social Media is 0.27, which is greater than the alpha (0.05). Based on the results obtained, accept H0 and reject H1, for Social Media. Thus, partially Social Media does not have a significant effect on Buying Interest, meaning that the Social Media variable does not give good results on Buying Interest.

4. The t-count value for Word Of Mouth is 9.48 which is greater than the t-table value of 1.96 and the sig t value for Word Of Mouth is 0.00 which is smaller than alpha (0.05). Based on the results obtained, reject H0 and accept H1 for Word Of Mouth. Thus, partially Word Of Mouth has a significant effect on Brand Image, meaning that the Word Of Mouth variable gives good results on Brand Image.

5. The t-count value for Word Of Mouth is 4.03 which is greater than the t-table value of 1.96 and the sig t value for Word Of Mouth is 0.00 less than alpha (0.05). Based on the results obtained, reject H0 and accept H1, for Word Of Mouth. Thus, partially Word Of Mouth has a significant effect on Buying Interest, meaning that Word Of Mouth gives good results on Buying Interest.

Indirect Effect Hypothesis

The indirect influence hypothesis test can be seen in the following table:

Table 9
T-statistics and Indirect P-Values

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Social Media (X_1) → *Brand image* (Z_1) → *Buying interest* (Y)	0.05	0.05	0.04	1.16	**0.25**
Word Of Mouth (X_2) → *Brand image* (Z_1) → *Buying interest* (Y)	0.36	0.37	0.06	6.35	**0.00**

Based on Table 9, the test results are obtained as follows:

1. The t-count value for the influence of Social Media on Buying Interest through Brand Image as an intervening variable is 1.16 smaller than the t-table value of 1.96 and the sig t value of 0.25 is greater than alpha (0.05). Based on the results obtained, we accept H_0 and reject H_1. Brand Image as an intervening variable does not have a significant impact in increasing the influence of Social Media on Buying Interest.

2. The t-count value for the effect of word of mouth on buying interest through brand image as an intervening variable is 6.35, greater than the t-table value of 1.96 and the sig t-value of 0.03 is smaller than alpha (0.05). Based on the results obtained, we reject H_0 and accept H_1. Brand Image as an intervening variable has a significant impact in increasing the influence of word of mouth on buying interest.

Total Effect Hypothesis Test

Explanation of the total effect hypothesis test can be seen in the following table:

Table 10
T-statistics and P-Values Effect of Total

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand image (Z_1) → *Buying interest* (Y)	0.62	0.62	0.06	10.01	**0.00**
Social Media (X_1) → *Brand image* (Z_1)	0.08	0.09	0.07	1.20	**0.23**
Social Media (X_1) → *Buying interest* (Y)	0.09	0.10	0.07	1.44	**0.15**
Word Of Mouth (X_2) → *Brand image* (Z_1)	0.59	0.59	0.06	9.48	**0.00**
Word Of Mouth (X_2) → *Buying interest* (Y)	0.65	0.65	0.06	10.27	**0.00**

Based on Table 10, the results of the total effect test are as follows:

1. The t-count value for Brand Image is 10.01 greater than the t-table value (1.96), or the sig t value for Brand Image is 0.00 less than alpha (0.05). Based on the results obtained, we reject H_0 and accept H_1. Thus, in total Brand Image has a significant effect on Purchase Intention, meaning that Brand Image does not have a real impact in increasing Purchase Interest.
2. The t-count value for Social Media is 1.20 smaller than the t-table value (1.96), or the sig t value for Social Media is 0.23 greater than alpha (0.05). Based on the results obtained, we reject H_0 and accept H_1. Thus, in total, Social Media does not have a significant effect on Brand Image, meaning that Social Media does not have a real impact in improving Brand Image.
3. The t-count value for Social Media is 1.44 which is smaller than the t-table value (1.96), or the sig t value for Social Media is 0.15 which is greater than the alpha (0.05). Based on the results obtained, we accept H_0 and reject H_1. Thus, in total, Social Media does not have a significant effect on Buying Interest, meaning that Social Media does not have a real impact in increasing Buying Interest.
4. The value of t-count for word of mouth is 9.48, which is greater than the value of t-table (1.96), or the value of sig t for word of mouth is 0.00, which is smaller than alpha (0.05). Based on the results obtained, we reject H_0 and accept H_1. Thus, in total, word of mouth has a significant effect on brand image, meaning that word of mouth has a real impact on improving brand image.
5. The value of t-count for word of mouth is 10.27 which is greater than the value of t-table (1.96), or the value of sig t for word of mouth is 0.00, which is smaller than alpha (0.05). Based on the results obtained, we reject H_0 and accept H_1. Thus, in total, word of mouth has a significant effect on buying interest, meaning that word of mouth has a real impact in increasing buying interest.

5. Discussion

The Influence of Social Media on Buying Interest

The results of the study accepted H_0 and rejected H_1. Thus, Social Media does not have a significant effect on Buying Interest, meaning that Social Media does not have a real impact in increasing Buying Interest. According to Wijayaa et al. (2021), Riyadi and Nurmahdi (2022) and Saputra et al. (2022), the effect of Social Media Marketing on the Purchase Intention proves that a consumer's buying interest can be increased through engagement on social media by creating content in the form of interesting and persuasive information. It is said that social media content created by marketers is identified as having an influence on consumer behavior in purchasing a product or service. Social media allows two-way communication between consumers.

The Influence of Word of Mouth on Buying Interest

The results of the study rejected H_0 and accepted H_1. Thus, WOM has a significant effect on buying interest, or meaning that WOM has a real impact in increasing buying interest. WOM is a statement (personally or non-personally) conveyed by someone other than the organization (service provider) to consumers, WOM marketing is an attempt by an organization to influence how consumers create and distribute relevant marketing information. With other consumers, facilitate, and strengthen relevant marketing among consumers.

The Influence of Social Media on Brand Image

The results of the study were obtained to accept H_0 and reject H_1. Thus, Social Media does not have any significant effect on Brand Image, or meaning that Social Media does not have a real impact in improving Brand Image.

The Effect of Word of Mouth on Brand Image

The results of the study rejected H_0 and accepted H_1. Thus, in total, word of mouth has a significant effect on brand image, or passing a message that WOM has a real impact on improving brand image.

The Influence of Brand Image on Buying Interest

The results of the study rejected H_0 and accepted H_1. Thus, Social Media has no significant effect on Buying Interest, through Brand Image as an intervening variable, it means indirectly that brand image cannot mediate in increasing the relationship between Social Media and Purchase Intention. According to Savitri et al. (2022), Syahril et al. (2022) and Juliana et al. (2022b) Brand image is everything that is related to the minds of consumers' memories, so that if the brand image created is positive, it will be very possible if potential consumers intend to make purchases of the products they want to buy. If the image of a brand is negative, then consumers will not be interested in making a purchase. Brand image is the perception and belief held

by consumers as reflected in associations that are embedded in consumers' memories, which are always remembered for the first time when they hear slogans and are embedded in the minds of consumers.

The Influence of Social Media on Buying Interest through Brand Image as an intervening variable

The results of the study rejected H_0 and accepted H_1. Thus, Social Media has a significant effect on Buying Interest through Brand Image as an intervening variable, meaning that brand image indirectly can mediate in increasing the relationship between Social Media and Buying Interest. Social media is a means for consumers to share text, marketers form a public voice, be presence on the Web, and amplify image, audio, and video informational activities with other consumers and companies. Social media enables other communication. They can also encourage companies to stay innovative and relevant through their everyday engagement. There are three main platforms for social media: online communities or forums, blogs, and social networks. According to Wedari et al. (2022) and Wijayaa et al. (2021), social media marketing can better target people who are actively visiting or choosing which sites to visit, and whose information is sought about products or services. Building a brand image to build awareness of the brand can be done through the use of social media marketing tools.

The effect of word of mouth on purchase intention through brand image as an intervening variable

The results of the study, the t-count value for the effect of WOM on buying interest through brand image as an intervening variable is 6.14, greater than the t-table value of 1.96 and the sig t value of 0.00 is smaller than alpha (0.05). Based on the results obtained, we reject H_0 and accept H_1. Thus, partially Brand Image as an intervening variable has a significant impact in increasing the influence of WOM on Purchase Interest.

6. Conclusion

1. Social Media has no significant effect on Buying Interest in the Creative Economy Business in the city of Medan. This shows that the role of social media does not have a good impact on consumers in considering buying Microeconomic products because the delivery of information through applications is not supported by accurate information and the information conveyed is not updated regularly.
2. Word of mouth has a significant effect on buying interest in the creative economy business in the city of Medan. This shows that consumers in conveying information about the creative economy through word of mouth to family, close friends and to others are more accurate and acceptable so as to provide a good picture for consumers to consider buying creative economy products in Medan City.
3. Social Media has no significant effect on Brand Image in Creative Economy Business in Medan city. This shows that the brand image of the creative economy in the city of Medan is quite well known and has become a trend in the city of Medan, but the delivery of social media through online media applications is not in accordance with current conditions, meaning that the delivery of information provided through social media is less accurate or not updated all the time. so that the brand image that has been built so far is not determined by the role of social media.
4. Word of Mouth has a significant effect on Brand Image in Creative Economy Business in Medan City. This shows that the role of consumers in conveying messages by word of mouth is enough to strengthen the argument in building a brand image of creative economy products in the city of Medan.
5. Brand Image has a significant effect on Buying Interest in Creative Economy Business in Medan City. This shows that the brand image built by micro-economic business actors has been proven by the superiority of the product and the popularity of the product so that it has a positive impact on consumers to be interested in buying the product again.
6. Social Media has no significant effect on Purchase Interest through Brand Image as an intervening variable in the Creative Economy Business in Medan City. This shows that the delivery of social media that is less accurate and not well targeted in introducing creative economy products has an indirect impact on less consumer buying interest, because the brand image that is built cannot maintain buying interest that has been built so far because there is no visible advantage of the product. creative economy because the information conveyed on social media cannot build a positive image for consumers to repurchase creative economy products in the city of Medan.
7. Word of Mouth has a significant effect on Buying Interest through Brand Image as an intervening variable in the Creative Economy Business in Medan City. This shows that consumer involvement through word of mouth can indirectly generate interest in buying micro-economic products, through brand images that have popularity and have received many awards from different institutions so that it is quite helpful in increasing buying interest in economic products. creative in the city of Medan.

References

Farzin, M., Sadeghi, M., Fattahi, M., & Eghbal, M. R. (2022). Effect of social media marketing and eWOM on willingness to pay in the etailing: Mediating role of brand equity and brand identity. *Business Perspectives and Research*, *10*(3), 327-343.

Jamilah, N. (2022). The Effect of Electronic Words of Mouth and the Attributes of Tourism Products on Visiting Interest and

Decision. *Journal of Business and Management Studies*, *4*(1), 42-48.

Juliana, J., Aditi, B., Nagoya, R., Wisnalmawati, W., & Nurcholifah, I. (2022a). Tourist visiting interests: The role of social media marketing and perceived value. *International Journal of Data and Network Science*, *6*(2), 469-476.

Juliana, J., Nagoya, R., Bangkara, B., Purba, J., & Fachrurazi, F. (2022b). The role of supply chain on the competitiveness and the performance of restaurants. *Uncertain Supply Chain Management*, *10*(2), 445-452.

Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., ... & Purwanto, A. (2022). The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data and Network Science*, *6*(2), 477-486.

Khiong, K. (2022). Impact and Challenges of Digital Marketing in Healthcare Industries during Digital Era and Covid-19 Pandemic. *Journal of Industrial Engineering & Management Research,* *3*(5), 112-118. https://doi.org/10.7777/jiemar.v3i5.408

Kristina, T., & Sugiarto, C. (2020). The role of trust mediates in the influence of social media marketing and Electronic Word-of-Mouth on purchase intention. *Management and Entrepreneurship: Trends of Development*, *4*(14), 102-113.

Mahar, F., Ahmed, S. Z., Danish, M., & Mobin, W. (2022). The Effect of Electronic Word of Mouth on Brand Equity in the Context of Social Media. *Journal of Business Administration and Management Sciences (JOBAMS)*, *4*(1), 19-30.

Maria, S., Pusriadi, T., Hakim, Y. P., & Darma, D. C. (2019). The effect of social media marketing, word of mouth, and effectiveness of advertising on brand awareness and intention to buy. *Jurnal Manajemen Indonesia*, *19*(2), 107-122.

Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2021). What makes GO-JEK go in Indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, *17*(1), 89-103.

Praditya, R. (2019). The Role of Social Media Customer Engagement on Satisfaction and Loyalty to Universities. *Journal of Industrial Engineering & Management Research*, *1*(1a), 24 - 34. https://doi.org/10.7777/jiemar.v1i1a.253

Pratama, R. I., Megadini, D. D., & Kusriandini, T. (2019). Effect of perceived ease of use, word-of-mouth communication, and brand image on decision to use Lazada E-commerce services. *International Journal of Multicultural and Multireligious Understanding*, *6*(1), 173-186.

Puriwati, W., & Tripopsakul, S. (2022). Consumers' Attitude towards Digital Social Responsibility: Impacts on Electronic Word of Mouth and Purchase Intention. *Emerging Science Journal*, *6*(1), 64-74.

Riyadi, S., & Nurmahdi, A. (2022). The Effect of Destination Image, Electronic Word of Mouth and Service Quality on Visiting Decisions and Their Impact on Revisit Interest. *Journal Research of Social, Science, Economics, and Management*, *1*(9), 1244-1263.

Saputra, A. S., Setyoko, P. I., & Kurniasih, D. (2022). The Role of Social Media, Innovation and Branding Capabilities on Hospital Marketing Performance During The Covid-19 Pandemic and Industry Revolution 4.0 Era. *Journal of Industrial Engineering & Management Research*, *3*(5), 100-111. https://doi.org/10.7777/jiemar.v3i5.404

Savitri, C., Hurriyati, R., Wibowo, L., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, *6*(1), 185-192.

Siddiqui, M. S., Siddiqui, U. A., Khan, M. A., Alkandi, I. G., Saxena, A. K., & Siddiqui, J. H. (2021). Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(4), 1008-1024.

Syahril, S., Sihotang, M., Hadinegoro, R., Sulastri, E., Rochmad, I., Cahyono, Y., & Purwanto, A. (2022). Hospitals Cusptomer e-loyalty: How The Role of e-service quality, e-recovery service quality and e-satisfaction?. *UJoST-Universal Journal of Science and Technology*, *1*(1), 23-27.

Wedari, C. I. A., & Yasa, N. N. K. (2022). The Role of Brand Image to Mediate the Effect of Word of Mouth on the Intention of Using Wicitra Wedding Salon Services in the City of Denpasar. *European Journal of Business and Management Research*, *7*(2), 1-6.

Williams, N. L., Ferdinand, N., & Bustard, J. (2019). From WOM to aWOM–the evolution of unpaid influence: a perspective article. *Tourism Review*, *75*(1), 314-318.

Wijayaa, O., Sulistiyanib, S., Pudjowatic, J., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, *5*(3), 231-238.