

Original Article

The Role of Brand Image in Mediating the Influence of Social Media Marketing on Purchase Intention (Study on Kober Noodle Products in Denpasar City)

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Abstract: Business development is currently happening very rapidly. There are various types of brands and products presented on the market. Every company is required to be able to meet consumer needs and strive to create a product that has advantages and creates products that are different from competitors. The business venture that currently has intense competition is the culinary business. The company's efforts to introduce its products are through social media. Marketing methods via social media will be easily accessible to the public, which will increase people's buying intentions. This research aims to examine the influence of brand image in mediating social media marketing on purchase intention. This research is quantitative research using primary data obtained through questionnaires to potential Mie Kober consumers in Denpasar City. The sampling technique used purposive sampling technique with a sample size of 120 potential Mie Kober consumers in Denpasar City who met the specified criteria. Testing this hypothesis uses Path Analysis with the help of the SPSS program. The study's findings demonstrate that social media marketing influences brand image and intention to buy positively and significantly, that brand image influences purchase intention positively and significantly, and that brand image mediates the effect of social media marketing on purchase intention.

Keywords: Social Media Marketing, Brand Image, Purchase Intention.

I. INTRODUCTION

Business development is happening so rapidly in the current era of globalization. The growth of various businesses is happening everywhere. Apart from that, the number of brands and products presented on the market is starting to vary, making competition between markets increasingly sharp (Putri, 2020). The sharp competition requires business people to use all the skills and knowledge they have to remain competitive in the market. Business competition in today's era of globalization is very tight (Shabrina et al., 2023). Every business must be able to satisfy customer wants, work to develop items with benefits, and make products that set them apart from rivals. (Dunan et al., 2020). Of course, every consumer has various choices of products or brands that they want to consume.

The business venture that currently has intense competition is the culinary business (Putri, 2020). The development of the culinary business world, which is currently increasingly rapid, makes it a promising opportunity for entrepreneurs in this field and for entrepreneurs who have an interest in the culinary business to always develop and create innovations for their businesses so that they can still look attractive and have a unique selling proposition in order to create public interest, especially consumers, in the product. According to Wijaya & Indriyanti (2022), the culinary business is a promising business because this business can fulfil basic needs. Not only creating innovations or developing products, but also how business people can create a good perception of their products in the hope of increasing the number of customers or consumers who consume these products.

According to Wijaya et al. (2019), innovation is a crucial component of competitiveness since it can benefit businesses by generating new concepts, procedures, goods, or ways to enhance existing business environments. In the business world, especially the culinary business, it is necessary to provide special features and uniqueness in order to attract purchasing interest from potential consumers (Putri, 2020). In Table 1 it can be seen that the increase in the number of culinary businesses in Bali Province from 2021 to 2023. According to the data in Table 1, the number of restaurants in Bali has fluctuated from year to year. In 2021, the number of restaurants spread across nine districts/cities was 3,868, then in 2022; it decreased to 3,245 until in 2023, it increased again to reach 4,429. The fluctuating number of culinary businesses spread across nine districts/cities in Bali shows the intense competition between one business and another that has the same type. In Bali, the culinary subsector, in particular, dominates the creative economy structure; of the 16 creative economy subsectors, the culinary percentage reaches 41.4 percent (Saraswati & Santika, 2019).



Table 1: Data on the number of restaurants and eateries in districts/cities in Bali

Regency/City	2021	2022	2023
Jembrana	158	136	317
Tabanan	119	92	0
Badung	728	823	869
Gianyar	1.053	952	1.223
Klungkung	375	245	423
Bangli	14	47	67
Karangasem	269	146	43
Buleleng	548	200	535
Denpasar	604	604	952
Total	3.868	3.245	4.429

Source: Central Statistics Agency (BPS)

One of the culinary delights that is currently popular is processed noodles, which many business activists have developed by looking at the opportunities that exist in the market. Processed noodles are increasingly attracting buyers' interest in making purchases because, currently, the types of processed noodles are increasingly varied, so this makes them attractive to potential consumers (Dirayani & Mandala, 2022). The attractions in question range from dry noodles or what are usually called instant noodles to wet noodles such as chicken noodles, egg noodles, kwetiau and others. Noodle lovers come from all ages, status levels and groups. Based on data from WINA in 2022, several countries with the highest levels of noodle consumption in 2022 can be seen in Table 2 below.

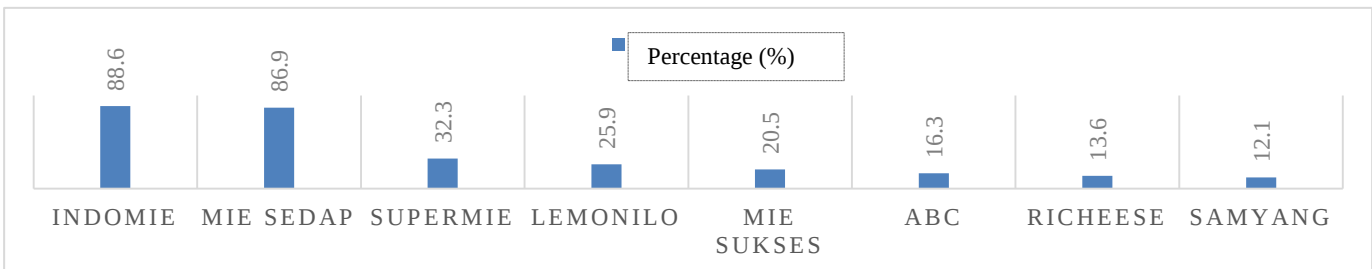
Table 2. Countries with the Largest Consumption of Instant Noodles in 2022

No.	Country name	Percentage (in billion servings)
1	China/Hongkong	45,07
2	Indonesia	14,26
3	Vietnam	8,48
4	India	7,58
5	Jepang	5,98

Source: World Instant Noodles Association (WINA), 2022

Based on the data in Table 2, Indonesia is in second place as the country with the highest level of instant noodle consumption in the world, namely 14.26 billion portions in 2022. Seen from Table 3 is data quoted from the Kedata Insight Center (2022) regarding noodle brands being the most consumed instant throughout 2022.

Table 3 List of Instant Noodle Brands Most Consumed in 2022



Source: Kadata Insight Center (KIC) 2022

Based on the data in Table 3, Indomie will be the most consumed instant noodle brand throughout 2022, with a percentage reaching 88.6 percent. Next, followed by the Mie Sedap and Supermie brands with percentages of 86.9 percent and 32.3 percent, respectively. Meanwhile, in fourth place is Lemonilo, with a percentage of 25.9 percent. The fifth position is occupied by the Mie Sukses brand, with a percentage of 20.5 percent. Followed by the ABC brand with 16.3 percent in the sixth position, Richeese with 13.6 percent in the seventh position, and Samyang with 12.1 percent in the eighth position.

Based on people's love for processed noodle products, demand for various processed noodles has increased. The processed noodles currently available are not just chicken noodles or fried noodles, which are common on the market, but contemporary noodles, which have a spicy taste, which are the latest breakthroughs in the culinary world and are a form of creativity and innovation from culinary business players (Dananjaya & Rastini, 2018). Processed spicy food is no longer foreign to the Indonesian people as part of a country that has a diversity of spices and a spicy taste. This is supported by the

Indonesian people's passion for consuming chilli sauce, so it is believed that spicy food will continue to develop along with the culture of people who like spicy food.

According to Dr. Handayani (Halodoc.com, 2020), spicy food has health benefits, namely, being able to increase the body's metabolism. Apart from that, spicy food is good for heart health and can help treat cancer because the capsaicin compound found in chillies is thought to have the ability to slow down several types of cancer. However, if consumed in excess, it will be dangerous for the body, such as it can cause stomach ulcers, stomach acid and intestinal irritation. Nevertheless, the popularity of spicy food made from noodles is currently quite high, supported by the trend among Indonesian people who like spicy food (Dirayani & Mandala, 2022).

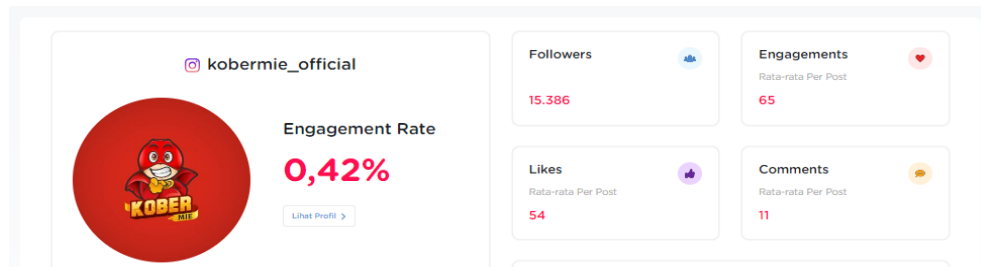
One of the culinary businesses that is currently developing processed spicy noodles as the main menu of its business is Mie Kober. Mie Kober is a restaurant that operates in the instant noodle food sector, which is quite popular among Indonesian people. This restaurant has various menu variants, which are served at relatively cheap prices compared to similar restaurants. The emergence of Mie Kober in 2010 under the auspices of Bambang in Malang City, precisely on Jalan Bromo, caused an increasing number of enthusiasts for Mie Kober in Indonesia, especially in Denpasar City, causing Mie Kober managers to open a Mie Kober restaurant outlet in Denpasar City. Since its inception, Mie Kober in Denpasar City has made many changes to both products and services to maintain product quality and customer satisfaction. Likewise, at the end of 2022, Mie Kober will start changing the names of its products to Mie Savory and Mie Manis in order to rebrand the products it offers. Mie Kober comes with the concept of a comfortable place for its customers. According to Febrianti et al. (2021), innovation in creating an atmosphere in a restaurant is something that creates a feeling of comfort in the minds of consumers. The presence of Mie Kober among the people of Denpasar has certainly received various views; not a few people have welcomed the presence of Mie Kober positively, giving rise to many new competitors who offer similar products by implementing quite the same system, namely offering noodles with a choice of spiciness levels which are packaged with the appearance of the place cosy.

The strategy implemented by Mie Kober is to provide give aways and discounts distributed through its social media to maintain the brand image of Mie Kober that has been built previously. A brand's image is a depiction of how people view it generally and is shaped by data and prior interactions with the brand (Devanagiri & Rastini, 2022). One of the social media accounts owned by Mie Kober Denpasar is Instagram with a follower rate of 15.4 thousand followers. Nowadays, the marketing trend of implementing social media marketing is widely applied to promote a product so that it can be conveyed to consumers quickly and on time.

According to Seo & Park (2018: 7) social media marketing activities are marketing on online-based platforms that can facilitate interaction, collaboration or sharing content. A more comprehensive and expansive sales, communication, and marketing plan that takes into account the needs of the industry and its audience and adjusts accordingly should include social media marketing (Narayana & Rahanatha, 2020). The use of social media marketing in buying and selling transactions has been widely used because it is felt to be easier for both consumers and the business itself. The use of digital marketing by sellers can reach a wider market (Fadhilah & Pratiwi, 2021). Another convenience of doing online shopping is that consumers don't have to come directly to the shop and also don't find it difficult to get the items they want. Simply select the image available on the Instagram online shop account and order it directly, pay using the online method, and the ordered product is sent immediately to the buyer's address.

Social media marketing or marketing by implementing social media is becoming increasingly effective, judging by the large number of social media users today. According to Gunelius (2011: 59), Social media marketing is a type of direct or indirect marketing that uses online tools like blogging, microblogging, social networking, social bookmarking, and content sharing to build awareness, acknowledgement, memory, and actions for a brand, company, product, individual, or other entity. The increasing use of social media has opened up opportunities for business people to offer their products to consumers. Through this communication, sellers and buyers will both have information related to each other. Communication that exists between sellers and buyers on social media is shown to facilitate consumer decision-making regarding purchasing a product, which can then be directed to purchase transactions (Seo et al., 2020). Promotion via social media is the main choice for promoting the products offered. Social media is very helpful in increasing online sales (Pratiwi, 2020).

Mie Kober implements social media marketing so that information can be conveyed quickly and on time. However, it is felt that this has not been implemented effectively and maximally by Mie Kober, which can be seen from the engagement rate of the Kober Bali Instagram account, which is considered low and must be increased again to achieve an average engagement rate.



Source: alltars.id, 2024

Figure 1. Results of Engagement Rate Data Analysis for the Kober Bali Instagram Account

Figure 1 shows the engagement rate for the Kober Bali Instagram account of 0.42 percent, with a total of 15,386 followers. Apart from that, the average number of likes per post is 54 likes per post, and the average number of comments is 11 comments per post. This shows that Kober Bali's engagement rate is low because it is below average. Instagram accounts with between 5 thousand and 20 thousand followers should have an average engagement rate of 4.8 percent (Phlanx.com, 2024). Thus, Kober Bali must be able to increase the engagement rate of Instagram accounts by 4.38 percent in order to reach these standards. The engagement rate of an Instagram account can be measured by three features that Instagram has, namely views, likes and comments (Oktaviani & Wahyuni, 2022). Apart from that, according to research from Amriel & Ariescy (2021), the higher the number of likes and comments obtained in a post, the higher the engagement rate the account will get. From the results of the engagement rate, we can conclude that the implementation and use of social media from Kober Bali has not been effective and is not able to interact with the target market. A high engagement rate can show that a brand is able to establish good relationships with consumers through its social media platforms, which will open up opportunities for the product to be known by more people.

Increasing the Instagram engagement rate in a business account can trigger opportunities for interest in purchasing that product. This is due to a corresponding increase in the reach of product uploads. Potential consumers' purchasing interest in Mie Kober products has fluctuated in the last few years since the presence of similar competitors who use the same concept and marketing methods as Mie Kober, namely by implementing social media marketing or marketing by implementing social media. Potential customers' purchase intentions are thought to be influenced by social media marketing because it serves as a useful communication tool and efficient means of delivering messages to them (Laksamana, 2018).

This research was also completed by conducting a pre-survey to find out more about the influence of social media marketing on purchase intention for Mie Kober products in Denpasar City. This pre-survey was conducted involving 25 respondents who had completed high school/equivalent education, lived in Denpasar City with a minimum age range of 17 years, and had never purchased Mie Kober products.

Table 4. Pre-Survey Results on Kober Noodle Products in Denpasar City

No.	Question	Yes	No	Total	Percentage	
					Yes	No
1.	Have you ever shopped at Mie Kober?	0	25	25	0	100
2.	Have you ever received information from Mie Kober's social media?	9	16	25	36	64
3.	Does Mie Kober's social media encourage you to have the intention to buy Mie Kober products?	6	19	25	24	76
4.	Is Mie Kober able to convey information through its social media? (Such as discounts, product promotions, etc.)	8	17	25	32	68

Source: Processed Data, 2023

Table 4 shows the results of the pre-survey that was conducted. Based on this data, it can be seen that 25 of the 25 respondents stated that they had never shopped at a Mie Kober outlet. A total of 16 people out of 25 respondents stated that they had never received information from Mie Kober's social media, while 9 other respondents stated that they had never received information from Mie Kober's social media. A total of 6 people out of 25 respondents stated that Mie Kober's social media had caused these respondents to have the intention to buy Mie Kober products, but 19 other people stated that they had no intention of buying Mie Kober products. Then, 8 people out of 25 respondents stated that Mie Kober was able to convey information via social media, but 17 other people stated that Mie Kober was unable to convey information via social media. This states that the sales performance of Mie Kober is not yet optimal, so prospective consumers' buying intentions are also not optimal, as shown by the majority of respondents stating that they have never received information from Mie Kober's social

media. Mie Kober's sales performance is less than optimal in utilizing social media marketing on its social media accounts, so it is still not effective in encouraging potential consumers' purchase intention. Therefore, there needs to be attention from the company regarding the implementation of social media marketing, such as content uploaded to social media accounts.

Previous research that conducted research on the impact of social media marketing on consumers' intentions to buy revealed the following findings. According to Anggrenita & Sander (2022), social media marketing has a significant influence on purchase intention; namely, marketing that is done well can increase potential consumers' buying interest in a product. This is because sellers create various creative content to attract the attention of their consumers with the aim of inviting potential consumers to buy their products. Apart from that, research by Sutariningsih & Widagda (2021) shows that social media marketing has a significant effect on purchase intention; if social media marketing increases, it will also have an impact on increasing purchase intention. Apart from that, the research of Priatni et al. (2019) also shows that social media marketing has a significant effect on purchase intention. However, in contrast, research conducted by Putra and Aristana (2020) shows that social media marketing does not have a significant effect on purchase intention. Research by Kartika and Usman (2023) also states that social media marketing does not have a significant effect on purchase intention; this is due to less-than-optimal marketing performance on social media, which causes the purchase intention of prospective consumers to be not optimal. Ahmada's research (2022) also states that social media marketing, such as the use of influencers, does not have a significant effect on purchase intention.

It is vital to conduct additional research using a brand image as a mediating variable in this study due to the discrepancies in earlier research findings on social media marketing variables on purchase intention. The purpose of including the brand image variable as a mediating variable is to improve the correlation between the independent variable—social media marketing—and the dependent variable—purchase intention. Research conducted by Hasan and Elviana (2023) shows that brand image has a significant influence on purchase intention. According to research from Hakim (2020) which states that consumers are always hesitant to buy new brands, consumers prefer to buy brands they already know. This research serves as the foundation for this study, which attempts to clarify and evaluate how brand image mediates the impact of social media marketing on purchase intention (Study on Mie Kober products in Denpasar City).

II. RESEARCH METHOD

This research is included in research that uses a quantitative research design using an associative approach. This research was conducted in Denpasar City, Bali. Denpasar City was chosen as the research location because Denpasar City is the city center and capital of Bali Province. Denpasar City consists of four sub-districts, namely North Denpasar, South Denpasar, East Denpasar and West Denpasar. The high level of population and Mie Kober outlets, which are almost spread across several regions, made Denpasar City the location for carrying out this research. In line with the high level of population in the city of Denpasar, it causes a high level of consumption among the people and also indicates the large purchasing power of the people for a product. The population in this research is potential consumers of Mie Kober products in Denpasar City, the number of which is not known with certainty (infinite) because the population is spread very widely. The sampling technique used in this research is non-probability sampling with purposive sampling. The best sample size recommended for measuring multivariate is 5-10 times the number of indicators studied (Sugiyono, 2019: 128). Because the number of indicators used in this research was 12 indicators, the sample size ranged from 65 to 120 respondents.

The criteria for determining the sample used in this research are respondents who live in Denpasar City, must be at least 17 years old, respondents who have completed a minimum of high school/vocational school/equivalent education, taking into account that people with an equivalent level of education are considered to have greater understanding and knowledge. Broad so that they are able to answer questionnaire questions objectively and actively use social media, and Respondents who have never purchased Mie Kober products but know information about Mie Kober products. The data in this research comes from primary data and secondary data. The method used to collect data in this research is a questionnaire. The analysis technique used in this research is path analysis.

III. RESULTS AND DISCUSSION

A validity test is a test to check whether the measuring instrument used to obtain data (measure) is valid. If each questionnaire question can be utilized to expose anything that the questionnaire is going to evaluate, then the validity test is deemed valid. The instrument is said to be valid if the correlation for each factor is positive and the r-calculated product-moment correlation value is greater than the r-table (0.3), which is the minimum comparison to obtain a valid correlation. Table 5 presents the results of the research instrument validity test.

Table 5. Validity Test Results

No.	Variable	Item	Validity		Descriptions
			Pearson Correlation	Standard	
1	Purchase Intention (Y)	(Y _{1.1})	0,930	0,3	Valid
		(Y _{1.2})	0,943	0,3	Valid
		(Y _{1.3})	0,912	0,3	Valid
2	Brand Image (M)	(M _{1.1})	0,882	0,3	Valid
		(M _{1.2})	0,870	0,3	Valid
		(M _{1.3})	0,919	0,3	Valid
3	Social Media Marketing (X)	(X _{1.1})	0,845	0,3	Valid
		(X _{1.2})	0,932	0,3	Valid
		(X _{1.3})	0,846	0,3	Valid
		(X _{1.4})	0,853	0,3	Valid
		(X _{1.5})	0,842	0,3	Valid
		(X _{1.6})	0,881	0,3	Valid

Source: Processed Data, 2024

Table 5 shows that all statement indicators in the purchase intention, brand image and social media marketing variables have a correlation for each factor of more than 0.3 so all these indicators have met the validity test requirements.

The purpose of the reliability test is to ascertain the degree of consistency of the measuring tool so that, even in the event of a time difference, the results obtained from a repeat examination of the same object using the same technique will be consistent (Sugiyono, 2018: 203). Researchers employed Cronbach's alpha approach in this investigation. If an instrument's Cronbach's alpha value is less than 0.60, it is considered dependable. The reliability test results for the research instrument are shown in Table 6.

Table 6. Reliability Test Results

No.	Variable	Reliability		Descriptions
		Alpha Cronbach	Standard	
1	Purchase Intention (Y)	0,920	0,6	Reliable
2	Brand Image (M)	0,869	0,6	Reliable
3	Social Media Marketing (X)	0,933	0,6	Reliable

Source: Processed Data, 2024

Table 6 shows that the three research instruments, namely purchase intention, brand image and social media marketing, have Cronbach's Alpha values greater than 0.6, so the research instruments are said to be reliable.

The data normality test aims to detect the distribution of data in one variable that will be used in research. Good and appropriate data to prove these research models is normally distributed data. The normality test used is the Kolmogorov-Smirnov test with a significant value greater than 0.05 at ($P > 0.05$). The results of the normality test in this study can be seen in Table 7.

Table 7. Normality Test Results

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
Substructure 1	0,081
Substructure 2	0,200

Source: Processed Data, 2024

Table 7 shows that the Asymp Sig (2-tailed) value is each greater than 0.05. These results indicate that the regression equation model has a normal distribution.

Finding out whether the regression model detected any association between independent variables or between independent variables is the goal of multicollinearity testing (Utama, 2016: 111). The variance inflation factor (VIF) value and tolerance value can be used to detect whether multicollinearity exists in the regression model. The chosen independent variable's variability that cannot be accounted for by other independent variables is measured by the tolerance value. Because $VIF = 1/\text{tolerance}$, a low tolerance value denotes strong collinearity and is equivalent to a high VIF number. Tolerance values of 0.10 or VIF values greater than 10 are utilized as the cutoff values. Table 8 displays the multicollinearity test findings for this investigation.

Table 8. Multicollinearity Test Results

Variable	Tolerance	VIF
Social Media Marketing	0,413	2,422
Brand Image	0,413	2,422

Source: Processed Data, 2024

Table 8 shows that the tolerance and VIF values for the social media marketing and brand image variables show that the tolerance value for each variable is greater than 0.1 and the VIF value is smaller than 10, which means the regression equation model is free from multicollinearity.

To determine whether there is variance inequality between the residuals of different observations in the regression model, the heteroscedasticity test is utilized (Utama, 2016: 112). The Glejser test was utilized in this work to test for heteroscedasticity. Heteroscedasticity is indicated if the independent variable has a statistically significant impact on the dependent variable. Conversely, heteroscedasticity is not indicated if the independent variable has no statistically significant effect on the dependent variable. The likelihood of significance over the 5 percent confidence threshold indicates this (Ghozali, 2016: 134). Table 9 displays the findings of the research's heteroscedasticity test.

Table 9. Heteroscedasticity Test Results

Equality	Model	t	sig
Substructure 1	Social Media Marketing	-1.526	0,130
Substructure 2	Social Media Marketing	-.750	0,455
	Brand Image	-1.558	0,122

Source: Processed Data, 2024

Table 9 demonstrates that each variable's significance value is greater than 0.05, indicating that there is no relationship between the independent variables and that there are no signs of heteroscedasticity in this study model.

In order to ascertain if a set of exogenous factors has a direct or indirect impact on endogenous variables, path modeling is used to examine the pattern of connections among variables. Path coefficients are computed using SPSS version 25 software, utilizing regression analysis and correlation as the foundation.

Table 10. Results of Model 1 Path Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.519	.794		3.172	.002
	Social Media Marketing	.413	.032	.766	12.952	.000
R square			0,587			
Adjusted R Square			0,584			
F Statistik			167,743			
Signifikansi uji F			0,000			
a. Dependent Variable: Brand Image						

Source: Processed Data, 2024

The results of substructural path analysis 1 are as presented in Table 10, the structural equation obtained is as follows.

$$M = \beta_2 X + \varepsilon_1$$

$$M = 0,413X + e_1$$

In Table 10, the results of data processing are presented, which show an F coefficient value of 167.743 with a significance of 0.000 < 0.05, which means that the equation is valid or appropriate to explain the influence of social media marketing variables on brand image.

The regression coefficient value for the social media marketing variable is 0.413, which means that if social media marketing increases, the brand image will increase by 0.413. The significance value of the t-test for the social media marketing variable is less than 0.05, which indicates that the social media marketing variable has a significant influence on brand image. The constant value of 2.519 indicates that if the social media marketing value is zero, then the brand image value is 2.519. The magnitude of the influence of the independent variable on the dependent variable, as indicated by the determination value (R Square) of 0.587, means that 58.7 percent of brand image variations are influenced by variations in social media marketing, while the remaining 41.3 percent is explained by other factors that are not included into the model.

In this research, the influence of social media marketing and brand image on purchase intention was also calculated through the SPSS 26.0 for Windows program. The following are the results of data processing and calculations from the formulation of the structural equation for model two, which are presented in Table 11.

Table 11. Results of Model 2 Path Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.192	.596		-2.000	.048
	<i>Social Media Marketing</i>	.225	.036	.375	6.279	.000
	<i>Brand Image</i>	.656	.066	.590	9.896	.000
R square		0,828				
Adjusted R Square		0,825				
F Statistik		281,622				
Signifikansi uji F		0,000				
a. Dependent Variable: <i>Purchase Intention</i>						

Source: Processed Data, 2024

The results of substructural path analysis 2 are as presented in Table 11, the structural equation obtained is as follows.

$$Y = \beta_1 X + \beta_3 M + \varepsilon_2$$

$$Y = 0,225X + 0,656M + e_2$$

In Table 11, the results of data processing are presented, which show an F coefficient value of 281.622 with a significance of $0.000 < 0.05$, which means that the equation is valid or appropriate to explain the influence of social media marketing and brand image variables on purchase intention.

The regression coefficient value for the social media marketing variable is 0.225, which means that if social media marketing increases, purchase intention will increase by 0.225. Purchase intention will rise by 0.656 if brand image rises, according to the brand image variable's regression coefficient value of 0.656. Purchase intention is significantly influenced by the brand image and social media marketing factors, as shown by the significance value of the t test for each variable being less than 0.05. The constant value of 1.192 indicates that if the social media marketing and brand image values are equal to zero, then the purchase intention value is 1.192. The magnitude of the influence of the independent variable on the dependent variable, as indicated by the determination value (R Square) of 0.828, means that 82.8 percent of the variation in purchase intention is influenced by variations in social media marketing and brand image, while other factors explain the remaining 17.2 percent which was not included in the model.

As a result of the path coefficient in the research hypothesis, the causal relationship between the variables social media marketing (X), brand image (M), and purchase intention (Y) can be described as follows.

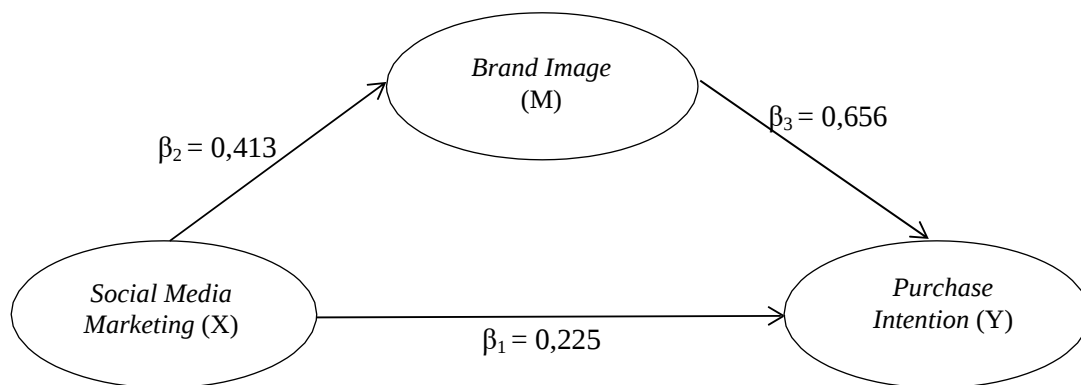


Figure 1. Validation of the Path Diagram Model

Based on the path diagram in Figure 1, the magnitude of the direct influence and indirect influence, as well as the total influence between variables, can be calculated. The calculation of the influence between variables is summarized in Table 12 as follows.

Table 12. Direct Effect, Indirect Effect, and Total Effect

Influence of Variables	Direct Influence	Indirect Influence Through Brand Image (M) ($\beta_2 \times \beta_3$)	Total Influence
X → M	0,413	-	0,413
X → Y	0,225	0,201	0,426
M → Y	0,656	-	0,656

Source: Processed Data, 2024

Keterangan:

X = Social Media Marketing

M = Brand Image

Y = Purchase Intention

Media hypothesis testing can be carried out using a procedure developed by Sobel (1982) and known as the Sobel Test. The Sobel test is carried out to test the strength of the indirect influence of the independent variable (X) on the dependent variable (Y) caused by the mediating variable (M).

The Sobel Test results in this research are presented as follows.

$$Z = \frac{ab}{\sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}}$$

Information:

a = 0,413

Sa = 0,032

b = 0,656

Sb = 0,066

$$Z = \frac{0,413 \times 0,656}{\sqrt{0,656^2 0,032^2 + 0,413^2 0,066^2 + 0,032^2 0,066^2}}$$

$$Z = \frac{0,2709}{\sqrt{0,0004 + 0,0007 + 0,0000}}$$

$$Z = \frac{0,2709}{\sqrt{0,0011}}$$

$$Z = \frac{0,2709}{0,0331}$$

$$Z = 8,1851 = 8,18$$

Based on the calculation results, it shows that the result is the Z value = 8.18 > 1.96, which means that the mediating variable, namely brand image, is considered to considerably moderate the association between purchase intention and social media marketing.

A) The influence of social media marketing on purchase intention

Based on hypothesis testing of social media marketing variables on purchase intention, it is stated that in this study, the results of H0 were rejected, and H1 was accepted. These results mean that social media marketing has a positive and significant effect on purchase intention. This means that the higher the social media marketing carried out by Mie Kober, the higher the purchase intention of potential consumers of Mie Kober products in Denpasar City. The purchase intention of potential consumers of Mie Kober products in Denpasar City is influenced by the marketing carried out by Mie Kober on their social media accounts. The purchase intention of potential Mie Kober consumers in Denpasar City will increase if Mie Kober regularly creates content about the products it offers. Apart from that, Mie Kober's social media accounts are also easy to access. Prospective consumers who don't know about Mie Kober products if they have seen the product through content on social media will increase their intention to purchase Mie Kober consumers in Denpasar City. So that the marketing of Mie Kober products through social media accounts should be made attractive to increase the purchase intention of potential Mie Kober consumers in Denpasar City. These results are supported by research conducted by Ulan et al. (2022), which shows significant positive results on the social media marketing variable on purchase intention. Research by Arwachyntia and Sianggaran (2022) also states that the influence of social media marketing on purchase intention shows significant positive results. These results are also supported by research conducted by Sutariningsih & Widagda (2021) and (Priatni et al., 2019), which states that there is a positive relationship between social media marketing and purchase intention, the interest in buying Mie Kober felt by potential consumers is caused by content marketing is seen through Mie Kober's social media.

B) The influence of social media marketing on brand image

The findings of the hypothesis test for the effects of social media marketing factors on the brand image indicate that H0 and H2 were accepted and rejected, respectively, in this investigation. According to these findings, social media marketing significantly and favorably affects brand perception. This means that the higher the social media marketing carried out, the more Mie Kober will have a high brand image in the minds of potential consumers of Mie Kober products in Denpasar City. Mie Kober's brand image for potential consumers of Mie Kober products in Denpasar City is influenced by the marketing carried out by Mie Kober on its social media accounts. Prospective consumers of Mie Kober products will find out the advantages and uniqueness of the products marketed by Mie Kober by looking at the content on Mie Kober's social media accounts. Mie Kober's brand image in the minds of potential Mie Kober consumers in Denpasar City will increase if Mie Kober regularly creates content that shows the superiority and uniqueness of its products that differentiate it from other products. These results are supported by research conducted by Biligin (2018) showing that social media activities have an influence on brand image. Research by Damayanti et al. (2021), Lestari Adriana & Widodo (2019), Primananda et al. (2022), Soefhwan & Kurniawati (2022), Pratama & Yasa (2023) show that the results of social media marketing have a significant positive effect on brand image. These results are also supported by research conducted by Seo & Park (2018), namely that active and aggressive marketing via social media can contribute to the creation of brand value.

C) The influence of brand image on purchase intention

It is said that in this study, the results of H0 were rejected, and H3 was approved based on hypothesis testing of the brand image variable on purchase intention. These findings indicate that purchase intention is significantly and favorably impacted by brand image. This indicates that potential buyers of Mie Kober products in Denpasar City are more likely to make a purchase if the brand image is stronger. The purchase intention of potential consumers of Mie Kober products in Denpasar City is influenced by the superiority and uniqueness of Mie Kober products, which differentiate them from other products. The purchase intention of potential Mie Kober consumers in Denpasar City will increase if Mie Kober is able to offer products that are superior, unique, and able to make potential consumers feel the same brand impression presented by the company in each of its products. Prospective consumers who don't know about Mie Kober products, if they already know the advantages of the product, potential consumers will have the desire to try buying. So, the difference between Mie Kober products and other products will attract the intention to buy potential Mie Kober consumers in Denpasar City. These results are supported by research conducted by Kristinawati (2021), Subawa et al. (2023), Lopulalan & Yasa (2024), and Aditya & Yasa (2024), which states that the brand image variable has a significant effect on purchase intention. Research by Pangestoe and Purwanti (2022), Patrisia & Yasa (2024), and Putri and Yasa (2022) state that brand image has a significant positive effect on purchase intention. These results are also supported by research conducted by Sanita et al. (2019), which found the same thing, namely, that brand image has a significant positive effect on purchase intention. Brand image placement must be carried out regularly so that the impression it creates is stronger and can be received positively by customers with a strong brand image impression can influence people's attitudes toward being interested in using the product or service (Parama A.P & Seminari, 2020; Asdiana & Yasa, 2020; Gita et al., 2020; Kusuma et al., 2022; Candra & Yasa, 2022).

D) Brand image mediates the influence of social media marketing on purchase intention

The results of the Sobel Test showed that brand image significantly mediates the influence of social media marketing on purchase intention. It can be concluded that brand image partially mediates the influence of social media marketing on purchase intention because the previous test found that social media marketing had a positive and significant effect on brand image, and brand image had a positive and significant effect on the intention to buy. This means that through the brand image shown by the superiority and uniqueness of the products they have through their social media accounts, they can build the intention to buy potential Mie Kober consumers in Denpasar City. As stated by Putri & Nofri (2023), who discussed the direct and indirect influence of social media marketing and customer reviews on purchase intention with brand image as a mediating variable, it shows that the direct relationship between social media marketing and purchase intention has a positive and significant effect. Similar research was also conducted by Hidayatullah et al. (2018); the results of this research show that the brand image variable can be a mediating variable in the influence of social media on purchase intention.

IV. CONCLUSION

The following are the research's conclusions, which are based on the problems, goals, theories, and findings of the research discussion in the preceding chapter. The intention to buy is significantly and favorably impacted by social media marketing. This means that increasing social media marketing, such as regular content on Mie Kober social media, has an effect on increasing the purchase intention of potential consumers of Mie Kober products in Denpasar City. Social media marketing has a positive and significant effect on brand image. This means that increasing social media marketing has an effect on increasing the brand image of potential consumers of Mie Kober products in Denpasar City. Brand image has a positive and significant effect on purchase intention. This means that increasing Mie Kober's brand image has an effect on increasing the purchase intention of potential consumers of Mie Kober products in Denpasar City. Brand image is able to mediate the

influence of social media marketing on purchase intention. This means that the existence of a brand image, namely the uniqueness that differentiates it from other products, is able to mediate the influence of social media marketing on the purchase intention of potential consumers of Mie Kober products in Denpasar City.

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