



Impact of Social Media Quality and Brand Awareness on Purchase Decision Mediated by Role of Brand Image

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Abstract

Background: Social media's digital technology revolution has already taken place and is steadily altering consumer expectations and behavior. Currently, social media is used as a strategic communication tool by many corporate divisions. Consequently, social media as a collection of online media platforms, offers new opportunities for both individuals and organizations focused on business to promote and express their values to their target audience.

Objective: The study aims to elucidate the impact of social media quality and brand awareness on purchase decisions, with brand image serving as a mediating variable.

Method: The sampling technique in this research uses a purposive sampling method and a questionnaire instrument for data collection. The study included a sample of 100 respondents and was conducted on all Endek customers who purchase clothing from Galeri Endek and live in Denpasar City. The quantitative Partial Least Square (PLS) approach is the analytical tool that is employed.

Results: The findings show that social media quality and brand awareness has a significant positive influence on brand image. Brand image has a statistically significant positive influence on purchase decisions, however social media quality has no statistical significance on purchase decisions. Additionally, social media quality influences consumer purchase decisions in a notable and positive way, with some degree of the brand image serving as a partial mediator.

Conclusion: The contribution of the research findings suggested that Galeri Endek Bhumimi could potentially enhance its brand awareness and brand image by expanding its use of social media. Galeri Endek Bhumimi should improve their social media quality so that it can improve brand image and have an impact on purchasing decisions. The empirical evidence suggests that the selection of products by consumers is impacted by their recognition and perception of the brand.

Keywords: brand awareness, brand image, purchase decision, social media quality

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1. Introduction

The digital technology revolution on social media has occurred and is gradually changing consumer behavior and expectations. Currently, social media is used by various business units as a strategic communication medium (Chatterjee & Kumar Kar, 2020). Consequently, social media and online media platforms offer new possibilities for businesses, as well as opportunities for individuals to promote and express their values to their target audience. In fact, social media is a key component of 97% of corporate organizations' marketing strategies.

Social media usage for businesses encourages actions that improve corporate performance. The utilization of social media platforms is a vital component for businesses to enhance their brand potency by means of customer recognition and allegiance, electronic word of mouth (eWOM), and purchase inclination (Poulis et al., 2019). Research has demonstrated that incorporating social media into business operations can yield favorable outcomes, such as heightened market share expansion and enhanced profitability (Tajvidi & Karami, 2021). Social media is a cost-effective medium that has the potential to support business professionals in marketing and promotional endeavors, fostering connections between companies and their clientele, and cultivating a brand identity (Fianto et al., 2020). Positive brand image has an important role in influencing consumer behavior (Barreda et al., 2016) which then influences customer purchase decisions. The establishment of a positive brand image is a crucial determinant of business success, as it has the potential to influence consumer purchase behavior, enhance a firm's competitive advantage, and facilitate successful market entry. (Aranda et al., 2015). Research conducted by (Chandra et al., 2022) shows brand awareness as a factor that influences consumer intention to make purchase decision. Research by (Dülek & Saydan, 2019) on college students shows that attractive social media accounts influence the brand image of a product

Micro, Small & Medium Enterprises (MSMEs) have greatly contributed to Indonesia's Gross Domestic Product (GDP) reaching 61.41% (Badan Pusat Statistik, 2019). One of the contributors to GRDP is the industrial sector. At present, the industrial sector in the Province of Bali is growing rapidly, reaching 6.83%. The majority of the development for the province of Bali on the industrial sector amounting to 8.15%, is the textile and clothing industry. The number of MSMEs in the textile and apparel industries closely relates to the percentage value for the growth of such industries. The large number of MSMEs in the textile and clothing industries are also supported by the large market demand for textile and apparel products, one of which is Endek clothing. Galeri Endek Bhumimi is one of the MSMEs engaged in the fashion sector by selling Balinese Ikat Woven Fabrics and ready-to-wear Endek fashion creations. Galeri Bhumimi was started in 2011, and focuses on selling ready-to-wear kebaya and Endek clothing according to current trends. Sales promotions via Instagram are very important for Galeri Bhumimi because through the @galeriendek account, customers can remain informed about Endek clothing and the latest price promotions. Based on the number of Instagram followers, the Galeri Bhumimi received the large amount of 61,200 followers. This shows that consumers feel the @galeriendek account displays interesting and useful content.

The Instagram account @galeriendek was created in 2012 and features various video and photo content related to Endek clothing. If consumers want to ask about product information, they can send direct messages to that account. The number of followers has increased from year to year. This shows that Galeri Bhumimi's products are increasingly recognizable by the public. However, from January 2022 to August 2022, the number of followers at the Galeri Bhumimi experienced a significant decrease of about 20%. Unfortunately, the majority of the literature currently in existence primarily examines the effects of large corporations using digital media, and there are still only a small number of studies that specifically target MSMEs (Teo et al., 2019). Furthermore, it is becoming more crucial for business operations and the expansion of MSMEs to employ digital marketing methods to build strong brands and boost brand equity. MSMEs, with the necessary knowledge, effectively utilize digital channels to enhance their brand image. The significance of this lies in the substantial contribution of MSMEs to economic growth in various regions globally, including Indonesia. Based on the findings of the ASEAN

Investment Report, it is projected that Indonesia will exhibit the highest number of MSME participants, amounting to 65.46 million units by the conclusion of 2021.

This study focused on participants who had viewed the Instagram account @galeriendek and had purchased Endek clothing from the Galeri Bhumimi. The selection of Galeri Bhumimi since it had the largest Instagram followers than another competitor. The research aimed to investigate the correlation among social media quality, brand awareness and brand image on purchasing decisions. MSMEs have been recognized as crucial catalysts of economic development, particularly for the residents of Denpasar City. A programme has been implemented by the Bali Provincial Government to provide facilitation for the expansion of said enterprises. The research objective is to examine the correlation between social media quality and brand awareness, and its impact on consumer buying behavior. Furthermore, the research will examine the impact of social media quality and brand awareness on purchase decisions, with brand image serving as a mediating variable.

2. Literature Review

2.1 *Social Media Quality*

According to (Figueiredo et al., 2013), recent trends indicate a rise in the utilization of social media as a supplementary digital medium in conjunction with websites by individuals who access the internet. The integration of social media platforms into promotional tactics exhibits potential for enhancing the value of a brand (Schivinski & Dabrowski, 2016), brand attachment (Panigyrakis et al., 2020), and brand perception. Previous studies have demonstrated the importance of utilizing social media platforms for achieving success in contemporary business practices. Studies have shown that incorporating social media platforms into business strategies can result in favorable outcomes such as improved relationship-building, increased client acquisition, expanded global outreach, and enhanced reputation within local communities.

2.2 *Brand Awareness*

The construct of brand awareness refers to the degree to which a company's reputation is perceived as robust by consumers. The hierarchy of effects (HOE) model by (Lavidge & Steiner, 1961) stated consumer decision-making is a step-by-step process that involves six distinct stages. The aforementioned stages encompass the cognitive and affective processes that individuals undergo when making a decision to acquire a product or service. These stages are commonly referred to as awareness, knowledge, liking, preference, conviction, and purchase. The first step in the cognitive process of a consumer that influences the acquisition of products or services is the awareness stage. The intended outcomes of advertising are to influence cognitive awareness, affective liking, choosing and belief, and conative actual purchasing. These three characteristics are crucial in the advertising process. As modern digital media, websites and social media therefore assume crucial marketing tools for businesses looking to raise brand awareness for their goods or services.

2.3 *Brand Image*

The concept of Customer-based Brand Equity (CBBE) encompasses brand image as a constituent element (Keller, 1993). Brand image was defined by (Keller & Webster, 2004) as the features and advantages of a brand that set it apart from its rivals. Accordingly, brand image is crucial in influencing consumer purchase behavior since consumers base their purchases on how they perceive the brand. Put differently, individuals who hold a favorable attitude towards the brand may exhibit a higher propensity to engage in purchasing behavior, whereas those who hold an unfavorable attitude may refrain from making a purchase altogether (Binh et al., 2017). Given the prevalent perception of websites and social media as hybrid marketing communication platforms that facilitate the establishment of long-lasting customer relationships, it is imperative to scrutinize their basic constituents.

2.4 Purchase Decision

There are five steps in the decision-making procedure for customer purchases (Kotler, 2000). Finding a need or an issue comes first, then comes gathering information, weighing your options, making a decision, and taking action afterwards. Due to this, the decision to buy in this context is described in terms of loyalty as buy intention and post-purchase behavior. Customer loyalty is discussed in the section below. Loyalty is defined as a willingness to buy. Consumer-retailer exchange collaborations typically comprise a number of activities. The exchange of basic information is the initial step in the process through which the customer obtains information from the store. By looking through and comparing products and pricing online, one can learn more.

2.5 Conceptual Framework

This study points out that social media quality and brand awareness fit as independent variables with the assumption that these two variables affect purchase decision as a dependent variable which is mediated by brand image. Based on the description that has been explained, it can be described that the conceptual framework of the research is as follows (see Figure 1).

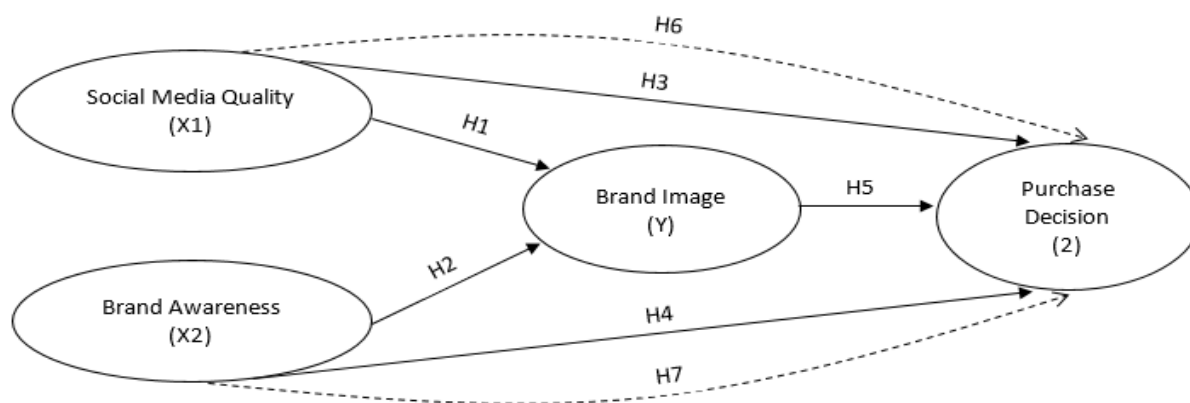


Figure 1. Research Model

A characteristic feature of social media is its ability to facilitate rapid dissemination of messages to multiple users simultaneously, which distinguishes it from traditional media. Individuals who engage in social media and have been exposed to a product are more likely to engage in indirect word-of-mouth promotion of the product among non-social media users. The study conducted by (Rudyanto et al., 2020) revealed that the utilization of social media marketing can significantly influence the perception of a brand, as it can enhance the probability of public discussion about a product, particularly with the increasing prevalence of social media usage. The study conducted by (Stephen, 2015) has revealed that online advertising can have a noteworthy and favorable influence on a company's brand image and brand loyalty,

Hypothesis 1: Social media quality has a positive and significant effect on brand image.

The utilization of social media marketing has become increasingly popular among marketers as a crucial avenue for communicating information about businesses to their target audience (Barreda et al., 2016). Consumers may identify or recall a given brand as a member of a specific product category thanks to brand awareness, a cognitive process. The idea of a brand image refers to the mental representation of a company that people maintain and that is impacted by the brand connections that have developed over time. In research done by (Musapat et al., n.d.), it was discovered that customers' perceptions of the brand image for Hannochs LED lights in Banda Aceh were positively correlated with their degree of brand awareness. Brand awareness acts as a variable that impacts brand image using digital marketing in tourism sector (Barreda et al., 2016);(Michaelidou et al., 2011)

Hypothesis 2 : Brand awareness has a positive and significant effect on brand image.

Social media marketing campaigns have the power to influence customer buying habits. Brand equity, including brand recognition, is significantly impacted by social media according to (Bruhn,

Schoenmueller, & Schäfer, 2012). Additionally, communication stimuli from websites and social media favorably affect customers' views, which in turn affects their decision to make a purchase. According to (Seo & Park, 2018), social media has the potential to affect consumers' perceptions of brand equity and their choice to make a purchase. Businesses that build effective social media and websites by incorporating features requested by customers, can encourage repeat visits from customers, foster favorable customer perceptions of the business, and enhance both brand awareness and brand image at once (Jones et al., 2015)

Hypothesis 3: Social media quality has a positive and significant effect on purchase decisions.

Social media has evolved into a potent tool for establishing connections with and engaging with customers of businesses. Understanding social media is important for brands since it increases consumer awareness of the brand and helps with its promotion (Diwangkoro & Nata, 2018);(Irfan et al., 2019)). Through social media platforms, content marketing enables firms to share brand information that raises brand recognition and modifies consumers' perceptions of their products. The decision to buy is heavily influenced by brand awareness. The maintenance, management, and enhancement of brand recognition is anticipated to be a crucial responsibility for MSMEs, as it is known to significantly influence consumers' buying behaviour (Ambolau, Kusumawati, & Mawardi, 2015).

Hypothesis 4: Brand awareness has a positive and significant effect on purchase decisions.

Influence of brand image on purchasing behavior has a good and considerable impact on consumers' purchase decisions. This implies that the level of ongoing purchasing decisions increases with stronger brand image (Sallam, 2014). Based on these findings, it appears that elements such as brand awareness, brand image, and price can influence consumers' decision to purchase SME products from SMESCO Indonesia in a way that will help the firm succeed (Novansa & Ali, 2019).

Hypothesis 5: Brand image has a positive and significant effect on purchase decisions.

The direct link between social media and improving brand image is highly intriguing, as was previously mentioned. Brand awareness, according to a theoretically support functions as a mediating variable (Helal et al., 2018). External environmental factors can impact brand image, particularly as a result of consumer assessments of social media quality. The brand image that emerges from a product can elicit both favorable and unfavorable reactions from customers, who may then disseminate their opinions through various digital platforms, including product reviews, website comments, and social media posts. Therefore, when consumers feel a social media account is interesting and builds a good brand image, they will make a purchase decision for the product (Chu & Kim, 2011; Hutter et al., 2013).

Hypothesis 6: Brand image mediates social media quality on purchase decisions.

The results of this study will offer significant contributions to the field of marketing by providing insights on how to improve marketing strategies and influence consumer purchasing behavior (Tariq et al., 2017). If MSMEs can afford awareness by providing good social media content, indirectly will affect to brand image. Then, consumers will make purchase decisions after reconsidering whether the brand image of MSMEs is interesting. Corporate social responsibility and purchasing choices can be mediated by brand image. A brand's reputation can serve as a mediator between the creation of green products and recurring sales. The corporation will strengthen its favorable image and influence consumer decisions to make purchase on product (Asyhari, 2021).

Hypothesis 7: Brand image mediates brand awareness on purchase decisions.

3. Method

The present investigation is classified as a quantitative research study. Quantitative research aims to quantify data and often utilizes statistical analysis. The present investigation can be classified as explanatory research due to its utilization of hypothesis testing to elucidate the association between variables.

3.1. Sample / Participants

All Endek customers that purchase Galeri Endek clothes and reside in Denpasar City made up the study's demographic. The utilization of a non-probability sampling technique was implemented by the researcher, which may result in an unequal representation of individuals within the population. The researcher utilized purposive sampling, a method of selecting a sample based on predetermined criteria.

The participant criteria are delineated as follows: 1) Respondent age more than 18 years; 2) domicile in Denpasar City; 3) consumer already follows Instagram account @galeriendek; 4) consumer already buys Endek cloth at Galeri Endek Bhumimi. According to established research methodology for the sample selection, it is recommended to ensure that the sample size for multivariate analysis is at least 5-10 times larger than the number of model parameters. This can be interpreted as having a sufficiently large sample size relative to the number of manifest indicators (Solimun, 2007). In this investigation, 14 parameters were employed. There were between 70 and 140 responses in the sample. Between these values, a sample can be used by researchers. There are 100 respondents in the sample set.

3.2. *Instrument(s)*

Likert scale used in this study is a type of quantitative data where the responses of the respondents are processed by statistical computation methods. The key data sources used in this study are those that refer to information provided by respondents (the first party) about perception variables for certain goals. The perception of the respondents serves as the study's main source of information.

3.3. *Data collection and analysis*

A survey instrument was employed as a means of gathering data. A Likert scale with five answer options, from "strongly agree" to "strongly disagree" was used in the study as its research technique. This was done to gather the participants' responses regarding a set of statements related to the stimulus object. The assessment of validity and reliability is typically conducted subsequent to the collection of questionnaires.

4. **Results**

4.1 *Respondent Profile*

There are 100 responders who fit the requirements and are qualified for the study. Respondent profiles are descriptions of respondents based on a variety of demographic factors, including gender, age, final educational attainment, average monthly salary, and number of years in company. 1) The features of the respondent's gender are dominated by women at 70% according to the demographic responses of the respondents. 2) 65% of the respondents' average age is between 20 and 30 years old. 3) With a 65% undergraduate education level, the last responders' education is in the majority.

Table 1. Characteristic of Respondents

No	Variable	Classification	Frequency	Percentage (%)
1	Gender	Male	30	30
		Female	70	70
		Frequency	100	100
2	Age	20-30 years	65	65
		31-40 years	15	15
		41-50 years	10	10
		51-60 years	10	10
		Frequency	100	100
3	Last education	SMA	30	30
		S1	65	65
		S2	5	5
		Frequency	100	100

Source: Processed data (2023)

4.2 Descriptive Analysis

4.2.1 Convergent Validity

In the first phase of partial least squares (PLS) modelling, the focus is on verifying the reliability of the measurement tools employed. The assessment of validity for reflexive indicators heavily relies on convergence validity, which is a critical criterion. The assessment process involves analysing the external loading coefficient of each indicator on its respective latent variable. When the outer loading coefficient surpasses 0.70, it is deemed that the indicator exhibits validity.

4.2.2 Discriminant Validity

The evaluation of cross loading within the measurement model is utilized to determine the degree to which the construct demonstrates strong discriminant validity. In order to assess the discriminant validity of a construct, it is crucial to examine the cross-loading of each indicator on its designated variable and compare it to the cross-loading of that same indicator on other latent variables. In the context of discriminant validity, it is commonly understood that the variable exhibiting the highest cross-loading is indicative of the strongest discriminant validity. Table 2 displays the outcomes of the factor cross-loading analysis. As evidenced by empirical data, each latent variable's cross loading is higher than that of the other latent variables, indicating that the latent variable has achieved discriminant validity.

Table 2. Cross Loading Value

	X1	X2	Y	Z
X1.1	0,889	0,658	0,826	0,721
X1.2	0,931	0,707	0,839	0,764
X1.3	0,919	0,667	0,843	0,705
X1.4	0,932	0,640	0,842	0,706
X1.5	0,914	0,627	0,791	0,723
X2.1	0,708	0,945	0,634	0,608
X2.2	0,655	0,947	0,605	0,661
Y1.1	0,849	0,689	0,937	0,688
Y1.2	0,848	0,545	0,942	0,772
Z1.1	0,850	0,639	0,814	0,847
Z1.2	0,674	0,586	0,669	0,911
Z1.3	0,626	0,583	0,615	0,902
Z1.4	0,656	0,569	0,687	0,907
Z1.5	0,668	0,596	0,643	0,889

Source: Processed data (2023)

4.2.3 Composite Reliability and Cronbach Alpha

It is crucial to assess both Cronbach's alpha and composite reliability to make sure a measurement is reliable. Both indices must exceed a cutoff of 0.60 for a measurement to be considered accurate. The interconnection of indicator blocks is assessed using a thorough research technique in the present inquiry. For reliable internal consistency indicators, Cronbach alpha and composite reliability are often used. The findings in Table 3 show that each construct's Cronbach Alpha coefficient and composite reliability have risen beyond the suggested level of 0.60. This implies that the reliability requirement has been met. The Average Variance Extracted (AVE) test quantifies the community average distribution of each latent variable in the reflexive model. The AVE value must be greater than 0, indicating that the latent construct can explain at least 50% of the variation for each indicator, in order to guarantee good model fit (Ghozali, 2005).

Table 3. Composite Reliability and Cronbach Alpha Value

Variable	Composite Reliability	Cronbach Alpha	Average Variance Extracted (AVE)
Social Media Quality(X1)	0,953	0,953	0,841
Brand Awareness (X2)	0,883	0,882	0,895
Brand Image (Y)	0,869	0,867	0,883
Purchase Decision (Z)	0,940	0,935	0,795

Source: Processed data, (2023)

4.3 Measurement model analysis

4.3.1 Evaluation of Structural Models Through R-Square (R²)

For determining how much the dependent variable affects the independent variable, the R-Square (R²) statistic is a valuable tool. It's crucial to understand that this statistic has both benefits and drawbacks. R-Square (R²) may also be used to demonstrate the effectiveness of a research framework. According to (Ghozali, 2005) research, a model's R-Square (R²) value determines whether it is strong, moderate, or weak. The R-Square (R²) value may be used to gauge a model's robustness, with a value of 0.67 suggesting a robust model and a value of 0.33 indicating a moderate model. On the other hand, a model with limited predictive ability has an R-Square (R²) value of 0.19. By examining the coefficients of the structural route parameters and the dependent construct's R-Square value, the importance of the structural model was determined. These significant metrics were utilized to assess the model's efficiency. As shown by the R-Square value of 0.667 for the brand image variable, the results shown in Table 4 show that the moderate model condition has been satisfied. The results imply that brand awareness, social media quality, and the brand image variable are strongly correlated. As strong predictors of the brand image variable, these two variables account for 66.7% of its variation. In comparison, the model's ability to explain the brand image variable is only 66.7% of the variance, which is a rather low percentage. This shows that the variables in the model do not fully explain a significant percentage of the variation. The model seems to meet the moderate model requirement, as shown by the R-Square value of 0.816 for the buy decision variable. According to the study's findings, brand awareness, brand image, and social media quality all have an impact on characteristics that affect purchasing decisions. The selected variables show a combined explanatory power of 81.6% over the dataset's observed variation.

Table 4. Evaluation of the Inner Structural Model

Variable	R Square	Adjusted R-Square
Brand Image (Y)	0,667	0,657
Purchase Decision (Z)	0,816	0,812

Source: Processed data, (2023)

4.4 Path Analysis and Hypothesis Testing

According to standard statistical significance thresholds, the rejection of the null hypothesis (H₀) is expected when the significance level (sig value) is below 0.05. If the t statistic value surpasses 1.96 at a significance level of 0.05, it is anticipated that the null hypothesis (H₀) will be rejected.

Table 5. Analysis Path and Statistical Test

Variable	Original Sample (O)	T Statistics	P-Values	Description
Social media quality -> brand image	0,897	17,521	0,000	Significant
Brand awareness -> brand image	0,009	1,987	0,031	Significant
Social media quality -> purchase decision	0,326	1,689	0,091	Not Significant
Brand awareness -> purchase decision	0,209	2,198	0,028	Significant
Brand image -> Purchase decision	0,347	1,986	0,047	Significant

Source: Processed data, (2023)

Social media quality has a 0.897-percent favorable influence on brand image. According to the statistical analysis, the t-value of 17.521 is higher than the threshold value of 1.96, suggesting a statistically significant connection at the 0.05 alpha level. The findings suggest that there is a positive correlation between consumers' perceptions of a brand's overall image and their degree of brand familiarity. A coefficient of 0.009 measures this association. Indicating statistical significance at the alpha level of 0.05, the estimated t-value of 1.987 exceeds the crucial t-value of 1.96. The data shows that social media use and shopping choices are positively correlated, with an estimated correlation value of 0.326. The t-value from the study, which was 1.689, is less than the crucial t-value of 1.96. This suggests that at the 0.05 level, the observed link did not reach statistical significance. According to studies on consumer behavior, brand awareness shows a positive correlation (coefficient of 0.210) with purchase choices. The statistical analysis's findings show that the computed t-value of 2.198 is higher than the threshold value of 1.96, indicating a statistically significant connection at the 0.05 level. With a coefficient of 0.347, the research's results show that there is a significant and favorable association between brand image and customers' purchase choices. Comparing the t-statistic value of 1.986 to the equivalent t-table value of 1.96 allowed us to establish the statistical significance of the observed correlation. The findings show that the correlation is statistically significant at the level of 0.05

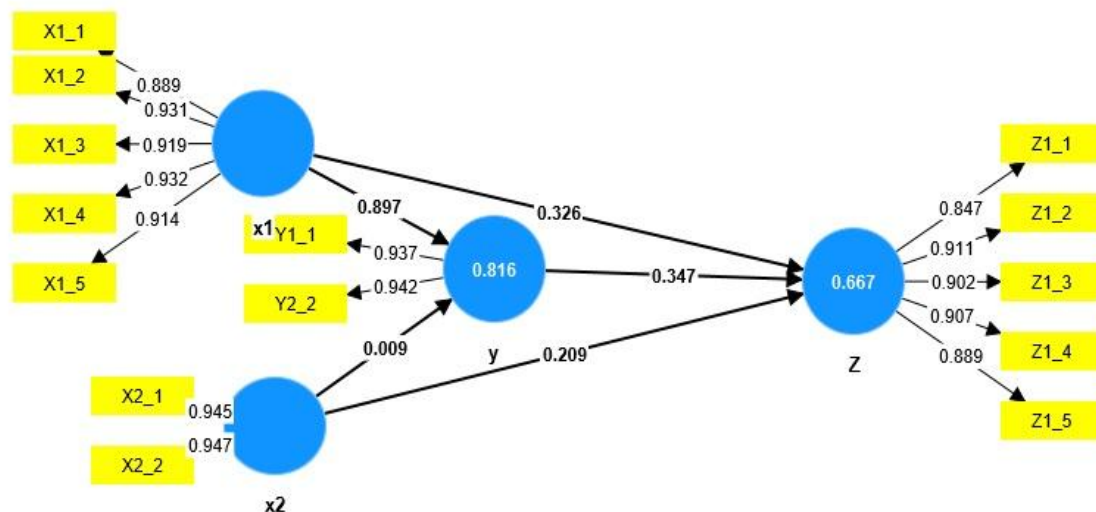


Figure 2. The Structural Equation Modelling Calculation

4.4.1 Mediation Effects Test

This study uses the Variance Accounted For (VAF) method developed by (Preacher & Hayes, 2004) and bootstrapping in the distribution of indirect effects is considered more appropriate because it does not require any assumptions about the distribution of variables, so that it can be applied to small sample

sizes. This approach is most appropriate for PLS, which uses the resampling method and has higher statistical power than the Sobel method. If the VAF value is above 80%, then it shows the role of Z_1 and Z_2 as full mediation. Z_1 and Z_2 are categorised as partial mediators if the VAF value ranges from 20% to 80%, but if the VAF value is less than 20%, it can be concluded that there is almost no mediating effect.

In educational research, the mediating effect is a statistical technique typically used to demonstrate a relationship between the independent and dependent variables via the use of a mediation variable. Table 6 displays the findings of the inquiry into the indirect impact mediation effect. The relationship between social media quality to purchase decision depends on brand image to serve as a mediator. According to the statistical analysis, the derived t-value of 2,002 exceeds the significant t-value of 1.96, indicating that the association is statistically significant at the alpha level of 0.05.

The findings suggest that the variables of brand awareness, brand image, and purchase decision do not exhibit a statistically significant correlation. The mediation analysis failed to satisfy the requirements for establishing a mediating influence. Furthermore, it should be noted that the calculation of the VAF (Variance Accounted For) value does not involve the utilization of said variables. The calculation of the VAF value will involve the utilization of the subsequent variables

Table. 6 Mediation Effects Test

Direction of Mediation Pathway	Original Sample (O)	T Statistics	P Values	Description
X1 -> Y -> Z	0,311	2,002	0,045	Significant
X2 -> Y -> Z	0,003	0,144	0,886	Not Significant

Source: Processed Data, (2023)

Table 7. VAF Calculation

Direction of Mediation Pathway	Score
X1 -> Y -> Z	
Indirect Effect 0,897 * 0,347 (X1-> Y =0,897; Y -> Z=0,347)	0,311
Direct Effect X1 -> Z = 0,326	0,326
Total Effect	<u>0,637</u>
VAF = Indirect Effect/Total Effect = 0,311/0,637	0,488

Source: Processed Data, (2023)

The study's findings suggest that brand image mediates the relationship between the effectiveness of social media quality and purchase decision. Brand image was specifically recognized as a partial mediator with a score of 0.488 or 48.8%.

5 Discussion

Brand image is positively and significantly impacted by social media quality. This is consistent with research by (Suwarsih & Gunawan 2021), which claims that social media's allure affects a brand's perception. MSMEs must have engaging and informative social media profiles to influence consumers' perceptions of their brands favorably. This is consistent with (Ahdiany, 2021) which claims that a brand's dominance increases with consumer knowledge. Consumers will attach meaning to a brand and create associations after they recognize it. According to research, social media has a typically beneficial, if small, influence on purchase choices. According to (Voramontri & Klieb, 2019), the research found that using social media at the first phases of information discovery and alternative appraisal boosted customer satisfaction. However, it did not significantly impact satisfaction during the decision-making phase or the post-purchase evaluation. Brand awareness influences purchasing decisions in a favorable and important way. According to (Sivaram et al., 2019), this is accurate. A noteworthy association exists

between the level of brand recognition and the purchasing actions of consumers. This describes how the Galeri Bhumimi exists and how, in addition to offering comfort, it may also be advantageous for customers. Brand image influences purchasing decisions in a favorable and important way. Managing a company's brand image is the most crucial aspect influencing purchasing decisions, which is in line with what we have said (Insan Waluya et al., 2019) The impact of customer satisfaction on the perception of a brand is a crucial element in the field of marketing research. According to the VAF study's findings, brand image partially mediates the link between social media's efficacy and purchase decisions. The study's findings that the brand image construct partially regulated the impact of social media on consumer buying behavior (Robiatul Adhawiyah, 2019).

The direct relationship between the social media quality on purchasing decisions is not significant. However, the results of the study show that brand image is a partial mediator between the social media quality and purchase decisions. This research provided recommendations for Galeri Endek Bhumimi to form a good brand image by displaying attractive social media qualities, maintaining the quality of Endek clothing in store and provide satisfactory service to customers.

Research limitation of this study are the instruments employed in this study will not be the same when applied to other samples or studies, which is one of the study's many shortcomings. The results of the research are not universally applicable to other samples or studies. Therefore, it is recommended that a new empirical test of the instrument be conducted. The outcomes of this study may change for customers who were in stores or other locations since the survey's respondents were only Galeri Endek Bhumimi shoppers. The danger of bias cannot be completely eliminated in this study because the research data is only reliant on respondents' perceptions as collected by a questionnaire. In order to collect data of greater quality, future researchers can combine data collection techniques with interview strategies and in-depth observation techniques. 100 respondents made up the study's sample. Other factors, like brand equity, market orientation, and entrepreneurial orientation, may be studied in more detail.

6 Conclusions

The findings show that social media quality and brand awareness has a significant positive influence on brand image. Brand image has a statistically significant positive influence on purchase decisions, however social media quality has no statistically significant on purchase decisions. Additionally, social media quality influences consumer purchase decisions in a notable and positive way, with some degree of the brand image serving as a partial mediator.

The contribution of this research findings suggested that Galeri Endek Bhumimi could potentially enhance its brand awareness and brand image by expanding its use of social media. Galeri Endek Bhumimi should improve their social media quality so that it can improve brand image and have an impact on purchasing decisions. The empirical evidence suggests that the selection of products by consumers is impacted by their recognition and perception of the brand.

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