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## **Brand Image and Social Media Marketing on Purchase Decisions: The Mediating Role of Purchase Intention**

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**Abstract:**

*This study was conducted in the city of Yogyakarta with a sample of 126 Aerostreet Shoe users who had made a purchase at least 1 time. Data processing using SPSS, with the criteria of respondents having a minimum age of 17 years, the last education is high school, and have made a purchase of Aerostreet Shoes. The purpose of this study was to determine the effect of Brand Image, Social Media Marketing, and Purchase Intention, on Purchase Decision. The results showed that Brand Image, Social Media Marketing, Purchase Intention have a significant positive effect on Purchase Decision.*

**Keywords:** Brand Image, Social Media Marketing, Purchase Intention, Purchase Decision

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### **1. Introduction**

Shoes are things that cannot be separated from the world of fashion, and shoe media can also be used as a medium in preserving a culture. By adding a certain color or pattern, shoes can introduce a region, many shoe makers have added ornaments or batik motifs which can introduce a region by simply adding an image or motif that can describe or characterize certain regions in Indonesia (Endrawan & Putra, 2019) . The development of the shoe industry in Indonesia is currently always increasing, along with the growth of companies that issue similar products. The growth of the shoe industry is one of the great opportunities for shoe manufacturers (Liputan6.com, 2023) . In line with the growth of the industry, customers have also increased. It can be seen that the longer the customer is more critical in sorting out a brand. The high trust in a shoe brand means that purchasing decisions made by buyers are increasingly complex (Annur, 2023) .

Aerostreet is a local product shoe from the city of Klaten, Aerostreet has successfully penetrated the global market (Maria Rosari Dwi Putri, 2021) . Aerostreet has recorded extraordinary achievements by successfully penetrating the global market. Starting from a small town, Aerostreet was able to attract the world's attention with its innovative designs and high quality. Aerostreet's success is not the result of chance, but the result of persistent and strategic efforts. Aerostreet continues to implement innovations in its products and designs, always paying attention to global trends in the

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shoe industry. Various smart marketing strategies, such as actively participating in international trade shows and collaborating with famous *influencers*, Aerostreet has managed to expand its market reach significantly. Not only that, Aerostreet's commitment to quality is also an important point in the company's success. Every pair of Aerostreet shoes is produced with high quality standards, making Aerostreet trusted by global consumers.

In the past year, the competition between Aerostreet and Compass in the shoe industry has shown dynamic changes, with Compass emerging as the winner in various aspects. Compared to Aerostreet, Compass has managed to outperform in terms of marketing strategies that have proven to be effective. According to Adil, (2023) Compass carries an excellent *Brand Positioning* strategy, presenting itself as an exclusive and prestigious shoe brand. With limited production, Compass managed to create a perception of its value and uniqueness in the market. Compass is also very good at utilizing social media platforms such as Instagram to increase consumer presence and engagement. In addition, Compass has been successful in designing creative campaigns and collaborating with well-known personalities or brands, significantly expanding its market share. On the other hand, Aerostreet, despite having an attractive *Rarity Scarcity* and *Charm Pricing* strategy (Adil, 2023) , still lags behind in terms of promotion and marketing. Although Aerostreet actively uses *e-commerce* and advertises on social media, it has not been as effective as Compass in building its brand image and reaching a wide range of consumers. Thus in the past year Compass has managed to take the lead in the competition with Aerostreet thanks to the smart and effective marketing strategies they have implemented.

In purchasing shoes where in the past many people bought shoes because of price, quality, and comfort. With the passage of time, people in choosing shoes see several points such as price, quality, comfort and known brands. Some well-known shoe brands have a good reputation in terms of quality and design (YOUNG ON TOP, 2023) .

Udayana et al., (2022) states that brand image is a name or symbol that has the aim of distinguishing and identifying goods and services from one seller or a group of sellers who are competitors. More than that the brand can also be a sign for customers for a product, and keep both customers and producers from competitors who will try to provide identical products that will appear. Therefore, business people or someone who wants to trade a shoe from their own work must be able to create a brand that characterizes the product being made, and this must be a differentiator between existing brands. So that potential *customers* can find out the brand of shoes they want to buy only through, the name, logo, and earlier the distinctive color of the brand logo.

Chawla & Chodak, (2021) said under the concept of "social media" is a synthesis of two words: "social" and "media". Social in this context means interaction between individuals with common interests, groups, or even communities. Media are channels or platforms that enable the creation and exchange of user-generated content. The interconnected nature of social media allows customers to create, develop, and distribute advertising content, which then influences consumer behavioral intentions.

The evolution of technology has led to social media platforms that provide users with the means to share content in various forms, such as text, graphics, audio-visuals, and web links. The general impact of different types of content on brand pages has been studied and it is shown that there are variations in engagement levels according to the type of content. However, there is a lack in the literature analysis of how individual elements of the communication process, including communication strategies, are affected by mutual feedback in communication channels, especially with regard to posts with web links (Chawla & Chodak, 2021) .

Intention, as an initial process arising from a person's inner feelings, plays an important role in initiating an activity or endeavor, and often has a long-term nature. intention becomes the starting point of any action taken by a person. For example, in the context of consumers, purchase intention is the main factor that encourages someone to make a purchase. According to Saputri & Guritno, (2021) , purchase intention is a strong desire to obtain a product or service to meet consumer needs or desires. Buying intentions not only reflect mere desire, but are also a fundamental impetus for individuals to act in reality. In the process, buying intentions can be influenced by various factors such as individual preferences, previous experiences, or environmental influences. Therefore, a deep understanding of the dynamics of purchase intentions can help businesses to design effective marketing strategies to attract consumer attention and drive the desired purchase decision.

Suganda et al., (2022) Stating that, purchasing decisions reflect a form of selection made by consumers, where they choose the most preferred brand from a number of available brands. This indicates that purchasing decisions are not just spontaneous actions, but involve a mature thought process in choosing the right product. From this definition, it can be concluded that purchasing decisions are the result of a complex process, in which consumers experience the stages of recognizing needs and wants, searching for information, evaluating various purchase alternatives, and finally making a decision to buy a particular product or service. When consumers have found a choice that suits their needs and preferences, consumers will immediately take steps to make a purchase. Thus, purchasing decisions are not just transactions, but are a planned approach to meeting consumer needs and desires. This shows that in the activity of buying goods or services, consumers carry out various stages that lead to making wise and satisfying decisions.

In research that has been conducted by Muhtarom et al., (2022) related to the relationship between *Brand Image* and *purchase decision* shows that it has a significant negative effect, while research related to *Brand Image* with *purchase decision* conducted by Dulame, (2023) shows the results that *Brand Image* on *purchase decision* has a significant positive effect.

## 2. Theoretical Background

***Brand Image***: Is a consumer's feeling when seeing or hearing a brand, *Brand Image* itself is a picture conveyed to consumers of information related to the experience of the brand. This has a relationship with a positive attitude towards a brand given by

consumers (Pandiangan et al., 2021) . Brand Image is a picture of a brand that underlies information obtained from an experience that has occurred with a brand (Hertina et al., 2022) . Pandiangan (2021) states that *Brand Image* indicators are: brand identity, brand personality, brand association, *corporate image*.

***Social Media Marketing:*** Sun & Wang, (2020) mentions that social media marketing tends to lead to applications, platforms and various media that have the aim of encouraging interaction, cooperation, and various types of content. Social media marketing can help find sustainable consumers through various social media and is able to provide recommendations to products of the same type. Guha et al., (2021) mention themselves the use of social media marketing is able to provide benefits through developing awareness of products, assisting in reducing marketing costs, and the adoption of social media provides opportunities in global product reach and product-related information which in turn is able to increase brand dependability or have brand value that is viewed positively among customers. Erlangga (2021) mentions *social media marketing* indicators, namely: *online communities*, interaction, *accessibility*, *credibility*, *information about brands*, *entertainment*, *trendiness*.

***Purchase Intention:*** Chetioui et al., (2020) states that purchase intention is the initial stage in the buying process where consumers show readiness and desire to purchase a product or service in the future. Lina & Permatasari, (2020) states that purchase intention reflects consumers' decisions to choose one brand from the various brands available in the market. The process of forming purchase intention involves several complex stages, including need recognition, information search, information evaluation, and finally the emergence of purchase preferences in consumers. Saputri & Guritno (2021) states the *Purchase Intention* indicators, namely: *Transactional*, *Referential*, *Preferential*, *Exploratory*, *Interest*.

***Purchase Decision:*** Harahap et al., (2020) states that purchasing decisions are a critical stage in the consumer process that makes choices about products or services based on needs, wants, and expectations, and has the potential to cause satisfaction or dissatisfaction with the product purchased. According to Reinaldo & Chandra, (2020) purchasing decisions are not only the result of impulses or desires, but are often preceded by a need that encourages individuals to consider purchasing actions. This concept emphasizes that the needs felt by consumers can be the main trigger in triggering the decision-making process. Yusra & Nanda, (2020) states the *Purchase Decision* indicators, namely: cultural factors, social factors, personal factors, *formation search*

### 3. Methodology

Based on the type of data used, namely quantitative research. as suggested ( Abdullah et al., 2021) . The population in this study involved consumers of Aerostreet shoes located in all cities in Indonesia. With the data obtained on Aerostreet's intagram social media, there are 2,200,000 followers (Aerostreet, 2024) . The research sample is in accordance with Hair's statement. J. F., (2014) that the sample size guideline depends on the

number of indicators and can be multiplied by 5 to 10. The number of indicators in this study were 21, multiplied by 6 to 126 respondents who are users of aerostreet products. In this technique, the researcher chooses purposive sampling or subjectively aimed samples. The selection of this "purposeful sample" was carried out because the researcher understood that the information needed could be obtained in certain groups / targets that met the criteria determined by the researcher according to the research objectives (Wijayanti, 2015) , The data collection technique used in this study was purposive sampling method and by using the distribution of questionnaires with a measuring scale instrument, namely using a *Likert* scale. Sampling was carried out based on criteria with a minimum age of 17 years, minimum high school education, and had purchased Aerostreet shoes at least once. The types and sources of data in this study use primary data obtained directly from the field by distributing questionnaires to the population that has been determined by the researcher. The data collection method in this study uses a questionnaire.

#### 4. Empirical Findings/Results

##### Validity test

According to Ghozali (2018) the validity of an instrument can be tested with a research tool that can be used to measure what should be measured. The test was carried out 2 sides with a significance of 0.05, to test the validity, it was carried out using the Pearson Product Moment Correlation test. It is declared significant if, the two-sided sig value is below 0.05 or the pearson correlation value (r count) is above the r table ( Ghozali, 2018) .

##### Reliability Test

The reliability test uses the Alpha (Cronbach's) method with a significance level of 0.05 (Janna & Herianto, 2021) . The instrument is said to be reliable if the alpha value > r product moment value. Reliability is said to be less good if an alpha value of less than 0.6 is obtained, while 0.7 is acceptable and above 0.8 is good ( Ghozali 2018) :

**Table 1. Reliability Test Results**

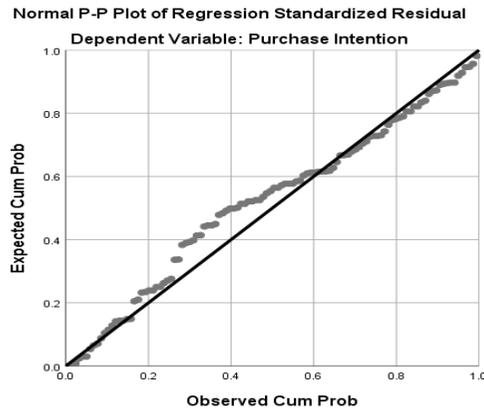
Variable	Reliability Value	Standard	Information
<i>Brand Image (X1)</i>	0,695	0,6	Reliable
<i>Social Media Marketing (X2)</i>	0,674		Reliable
<i>Purchase Intention (Z)</i>	0,658		Reliable
<i>Purchase Decision (Y)</i>	0,706		Reliable

Source: 2024 processed original data

Because the Cronbach Alpha coefficient value of each variable is higher than the study pivotal value of 0.6, the results of the constant quality calculation illustrate the validity of each variable used in the study.

##### Test of normality

Ghozali (2018) states that the normality test is used to test whether the data distribution is normal. This study uses the Kolmogorov-Smirnov calculation using SPSS 25 as a normality test. Free sites predict animal psychology The result of 0.05 means that the residual value is not normally distributed.



**Figure 1. Results of the Normality Test**

Source: 2024 processed original data

The results of the monte carlo kolmogrov-smirnov normality test in table 4.14 show that the Monte Carlo Sig. (2-tailed) of 0.111 is greater than 0.05 so it can be concluded that the data is normally distributed and further testing can be done. The results of the monte carlo kolmogrov-smirnov normality test in table 4.15 show that the Monte Carlo Sig. (2-tailed) of 0.244 is greater than 0.05 so it can be concluded that the data is normally distributed and further testing can be carried out.

### Test of Multicollinearity

The multicollinearity test is used to test whether the regression model finds a correlation between the independent variables. A good regression model should not find a correlation between the independent variables. To determine the possibility of multicollinearity, it can be tested using the Tolerance Value or Variance Inflation Factor (VIF) method (Ghozali 2018).

**Table 2. Results of the Multicollinearity Test**

Coefficients <sup>a</sup>		Collinearity Statistics	
		Tolerance	VIF
Model			
1	(Constant)		
	Brand Image	,780	1,281
	Social Media Marketing	,746	1,340
	Purchase Intention	,951	1,052

a. Dependent Variable: Purchase Decision

Source: 2024 processed original data

In accordance with the decision-making preparation, multicollinearity does not occur if the robustness is greater than 0.10 and the VIF is less than 10. There is no relationship between the independent factors, according to the calculations appearing in the table above, which also shows that the robustness value is greater than 0.10 and the VIF value of each independent variable is basically below 10. Thus, it can be said that the independent factors in the repeated demonstration do not show multicollinearity.

### Test of Heteroscedasticity

To find out whether there is an inequality of variance from the residuals of one observation to another in the regression model, it is necessary to test heteroscedasticity. If there is a difference in variance from one residual to another observation, it is called heteroscedasticity, but if it remains, it is called homoscedasticity.



**Figure 2. Scatter Plot**

Source: 2024 processed original data

The results of the heteroscedasticity test through the Glejer test show that each of the independent variables has a significance value  $> 0.05$ . Based on these tests, it can be said that there is no heteroscedasticity in the regression model in this study. The results of the heteroscedasticity test through the glejer test show that each of the independent variables has a significance value  $> 0.05$ . Based on these tests it can be said that there is no heteroscedasticity in the regression model in this study.

### Analysis of Regression

Relapse investigation could be a factual method that appears the presence or nonattendance of a relationship-also known as a causal connect or cause and effect-as a condition or systematic demonstrate. Relapse can be utilized to make a demonstration, such as a relapse condition, or to foresee results. The method of relapse examination itself is utilized to discover how much one variable influences one or more other factors.

### Results of Multiple Linear Regression

**Table 3. The Purchase Intention of Brand Image and Social Media Marketing**

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.747	4.165		7.862	,000
	Brand Image	,076	,110	,072	,687	,049
	Social Media Marketing	,176	,075	,247	2.338	,021

a. Dependent Variable: Purchase Intention

Source: 2024 processed original data

The numerous relapse conditions can be clarified as takes after:

The Brand Image (X1) and Social Media Marketing (X2) factors have a correlation coefficient with a positive sign, this means that the two factors studied have a positive

influence on Purchase Intention (Z), so that if there is an increase in Brand Image (X1) and Social Media Marketing (X2), it will increase Purchase Intention (Z).

a. The steady ( $\alpha$ ) is = 2.747

Examination:

shows that the independent variables *Brand Image*, *Social media marketing* on Puchase Intention remain constant.

b. The b1 esteem = 0.076

Investigation:

shows that *Brand Image* has a positive influence (unidirectional) on *Purchase Intention*. In other words, the greater the *Brand Image* on *Purchase Intention*, the greater the intention to buy.

c. The b2 value = 0.176

Examination:

shows that *social media marketing* has a positive influence (unidirectional) on *Purchase Intention*. In other words, the greater the *social media marketing* on *Purchase Intention*, the greater the intention to buy.

d. At that point the relapse condition can be composed as takes after:

$$Z = 2.747 + 0.076X1 + 0.176X2 + e$$

## Results of Multiple Linear Regression II,

**Table 4. Purchase Intention Mediates the Brand Image and Social Media Marketing and Purchase Decision**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients		Sig.	
	B	Std. Error	Beta	t		
1	(Constant)	5.390	4.165		7.862	,000
	Brand Image	,076	,110	,072	,687	,049
	Social Media Marketing	,176	,075	,247	2,338	,021
	Purchase Intention	,105	,113	,090	,930	,035

a. Dependent Variable: Purchase Decision

Source: 2024 processed original data

The different relapse conditions can be clarified as takes after:

The factors Brand Image (X1), Social Media Marketing (X2) and Purchase Intention (Z) have a positive correlation coefficient, this means that the three factors studied have a positive influence on Purchase Decision (Y), so that if there is an increase in Brand Image (X1), Social Media Marketing (X2) and Purchase Intention (Z) it will increase Purchase Decision (Y).

a. The steady ( $\alpha$ ) is = 5.390

Examination:

shows that the independent variables *Brand Image*, *Social media marketing* and *Purchase Intention* on *Purchase Decision* remain constant.

b. The regard of b1 = 0.076

**Examination:**

shows that *Brand Image* has a positive influence (unidirectional) on *Purchase Decision*. In other words, the greater the *Brand Image* on *Purchase Decision*, the greater the decision to buy.

c. The b2 esteem = 0.168

**Analysis:**

shows that *social media marketing* has a positive influence (unidirectional) on *Purchase Decision*. In other words, the greater the *Social media marketing* on *Purchase Decision*, the greater the decision to buy.

d. The b3 esteem = 0.105

**Investigation:**

shows that *Purchase Intention* has a positive influence (unidirectional) on *Purchase Decision*. In other words, the greater the *Purchase Intention* towards *Purchase Decision*, the greater the decision to buy.

e. At that point the relapse condition can be composed as takes after:

$$Z = 5.390 + 0.076X_1 + 0.168X_2 + 0.105X_3 + e$$

**Godness Of Fit Test****Fractional Parameter Centrality Test (T Measurable Test)**

The partial t test is conducted to determine how far the influence of the independent variables, namely, *Brand Image*, *Social Media Marketing*, *Purchase Intention* in explaining the variation in the dependent variable, namely the *Purchase Decision*. The t table value at the  $\alpha = 5\%$  or 0.05 level and the degree of freedom (df) =  $n - 1 = 126 - 1 = 125$ , then the t table value is 2.6157.

**Table 5. t Test Results  
Purchase Decision and The Impact Of Brand Image And Social Media Marketing**

Model		Coefficients <sup>a</sup>		Coefficients <sup>a</sup>		t	Sig.
		Unstandardized		Standardized			
		B	Std. Error	Beta			
1	(Constant)	2.747	4.165			7.862	,000
	Brand Image	,076	,110	,072		,687	,049
	Social Media Marketing	,176	,075	,247		2.338	,021

a. Dependent Variable: Purchase Decision

Source: 2024 processed original data

Regression analysis results lead to the following outcome:

1. Examination of the Brand Image Variable (X1) to Purchase Intention Variable (Z):

The table above produces a variable t value of *Brand Image* (X1) of 0.687 with a significant scale of 0.049. So, the calculated t value (0.687) < than t table (2.6157) and  $H_0$  is accepted and  $H_3$  is accepted because the significant value of 0.049 is less than 0.05. This shows that the dependent variable *Purchase Intention* (Z) is partially and significantly influenced by the *Brand Image* (X1) variable.

2. Analysis of the Social Media Marketing Variable (X2) to Purchase Intention Variable (Z): The table above produces a t value of the *Social Media Marketing* variable (X2) of 2.338 with a significant scale of 0.021. So, the calculated t value (2.338) < than t table (2.6157) and Ho is accepted and H4 is accepted because the significant value of 0.021 is less than 0.05. This shows that the dependent variable *Purchase Intention* (Z) is partially and significantly influenced by the *Social Media Marketing* variable (X2).

**Table 6. Function Test II Outcomes**  
**Purchase intention acts as a mediator between the effects of brand image and social media marketing on purchase decision.**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.747	4.165		7.862	.000
	Brand Image	.076	.110	.072	.687	.049
	Social Media Marketing	.176	.075	.247	2.338	.021
	Purchase Intention	.105	.113	.090	.930	.035

a. Dependent Variable: Purchase Decision

Source: 2024 processed original data

Relapse investigation comes about leading to the taking after result:

3. Examination of the Brand Image Variable (X1) to Variable Purchase Decision (Z):

The table above produces a variable t value of *Brand Image* (X1) of 0.687 with a significant scale of 0.049. So, the calculated t value (0.687) < than t table (2.6157) and Ho is accepted and H1 is accepted because the significant value of 0.049 is less than 0.05. This shows that the dependent variable *Purchase Decision* (Y) is partially and significantly influenced by the *Brand Image* variable (X1).

4. Analysis of the Social Media Marketing Variable (X2) to Variable Purchase Decision (Y): The table above produces a t value of the *Social Media Marketing* variable (X2) of 2.338 with a significant scale of 0.021. So, the calculated t value (2.338) < than t table (2.6157) and Ho is accepted and H2 is accepted because the significant value of 0.021 is less than 0.05. This shows that the dependent variable *Purchase Decision* (Y) is partially and significantly influenced by the *Social Media Marketing* variable (X2).

5. Analysis of the Purchase Intention Variable (Z) to the Purchase Decision Variable (Y): The table above produces a t value of the *Purchase Intention* variable (Z) of 0.930 with a significant scale of 0.035. So, the calculated t value (0.930) < than t table (2.6157) and Ho is accepted and H5 is accepted because the significant value of 0.035 is less than 0.05. This shows that the dependent variable *Purchase Decision* (Y) is partially and significantly influenced by the *Purchase Intention* (Z) variable.

### Coefficient of Determination (R Square)

The Coefficient of Determination ( $R^2$ ) is carried out to measure how far the model's ability to explain the variation in the dependent variable.

**Table 7. R Square Test Results, Phase I: Brand Image and Social Media Marketing to Purchase Intention**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,640 <sup>a</sup>	,409	,399	4.365

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

Source: 2024 processed original data

Based on the table above, it can be seen that the coefficient of determination (Adjusted R<sup>2</sup>) in this study is 0.399. This value means that the independent variables, namely *Brand Image* (BI), *Social Media Marketing* (SMM) in influencing *Purchase Intention* (PI) are 39.9% while the remaining 60.1% is influenced by other factors not examined in this study.

**Table 8. Brand Image, Social Media Marketing, Purchase Intention to Purchase Decision. Square Test Results Phase II.**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,731 <sup>a</sup>	,457	,534	4.365

a. Predictors: (Constant), Brand Image, Social Media Marketing, Purchase Intention

b. Dependent Variable: Purchase Decision

Source: 2024 processed original data

Based on table 4.28 above, it can be seen that the coefficient of determination (Adjusted R<sup>2</sup>) in this study is 0.534. This value means that the independent variables, namely *Brand Image* (BI), *Social Media Marketing* (SMM), *Purchase Intention* (PI) in influencing *Purchase Decision* (PD) are 53.4% while the remaining 46.6% is influenced by other factors not examined in this study.

## Path Analysis

### Path Interpretation

This way elucidation is utilized to decide whether there's an impact of the intervention (mediating) measurement in this investigate show.

Relapse Step 1:

1. P1: Unstandardized coefficient beta for the Brand Image variable (X1) is 0.076
2. P2: Unstandardized coefficients beta for the Social Media Marketing variable (X2) is 0.176

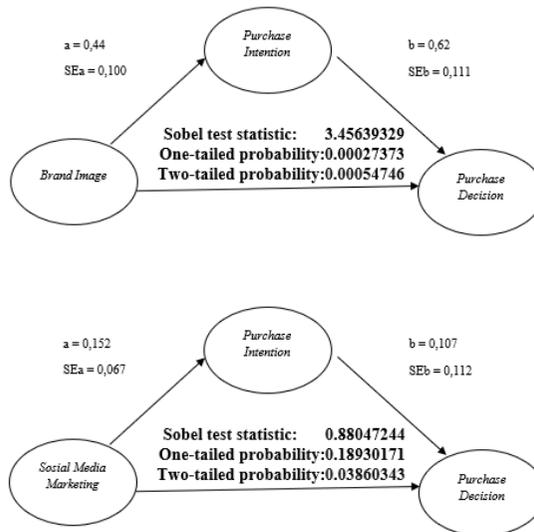
Relapse Step 2:

1. P3: Unstandardized coefficients beta for the Brand Image variable (X1) is 0.076
2. P4: Unstandardized coefficients beta for the Social Media Marketing variable (X2) is 0.176
3. P5: Unstandardized coefficients beta for Purchase Intention (Y1) is 0.105

From the results of the sobel test above with a *two-tailed probability* value of 0.00054746 which means  $<0.05$  and a sobel test value of  $3.45639329 > 1.96$ , it can be concluded that the effect of *Brand Image* on *Purchase Decision* is sufficient to state

that the independent variable affects the dependent variable directly but with *Purchase Intention* as an intervening variable is rejected.

### Diagrammatic Path Interpretation



**Figure 3. Path Model**

Source: 2024 processed original data

From the results of the sobel test above with a *two-tailed probability* value of 0.03860343 which means  $< 0.05$  and a sobel test value of 0.88047244  $< 1.96$ , it can be concluded that the effect of *Social Media Marketing* on *Purchase Decision* is sufficient to state that the independent variable affects the dependent variable directly with *Purchase Intention* as an intervening variable is accepted.

## 5. Discussion

The results of research that have been conducted on hypothesis 1 state that *Brand Image* has a positive and significant effect on *Purchase Decision*. The t value of the *Brand Image* variable (X1) is 0.687 with a significant scale of 0.049. So, the calculated t value (0.687)  $<$  than t table (2.6157) and  $H_0$  is accepted and  $H_1$  is accepted because the significant value of 0.049 is less than 0.05. This shows that the dependent variable *Purchase Decision* (Y) is partially and significantly influenced by the *Brand Image* variable (X1). The results of the study are in line with the research of Rendy (2023) with data received from 197 participants. The findings show that *Brand Image* is positive and significant on *Purchase Decision*. The study recommends that Adidas shoes should improve *Brand Image* in making sales.

The results of research that have been conducted on hypothesis 2 state that *Social Media Marketing* has a positive and significant effect on *Purchase Decision*. The t value of the *Social Media Marketing* (X2) variable is 2.338 with a significant scale of 0.021. So, the calculated t value (2.338)  $<$  than t table (2.6157) and  $H_0$  is accepted and  $H_2$  is accepted because the significant value of 0.021 is less than 0.05. This shows

that the dependent variable *Purchase Decision* (Y) is partially and significantly influenced by the *Social Media Marketing* variable (X2). The results of the study are in line with the research of Elita Tanujaya Julianto (2022) The results show that *Social Media Marketing* has an effect on *Purchase Decision*.

The results of research that have been conducted on hypothesis 3 state that *Brand Image* has a positive and significant effect on *Purchase Intention*. The t value of the *Brand Image* variable (X1) is 0.687 with a significant scale of 0.049. So, the calculated t value (0.687) < than t table (2.6157) and Ho is accepted and H3 is accepted because the significant value of 0.049 is less than 0.05. This shows that the dependent variable *Purchase Intention* (Z) is partially and significantly influenced by the *Brand Image* variable (X1). The results of the study are in line with the research of Suhendra & Nasution (2023) Brand Image has a positive and significant effect on Consumer Interest Purchases of Onitsuka Shoes for UMSU Students.

The results of research that have been conducted on hypothesis 4 state that *Social Media Marketing* has a positive and significant effect on *Purchase Intention*. the t value of the *Social Media Marketing* variable (X2) is 2.338 with a significant scale of 0.021. So, the calculated t value (2.338) < than t table (2.6157) and Ho is accepted and H4 is accepted because the significant value of 0.021 is less than 0.05. This shows that the dependent variable *Purchase Intention* (Z) is partially and significantly influenced by the *Social Media Marketing* variable (X2). The results of the study are in line with the research of Prasetio & Zahira (2021) from the results of the hypothesis testing that the researchers have done, the researchers found a positive influence of *social media marketing* with *purchase intention*.

## 6. Conclusions

*Brand Image* is proven to have a significant effect on *Purchase Decision*. This means that the higher the value of *Brand Image*, the higher the opportunity to make a *Purchase Decision* on Aerostreet. *Social Media Marketing* is proven to have a significant effect on *Purchase Decision*. This means that the higher the value of *Social Media Marketing* or the better the *social media marketing*, the higher the opportunity to make a *Purchase Decision* on Aerostreet. *Brand Image* is proven to have a significant effect on *Purchase Intention*. This means that the higher the value of *Brand Image*, the higher the opportunity to make *Purchase Intention* on Aerostreet. *Social Media Marketing* is proven to have a significant effect on *Purchase Intention*. This means that the higher the value of *Social Media Marketing* or the better the *social media marketing*, the higher the chance of making *Purchase Intention* on Aerostreet. *Purchase Intention* is proven to have a significant effect on *Purchase Decision*. This means that the higher the value of *Purchase Intention*, the higher the opportunity to make a *Purchase Decision* on Aerostreet.

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