

Purchase Intention Role as Mediation between Social Media, Brand Image and Service Quality towards Purchase Decision at INSPIRED27 Distro, Malang City



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ABSTRACT: This research focuses on purchase decision and all of the factor that affected, including social media, brand image, service quality, and purchase intention. Therefore, this research analyze and explore social media effect, brand image and service quality, to know the role of purchase intention as mediation at INSPIRED27 Distro in Malang City. The research using descriptive approach with 113 respondents chosen by simple random sampling method. The data explain with Structural Equation Modelling (SEM) procedure. The results are: 1) social media and brand image significantly influence purchase intention, 2) service quality have positive but not significant towards purchase intention, 3) media social significantly and positively influence purchase decision, meanwhile 4) brand image and service quality have positive but not significant towards purchase decision, 5) purchase intention significantly and positively influence purchase decision, 6) media social and brand image have positive and significant effect towards purchase decision through purchase intention, and last, 7) service quality have positive effect, but not significant towards purchase decision through purchase intention.

KEYWORDS: Social Media, Brand Image, Service Quality, Purchase Decision, Purchase Intention

I. INTRODUCTION

The Indonesian market primarily consists of consumers. Hence, the potential is enormous for various businesses, especially the apparel industry. Nowadays, the apparel industry is in fierce competition, the Small and Medium Enterprises (SMEs) are having difficulty maintaining their position in the market because of many competitors. The competition is internal within a city and involves competitors from another city opening a new branch in a specific location. Moreover, there is also a significant amount of apparel from overseas, whether new or second-hand, which further intensifies the competition in the apparel industry. The large number of goods from abroad that are used causes losses of up to trillions of rupiah. Meanwhile, the trend of imported clothing, which is widely intended, is increasing. Hence, imported clothes attract not only lower-class customer interest but also middle and upper-class customers.

Consequently, many apparel industries in the form of "distro" need to make an effort to attract customer attention by providing information about the service, branding, and quality of the products. Promotion becomes essential for SMEs' success and keeping the business sustainable in the market. With the correct promotion strategy, companies can continue to grow, survive, and achieve maximum profits. The owner of the distro SMEs needs to apply various ways to keep their business operating well, and the selling needs to fulfill what consumers need effectively.

Distro must have an effective and efficient way to figure out the market situation; one of the ways is to pay attention to the store's location and create an excellent brand image. Therefore, companies must formulate a great and optimum strategy to seize the market needs and increase customer purchasing decisions. A successful strategy stimulates buyer intent to make purchases. According to Anuang et al. (2020), a shoe and leather product company is observing social media, and the result is that purchasing decisions are affected by purchasing intention. On the other side, Rahayu and Witjaksono (2023) found that the purchasing decision of coffee products "Kopi Kenangan" is not affected by social media; most respondents think that social media marketing is ineffective.

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However, although social media does not directly show the quality of the products to the customer like other methods, brand image can build a strong image for the products and services it offers. A great brand image can show some particular social class, which can impress and persuade customers to buy the products, especially in the INSPIRED27 distro.

Increasing purchase intention can be achieved by creating a profitable shopping experience for the customer, such as providing convenience in the shopping process, providing a variety of product choices, and offering greater flexibility. Besides, increasing customer trust and brand image is crucial in stimulating purchase intention. According to Ryan and Johan (2022), increasing brand image in "Erigo" products positively influences purchase decisions. Therefore, Nasution et al. (2020) found that the brand image of some products in e-commerce Shopee does not significantly affect purchase decisions. Hence, it's important to note that brand image's effect on purchase decisions can vary according to the condition and the products themselves.

Besides the brand image, service quality also impacts purchase decisions. According to Kuswanto (2009) and Dapas (2019), service quality is an evaluation by the customer about the specialty of a product or service. Comfortable and safe service is a crucial component that buyers consider before visiting or purchasing at the INSPIRED27 store. INSPIRED27 distro in Malang faces a significant challenge in the fierce competition between all distros in Malang City, either online or offline. The competition offers customers various options to choose the distro or e-commerce that is most compatible with their needs. Therefore, INSPIRED27 strives to continuously improve its brand image and service quality and establish itself in social media to appeal to and attract purchase intention and purchase decisions. This research aims to analyze the role of social media, brand image, and service quality towards purchase decisions through purchase intention and to know which factors are more visible in influencing the decision to purchase a product.

II. LITERATURE REVIEW

Base Theory

The theory of Planned Behaviour (TPB) is an improvement of the Theory of Reasoned Action (TRA). The theory of Planned Behaviour can be used in various research, including research about customer intention to buy sports products (Chiu & Leng, 2015; Soh et al., 2017) and overseas products. This research is relevant for marketers who want to learn about the customer intention effect, especially in fashion or apparel products, where the demand increases rapidly (Narang, 2011; Ngai & Cho, 2012; Soh et al., 2017). The TPB model explains that behavioral beliefs are expected to influence attitudes, which, in turn, normative beliefs become the basis for controlling behavior.

Social Media

Social media is a medium for online advertisement in the cultural context, including various things such as social networking platforms, cyberspace, social information positions, and a platform for sharing opinions and communicating for some purposes (Tuten, 2008). According to Gunelius (2011), the indicators of social media include content creation, content sharing, and connected interaction

Brand Image

Brand image is the overall impression buyers have of a brand, which influences their behavior as customers (Zhang, 2015). According to Aaker & Biel (2009), brand image indicators include corporate image, product image, and user image.

Service Quality

Service quality is defined as efforts to satisfy buyers' needs and desires by providing appropriate services in accordance with consumer expectations (Tjiptono, 2007). According to Griffin (2005), the indicators of service quality include reliability, assurance, tangible aspects, empathy, and responsiveness.

Purchase Intention

Purchase intention is a buyer attitude that shows a desire for a particular item and/or brand. It can be measured through questions about the consumer's possibility of buying the advertised product (Martinez & Kim, 2012). According to Ferdinand (2006) and Priansa (2017), the indicators of purchase intention include transaction intention, explorative intention, and referential intention.

Purchase Decision

According to Amirullah (2002), the stage where buyers evaluate various alternatives and make choices based on certain considerations can be called a purchasing decision. According to Dharmmesta & Handoko (2012), the indicators of purchase decision include product type, brand choice, and number of products purchased.

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III. HYPOTHESIS

Social Media influence towards Purchasing Intention

Armawan, et al. (2022) found that social media significantly and positively influence purchasing intention in “Kedai Kopi Hitam Manis”. Align with Erlangga (2021) that found social media significantly influence purchasing intention in SMEs in food. Aji, et al (2020) also found that social media relevant and impact towards purchasing intention in tea industry. Last, Meliawati, et al. (2023) stated that social media significantly influence purchasing intention food cover in social media Tiktok. Therefore, the first hypothesis:

H1: Social media positively and significantly influence purchasing intention

Brand Image influence towards Purchasing Intention

Meisye and Muhmin (2023) found that brand image significantly influences purchasing intention. Align with Fakrozi, et al. (2024) indicate that brand image able to influence purchasing intention. Mandey, et al. (2022) and Kamu, et al. (2023) also found that brand image significantly influences purchasing intention. Therefore, the second hypothesis:

H2: Brand image positively and significantly influence purchasing intention

Service Quality influence towards Purchasing Intention

Dapas, et al. (2019) stated that service quality positively and significantly influences purchasing intention. Align with Haro, et al. (2020), Arisinta (2023) and Won and Jung (2019) found that service quality significantly influences purchasing intention in the positive side. Therefore, the third hypothesis:

H3: Service quality positively and significantly influence purchasing intention

Social Media influence towards Purchasing Decision

Ervinna, et al. (2023) found that social media significantly and relevant in influence purchasing decision frozen product in PT. Royal Sultan Agung. Study by Putri & Nilowardono (2021) found that social media significantly influence purchasing decision in Marine Restaurant in Surabaya. Align with Hanaysha (2022) and Barusman & Suwandi (2020) found that social media significantly and positively influence purchasing decision in food industry. Therefore, the fourth hypothesis:

H4: Social media positively and significantly influence purchasing decision

Brand Image influence towards Purchasing Decision

Tannady, et al (2023) found that brand image positively and significantly influences purchasing decision a shoes product in Jakarta. Align with Patimah, et al. (2023) stated that brand image able to affected purchasing decision in cereal product. The same as Saputra & Hernandez (2024), and Jusuf (2024) found that brand image able to influences positively towards purchasing decision in Café and restaurant. Therefore, the fifth hypothesis:

H5: Brand image positively and significantly influence purchasing decision

Service Quality influence towards Purchasing Decision

Essardi, et al. (2022) stated that service quality positively and significantly influences purchasing decision in Jumbo Supermarket. Meanwhile, Wahyuni (2021) found that service quality significantly influences purchasing decision in Garuda Indonesia airlines. Align with Ega (2023) and Angel, et al (2023) found that service quality significantly influence purchasing decision in J.Co Donuts & Coffee and in a local CV Indo Surya Abadi. Therefore, the sixth hypothesis:

H6: Service quality positively and significantly influence purchasing decision

Purchasing Intention influence towards Purchasing Decision

Study by Wandira & Rahman (2021) found that purchasing intention significantly influence purchasing decision. Align with Ningsih (2023), Subana & Kerti (2019), and Amri & Prihandono (2019) also found that purchasing intention significantly and positively influence purchasing decision. Therefore, the seventh hypothesis:

H7: Purchasing intention positively and significantly influence purchasing decision.

Social Media, Brand Image and Service Quality influence towards Purchasing Decision through Purchasing Intention

According to Zuhad & Yoestini (2023), social media and brand image able to significantly influence purchasing decision through purchasing intention in Tokopedia customer in Semarang. Meanwhile, Welsa, et al. (2023) found that social media and service quality supported purchasing decision through purchasing intention in 3Second distro customer in Instagram. Therefore, the 8th hypothesis:

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H8: Social media, brand image, and service quality positively and significantly influence Purchasing Decision through Purchasing Intention.

IV. METHODS

This descriptive procedure research aims to describe the influence of social media, brand image, and service quality towards purchase decisions through purchase intention in INSPIRED27 distro, Malang. The data was collected by interview to know the depth of the social media, brand image, service quality, purchase intention, and purchase decision. This research also uses a questionnaire to 113 customers of the INSPIRED27 distro, using a simple random sampling method. According to Sugiyono (2018), simple random sampling is a method to retrieve samples randomly without paying attention to the level of the population. The Hair formula determines the sample number because the population is unknown. The data was analyzed using structural equation modeling (SEM), which combines factor analysis, regression, and path analysis. The data was processed with SPSS 25.

V. RESULTS

A. Respondent Characteristics

The specimen from this research obtained in INSPIRED27 distro, located in Soekarno-Hatta Street D-511, Lowokwaru, Malang City, East Java. Questionnaire was distributed to 113 cutomers, which most of them are 80 male respondents, 20-25 years old and most of them have last education in high school/vocational high school. Furthermore, the characteristics of the respondent explain in Table 1:

Table 1. Respondent Characteristics

Characteristics	Category	N	Percentage
Gender	Female	33	29.2%
	Male	80	70.8%
Age	15-20 years old	25	22.1%
	21-25 years old	38	33.6%
	26-30 years old	30	26.5%
	31-35 years old	14	12.4%
	>36 years old	6	5.3%
Education	High School/Vocational High School	64	56.6%
	Bachelor	37	32.7%
	Magister	7	6.2%
	Doctoral	1	0.9%
	Others	4	3.5%

B. Reliability Test

Table 2. Reliability Test

Variable	Coefficients	Result
Social Media (X ₁)	0.860	Reliabel
Brand Image (X ₂)	0.796	Reliabel
Service Quality (X ₃)	0.873	Reliabel
Purchasing Intention (Y ₁)	0.803	Reliabel
Purchasing Decision (Y ₂)	0.805	Reliabel

Based on the Table 2 found that all of the reliability test show that the coefficient reliability greater than 0.7. Therefore, all of the variables are decent for further research.

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C. Hypothesis Analysis

Hypothesis analysis based on coefficient regression and significant value from two sub-structure model. Therefore, next the model will combine become one complete model. Next, hypothesis examination occurs directly to all of the relationship between variables. Furthermore, the result shows in the Table 3:

Table 3. Path Analysis Result Recapitulation

Hypothesis	Coefficient	t	Sig.	Result
Direct Effect				
Social Media -> Purchasing Intention	0.223	2.315	0.022*	Significant
Brand Image → Purchasing Intention	0.304	3.179	0.002*	Significant
Service Quality → Purchasing Intention	0.075	0.860	0.391	Insignificant
Social Media → Purchasing Decision	0.215	2.692	0.008*	Significant
Brand Image → Purchasing Decision	0.134	1.655	0.101	Insignificant
Service Quality → Purchasing Decision	0.081	1.136	0.258	Insignificant
Purchasing Intention → Purchasing Decision	0.489	6.305	0.000*	Significant
Indirect Effect				
Social Media → Purchasing Intention → Purchasing Decision	0.215			Insignificant
Brand Image → Purchasing Intention → Purchasing Decision	0.134			Significant
Service Quality → Purchasing Intention → Purchasing Decision	0.081			Insignificant

Note: *is significant

VI. DISCUSSION

Social Media influence towards Purchasing Intention

From table 3 found that social media significantly influence purchasing intention with 0.223 coefficient shows that social media positively influence purchasing intention. Furthermore, t value is 2.315 which is bigger than t table (1.659) also the Sig. value $0.022 < 0.05$ shows that social media significantly influence purchasing intention. Hence, the respondents stated that they found exciting content on social media that influence their purchasing intention in INSPIRED27 distro in Malang City. It's aligned with Manzoor, et al. (2020) that stated social media can increasing purchasing intention. Even sometimes, the dependence in social media can drive the customer purchasing intention.

Brand Image influence towards Purchasing Intention

In this research found that brand image significantly and positively influences purchasing intention with coefficient 0.304, t value 3.179 and Sig. value $0.002 < 0.05$. Means that the brand image of INSPIRED27 distro products is already great, also the customer knows that INSPIRED27 product can met their needs, so that the purchasing intention is also increasing. It is the same as Nurhandayani, et al. (2019) found that brand image influences purchasing intention. The strong brand image able to increasing revenue and purchasing intention from the customer.

Service Quality influence towards Purchasing Intention

Table 3 shows that service quality positively influence purchasing intention with coefficient 0.075 and t value 0.860. Therefore, the Sig. value is 0.391 which is bigger than 0.05 so that the relationship is not significant. It can be concluded that whether the service quality is great, but it's not significantly influence customer purchasing intention. Which, the customer needs greater, or more unique service quality to increasing their purchasing intention.

Social Media influence towards Purchasing Decision

Social media significantly and positively influence purchasing decision with coefficient 0.215, t value 2.692 and Sig. value is 0.008 which smaller than 0.05. Therefore, the content in the social media of INSPIRED27 or other social media that review the products, can influence people to buying the products. This is aligned with Sabathini & Nofiauwaty (2024) that stated social media can supported customer purchasing decision.

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Brand Image influence towards Purchasing Decision

Table 3 shows that brand image positively influence purchasing decision with coefficient 0.134 and t value 1.655. Hence, the Sig. value is 0.101 which is bigger than 0.05, therefore the relationship is not significant. The brand image of INSPIRED27 is not enough to make customer choose to purchase. Although INSPIRED27 had a great popularity and image. Conversely, Hermansyah, et al (2024) stated that brand image able to influence customer purchasing decision in mineral water Sanford. But this research is aligned with Wowor, et al. (2021) that found brand image is not enough to influence customer purchasing decision in Janji Jiwa coffeeshop in Manado.

Service Quality influence towards Purchasing Decision

Service quality able to positively influence purchasing decision with coefficient 0.081 and t value 1.136. Therefore the Sig. value is 0.081, which is bigger than 0.05 so the relationship is not significant. It can be concluded that the service quality of INSPIRED27 is not enough to influence customer decision in purchasing INSPIRED27 products. It's aligned with Ramadani (2019) that found service quality is not enough to influence purchasing decision in a cellphone store. Most of the customer didn't pay much attention to the service quality, however the customer influenced by other factor because there are many alike stores. On the other side, Wong, et al (2024) found that service quality able to support purchasing decision in service store "HP Cemerlang".

Purchasing Intention influence towards Purchasing Decision

From table 3 show that purchasing intention positively influence purchasing decision with coefficient 0.489, t value 6.305, with Sig. value $0.000 < 0.005$ which means the relationship is significant. Hence, the customer that feel like have intention in buying INSPIRED27 products, will choose to actually buy the products. It is aligned with Setiawan, et al. (2024) that found purchasing intention significantly influence purchasing decision in fashion products at Rawa Lumbu. Even the bigger the intention of the customer, the faster they will complete the transaction to buy the products.

VII. CONCLUSION

The analysis and discussion about the independent variables and dependent variables show that brand image has a relevant effect on purchasing decisions through purchasing intention. The implementation of a marketing strategy was found to effectively increase purchasing intention and intensify mutually beneficial relationships, which ultimately have a positive impact on increasing purchasing decisions. The mediation between exogen and endogen variables shows that social media, brand image, and service quality positively influence purchasing decisions through purchasing intention in INSPIRED27 distro, Malang City. Hence, if the customer feels satisfied with INSPIRED27 products, they will purchase them. Therefore, purchasing intention does not significantly affect social media marketing and service quality towards purchasing decisions. This research found that purchasing intention is not effective in mediating between social media and service quality towards purchasing decision, but it is able to mediate between brand image and purchasing decision.

Hence, this research has three limitations. First, understanding how psychological and emotions influence purchasing intention is still limited. Second, the sample and research scope is limited only to the customer willing to complete the questionnaire. Third, this research does not find the relevant effect of service quality on purchasing intention and purchasing decisions. This research provides several ideas that can be used for further research to broaden understanding and improve the implementation of purchasing decisions. Additional research can be conducted to improve previous results and develop variables that have not been studied and have the potential to influence purchasing decisions so that future research results become more comprehensive and in-depth.

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