

The Influence of Social Media Marketing on Purchase Decisions with Brand Image as a Mediation Variable

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Abstract: Purpose: This study aims to determine and analyze the influence of social media marketing on purchasing decisions mediated by brand image, **Methods:** The research method used is quantitative method. The population in this study were followers of the coffee shop's Instagram Tentang Coffee, totaling 2258 followers, using the Slovin formula to find a sample of 96 respondents. The sampling technique used is purposive sampling,

Data analysis: The analytical method used is a structural equation model with the help of Smart PLS software,

Results and Discussions: The results show that social media marketing has a significant positive effect on purchasing decisions, social media marketing has a significant positive effect on brand image, brand image has a significant positive effect on purchasing decisions, and brand image can partially mediate the relationship of social media marketing to purchasing decisions,

Conclusion: The better the social media marketing and brand image done by Tentang Coffee will have a good impact on consumer purchasing decisions

Keywords: social media marketing, brand image, purchase decision

Introduction

Coffee Shop become one of the places visited by many people and knows no age limit. Where the Coffee Shop is a place for people, especially millennial children, to gather and enjoy culinary delights with their friends and family.

This research was conducted in one of the coffee shops in Malang Regency, namely the coffee shop Tentang Coffee. Based on a preliminary study conducted, Tentang Coffee experienced a decrease in the number of sales, considering that the location of the shop is in the district area, causing the existence of this shop to be less well known by the wider community. The owner of Tentang Coffee has tried to use social media marketing as a way to increase exposure so that it has an impact on increasing sales.

The purchase decision is the stage where the buyer has made his choice and makes a purchase of the product, consumes it (Upadana & Pramudana, 2020). In purchasing there is a process of consideration from consumers (Kurniasari & Budiarmo, 2018), there are looking for product or brand information, references and promotions. When consumers actually make a purchase of a product or service it is called a purchase decision. Purchasing decisions are a decision-making process carried out by consumers in choosing goods or services offered in the market (Ansari et al., 2019).

One of the factors that can influence purchasing decisions can be seen from the delivery of products that can be done by publishing advertisements through social media. According to (Permatasari & Kuswadi, 2018) social media has changed the dynamics of consumer behavior by shortening the consumer buying process. Where social media is a digital platform for companies to carry out marketing activities in this modern era where consumers are actively involved in offerings, have access to comment, share, and get information easily (Ansari et al., 2019)

Therefore, social media can be seen as an online medium that strengthens the relationship between users as well as a social bond. Social networking sites generally play a role as a medium which is a place to carry messages from the communication process. The impact of social media is considered the most effective form of marketing in maintaining relationships with consumers, building good relationships with consumers (Semuel & Setiawan, 2018). Social media is currently not only used for personal interests but has become an important platform for a business/company to get closer to potential respondents and respondents (Susilo et al., 2019) Competition in today's business world requires marketers to always innovate in promoting ideas, goods or services.

In the consumer buying process there is a consumer information search phase. This information can be provided by marketers or sought by consumers through social media. There are many companies that use social media in their business activities, the aim is to market their products and establish relationships with customers. Now more and more consumers are connected to social media. (Kulimula, 2020) shows that through social media a large group of audiences from various backgrounds can gain access to a company's marketing

communications. (Never, 2019) further states that when information is available, it reduces all forms of search costs on the part of the consumer and this predicts high-level purchase intention behavior.

Social media marketing have a direct impact on consumer purchasing decisions. Social media marketing (SMM) is the use of technology, channels, and software from social media that aims to create valuable communication, delivery, exchange, and offerings for stakeholders in an organization (Tuten & Solomon, 2018). By using social media, companies can spread advertisements in the form of photos to other Instagram users, this will be very important because photos can describe many things, are real-time, and with social media entrepreneurs can carry out two-way communication with consumers. (Yoong & Lian, 2019) posits that user-generated content is more attractive to consumers than company-generated communications.

Social media can effectively influence people to make a purchase if the displayed image is attractive, the caption or writing conveyed contains an invitation to buy the product and maintain its existence. The results of previous research conducted by (Angelyn et al., 2021) stated that social media marketing has a positive and significant effect on purchasing decisions. This research is supported by research conducted by (Ridayani et al., 2021) and (Palalic et al., 2020) which state that social media marketing has a positive and significant effect on purchasing decisions, meaning that if the use of social media marketing increases, purchasing decisions will also increase.

Some of the results of previous research conducted by (Angelyn et al., 2021; Palalic et al., 2020; Ridayani et al., 2021) show that the use of social media Instagram has a significant effect on purchasing decisions. On the other hand, there are conflicting research results. Research conducted by (Auliarahman & Sumadi, 2020; J. Hanaysha, 2016) shows that different results of social media marketing have a positive and insignificant effect on purchasing decisions.

Based on the results of the research gap, this study uses a mediating variable to bridge the research gap. The mediating variable used is brand image. The marketing strategy of a product is to improve the company's brand image. (Kotler & Armstrong, 2017) state that brand image is the public's perception of the company or its products. Brand image is a description of associations and consumer beliefs about certain brands, while associations are attributes that exist within the brand and have a level of strength (Tjiptono & Chandra, 2018). Building a positive brand can be obtained by creating a strong marketing program for these products so that our products have unique characteristics and have advantages that are highlighted.

Theoretical Base

Social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action for a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, micro blogging, and social networking (Santoso et al., 2017). (Santoso et al., 2017) as for indicators to measure social media marketing variables according to (Syahbani & Widodo, 2017) as follows context, communication, collaboration, connection.

Brand image is an important determinant of consumer habits in buying an item, especially where consumers find it difficult to distinguish products or services based on intangible attributes. Brand image is very important for product success, because at the time of purchasing a product, people will tend to buy the brand (Fahmi, M. et al., 2020) According to (Kotler & Armstrong, 2017) the indicators of brand image are as follows, namely recognition, reputation, affinity, loyalty.

Purchasing decisions are the final buying behavior of consumers, both individuals and households, who buy goods and services for personal consumption (Priansa, 2017). There are several indicators in the purchasing decision process (Kotler & Armstrong, 2017) namely the purpose of buying, processing information, stability, providing recommendations, making repeat purchases).

Hypotheses

Purchasing decisions are actions taken by consumers to buy products. Every producer must carry out a strategy so that consumers decide to buy their products. The results of research conducted by (Angelyn et al., 2021; Palalic et al., 2020; Ridayani et al., 2021) show that social media marketing has an effect on purchasing decisions. So the hypothesis in this study is as follows:

H1: social media marketing has an effect on purchasing decisions

Social media marketing is practiced to engage customers in online social locations where customers naturally spend time. Social media marketing is marketing using social networks, marketing blogs and more. The results of previous research conducted by (Bilgin, 2018; Budiman, 2021) show that social media marketing has a positive and significant effect on brand image. So the hypothesis in this study is as follows:

H2: social media marketing has an effect on brand image

Brand image is an important determinant of consumer habits in buying an item, especially where consumers find it difficult to distinguish products or services based on intangible attributes. Brand image is very important for product success, because at the time of purchasing a product, people will tend to buy the brand (Fahmi, M. et al., 2020) The results of previous research conducted by (Pradita & Sitio, 2020; Slamet et al., 2022; Sugianto et al., 2022; Tamara et al., 2021) show that brand image has a positive and significant influence on purchasing decisions. So the hypothesis in this study is as follows:

H3: brand image affects purchasing decisions

Decision is the process of tracing the problem starting from the background of the problem, identifying the problem to the formation of conclusions or recommendations. Social media can effectively influence people to make purchases if the images displayed are attractive, the captions or writings conveyed contain an invitation to buy products and maintain their existence. Building a positive brand can be obtained by creating a strong marketing program for these products so that our products have unique characteristics and have advantages that are highlighted, and that can make them different from other products. So the hypothesis in this study is as follows:

H4: social media marketing has an effect on purchasing decisions through brand image

Method

This study uses a quantitative approach. Data collection methods used are questionnaires and documentation methods. The population in this study is Instagram followers coffee shop Tentang Coffee. The number of samples in this study was determined using the Slovin formula so that the results obtained were 96 respondents. The sampling technique used is purposive sampling. The data collection method in this research is using questionnaires and literature. The data that has been collected will be processed using the Structural Equation Modeling (SEM) method with SmartPLS (Partial Least Square) software.

Results and Discussion

Based on the results of the questionnaires that have been distributed, the characteristics of the respondents are as follows: 1) the majority of respondents are female; 2) the majority of respondents are 18-25 years old; 3) the majority of respondents are students, 4) the majority of respondents have an income of Rp. 1.000.000 – Rp. 2.500,000.

In this study, the analysis of the measurement mode was carried out through two tests, namely the validity test and the reliability test. The validity test consists of convergent validity and discriminant validity. Based on the calculation results it can be seen that all items from social media marketing, brand image and purchasing decisions have a loading factor value greater than 0.60. So it can be concluded that all items in the instrument in this study are declared valid.

The next test will be proven by the AVE value that is will be displayed as follows:

Table 1 AVE Value

Variable	AVE	Standard	Note
<i>Social media</i>	0.680	0.5	Valid
<i>Marketing Brand Image Buying</i>	0.750	0.5	Valid
Decision	0.669	0.5	Valid

Source: Processed data (2021)

Based on the results of the calculation, it can be seen that the model 4 variables used to explain the relationship between all indicators and the latent variables, namely social media marketing, brand image and purchasing decisions can be declared valid. This is because the results of the evaluation of the measurement model have met the minimum criteria for measurement, namely the AVE value is more than 0.5. Thus, the indicator is declared valid to measure the variable.

Furthermore, another factor that can be used to see the validity is by looking at the discriminant validity. Discriminant validity is a measurement model assessed based on cross loading measurements with constructs. If the cross loading value of each indicator of the relevant variable is greater than the cross loading value of other variables, the indicator is said to be valid. Based on the calculations, it can be seen that each indicator in the research variable has the largest cross loading value on the variables it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

The results of the composite reliability and Cronbach's alpha values in this study can be seen in Table 2 as follows:

Table 2 Cronbach Alpha and Composite Reliability Values

Variable	Cronbach's Alpha	Composite Reliability	Note:
Social media marketing Brand	0.926	0.940	Reliable
Image Buying decision	0.943	0.953	Reliable
	0.919	0.933	Reliable

Source: Processed data (2021)

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.

The structural model in this study will be presented in Figure 2 as follows:

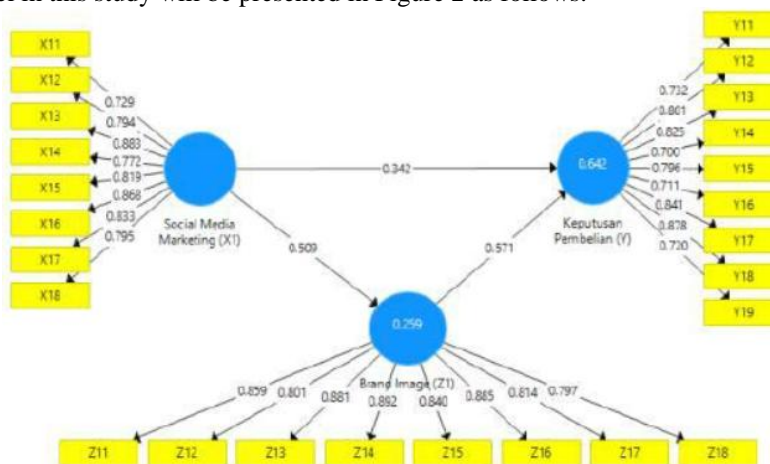


Figure 1 Outer Model

Source: Processed data (2022)

Goodness of fit model in the PLS analysis is carried out using R-Square (R2) and Q-Square predictive relevance (Q2). The summary of the results of the goodness of fit model is presented in table 3 below:

Table 3 R Square

Variable	R Square (R2)
Brand Image(Z)	0.259
Purchase Decision (Y)	0.642

Source: Processed data (2021)

The R2 value of the brand image is 0.259. This shows that the brand image variable can be explained by social media marketing by 25.9%. While the remaining 74.1% is the contribution of other variables that are not part of this study. The Q-Square predictive relevance value of this study is 0.734 or 73.4%. This value also means that the diversity of purchasing decision variables can be explained by the overall model of 73.4% or in other words the contribution of social media marketing and brand image variables to purchasing decisions with an accuracy of 73.4% while the rest is the contribution of other variables that are not be the focus of this research.

The results of direct hypothesis testing will be presented in Table 4 below:

Table 4 Direct Hypothesis

Hypothesis	Influence	T Statistics	P Values	Note
H1	X1->Y	7,762	0.000	Received
H2	X1->Y	6,407	0.000	Received
H3	Z->Y	3,618	0.000	Received

Source: Processed data (2022)

Based on the table above, the following conclusions can be drawn:

1. From the results of data processing using SmartPLS, the coefficient values and T-statistic values are obtained in order to show their significance. Based on the results of the tests conducted, it shows that the

relationship between social media marketing variables and purchasing decisions has a coefficient value of 0.571 with a t-statistic value of 7.762 which is greater than t-table (1.66). So, statistically and empirically these results show that social media marketing has a significant and positive influence on purchasing decisions. It also describes that the better social media marketing is done, it will increase consumer decisions to buy. From these results, it can be concluded that hypothesis 1 is accepted

2. The test results show that the relationship between social media marketing and brand image has a coefficient value of 0.509 and the t-statistic of 6.407 is greater than the t-table (1.66). This shows that social media marketing has a positive and significant impact on brand image. From these results, it can be said that if the social media marketing carried out by Indonesia is getting better, it will increase the brand image. Thus, it can be concluded that hypothesis 2 is accepted
3. The test results show the relationship brand image to purchasing decisions have a coefficient value of 0.342 and a t-statistic value of 3.618 which is greater than t-table (1.66) so that it can be concluded that brand image has a positive and significant effect on purchasing decisions. Thus it shows that hypothesis 3 is accepted. From these results indicate that the better the image or image owned by a brand, it can influence consumer decisions to buy.

Furthermore, the results of indirect hypothesis testing in this study will be presented in table 5 below:

Table 5 Indirect Hypothesis

Hypothesis	Influence	T Statistics	P Values	Note
H4	X1->Z->Y	5.073	0.000	Received

Source: Primary Data Processed (2022)

Based on the results of testing the fourth hypothesis, it shows that the relationship between social media marketing variables and purchasing decisions through brand image shows the path coefficient value of 0.290 and the T-statistic value of 5.073 which is greater than the T-table value of (1.66). Thus, statistically and empirically these results indicate that brand image has a significant influence in bridging the relationship between social media marketing and purchasing decisions. So it can be concluded that hypothesis 4 in this study is accepted.

Discussion

The Influence of Social Media Marketing on Purchase Decisions

Based on the first hypothesis testing, it can be stated that social media marketing has a significant positive effect on purchasing decisions. In this case, it can be interpreted that the better social media marketing carried out by Tentang Coffee will have a good impact on consumer purchasing decisions.

Based on the respondent's answer shows Coffee shop Instagram Tentang Coffee presents quality images, the content presented is interesting, the uploaded content has a characteristic. In addition, the Instagram Tentang Coffee admin is able to interact with followers. Not only that, consumers can also provide input via Instagram, they can exchange opinions with the admin Tentang Coffee, thus the relationship between the company and consumers can be well established. Through Instagram Tentang Coffee, consumers can get the latest information related to new products, promos and events at Tentang Coffee.

The results of this study are in line with research conducted by (Angelyn et al., 2021; Palalic et al., 2020; Ridayani et al., 2021) which states that social media marketing has an effect on purchasing decisions. On the other hand, this study contradicts research conducted by (Auliarahman & Sumadi, 2020; Hanaysha, 2021) which states that social media marketing has no significant effect on purchasing decisions.

The Influence of Social Media Marketing on Brand Image

Based on the second hypothesis testing, it can be stated that social media marketing has a significant positive effect on brand image. In this case, it can be interpreted that the better social media marketing done by Tentang Coffee, the better the brand image.

The results of this study support research conducted by the content uploaded on Instagram Tentang Coffee has its own characteristics. This makes it easy for consumers to easily identify the identity of Tentang Coffee.

The results of this study are in line with research conducted by (Bilgin, 2018; Budiman, 2021) who state that social media marketing has a positive and significant effect on brand image.

Influence of Brand Image on Purchase Decision

Based on the third hypothesis testing, it can be stated that brand image has a significant positive effect on purchasing decisions. In this case it can be interpreted that the better the brand image Tentang Coffee will influence consumers to buy.

Based on the respondent's answer shows The logo of the Tentang Coffee shop is easy to recognize, the products sold at the Tentang Coffee shop can also be recognized by consumers. In addition, the Tentang Coffee shop has good product quality, provides good service and has affordable prices. Consumers think that the Tentang Coffee shop can provide satisfaction and consumers are willing to make the Tentang Coffee shop their first choice.

The results of this study are in line with research conducted by (Pradita & Sitio, 2020; Slamet et al., 2022; Sugianto et al., 2022; Tamara et al., 2021) who stated that brand image has a positive and significant influence on purchasing decisions.

The Influence of Social Media Marketing on Purchase Decisions through Brand Image

Based on the results of testing the fourth hypothesis, it can be stated that social media marketing has an effect on purchasing decisions through brand image. In this case, it can be interpreted that brand image can mediate partially (partial mediation) the relationship of social media marketing to purchasing decisions.

Based on the respondent's answer shows the products offered by the coffee shop Tentang Coffee are in accordance with the tastes and needs of consumers. Then, the majority of respondents searched for information Tentang Coffee shops Tentang Coffee through social media. Another opinion expressed by consumers is that coffee shops Tentang Coffee can provide pleasure and meet their expectations. This encourages consumers to be willing to recommend a coffee shop Tentang Coffee to family and friends. In addition, consumers will also be willing to try new products from the Tentang Coffee shop.

The results of this study are in line with the results of research conducted by (Angelyn et al., 2021; Palalic et al., 2020; Ridayani et al., 2021) which states that social media marketing has an effect on purchasing decisions. Then support the research conducted by (Bilgin, 2018; Budiman, 2021) which state that social media marketing has a positive and significant effect on brand image. In addition, in line with research conducted by (Pradita & Sitio, 2020; Slamet et al., 2022; Sugianto et al., 2022; Tamara et al., 2021) who stated that brand image has a positive and significant influence on purchasing decisions

Conclusion

Based on the results of research and discussion, the following conclusions can be drawn social media marketing significant positive effect on purchasing decisions, social media marketing has a significant positive effect on brand image, brand image has a significant positive effect on purchasing decisions. Social media marketing influences purchasing decisions through brand image. Based on the analysis that has been done, the suggestions that can be given to the Tentang Coffee coffee shop, namely the Tentang Coffee coffee shop, should be more intense in uploading events or activities at the Kedai so that followers always get updated information, besides that it is better not only to upload content in the form of images, but also in the form of videos. This will add to the attraction for followers.

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