

THE ROLE OF BRAND IMAGE IN MEDIATING THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION AT DAPOER RADITYA

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Abstract

The Food and Beverage (F&B) industry in Indonesia continues to grow despite having been affected by the Covid-19 pandemic. Changes in lifestyle, consumer preferences, and technological advancements have made the sector increasingly dynamic and competitive. Dapoer Raditya, an MSME operating in the F&B sector, utilizes social media to enhance consumer purchase intention. However, the wide reach of its social media presence has not been matched by a proportional increase in purchase intention. This study aims to analyze the mediating role of brand image in the influence of social media marketing on purchase intention. The research adopts an associative quantitative approach by distributing questionnaires to 100 prospective consumers of Dapoer Raditya in Denpasar City, with data analyzed using path analysis. The results reveal that social media marketing has a positive and significant effect on both brand image and purchase intention. Furthermore, brand image significantly affects purchase intention and is proven to mediate the relationship between social media marketing and purchase intention. These findings support the Theory of Planned Behavior (TPB) and contingency theory, emphasizing the importance of adaptive strategies in shaping brand image and fostering positive consumer attitudes. The practical implication of this study highlights the need for designing relevant and consistent social media content to build a distinctive brand character and increase consumer purchase intention.

Keywords: Social Media Marketing, Brand Image, Purchase Intention

INTRODUCTION

The Food and Beverage (F&B) industry is one of the key sectors in Indonesia and continues to attract significant interest from business players. As food and beverages are basic human needs, this sector holds a relatively stable demand potential. Activities related to the production, packaging, serving, and distribution of food and beverages are all part of the F&B industry, encompassing various types of businesses such as cafés, food stalls, restaurants, and food and beverage manufacturers.

The development of the F&B industry in Indonesia has continued to grow, despite being impacted by the Covid-19 pandemic. According to bolehdicoba.com, the F&B industry experienced a growth of 2.95% in the second quarter of 2021, which increased to 3.68% in the same period of 2022. However, this sector remains highly dynamic and competitive due to changing lifestyle trends, evolving consumer preferences, and rapid technological advancements. Consumers now demand higher product quality, better experiences, and a wider range of options. Additionally, technology has transformed how consumers access information, compare products, and make purchasing decisions. As a result, consumption patterns have become increasingly diverse and rapidly shifting, with consumers more open to trying both local and international food and beverage products. Technology has also reshaped interactions between consumers and brands, pushing businesses to continuously innovate and adapt in order to remain relevant and competitive.

The digital era has opened up significant opportunities for both individuals and businesses in Indonesia, especially since the Covid-19 pandemic, which shifted many physical activities to virtual platforms. Society has grown accustomed to using gadgets and computers for various activities,

including communication and online shopping. The convenience and speed offered by digital technology have accelerated its adoption, especially in how consumers search for information. A survey by We Are Social and Meltwater revealed that 83.1% of Indonesians use the internet primarily to search for information, with this behavior measured among those aged 16 to 64 in 2024. The Indonesian Internet Service Providers Association reported that, in 2024, more than 221 million Indonesians—representing 79.5% of the total population—were internet users, with 167 million (60.4%) actively using social media. This confirms that social media has become a primary source of information, including for product and service recommendations. Consumers now frequently explore social media for reviews, recommendations, and testimonials before making purchasing decisions.

This trend has encouraged businesses, particularly in the F&B sector, to leverage social media as a key tool for reaching consumers. Social media functions as a digital space that facilitates interaction and connection at various levels—personal, professional, commercial, political, and social (Kapoor et al., 2018). Its interactive, real-time communication capabilities make it a powerful tool for product promotion, brand engagement, and building customer relationships.

Dapoer Raditya is a Micro, Small, and Medium Enterprise (MSME) in Bali operating in the F&B industry since 2020. It has successfully expanded its business to two locations: Sading, Badung and Jl. Belimbing, Denpasar. The business offers a variety of products including desserts, custom cakes, and other sweet and savory items such as Mentai Rice, Sushi, Croffles, and Cinnamon Rolls. Dapoer Raditya consistently innovates by developing new menu items in line with market trends. It specializes in creating visually appealing, high-quality custom cakes tailored to customer preferences, ranging from cute character designs to elegant or uniquely personalized themes.

To remain competitive, Dapoer Raditya actively implements marketing strategies such as content marketing by showcasing its custom cake creations, paid advertisements, promotions, brand collaborations, influencer partnerships, and engaging directly with customers. The primary social media platform used is Instagram, the second most popular platform in Indonesia according to We Are Social and Meltwater (2024). Instagram's professional dashboard allows Dapoer Raditya to gain insights into audience interests and behaviors over the past 30 days. As of November 2024, its Instagram account recorded 33,921 impressions and 31,300 followers. Most of the audience (49.4%) is based in Denpasar, with the dominant age group being 18 to 24 years old (61.1%). These marketing activities indicate that Dapoer Raditya has made significant efforts to expand its market reach through social media.

However, a high level of social media activity and reach does not automatically translate into increased consumer purchase intention. According to internal data from the business owner, Dapoer Raditya's sales over the past six months have shown a fluctuating trend with a general decline. This decline has not only affected revenue but also suggests that the current marketing strategies may not yet be fully effective in increasing consumer purchase intention.

Month	Total Sales
Jul-24	Rp 73.538.400
Aug-24	Rp 74.928.500
Sep-24	Rp 84.530.400
Oct-24	Rp 56.468.400
Nov-24	Rp 49.476.000
Dec-24	Rp 51.420.500

Table 1. Total Sales of Dapoer Raditya 2024

Purchase intention is an activity where consumers consider purchasing a product or service. (Sanny et al., 2020). Le & Nguyen (2022) revealed that purchase intention refers to an

individual's desire to purchase a particular product or service. The Last Supper (2023) Purchase intention is something that represents consumers who have the possibility, plan or are willing to buy a product, brand, or service for the future. The better the purchase intention, the more likely consumers will make a purchase of the product or service offered.

Social media marketing can influence consumer interest, passion, and decision in choosing a product or service. This is because consumers tend to prefer products that they already know or that look familiar to them (Leviana T, 2019). In addition, social media marketing offers significant opportunities for organizations to lower costs and increase sales (Dwivedi et al., 2021). Through social media, organizations can reach and deliver marketing messages effectively to consumers (Moslehpour et al., 2022). According to Wardani (2023) The use of social media such as Instagram, Facebook, and Twitter has become the main choice for culinary business actors today to expand their promotional reach so it is important to continue to monitor social media trends and adapt to changes.

Instagram can provide information about audience interest in content presented by marketers, as evidenced by Instagram's engagement rate (Arashidani & Ekawati, 2024). According to Hemann & Burbary (2014), audience interest is indicated by engagement such as likes, shares, comments, and new discussions related to the brand. Based on the average engagement rate data for Dapoer Raditya's Instagram, it has a value of 0.11% with an average number of likes of 33 likes and 5 comments. With the number of Dapoer Raditya's Instagram followers around 31,300, it indicates that Dapoer Raditya has a fairly low average engagement rate when compared to the ideal average engagement rate for Instagram in 2025 with 20,000 to 100,000 followers, which is 5.1% (Phlanx.com, 2025).

The results of the engagement rate analysis are a consideration for Dapoer Raditya to optimize its Instagram social media in encouraging consumer purchase intention. Purchase intention can be used to analyze consumer behavior, before making a purchase, consumers will look for information about a product. According to Khang et al. (2012) pre-purchase stage is influenced by social media, where it is stated that changes in social media will have a direct impact on consumer purchasing behavior. If the content is relevant and interesting to the target audience, then the audience will be interested in engaging with the content created.

The better the social media marketing is done, the more it can influence purchase intention (Adrian et al., 2022). The results of previous research by Gautam (2017) and Taufik (2022), there is a significant positive influence of the social media marketing variable on purchase intention. However, research conducted by Purwanto et al. (2020) and The Vidya (2022) that social media marketing does not have a significant effect on purchase intention. Based on the research gap, social media marketing itself is still not enough to influence purchase intention.

Purchase intention is a complex variable and can be influenced by various factors such as social media marketing, brand awareness, trust, price, and brand image (Lie & Riantini, nd; Limanto, 2022; Nur Fitriani et al., 2023; Wijaya & Ahmadi, 2024). Considering that Dapoer Raditya is currently at a stage of business development that already has a wide audience coverage, as well as a fairly high level of brand recognition. So strengthening brand image becomes a strategic thing. In the development of digital technology, brand image is also influenced by social media marketing (Salhab et al., 2023). Based on the interview results, the business owner emphasized that the main focus at this time is to form a strong brand image in the minds of consumers, as a differentiating factor amidst increasingly competitive competition. Dapoer Raditya maintains a visual identity, a warm and friendly communication tone, and responsive service. This effort aims to build an image as a friendly, creative, and trustworthy custom cake brand. In an industry where consumers have many choices and consider many aspects before buying, a strong brand image can be a significant competitive advantage.

Brand image are various perceptions from consumers in analyzing a brand when they find a product that is impressive and memorable in the minds of consumers. (Humala Sitorus, 2019). Companies can make a difference from the products offered by competitors through services perceived by customers, a good brand image can add value, act as a barrier to competition, increase consumer confidence, and generate high levels of profit (Chaffey, 2016). Marketing activities through

social media play an important role in forming brand image. Consumers often use social media to search for information, thus creating a brand image through the memory of a particular brand in the minds of consumers. Based on research by Damayanti et al. (2021) getting better social media marketing. The more the company does, the better the company's brand image. The brand image is influenced by various marketing activities on social media, including experiences shared by consumers. With a good brand image, it will create a preference for a brand that will later be related to purchase intention (Anantasiska et al., 2022). Based on the results of previous research by Ancient & John (2024) Brand image successfully mediates the influence of social media marketing on purchase intention.

Theory of Planned Behavior (TPB) which was put forward by Ajzen (1991) explains that a person's behavior is determined by their interest in behaving (behavioral intention). The stronger the intention to engage in a behavior, the more likely the behavior will be carried out. This behavioral intention is determined by three variables, namely attitude toward behavior, subjective norms, and perceived behavioral control. A positive attitude toward behavior encourages a stronger intention to act, social norms provide external pressure to act, and perceived control ensures that a person feels capable of carrying out the action. This shows how a well-designed marketing strategy can contribute to strengthening the intention to buy.

In a dynamic environment, contingency theory explains that organizational actions are determined by the situation at hand, taking into account internal and external factors (Yusuf et al., 2023). When an organization faces a crisis or issue, its communication response does not appear immediately but rather through strategic considerations. In this case, social media marketing has a direct effect on purchase intention. Because not all relationships are direct, the brand image variable is added as a mediator. Brand image represents the results of a social media marketing strategy that is carried out adaptively, and plays a role in forming positive perceptions in the minds of consumers, which ultimately drives purchase intention.

Based on the phenomena and research gaps presented, this research is important to be conducted, which is compiled under the title "The Role of Brand Image in Mediating the Influence of Social Media Marketing on Purchase Intention at Dapoer Raditya".

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

The Influence of Social Media Marketing on Purchase Intention

There is a strong relationship between purchase intention and social media marketing, because social media marketing is able to shape consumer intentions by providing fast and appropriate information during the company's interaction process with consumers. (Rinaldi et al., 2025). Consumers who feel satisfied from positive interactions with brands on social media tend to have a desire to make a purchase (Zeqiri et al., 2024). Based on its relationship with the theory of planned behavior (TPB), social media marketing activities such as promotions, interactions with consumers, and interesting content can shape positive consumer attitudes towards products. This strategy can also strengthen subjective norms through reviews and recommendations spread on social media, and increase perceptions of control by providing clear information and easy access. Thus, this can encourage purchase intention.

Research conducted by Soefhwan & Kurniawati (2022) stated that there is a significant influence of social media marketing on purchase intention. Research conducted by (Adriana et al., 2022), (Taufik et al., 2022), (Winarno & Indrawati, 2022), (Umar Manzoor et al., 2020), and (Alfeel, 2019) namely social media marketing has a positive and significant influence on purchase intention. And research conducted by (Aji et al., 2020) namely from the results of his research there is a positive and significant influence on marketing using social media. Based on the explanation above, the following hypothesis can be made:

H1: Social media marketing has a positive and significant effect on purchase intention.

The Influence of Social Media Marketing on Brand Image

Social media marketing is important to build a brand image through information about products, achievements, or promotions that can shape consumer perceptions. Based on the theory of planned behavior (TPB) approach, social media marketing not only influences consumer attitudes towards brands but also strengthens subjective norms through digital social interactions. When consumers share their experiences on social media either directly or through reviews, it creates a social influence that impacts the brand image in the minds of other audiences. Thus, the perception formed from social media marketing activities can play a role in building a positive brand image.

Ellitan et al. (2022) revealed that the social media marketing variable has a positive and significant influence on brand image, which means that with the increase in social media marketing, there will also be an increase in the brand image of a company. According to the research (Bilgin, 2018) and (Salhab et al., 2023) also stated the same research results, where social media marketing has a positive and significant influence towards brand image. (Narayana & Rahanatha, 2020) revealed that social media marketing has a positive and significant effect on brand image, where it is also stated that if social media marketing is done properly, the brand image will become better. Based on the description that has been mentioned, the following hypothesis is put forward:

H2: Social media marketing has a positive and significant influence on brand image.

The Influence of Brand Image on Purchase Intention

Based on the theory of planned behavior (TPB), purchase intention is influenced by attitudes towards brand behavior, where if consumers view the brand image positively, it can encourage consumer purchase intention. Consumer perception is not only formed by direct interaction with the brand, but also by the influence of the social environment such as reviews, comments, and recommendations from other users that can shape the brand image (Ellitan et al., 2022).

Research by (Saputra & Widagda K, 2020) found that brand image has a positive and significant influence on consumer purchase intentions. This finding is in line with (Lee & Lee, 2018) as well as The Last Suicide Squad (2020), which reveals that a good brand image increases purchase intention. Brand image helps consumers feel more confident and comfortable with their purchase decisions, thereby strengthening purchase intention. Research by (Agmeka et al., 2019) and (Nugroho et al., 2022) also stated that brand image is positive and significant towards purchase intention. Based on the description mentioned, the following hypothesis is proposed:

H3: Brand image has a positive and significant effect on purchase intention.

The Role of Brand Image in Mediating Social Media Marketing on Purchase Intention

Social media marketing activities not only directly influence purchase intention but also through the formation of a positive brand image. In the context of the theory of planned behavior (TPB), social interactions and information obtained from social media form subjective norms and positive attitudes that build a positive brand image, thereby increasing purchase intention.

The effectiveness of social media marketing depends on how the communicated message is received and interpreted by consumers. Based on contingency theory which states that no one strategy is effective in all organizational situations. The addition of brand image as a mediation represents the results of consumer perception of the brand, which is formed from various interactions and communications carried out by the company including the results of social media marketing. With a positive brand image will encourage purchase intentions.

Several previous studies have confirmed that brand image can be a significant mediating variable in the relationship between social media marketing and purchase intention. (Dewanti & Santika, 2024) found that SMM has a positive and significant effect on brand image, and brand image has a positive and significant effect on purchase intention. They also concluded that SMM significantly influences purchase intention when mediated by brand image. According to research from (Waworuntu et al., 2022), (Mita Oktaviani et al., 2025), (Ramaditya & Yasa, 2024), (Ali & Naushad, 2023). Based on the description mentioned, the following hypothesis is put forward:

H4: Brand image significantly mediates the influence of social media marketing on purchase intention

RESEARCH METHODS

This study uses an associative quantitative approach to analyze the relationship between social media marketing and purchase intention with brand image as a mediating variable. This study is causal because it involves a causal relationship between the independent variable (social media marketing), the mediating variable (brand image), and the dependent variable (purchase intention). Denpasar City was chosen as the research location because it has high digital penetration and is the area with the largest proportion of Instagram audiences from the Dapoer Raditya account. A sample of 100 respondents was determined using a purposive sampling technique based on certain criteria, such as domicile in Denpasar, minimum education level of high school/vocational school, and never having purchased Dapoer Raditya products.

The variables in this study consist of three main constructs: social media marketing, brand image, and purchase intention, each measured through several indicators adapted from previous studies. The research instrument in the form of a closed questionnaire was compiled using a five-point Likert scale, and tested for validity and reliability before being distributed. Primary data were collected online via Google Form, while secondary data were obtained from relevant scientific literature. Data analysis was carried out with the help of SPSS, including descriptive and inferential statistical analysis, including validity, reliability tests, and path analysis to test the mediating role of brand image.

This research model refers to the Baron & Kenny (1986) approach with three structural paths: the direct influence of social media marketing on purchase intention, the indirect influence through brand image, and the influence of social media marketing on brand image. The classical assumption test was conducted to ensure the validity of the regression model, including normality, multicollinearity, and heteroscedasticity tests. In addition, the Sobel test was used to test the significance of the mediation effect. The results of the study are expected to provide empirical contributions in the development of digital marketing strategies based on social media in culinary MSMEs, especially in building brand image and increasing consumer purchasing interest.

RESULTS AND DISCUSSION

Respondent Criteria

Table 2. Respondent Characteristics

No	Variables	Classification	Number of people)	Percentage (%)
1	Age	18 - 22 Years	63	63
		23 - 27 Years	19	19
		28 - 32 Years	8	8
		33 - 37 Years	7	7
		38 - 60 Years	3	3
		Total	100	100
2	Gender	Man	30	30
		Woman	70	70
		Total	100	100
3	Last Completed Education	High School/Vocational School	58	58
		D3	10	10

		S1	32	32
		Postgraduate	0	0
		Other	0	0
		Total	100	100
4	Work	Students or College Students	60	60
		Private employees	33	33
		Self-employed	6	6
		Government employees	1	1
		Total	100	100
5	Average Income Per Month	< Rp. 1,500,000	40	40
		Rp. 1,500,000 to Rp. 2,500,000	23	23
		> Rp 2,500,000 to Rp 3,500,000	17	17
		> Rp3,500,000	20	20
		Total	100	100

Source: Primary data, processed 2025

The table above shows the profile of 100 respondents seen from five demographics such as age, gender, last education, occupation, and average income. The first respondent profile is age, with the highest percentage of 63 percent at the age of 18-22 years while the lowest percentage is at the young age of 38-60 years. This shows that Dapoer Raditya attracts the interest of young people. The second respondent profile states that respondents are dominated by women with a percentage of 70 percent while men are 30 percent which shows that women are more interested in the Dapoer Raditya brand. The third respondent profile shows that the last education is dominated by 58 percent by SMK/SMA, S1 32 percent, and D3 10 percent. The fourth respondent profile, the respondent's occupation with the highest percentage as a student or college student is 60% and the lowest is a civil servant of 1 percent. Based on the last profile, the average income of the highest respondents is at income < Rp 1,500,000 by 40 percent, then as many as 23 percent with income of Rp 1,500,000 to Rp 2,500,000, 20 percent > Rp 3,500,000, and the average income of the lowest respondents 17 percent is at income > Rp 2,500,000 to Rp 3,500,000. This shows that Dapoer Raditya can reach consumers from various income levels.

Description of Research Variables

Table 3. Variable Description Criteria

Average Score	Criteria		
	Purchase Intention	Social Media Marketing	Brand Image
1.00 - 1.79	Very Low	Very Bad	Very Bad
1.80 - 2.49	Low	Not good	Not good
2.50 - 3.29	Enough	Enough	Enough
3.30 - 4.19	Tall	Good	Good
4.20 - 5.00	Very high	Very good	Very good

Classical Assumption Test

1. Normality Test

Table 4. Normality Test (One-Sample Kolmogorov-Smirnov)

Equality	Asymp. Sig (2-tailed) Kolmogorov-Smirnov Z
Substructure 1	0.183
Substructure 2	0.200

Source: Processed primary data, 2025

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test shown in Table 4.6, it shows that the value of Asymp. Sig. (2-tailed) Kolmogorov Smirnov is 0.183 and 0.200. So, the data in this study is normally distributed, with the Asymp.Sig. (2-tailed) Kolmogorov-Smirnov value being greater than the α value of 0.05. So it can be concluded that the model meets the assumption of normality.

2. Multicollinearity Test

Table 5. Multicollinearity Test (Tolerance and Variance Inflation Factor)

Equality	Model	Collinearity Statistics	
		Tolerance	VIF
Substructure 2	Social Media Marketing	0.735	1.36
	Brand Image	0.735	1.36

Source: Processed primary data, 2025

Based on Table 5, it shows that there are no exogenous variables that have a tolerance value of less than 0.10 and a VIF value of more than 10. Therefore, it can be concluded that this regression model is free from multicollinearity symptoms.

3. Heteroscedasticity Test

Table 6. Heteroscedasticity Test (Glejser Test)

Equality	Model	T	Sig
Substructure 1	Social Media Marketing	0.372	0.711
Substructure 2	Social Media Marketing	-0.798	0.427
	Brand Image	-0.9	0.929

Source: Processed primary data, 2025

Based on Table 6, it shows that each model has a significance value greater than 0.05. Thus, the exogenous variables used in this study do not significantly affect the endogenous variables, namely the absolute residual, so this study is free from heteroscedasticity symptoms.

Path Analysis Results

1. Path Analysis Before Mediation

Table 7. Results of Path Analysis on Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,391	1,510		5,558	0,000
Social Media Marketing	0.458	0.094	0.442	4,874	0,000
R ² : 0.195					

Source: Processed primary data, 2025

Based on the results of the path analysis in Table 7, the structural equation formed can be formulated as follows:

$$Y = \beta_1 X + e_1$$

$$Y = 0.442 X$$

The value of e_1 is obtained through the following considerations:

$$e_1 = \sqrt{1 - R^2}$$

$$e_1 = \sqrt{1 - 0,195} = 0,897$$

The structural equation can be interpreted as:

The social media marketing variable has a coefficient of 0.442, which means that social media marketing has a positive influence on purchase intention. This means that the better the social media marketing, the higher the purchase intention.

2. Formulate hypotheses and structural equations

- Hypothesis 1: Social media marketing(X) has a positive and significant influence on brand image (M)
- Hypothesis 2: Brand image(M) has a positive and significant effect on purchase intention (Y).
- Hypothesis 3: Brand image (M) significantly mediates the influence of social media marketing (X) on purchase intention (Y).

Table 8. Results of Structural Path Analysis 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,824	1,177		4,100	0,000
Social Media Marketing	0.436	0.073	0.515	5,942	0,000
R ²	: 0.265				

Source: Processed primary data, 2025

Based on the results of the path analysis in Table 8, the structural equation formed can be formulated as follows:

$$M = \beta_2 X + e_2$$

$$M = 0.515$$

The value of e_2 is obtained through the following considerations:

$$e_2 = \sqrt{1 - R^2}$$

$$e_2 = \sqrt{1 - 0,265} = 0,857$$

Table 9. Results of Path Analysis on Structural 3

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,999	1,515		3,960	0,000
Social Media Marketing	0.242	0.102	0.234	2,384	0.019
Brand Image	0.496	0.120	0.404	4,127	0,000
R ²	: 0.315				

Source: Processed primary data, 2025

Table 9 shows the results of the third structural calculation. Based on the results of the path analysis in the table, the structural equation formed can be formulated as follows:

$$Y = \beta_3 M + \beta_4 X + e_3$$

$$Y=0.404 + 0.234$$

The value of e_3 is obtained through the following considerations:

$$e_3=\sqrt{1-R^2}$$

$$e_3==\sqrt{1-R^2}\sqrt{1-0,315}=0,827$$

The structural equation is interpreted if the social media marketing variable has a coefficient of 0.234, which means that social media marketing has a positive influence on purchase intention. This means that the better the social media marketing, the higher the purchase intention, and vice versa. And the brand image variable has a coefficient of 0.404, which means that brand image has a positive influence on purchase intention, this means that if the brand image increases, the purchase intention will increase.

3. Path Coefficient Diagram Form

(1) Direct influence

- The influence of the social media marketing variable (X) on the purchase intention variable (Y) before mediation was $\beta_1 = 0.442$
- The influence of the social media marketing variable (X) on the brand image variable (M) is $\beta_2 = 0.515$.
- The influence of the brand image variable (M) on purchase intention (Y) is $\beta_3 = 0.404$.
- The influence of the social media marketing variable (X) on the purchase intention variable (Y) is $\beta_4 = 0.234$.

(2) Indirect Influence

Indirect influence occurs when there is another variable that mediates the relationship between the two variables. The influence of variable social media marketing(X) on purchase intention (Y) with the brand image variable (M) of 0.208 which was obtained from the calculation results

$$=\beta_2 \times \beta_3$$

$$= 0.515 \times 0.404 = 0.208$$

(3) Total Influence

The influence of social media marketing (X) on purchase intention (Y) with brand image (M) as a mediating variable, is obtained from the calculation results:

$$=\beta_4 + (\beta_2 \times \beta_3)$$

$$=0.234 + (0.515 \times 0.404) = 0.44$$

4. Calculating Path Coefficients Simultaneously (Overall)

The testing criteria for explaining the interpretation of the overall influence of variables are as follows:

- If the F-test probability value ≥ 0.05 then H_0 is accepted and H_1 is rejected, which means it is not significant.
- If the F-test probability value ≤ 0.05 then H_0 is rejected and H_1 is accepted, which means it is significant.

This study calculates the F-test of the influence of social media marketing and brand image on purchase intention. With the calculation results in Table 10

Table 10. F Test

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	140,445	2	70,222	22,337	0,000
Residual	304,945	97	3,144		
Total	445.39	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Image, Social Media Marketing

Source: Processed primary data, 2025

Based on Table 10, it can be seen that the significance value for the influence of social media marketing and brand image on purchase intention is $0.000 < 0.05$ and $F_{\text{count}} 22.337 > F_{\text{table}} 3.09$. This proves that H_0 is rejected and H_1 is accepted, which means it is significant.

5. Summarizing and Concluding

Table 11. Summary Results of Test

Influence of Variables	Direct Influence	Indirect Influence Through M	Total Influence	Std. Error	Sig.	Results
X to Y (without mediation)	0.442			0.094	0,000	Significant
X to M	0.515		0.515	0.073	0,000	Significant
M to Y	0.404		0.404	0.120	0,000	Significant
X to Y (with mediation)	0.234	0.208	0.442	0.102	0.019	Significant

Model Accuracy Test

Table 12. Results of Determination Coefficient

Structural 1 (Before Mediation)	Structural 2	Structure 3
0.195	0.265	0.315

Source: Processed primary data, 2025

Based on Table 12, it is known that R^2 before mediation is 0.195, which means that the ability of social media marketing to explain the variance of the purchase intention variable is 19.5 percent. The R^2 value in structural 2 is 0.265, which means that the ability of social media marketing to explain the variance of the brand image variable is 26.5 percent. The R^2 value in structural 3 is 0.315, which means that the ability of social media marketing and brand image together to explain the variance of the purchase intention variable is 31.5 percent, while the remaining 68.5 percent is influenced by other factors outside the model. The calculation of the total determination coefficient of structural 2 and structural 3 is calculated as follows:

$$\begin{aligned}
 R^2_m &= 1 - (e^2)(e^3)^2 \\
 &= 1 - (0.857)^2 (0.827)^2 \\
 &= 1 - (0.734)(0.683) = 0.498
 \end{aligned}$$

The total determination coefficient value obtained was 0.498, which means that 49.8 percent of the purchase intention variable is influenced by social media marketing and brand image, while 31 percent is influenced by other factors that are not included in the research model or outside the research model.

Sobel test

Based on the calculations above, the value obtained is Z_{hitung} of 3,014, which is a value greater than Z_{tabel} of 1.96. This shows that the brand image variable is able to mediate the influence of social media marketing on purchase intention. Thus, the fourth hypothesis is accepted.

Hypothesis Testing

Table 13. t-Test Results

Influence	Standardized coefficients	t-count	Sig.
X → Y	0.234	2,384	0.019
X → M	0.515	5,942	0,000
M → Y	0.404	4,127	0,000

Source: Processed primary data, 2025

Based on the SPSS output results in table 13, testing was carried out on the research hypothesis with the following criteria:

a) If the significance value is greater than 0.05 (sig. > 0.05) then H_0 is accepted and H_1 is rejected.

b) If the significance value is less than 0.05 (sig. < 0.05) then H_0 is rejected and H_1 is accepted.

1) The Influence of Social Media Marketing on Purchase Intention

H_0 : Social media marketing does not have a positive and significant effect on purchase intention.

H_1 : Social media marketing has a positive and significant effect on purchase intention

The results of the t-test analysis in Table 4.15 show a Sig value of $0.019 \leq 0.05$ and a calculated t of $2.384 > t$ table 1.987, so it can be interpreted that H_0 is rejected and H_1 is accepted. There is a positive and significant influence of social media marketing on purchase intention at Dapoer Raditya.

2) The Influence of Social Media Marketing on Brand Image

H_0 : Social media marketing does not have a positive and significant effect on brand image.

H_2 : Social media marketing has a positive and significant influence on brand image.

The results of the t-test analysis in Table 4.15 show a Sig value of $0.000 \leq 0.05$ and a calculated t of $5.942 > t$ table 1.987, so it can be interpreted that H_0 is rejected and H_2 is accepted. There is a positive and significant influence of social media marketing on brand image at Dapoer Raditya.

3) The Influence of Brand Image on Purchase Intention

H_0 : Brand image does not have a positive and significant effect on purchase intention.

H_3 : Brand image has a positive and significant effect on purchase intention.

The results of the t-test analysis in Table 4.15 show a Sig value of $0.000 \leq 0.05$ and a calculated t of $4.127 > t$ table 1.987, so it can be interpreted that H_0 is rejected and H_3 is accepted. There is a positive and significant influence of brand image on purchase intention at Dapoer Raditya.

CONCLUSION

1. Social media marketing has a positive and significant effect on purchase intention at Dapoer Raditya. This indicates that the higher the intensity of social media marketing efforts, the greater the purchase intention of potential consumers toward Dapoer Raditya products.
2. Social media marketing also has a positive and significant effect on brand image. This means that the more effective and relevant the social media marketing activities are, the stronger the brand image formed in the minds of Dapoer Raditya's potential consumers.
3. Brand image has a positive and significant effect on purchase intention. In other words, the better the brand image possessed by Dapoer Raditya, the higher the purchase intention of consumers toward its products.
4. Brand image serves as a partial mediating variable in the relationship between social media marketing and purchase intention. This result indicates that social media marketing not only

has a direct impact on purchase intention but also indirectly influences it through the development of a strong and positive brand image.

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