

THE ROLE OF BRAND IMAGE IN MEDIATING THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS AT SURA KONVEKSI

Ni Kadek Tresnawati

Faculty of Economics and Business , Udayana University
Corresponding author: dewatitresna@gmail.com

I Gusti Ayu Ketut Giantari

Faculty of Economics and Business, Udayana University
Corresponding author: ayugiantari@unud.ac.id

Abstract

The purpose of this study was to examine the effect of social media marketing on purchase decisions with brand image as a mediating variable among Sura Konveksi consumers. The study involved 100 consumers from Bangli and Gianyar Regencies selected through purposive sampling. Data were collected using questionnaires and analyzed with descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings showed that social media marketing had a positive and significant effect on both purchase decisions and brand image, while brand image also positively and significantly influenced purchase decisions. Furthermore, brand image partially mediated the relationship between social media marketing and purchase decisions, indicating that effective social media activities enhance consumer purchasing behavior by strengthening the company's brand image. Theoretically, the study contributes to consumer behavior literature by demonstrating the mediating role of brand image in the relationship between social media marketing and purchase decisions. Practically, the findings suggest that Sura Konveksi should improve its brand identity and optimize social media marketing by creating engaging, informative, and identity-driven content to strengthen brand image and encourage higher consumer purchase decisions.

Keywords: Brand Image, Purchase Decisions, Social Media Marketing

INTRODUCTION

The development of digital technology has transformed the way people communicate, obtain information, and conduct economic activities. Digital transformation encourages businesses to adapt their business strategies to remain competitive amidst changing consumer behavior, which increasingly relies on digital media for information searches and product purchases (Kotler et al., 2022). These changes have had a significant impact on the development of the creative industry, as technology opens up opportunities for innovation, expands market reach, and improves marketing efficiency (Agit et al., 2023). One subsector of the creative industry that is experiencing rapid growth is the *fashion industry* , particularly the garment industry, which utilizes social media as a means of promotion and communication with consumers (Sabilla & Andriana, 2024). This situation demonstrates that the ability to

utilize digital technology is a crucial factor for businesses in maintaining competitiveness and improving consumer purchasing decisions.

The garment industry in Indonesia continues to grow in line with the increasing public demand for clothing, uniforms, and various textile products that have both functional and aesthetic value. Increasing competition encourages businesses to not only rely on product quality but also develop digital marketing strategies that can attract consumer attention through various social media platforms (Ridhowati et al., 2024). Sura Konveksi is a local garment business in Bangli Regency that utilizes social media as a promotional medium and a means of displaying product catalogs to potential customers. However, the presence of social media does not necessarily directly increase purchasing decisions if the implemented marketing strategy is not optimal (Giantari et al., 2025). Therefore, the effectiveness of *social media marketing* is an important aspect that needs to be studied to determine its contribution to consumer purchasing behavior.

The research phenomenon is evident from Sura Konveksi's sales data for the 2021–2024 period, which shows fluctuating conditions. Sales increased by 11.36% in 2022, then decreased by 2.86% in 2023 before increasing again by 7.56% in 2024, resulting in an average increase of only 5.35% per year. This fluctuation indicates that consumer purchasing decisions are not yet consistent and are still influenced by various factors, including the effectiveness of the company's digital promotional activities (Kotler et al., 2022). This condition is reinforced by the results of a *pre-survey*, which showed that of 30 respondents, only 18 stated that social media promotions influenced purchasing decisions, while 16 respondents considered brand image to be the main reason for making a purchase. These findings indicate that optimizing digital marketing and building brand image remain challenges that need to be addressed to ensure more stable sales increases (Giantari et al., 2025).

Purchasing decisions are the end result of a consumer's evaluation of various alternatives before deciding on a product to purchase. The Consumer Behavior Model explains that purchasing decisions are influenced by marketing stimuli and psychological factors that develop during the decision-making process (Kotler et al., 2022). One increasingly dominant form of marketing stimulus is *social media marketing*, a marketing strategy that utilizes social media to build communication, convey product information, and increase consumer engagement with a brand (Giantari et al., 2025). Consistent marketing activities through social media are believed to increase consumer interest by providing easily accessible information and attracting the attention of potential buyers. Thus, *social media marketing* is seen as a strategy with significant potential to influence purchasing decisions, particularly in garment businesses that rely on digital interactions with their consumers.

However, the influence of *social media marketing* on purchasing decisions has not always shown consistent results in various previous studies. Ayuningtyas and

Nuralam's (2019) study proved that *social media marketing* had a positive and significant effect on purchasing decisions, while Giantari et al.'s (2025) study also found similar results in the *fashion industry*. Conversely, Lubis and Sembiring's (2020) study showed that the influence of *social media marketing* on purchasing decisions was positive but not significant because content quality, consumer interaction, and the consistency of digital promotions were not yet optimal. These differences in results indicate a *research gap*, indicating that the relationship between *social media marketing* and purchasing decisions still requires a more comprehensive explanation through other variables that play a role in the process (Lubis & Sembiring, 2020). Therefore, further research is needed to gain a deeper understanding of the mechanisms that explain the relationship between these variables.

One variable thought to explain this relationship is *brand image*. Brand image is a consumer's perception of a brand formed through experiences, information, and impressions received during interactions with the company's products and marketing activities (Kotler et al., 2022). Companies can build *brand image* through *social media marketing* strategies that showcase brand identity, product characteristics, and advantages that differentiate it from competitors, thereby increasing consumer trust (Narayana & Rahanatha, 2020). Research by Sanjiwani and Suasana (2019) and Soefhwan and Kurniawati (2022) demonstrates that *brand image* has a positive and significant effect on purchasing decisions, making it an important factor in encouraging consumers to choose a product. Thus, *brand image* is seen as having a strategic role as a mediating variable that can strengthen the influence of *social media marketing* on consumer purchasing decisions.

This study is novel because it places *brand image* as a mediating variable in the relationship between *social media marketing* and purchasing decisions at Sura Konveksi, a local convection business in Bangli Regency. The focus of the study is directed at analyzing the influence of *social media marketing* on purchasing decisions, the influence of *social media marketing* on *brand image*, the influence of *brand image* on purchasing decisions, and the mediating role of *brand image* in the relationship between these two variables. This approach is expected to provide a more comprehensive picture of the mechanisms that influence consumer purchasing decisions in the local convection industry. The results of the study are also expected to provide theoretical contributions in the development of consumer behavior studies, particularly related to digital marketing and brand image formation. In addition, this study is expected to be a reference for business actors in designing more effective digital marketing strategies that can increase competitiveness and consumer loyalty.

Based on this background, this study aims to examine and explain the influence of *social media marketing* on purchasing decisions, the influence of *social media marketing* on *brand image*, the influence of *brand image* on purchasing decisions, and the role of *brand image* as a mediating variable at Sura Konveksi. This study is expected

to provide empirical information regarding the importance of integrating digital marketing strategies with brand image formation in improving consumer purchasing decisions. The results of the study are expected to be a consideration for Sura Konveksi management in developing more effective promotional strategies that are in line with consumer behavior in the digital era. Academically, this study is expected to enrich the literature on digital marketing, consumer behavior, and the role of *brand image* in influencing purchasing decisions. Thus, this study is expected to provide benefits both for the development of science and for marketing practices in the local convection industry.

METHODS

This study uses a quantitative approach with an associative causality research design that aims to examine the causal relationship between *social media marketing*, *brand image*, and purchasing decisions among Sura Konveksi consumers. This approach was chosen because it is able to explain the influence of exogenous variables on endogenous variables, both directly and through mediating variables. The research location was carried out at Sura Konveksi located on Jalan Abimanyu, Cempaga, Bangli Regency, Bali, because the business actively utilizes social media as a promotional tool while facing quite tight competition in the local convection industry. The object of the study is consumer behavior in making purchasing decisions that are influenced by *social media marketing activities* and *brand image*. The exogenous variable in this study is *social media marketing*, the mediating variable is *brand image*, while the endogenous variable is purchasing decisions. Each variable is measured using indicators adapted from previous research so that it has a strong theoretical basis and is in accordance with the characteristics of the study.

The research population is all consumers of Sura Konveksi who live in Bangli Regency or Gianyar Regency, with the population size not known with certainty so it is categorized as an infinite population. The research sample was determined using a *non-probability sampling technique* with a *purposive sampling method*, namely the selection of respondents based on certain criteria that are in accordance with the research objectives. The number of samples of 100 respondents was determined based on the *Partial Least Squares Structural Equation Modeling (PLS-SEM)* analysis guidelines, which is five to ten times the number of research indicators which amount to thirteen indicators. Respondents were selected with the criteria of being at least 17 years old, domiciled in Bangli Regency or Gianyar Regency, having a minimum education level of high school or equivalent, having seen or obtained information about Sura Konveksi through social media, and having purchased Sura Konveksi products at least once. The data used consists of quantitative data in the form of questionnaire answer scores and qualitative data in the form of a general description of the company and the characteristics of the respondents. Data sources include primary data obtained directly

from respondents' answers through questionnaires and secondary data derived from documentation and information on Sura Konveksi's social media.

Data collection was conducted using a survey method by distributing questionnaires *online* using *Google Forms* or directly (*offline*) to respondents who met the research criteria. The research instrument was structured in the form of closed-ended questions using a five-point Likert scale, ranging from a score of 1 (*strongly disagree*) to a score of 5 (*strongly agree*), so as to measure respondents' perceptions of each research variable indicator. Before being used in the main study, the instrument was first tested on 30 respondents to determine its level of validity and reliability. The results of the validity test showed that all indicators had a *Pearson correlation value* above 0.30, thus being declared valid, while the results of the reliability test showed that all variables had a *Cronbach's Alpha value* above 0.60, thus being declared reliable. Thus, all statement items were deemed suitable for use as measuring tools because they were able to measure the research constructs consistently and accurately. The data collection stages were carried out systematically, starting from the preparation of the instrument, distribution of the questionnaire, collection of respondents' answers, to the process of coding and data processing.

Data analysis was conducted using descriptive statistical analysis and inferential statistical analysis based on *Structural Equation Modeling* (*SEM*) with the *Partial Least Squares* (*PLS*) approach using SmartPLS 4.0 software. Descriptive analysis was used to describe the characteristics of respondents and the distribution of answers through average values, percentages, and score classifications based on assessment intervals. Furthermore, inferential analysis was conducted to test the relationship between variables through evaluation of the *outer model* and *inner model* . Evaluation of the *outer model* includes testing *convergent validity* , *discriminant validity* , and *composite reliability* to ensure each indicator is able to represent the construct being measured. Meanwhile, evaluation of the *inner model* was conducted through testing the *R-square value* , *predictive relevance* (Q^2), and hypothesis testing using *bootstrapping techniques* with a significance level of 5%. This study also tested the mediating effect of *brand image* in the relationship between *social media marketing* and purchasing decisions based on the significance of direct and indirect influences, so that it can be determined whether *brand image* plays a role as a *full mediation* , *partial mediation* , or *non-mediation* in the research model.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the results of research conducted on Sura Konveksi consumers, the respondents' characteristics were identified, including gender, age, highest level of education, and occupation. This can be seen in Table 1.

Table 1 of Research Respondents

Variables	Classification	Number of people)	Percentage (%)
Gender	Man	56	56
	Woman	44	44
	Total	100	100
Domicile	Bangli	61	61
	Gianyar	39	39
	Total	100	100
Age	17-22	54	54
	23-28	30	30
	29-34	11	11
	35-40	5	5
	Total	100	100
Last education	High School/Vocational High School or Equivalent	60	60
	Diploma	5	5
	Bachelor	32	32
	Postgraduate	3	3
	Total	100	100
Work	Students	55	55
	Private employees	27	27
	Government employees	10	10
	Self-employed	8	8
	Total	100	100

Table 1 shows the characteristics of the 100 research respondents. Respondent characteristics based on gender were dominated by 56 male respondents, while 44 female respondents. Respondent characteristics based on domicile consisted of 61 respondents in Bangli Regency and 39 respondents in Gianyar Regency. Respondent characteristics based on age were dominated by 54 respondents aged 17–22 years, followed by 30 respondents aged 23–28 years, 11 respondents aged 29–34 years, and 5 respondents aged 35–40 years. Respondent characteristics based on their last education were dominated by 60 high school/vocational high school graduates, 32 undergraduates, 5 diploma holders, and 3 postgraduates. Respondent characteristics based on occupation were dominated by 55 students, 27 private employees, 10 civil servants, and 8 self-employed.

Description of Research Variables

1. *Social Media Marketing* variable , the statement that has the highest average value is "Content shared through Sura Konveksi's social media is able to expand information about the product" with an average value of 4.25 which is included in the very good category .
2. *Social Media Marketing* variable , the statement that has the lowest average value is "Sura Konveksi provides clear information on social media" with an average value of 4.13 which is included in the good category .
3. the *Brand Image* variable , the statement that has the highest average value is "Consumer perception of the image of Sura Konveksi products" with an average value of 4.30 which is included in the very good category .
4. *Brand Image* variable , the statement that has the lowest average value is "Consumer perception of the attractiveness of the visual design of Sura Konveksi products" with an average value of 4.11 which is included in the good category .
5. In the *Purchase Decision* variable, the statement that has the highest average value is "Sura Konveksi products are products that consumers like" with an average value of 4.27 which is included in the very high category .
6. In the *Purchase Decision* variable, the statement that has the lowest average value is "Sura Konveksi is the preferred brand compared to other convection brands" with an average value of 4.14 which is included in the high category .

Measurement Model Evaluation Results (*outer model*)

Evaluation of the measurement model (*outer model*) was conducted on the indicators through Convergent Validity, Discriminant Validity, and Composite Reliability tests to assess the overall consistency of the indicators. Figure 1 presents the results of the evaluation of the measurement model used in this study.

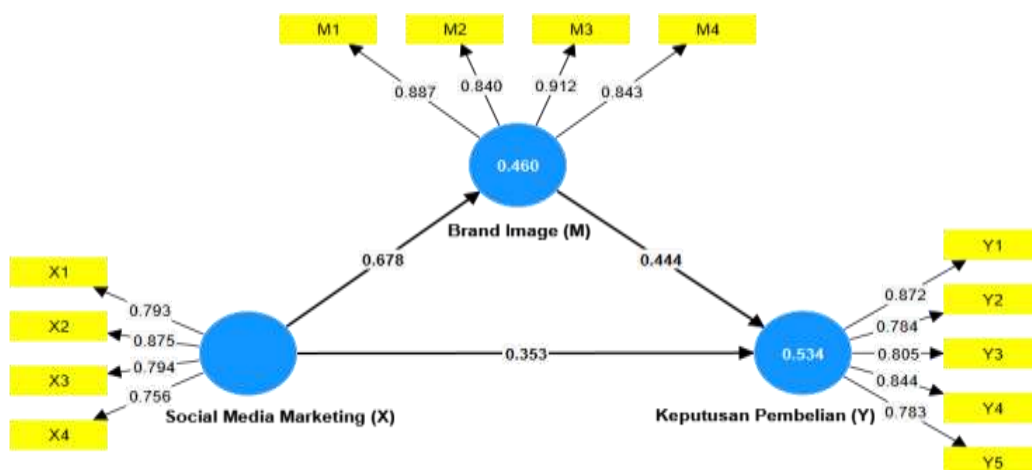


Figure 1 Structural Equation Model of the Research

Convergent validity testing of indicators is conducted by examining the relationship between the indicator score and the score of the variable it represents. An indicator is considered reliable if it has a correlation value above 0.7. However, in

research still in the development stage, a correlation value above 0.6 is still acceptable. A factor weight value of 0.5 or higher is considered to have an adequate level of validity in explaining the latent construct. The results of the *convergent validity* test in this study are presented in Table 2.

Table 2. *Convergent Validity* Test Results

Variables	Indicator	Outer Loading	Information
Social Media Marketing (X)	Content Creation (X1)	0.793	Valid
	Content Sharing (X2)	0.875	Valid
	Connecting (X3)	0.794	Valid
	Communication (X4)	0.756	Valid
Brand Image (M)	Quality (M1)	0.887	Valid
	Product Image (M2)	0.840	Valid
	Strong Brand (M3)	0.912	Valid
	Good Design (M4)	0.843	Valid
Purchase Decision (Y)	Product Selection (Y1)	0.872	Valid
	Brand Choice (Y2)	0.784	Valid
	Distributor Selection (Y3)	0.805	Valid
	Deciding to Choose (Y4)	0.844	Valid
	Like the Product (Y5)	0.783	Valid

the *Convergent Validity* test show that all indicators in each variable have an *outer loading* value above 0.7, so that all indicators have met the *Convergent Validity* criteria and are declared valid.

Discriminant validity testing of the reflective measurement model is conducted by comparing the *cross-loading* value of each indicator against the construct it measures. An indicator is declared valid if the *cross-loading* value on the relevant variable is greater than the *cross-loading* value on the other variables. The results of the *discriminant validity* test in this study are presented in Table 3.

Table 3. *Discriminant Validity* Test Results

Variables	Brand Image (M)	Purchase Decision (Y)	Social Media Marketing (X)
X.1	0,586	0,530	0,793
X.2	0,621	0,576	0,875
X.3	0,472	0,499	0,794
X.4	0,489	0,496	0,756
Y.1	0,515	0,872	0,526
Y.2	0,575	0,784	0,555
Y.3	0,648	0,805	0,560
Y.4	0,578	0,844	0,563

Y.5	0,443	0,783	0,449
M.1	0,887	0,581	0,574
M.2	0,840	0,566	0,563
M.3	0,912	0,636	0,623
M.4	0,843	0,592	0,598

A good discriminant validity value is indicated if the value is greater than 0.7, so that the latent variable can function as an appropriate comparison in the research model. Based on Table 4.7, it can be seen that the *Discriminant Validity value* in this study is classified as very good. This is evident from the *cross-loading value* on each indicator which is higher on the measured variable compared to the *cross-loading value* on other variables, and has a value above 0.7. Thus, it can be concluded that the results of the *Discriminant Validity test* using the *cross-loading method* in this study are declared valid. In addition to using *cross-loading*, *Discriminant Validity testing* can also be done by looking at the *Average Variance Extracted (AVE)* value. A research model is said to be good if each construct has an AVE value greater than 0.5. The results of the *Discriminant Validity test based on the Average Variance Extracted (AVE)* value can be seen in Table 4 below:

Table 4. Results of the Average Variance Extracted Test

Variables	Average Variance Extracted (AVE)	Information
Social Media Marketing (X)	0.649	Valid
Brand Image (M)	0.758	Valid
Purchase Decision (Y)	0.670	Valid

Table 4 show output results *Average Variance Extracted (AVE)*, where the AVE values for the variables *social media marketing*, *brand image*, and *purchasing decisions* each have values greater than 0.5. This indicates that the validity test based on the AVE value in this study can be declared valid.

Composite reliability is an index that indicates the extent to which a measuring instrument can be trusted to measure the same symptoms, resulting in relatively consistent or reliable results. An indicator is considered reliable if its *Composite Reliability* and *Cronbach's Alpha* values are greater than 0.7.

Table 5. Composite Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Social Media Marketing (X)	0.819	0.881
Brand Image (M)	0.893	0.926
Purchase Decision (Y)	0.877	0.910

Table 5 explains that the value of *Cronbach's Alpha* and also the *Composite Reliability* value in this study are greater than 0.7, which means that all indicators used in this study are reliable.

Structural Model Evaluation Results (*inner model*)

Inner model testing is carried out by looking at the *R-square value* which is used as a test of the model's *Goodness of Fit (GoF)* . The *R-square value* in the PLS model can be evaluated through the *R-square predictive relevance* for each variable in the model. *R-square* is used to measure how well the observation values generated by the model and its parameter estimates. In assessing a structural model using PLS, one can also look at the *Q-square value* for each endogenous latent variable, which indicates the predictive power of the structural model. If the calculation results show a *Q-square value* greater than zero, then the model is declared feasible and has relevant predictive ability. The *Q-square calculation* is carried out using the formula $Q^2 = 1 - [(1 - R^2)(1 - R^2)]$, so it requires an *R-square value* to determine how much variable X contributes to variable Y.

Table 6. *R-square* Test Results

	<i>R-square</i>	<i>Adjusted R-square</i>
<i>Brand Image (M)</i>	0.460	0.454
<i>Purchase Decision (Y)</i>	0.534	0.524

The data presented in Table 6 shows that the *R-square value* for the *brand image* variable (M) is 0.460. This means that the research model is included in the moderate category, or 46.0 percent of the variation in *brand image* in Sura Konveksi consumers is influenced by variables in the research model, while the remaining 54.0 percent is influenced by other factors not included in the research model. Furthermore, the *R-square value* for the purchasing decision variable (Y) is 0.534. This shows that the research model is also included in the moderate category, where 53.4 percent of the variation in purchasing decisions in Sura Konveksi consumers is influenced by variables in the research model, while the remaining 46.6 percent is influenced by other factors not included in the research model.

Then, the *Q-square value* is used to determine the model's predictive ability. If the *Q-square value* is greater than zero, then the model has *predictive relevance* . Conversely, if the *Q-square value* is less than zero, then the model does not have good *predictive relevance* .

Calculation of the *Q-square value* using the following formula:

$$Q^2 = 1 - [(1 - R^2_1)(1 - R^2_2)]$$

$$Q^2 = 1 - [(1 - 0.460)(1 - 0.534)]$$

$$Q^2 = 1 - (0.540 \times 0.466)$$

$$Q^2 = 1 - 0.252$$

$$Q^2 = 0.748$$

Q-square value is in the range $0 < Q^2 < 1$, where the closer the number is to 1, the better the model. Based on the calculation results, the Q-square value is 0.748, thus it can be concluded that the model has good *predictive relevance*. This indicates that 74.8 percent of the purchasing decision variables are influenced by the *social media marketing* and *brand image variables* used, while the remaining 25.2 percent are influenced by constructs outside the model.

Hypothesis Testing

After evaluating the structural model (*inner model*) using the *R-square* and *Q-square values* , the next stage is to test the hypothesis to determine the significance of the direct and indirect influence between variables in the study.

Table 7. Results of the Direct Effect Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Values
Social Media Marketing (X) -> Purchase Decision (Y)	0,353	0,357	0,110	3,199	0,001
Social Media Marketing (X) -> Brand Image (M)	0,678	0,682	0,059	11,566	0,000
Brand Image (M) -> Keputusan Pembelian (Y)	0,444	0,444	0,104	4,256	0,000

1. Hypothesis Testing 1 (*social media marketing*) → *purchasing decision*)
The *p-value* is 0.001 (<0.05), *t-statistic* 3.199 (>1.96), and coefficient 0.353 shows that *social media marketing* has a positive and significant influence on purchasing decisions. Thus, Hypothesis 1 is accepted .
2. Hypothesis Testing 2 (*social media marketing*) → *brand image*)
The *p-value* is 0.000 (<0.05), *t-statistic* 11.566 (>1.96), and a coefficient of 0.678 indicate that *social media marketing* has a positive and significant effect on *brand image* . Thus, Hypothesis 2 is accepted .
3. Hypothesis Testing 3 (*brand image* → *purchasing decision*)
The *p-value* is 0.000 (<0.05), *t-statistic* 4.256 (>1.96), and a coefficient of 0.444 indicate that *brand image* has a positive and significant effect on purchasing decisions. Thus, Hypothesis 3 is accepted .

Table 8. Results of the Indirect Effect Test

Influence Type	Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Values
Specific Indirect Effects	Social Media Marketing (X) -> Brand Image (M) -> Keputusan Pembelian (Y)	0,301	0,302	0,074	4,096	0,000

Hypothesis 4 testing shows a *p-value* of 0.000 (<0.05), *t-statistic* 4.096 (>1.96), and a coefficient of 0.301, thus *brand image* is proven to significantly mediate the influence of *social media marketing* on purchasing decisions. Thus, Hypothesis 4 is accepted.

Mediation Testing

The mediation variable testing method used in this study refers to the criteria of Hair et al. (2017: 248), namely as follows:

- (1) Examining the influence of exogenous variables on mediating variables (p^1). The influence of *social media marketing variables* on *brand image* has a *p-value* of 0.000 which is smaller than 0.05 or is declared significant.
- (2) Examining the influence of mediating variables on endogenous variables (p^2). The influence of *brand image variables* on purchasing decisions has a *p-value* of 0.000, which is smaller than 0.05 or is declared significant.
- (3) Examining the influence of exogenous variables on endogenous variables (p^3). The influence of *social media marketing variables* on purchasing decisions has a *p-value* of 0.001, which is smaller than 0.05 or is declared significant.

Based on the test results, it can be concluded that *the brand image variable* acts as a mediating variable in this study. This is demonstrated by the test results, where the *p-values* ^{1} , ^{2} , and ^{3} are all significant. Thus, the type of mediation that occurred is *partial mediation*.

Discussion

The influence of social media marketing on purchasing decisions

The results of the study indicate that *social media marketing* has a positive and significant effect on purchasing decisions. The *content sharing indicator* is the aspect with the highest value, indicating that effective content distribution can increase

consumer attention and encourage purchasing decisions. This finding is in line with the Consumer Behavior Model because marketing activities through social media act as a stimulus that influences the consumer evaluation process before making a purchase. These results are also supported by research by Ayuningtyas and Nuralam (2019), Upadana and Pramudana (2020), and Giantari et al. (2025), which prove that effective social media marketing can improve purchasing decisions.

The influence of social media marketing on brand image

The results of the study indicate that *social media marketing* has a positive and significant effect on *brand image*. The *content sharing* indicator obtained the highest value, indicating that widespread content distribution can shape positive brand perceptions. This finding is in line with the Consumer Behavior Model because marketing stimuli through social media can influence consumer perceptions of a brand. This result is also supported by research by Narayana and Rahanatha (2020), Sahanaya and Madiawati (2023), and Angkie et al. (2019) which show that *social media marketing activities* can strengthen *brand image*.

The Influence of Brand Image on Purchasing Decisions

The results of the study indicate that *brand image* has a positive and significant effect on purchasing decisions. The product image indicator is the highest aspect, indicating that positive perceptions of a product increase consumer confidence in purchasing. This finding aligns with the Consumer Behavior Model, as consumer perception of a brand is one of the psychological factors influencing purchasing decisions. These results are also supported by research by Sanjiwani and Suasana (2019), Soefhwan and Kurniawati (2022), and Imamah et al. (2022), which found that a positive *brand image* can improve *purchasing decisions*.

The role of brand image in mediating the influence of social media marketing on purchasing decisions.

The results of the study indicate that *brand image* partially mediates the influence of *social media marketing* on purchasing decisions. Product image, as the highest indicator, strengthens the influence of social media marketing on consumer purchasing decisions. This finding is in line with the Consumer Behavior Model because *social media marketing* first forms a positive perception of the brand, then this perception encourages consumers to make a purchase. This result is also supported by research by Narayana and Rahanatha (2020), Sahanaya and Madiawati (2023), and Sucitha et al. (2026) which proves that *brand image* plays a role as a mediating variable in the relationship between *social media marketing* and purchasing decisions.

CONCLUSION

Based on the research results, it can be concluded that *social media marketing* has a positive and significant effect on purchasing decisions and *brand image* at Sura Konveksi, while *brand image* also has a positive and significant effect on purchasing decisions. In addition, *brand image* is proven to be able to partially mediate the influence of *social media marketing* on purchasing decisions, so that an effective marketing strategy through social media can strengthen brand image while increasing consumer purchasing decisions. Based on these findings, Sura Konveksi is advised to optimize the quality of communication on social media by presenting clearer, more complete, and attractive product and service information, as well as strengthening visual design and brand identity to make it more easily recognized. These efforts are expected to improve *brand image* and encourage more optimal consumer purchasing decisions.

REFERENCES

- Agit, A., Yunus, S., & Syukri, F. (2023). The Role and Contribution of Technology in Supporting the Economic Potential of Communities in Rural Areas. *National Seminar on Tourism and Entrepreneurship (SNPK)* , 2 , 263–271. <https://doi.org/10.36441/snpk.vol2.2023.126>
- Angkie, L., Noviani, S., & Tanoto, D. (2019). The Influence of Social Media Marketing on Brand Image . *Journal of Economics and Management* , 5 (3), 175–183.
- Ayuningtyas, N., & Nuralam, I. (2019). The Influence of Social Media Marketing on Purchasing Decisions. *Journal of Management Science* , 7 (2), 113–125.
- Giantari, IGAK, Sukawati, TGR, Ekawati, NW, & Yasa, NNK (2025). Social media marketing -based brand engagement strategy in increasing purchasing decisions in fashion SMEs in Bali. *Edelweiss Applied Science and Technology* , 9 (6), 873–893.
- Imamah, Fadhilah, M., & Ningrum, NK (2022). Improving Purchasing Decisions Through Social Media Advertising, Word of Mouth , and Brand Image (A Case Study at Café Sembari Coffee, Sleman). *MANDAR: Management Development and Applied Research Journal* , 159–164. <https://doi.org/10.31605/mandar.v5i1.1939>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education Limited.
- Lubis, R., & Sembiring, R. (2020). Analysis of the Influence of Social Media on Purchasing Decisions at B-One Cafe Medan. *Journal of Social and Economic Sciences* , 8 (2), 45–58.
- Ridhowati, R., Nurlaela, N., & Syafa'atun, SA (2024). Developing the Creative Industry in Facing Technology 4.0. *Jurnal PKM: Pengabdian kepada Masyarakat* , 403–409. <http://dx.doi.org/10.30998/jurnalpkm.v7i3.22474>
- Sabilla, W., & Andriana, M. (2024). Digital innovation shaping the future of the creative industry: The role of 5G technology in the transformation and development of communication. *Students Column Communication Study Program Binus University* . <https://communication.binus.ac.id/>

- Sahanaya, V., & Madiawati, PN (2023). The Influence of *Social Media Marketing* and *Electronic Word of Mouth* on Purchasing Decisions through *Brand Image* at Poin Coffee Bandung. *Journal of Economics and Technology Management* , 7 (3), 581–590.
- Sanjiwani, KDP, & Suasana, IG (2019). The Influence of Brand Image on Customer Loyalty in the Fashion Industry. *Journal of Business and Management* , 11 (1), 89–104.
- Soefhwan, S., & Kurniawati, K. (2022). The Influence of *Social Media Marketing* , *Product Quality* , and *Store Atmosphere* on *Purchase Intention* with *Brand Image* as a Mediating Variable in *Coffee Shops* in Aceh. *Scientific Journal of Accounting and Finance* , 4 (10). <https://journal.ikopin.ac.id/index.php/fairvalue>
- Sucitha, I. G. A., Seminari, N. K., Giantari, I. G. A. K., & Widagda, I. G. N. J. A. (2026). The Role of *Brand Image* in Mediating the Effect of *Social Media Marketing* and *Electronic Word of Mouth* on Purchase Decisions (A Study on Uniqlo Product Buyers in Bali Province). *Return: Study of Management, Economic and Bussines*, 5(1), 1–12.
- Upadana, MWK, & Pramudana, KAS (2020). *Brand Awareness* Mediates the Influence of *Social Media Marketing* on Purchasing Decisions. *E-Journal of Management, Udayana University* , 9 (5), 1921. <https://doi.org/10.24843/ejmunud.2020.v09.i05.p14>