

The Role of Social Media Marketing and Brand Image in Shaping Purchase Decisions through Purchase Intention

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Abstract

Purpose: his study aims to analyse the influence of Social Media Marketing and Brand Image on Purchase Decisions, with Purchase Intention as a mediating variable, in the context of Cilok Umi Asih consumers in Nganjuk, East Java.

Methodology: The research employed a quantitative approach using primary data collected through an online questionnaire distributed to consumers who had been exposed to the brand's social media promotions. A total of 150 respondents were selected using purposive sampling. Data were analysed using the Partial Least Squares–Structural Equation Modelling (PLS-SEM) method through SmartPLS.

Results: The findings reveal that Social Media Marketing has a positive and significant effect on Purchase Intention. Brand Image also shows a positive and significant influence on Purchase Intention. However, Purchase Intention does not significantly affect Purchase Decisions. Similarly, the indirect effects of Social Media Marketing and Brand Image on Purchase Decisions through Purchase Intention were found to be insignificant.

Applications/Originality/Value: This study provides empirical evidence on the effectiveness of digital marketing strategies for micro businesses, particularly in the culinary sector. The findings highlight the importance of strengthening brand image and optimising social media content to enhance consumer engagement.

Introduction

The development of digital technology has profoundly influenced business and marketing activities. In today's digital era, almost all human activities are connected to the Internet—whether for communication, entertainment, or economic purposes. Data from Statista (2023) show that Indonesia has more than 185 million Internet users, ranking fifth globally after China, India, the United States, and Brazil. Among them, over 170 million are active social media users, showing that digitalisation has created new opportunities for businesses to strengthen brand awareness.

One of the most widely used forms of digital marketing is social media marketing (SMM), which enables direct interaction between businesses and consumers. Through content and engagement strategies, SMM builds communication, trust, and loyalty (Saputra, Asbari & Purba, 2023). According to Ziyadin, Dozszhan & Ilyas (2019), SMM attracts consumer attention through digital interaction and has become a crucial part of modern marketing. For MSMEs, social media acts not only as a promotional channel but also as a medium to enhance brand perception and consumer engagement.

Cilok Umi Asih, a local culinary MSME in Nganjuk, East Java, actively uses Instagram, Facebook, YouTube, and TikTok to promote its products through product introductions, behind-the-scenes content, and customer testimonials. These strategies aim to attract consumers and expand market reach. However, despite this visibility, many MSMEs still struggle to convert online interest into purchase decisions, indicating a behavioural gap between intention and action.

Social media marketing is defined as promoting products or services on social media platforms using strategies to increase sales (Saputra, Asbari & Purba, 2023). It aims to build awareness, recall, recognition, and consumer action toward a product using social media tools (Haribowo, Tannady, Yusuf, Wardhana & Syamsurizal, 2022). Moreover, it functions as a promotional method to introduce products, build brand image, and attract customers (Permatasari & Sofa, 2020). Laksamana (2018) found that SMM positively affects consumers' purchase intention, while (Manzoor, Wei, Asif & Haq, 2020) confirmed its direct influence on purchase intention.

Brand image refers to consumers' perception of a brand based on their experience and associations. According to (Suryani & Nugroho, 2022), it arises from consumers' thoughts and feelings about a product, while (Dewi & Putra, 2021) stated that it includes perceptions formed through direct and indirect interactions with a brand. Kotler & Keller (2016) defined brand image as a set of perceptions reflected in consumers' memory and associated with the brand. A positive image can increase consumer trust and product attractiveness. Studies by (Amelia, 2020) and (Sonja & Akbar, 2022) found that brand image has a significant positive relationship with purchase intention.

Purchase intention is a psychological response that arises after consumers receive product information and desire to buy (Fikri & Sahdandi, 2021). Darmawan (2020) stated that it is influenced by digital marketing and price perception.

Consumers with high purchase intention tend to seek information and show stronger desire to purchase. Chendy et al., (2019) found that purchase intention positively affects purchase decisions, while (Al Hafizi & Ali, 2021) revealed that stronger purchase intention increases the likelihood of purchase.

Purchase decision refers to the process consumers go through to select products that meet their needs. Lestari & Widjanarko (2023) defined it as resolving problems by identifying needs, evaluating alternatives, and making a choice. Dermawan & Fem (2023) added that financial, technological, and promotional factors influence purchase decisions.

Therefore, this study aims to examine the effect of Social Media Marketing and Brand Image on Purchase Decision through Purchase Intention as an intervening variable. This research was conducted on Cilok Umi Asih, a local MSME in East Java, to better understand how social media marketing and brand image influence consumers' purchasing behaviour in small-scale businesses. The study applies a quantitative approach using primary data collected from Cilok Umi Asih consumers.

Hypothesis Development

Social media marketing (SMM) plays an essential role in influencing consumer attitudes and behaviour in the digital era. It allows brands to communicate directly with consumers and create engagement that enhances trust and purchase interest (Saputra, Asbari & Purba, 2023; Ziyadin, Doszhan & Ilyas, 2019). SMM activities such as interactive content and consistent online presence can increase consumer purchase intention and ultimately affect purchase decisions (Haribowo, Tannady, Yusuf, Wardhana & Syamsurizal, 2022; Permatasari & Sofa, 2020). Therefore, it is expected that SMM has a positive and significant effect on both purchase intention and purchase decision (Laksamana, 2018; Manzoor, Wei, Asif & Haq, 2020).

Brand image represents the perception and impression that consumers form about a product or company. A positive image strengthens consumer confidence and motivates them to purchase (Suryani & Nugroho, 2022; Dewi & Putra, 2021). Brand image is defined as the collection of associations stored in consumers' memories related to a brand (Kotler & Keller, 2016). Previous studies showed that brand image significantly influences purchase intention (Amelia, 2020; Sonja & Akbar, 2022). Based on these findings, it is assumed that brand image also positively affects both purchase intention and purchase decision.

Purchase intention reflects a consumer's desire to buy after receiving product information or marketing stimuli (Fikri & Sahdandi, 2021; Darmawan, 2020). When purchase intention increases, it tends to lead to an actual purchase decision (Chendy et al., 2019; Al Hafizi & Ali, 2021). The purchase decision process is influenced by internal factors such as motivation and perception, as well as external factors such as marketing and product quality (Lestari & Widjanarko, 2023; Dermawan & Fem, 2023).

Based on the theoretical foundation and previous studies, the hypotheses proposed in this study are as follows:

H1: Social Media Marketing has a positive and significant effect on Purchase Intention.

H2: Brand Image has a positive and significant effect on Purchase Intention.

H3: Purchase Intention has a positive and significant effect on Purchase Decision.

H4: Social Media Marketing has a positive and significant effect on Purchase Decision through Purchase Intention as an intervening variable.

H5: Brand Image has a positive and significant effect on Purchase Decision through Purchase Intention as an intervening variable.

Results and Discussions

Results

Characteristic of Responden

Respondent characteristics include demographic data (gender, age range, highest level of education, occupation) and geographical data (place of residence).

Table 1. Characteristic of Responden

Gender	Frequency (Respondent)	Percentage (%)
Male	33	22
Female	117	78
Total	150	100
Age Range (Years)	Frequency (Respondent)	Percentage (%)

17-20	23	15.33
21-25	68	45.33
26-30	44	29.33
>30	15	10
Total	150	100
Highest Education Level	Frequency (Respondent)	Percentage (%)
Senior High School / Vocational School	77	51.33
Diploma/Bachelor's Degree	68	45.33
Postgraduate	5	3.33
Total	150	100
Occupation	Frequency (Respondent)	Percentage (%)
Housewife	35	23.33
Employee	45	30
Student/University Student	41	27.33
Entrepreneur	28	18.67
Others	1	0.67
Total	150	100
Domicile	Frequency (Respondent)	Percentage (%)
Jombang	18	12
Kediri	35	23.3
Madiun	45	30
Nganjuk	52	34.7
Total	150	100

Source: Processed primary data, 2025

Outer Model Analysis

The outer model analysis is conducted to ensure that the measurements are suitable for use (valid, reliable, and free from multicollinearity). This model evaluation is carried out using validity tests (convergent validity and discriminant validity), reliability tests (Cronbach's Alpha and composite reliability), and multicollinearity tests. The following figure presents the results of the outer model evaluation using SmartPLS 4.0:

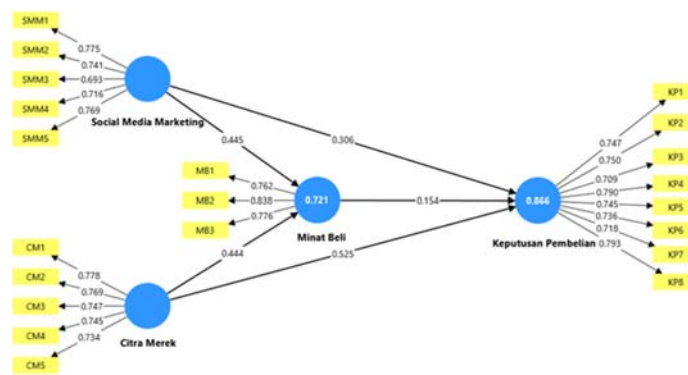


Figure 1. Outer Model

Validity Test

Convergent validity is tested using the outer loading values > 0.7 to indicate whether an indicator is suitable or valid. The following are the outer loading values for each variable indicator in this study:

Table 2. Outer Loading Results

Variable	Brand Image	Purchase Decision	Purchase Intention	Social Media Marketing
BI1	0.778			
BI2	0.769			
BI3	0.747			
BI4	0.745			
BI5	0.734			
PD1		0.747		
PD2		0.750		
PD3		0.709		
PD4		0.790		
PD5		0.745		
PD6		0.736		
PD7		0.718		
PD8		0.793		
PI1			0.762	
PI2			0.838	
PI3			0.776	
SMM1				0.775
SMM2				0.741
SMM3				0.693
SMM4				0.716
SMM5				0.769

Source: Processed primary data, 2025

Based on the convergent validity test conducted, the results are presented in Table 4.6 above. It can be observed that each indicator has an outer loading value greater than 0.5 (>0.5), where according to (Hair, Hult, Ringle & Sarstedt, 2019), a measurement scale with outer loading values between 0.5 and 0.6 is considered to sufficiently meet the requirements for convergent validity. The data above indicate that no variable indicator has an outer loading value below 0.5, so all variable indicators in this study are deemed suitable or valid and can be used for further analysis.

Discriminant Validity Test

Discriminant validity was tested using the cross-loading method to ensure that each indicator correlates more strongly with its own construct than with other constructs. Based on the outer cross-loading results, all indicators have the highest loading on their respective constructs compared to other constructs. This indicates that all indicators meet the criteria for discriminant validity and are suitable for use in the research model.

Table 3. Cross Loading Results

	Brand Image	Purchase Decision	Purchase Intention	Social Media Marketing
BI1	0.778	0.705	0.600	0.578
BI2	0.769	0.718	0.679	0.685
BI3	0.747	0.699	0.635	0.660
BI4	0.745	0.635	0.566	0.569
BI5	0.734	0.644	0.574	0.628
PD1	0.670	0.747	0.563	0.660
PD2	0.660	0.750	0.623	0.645
PD3	0.656	0.709	0.592	0.628
PD4	0.717	0.790	0.662	0.683
PD5	0.642	0.745	0.627	0.649
PD6	0.685	0.736	0.629	0.666
PD7	0.700	0.718	0.621	0.617
PD8	0.677	0.793	0.641	0.634
PI1	0.590	0.597	0.762	0.631
PI2	0.701	0.701	0.838	0.643
PI3	0.635	0.668	0.776	0.658
SMM1	0.668	0.645	0.597	0.775
SMM2	0.628	0.672	0.643	0.741
SMM3	0.527	0.582	0.575	0.693
SMM4	0.626	0.643	0.644	0.716
SMM5	0.604	0.650	0.534	0.769

Source: Processed primary data, 2025

Reliability Test

Reliability was assessed to measure the consistency of the questionnaire indicators for each variable. A variable is considered reliable if its Cronbach's Alpha and Composite Reliability exceed 0.70 (Hair, Hult, Ringle & Sarstedt, 2019).

Table 4. Cronbach's Alpha dan Composite Reliability Results

Variable	Cronbach's alpha	Composite reliability
Brand Image	0.811	0.869
Purchase Decision	0.888	0.911
Purchase Intention	0.703	0.835
Social Media Marketing	0.792	0.858

Source: Processed primary data, 2025

The results show that all variables have values above 0.70, indicating that the indicators possess good internal consistency and can be reliably used to measure their respective constructs.

Inner Model Analysis

Reliability was assessed to measure the consistency of the questionnaire indicators for each variable. A variable is considered reliable if its Cronbach's Alpha and Composite Reliability exceed 0.70 (Hair, Hult, Ringle & Sarstedt, 2019).

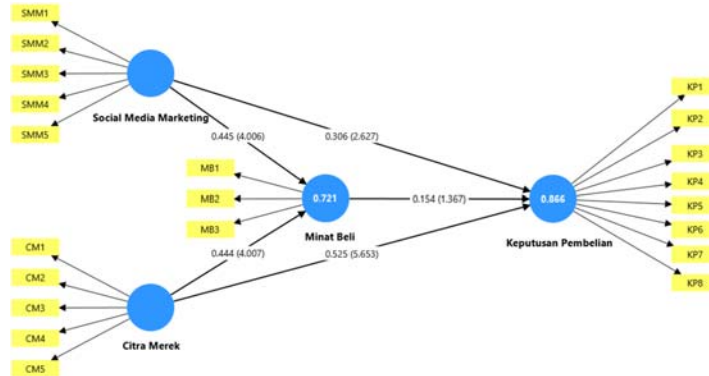


Figure 2. Inner Model

Coefficient Determination (R^2)

The R^2 test assesses the strength of the relationship between independent and dependent variables. Social Media Marketing and Brand Image explain 86.6% of the variance in Purchase Decisions, indicating a strong correlation, while they explain 72.1% of the variance in Purchase Intention, also showing a strong correlation.

Table 5. R-Square (R^2)

Variabel	R-square	R-square adjusted
Purchase Decision	0.866	0.863
Purchase Intention	0.721	0.717

Source: Processed primary data, 2025

Goodness of Fit (Q^2)

The model fit was assessed using the Q-Square (Q^2) value, which is conceptually similar to the Coefficient of Determination (R^2). A higher Q^2 indicates a better model fit. The calculation yielded $Q^2 = 0.9612$ (96.12%), meaning that the independent variables explain 96.12% of the variance in the dependent variables, while the remaining 3.88% is influenced by factors outside the model. Thus, the research model demonstrates an excellent goodness of fit.

Effect Size (F^2)

Effect size analysis shows Social Media Marketing has a medium effect on Purchase Intention and Purchase Decisions ($F^2 = 0.179$ and 0.223), Brand Image has a large effect on Purchase Decisions ($F^2 = 0.529$) and a medium effect on Purchase Intention ($F^2 = 0.222$), while Purchase Intention has a small effect on Purchase Decisions ($F^2 = 0.049$).

Table 6. Effect Size (F^2)

Variable	Brand Image	Purchase Decision	Purchase Intention	Social Media Marketing
Brand Image		0.529	0.222	

Purchase Decision		
Purchase Intention	0.049	
Social Media Marketing	0.179	0.223

Source: Processed primary data, 2025

Hypothesis Testing

Hypotheses were tested using path coefficients for both direct and specific indirect (mediated) effects. Direct effects were assessed via bootstrapping to obtain t-statistics, p-values, and original sample values. A p-value < 0.05 and t-statistic > 1.96 indicate a significant effect.

Table 7. Direct Effects (Path Coefficient)

	Original sample (O)	T statistics ((O/STDEV))	P values
Social Media Marketing -> Purchase Intention	0.445	4.006	0.000
Brand Image → Purchase Intention	0.444	4.007	0.000
Purchase Intention → Purchase Decision	0.154	1.367	0.172

Source: Processed primary data, 2025

Social Media Marketing → Purchase Intention: Original Sample = 0.445, t = 4.006, p = 0.000 → significant.

Brand Image → Purchase Intention: Original Sample = 0.444, t = 4.007, p = 0.000 → significant.

Purchase Intention → Purchase Decision: Original Sample = 0.154, t = 1.367, p = 0.172 → not significant.

Thus, Hypotheses 1 and 2 were accepted, indicating a positive and significant influence of Social Media Marketing and Brand Image on Purchase Intention, whereas Hypothesis 3 was rejected, showing that Purchase Intention does not significantly influence Purchase Decision.

Table 8. Specific Indirect Effect

	Original sample (O)	T statistics ((O/STDEV))	P values
Social Media Marketing → Purchase Intention → Purchase Decision	0.068	1.215	0.225
Brand Image → Purchase Intention → Purchase Decision	0.068	1.313	0.189

Source: Processed primary data, 2025

Indirect Effects (Mediated by Purchase Intention): Social Media Marketing → Purchase Intention → Purchase Decision: Original Sample = 0.068, t = 1.215, p = 0.225 → not significant.

Brand Image → Purchase Intention → Purchase Decision: Original Sample = 0.068, t = 1.313, p = 0.189 → not significant.

Both indirect effects (Hypotheses 4 and 5) were rejected, indicating that neither Social Media Marketing nor Brand Image significantly affect Purchase Decision through Purchase Intention as a mediating variable.

Discussion

The Effect of Social Media Marketing on Purchase Intention

The analysis results show that social media marketing has a positive and significant effect on purchase intention for Cilok Umi Asih products. This is evidenced by a t-statistic value of 4.006, an original sample value of 0.445, and a p-value of 0.000 (< 0.05). This finding indicates that the social media content of Cilok Umi Asih is interactive, engaging, and follows current trends. Moreover, each uploaded post is adjusted to audience preferences and needs, effectively attracting consumer attention, providing entertainment, and ultimately fostering the intention to purchase the product.

This result is consistent with (Laksamana, 2018), who also found that social media marketing significantly influences purchase intention in the retail banking sector. Thus, the marketing strategy of Cilok Umi Asih through social media has proven effective in building consumer purchase intention.

The Effect of Brand Image on Purchase Intention

The analysis results indicate that brand image has a positive and significant effect on purchase intention for Cilok Umi Asih products. This is supported by the path coefficient results showing an original sample value of 0.444, a t-statistic value of 4.007, and a p-value of 0.000, which meet the significance criteria (t-statistic > 1.96 and p-value < 0.05). Therefore, the second hypothesis is accepted, meaning that the better the brand image, the higher the consumer purchase intention.

This finding is supported by the positive brand image of Cilok Umi Asih, known as a trustworthy food product with good taste, a strong market reputation, and a higher value compared to other cilok products. These perceptions create a strong purchase intention among consumers.

The results align with (Amelia, 2020), who found that brand image plays an essential role in shaping consumer purchase intention. Brands with positive images tend to easily encourage consumers to actualize their buying intentions. Therefore, this research strengthens the view that brand image plays a vital role in shaping consumer purchase intention, including in traditional culinary products such as Cilok Umi Asih.

The Effect of Purchase Intention on Purchase Decision

The analysis shows that purchase intention has no significant effect on purchase decision for Cilok Umi Asih products. This is evidenced by an original sample value of 0.154, a t-statistic of 1.367, and a p-value of 0.172, which do not meet the significance criteria (t-statistic < 1.96 and p-value > 0.05). Thus, the third hypothesis is rejected, implying that high purchase intention does not necessarily lead to purchase decision.

This is illustrated by the respondents' behaviour—although they are interested in Cilok Umi Asih after seeing social media promotions and express a willingness to try the product soon, they do not consistently actualize their interest into real purchases. This indicates that Cilok Umi Asih needs to strengthen its conversion strategy from consumer interest to actual purchase decisions, for instance, by improving purchasing convenience and product availability.

According to (Schiffman & Wisenblit, 2019), purchase decisions are not only influenced by psychological factors such as interest but also by external factors including price, product availability, and purchasing habits. In the context of Cilok Umi Asih, even though consumers show high purchase intention, their actual decision is influenced by situational factors such as sales location and habitual consumption patterns of similar products nearby.

This finding contrasts with (Chendy et al., 2019), who found a significant relationship between purchase intention and purchase decision among Zalora e-commerce customers. The difference may result from product characteristics, as Cilok Umi Asih is a traditional food product that relies more on direct experience rather than intention built through social media exposure. Therefore, it can be concluded that Cilok Umi Asih's consumer purchase intention has not fully developed into purchase decision due to external barriers and habitual consumption factors.

The Effect of Social Media Marketing on Purchase Decision through Purchase Intention

The analysis results show that social media marketing does not significantly affect purchase decision through purchase intention for Cilok Umi Asih products. Based on the path coefficient results, the original sample value is 0.068, the t-statistic is 1.215, and the p-value is 0.225. These values do not meet the significance criteria (t-statistic < 1.96 and p-value > 0.05), so the fourth hypothesis is rejected.

This is supported by the majority of respondents stating that Cilok Umi Asih's social media content meets their needs and preferences and successfully attracts their buying interest after viewing online promotions. However, the purchase process remains hindered by limited transaction access. Cilok Umi Asih has not yet provided an online ordering link or digital purchase system, causing consumers to stop at the interest stage without proceeding to actual purchases.

This finding differs from (Laksamana, 2018), who found that social media marketing significantly affects purchase decision through purchase intention. The difference is likely due to the characteristics of Cilok Umi Asih's consumers, who are more accustomed to direct purchases rather than online transactions. Furthermore, although Cilok Umi Asih's

social media promotions are appealing, the absence of convenient and quick purchasing features such as purchase links or e-commerce integration limits their effectiveness.

The Effect of Brand Image on Purchase Decision through Purchase Intention

The analysis results show that brand image does not significantly affect purchase decision through purchase intention for Cilok Umi Asih products. The path coefficient analysis produces an original sample value of 0.068, a t-statistic of 1.313, and a p-value of 0.189. These results do not meet the significance criteria (t-statistic < 1.96 and p-value > 0.05), so the fifth hypothesis is rejected.

This finding indicates that although respondents perceive Cilok Umi Asih as a brand with positive reputation and trustworthiness, such perception alone is insufficient to drive purchasing decisions. This shows that Cilok Umi Asih's positive brand image has not been accompanied by accessible purchasing experiences or convincing transaction facilities.

This finding contrasts with (Santi & Made, 2022), who stated that brand image significantly influences purchase decision through purchase intention in fashion products in Bali. The difference may arise from the product context, where brand image in fashion serves as a symbol of status and lifestyle, whereas for traditional food products like Cilok Umi Asih, purchase decisions are more influenced by taste and direct experience. Therefore, Cilok Umi Asih should strengthen its brand differentiation through packaging innovation, emphasizing local identity, and improving communication strategies so that positive brand perceptions can evolve into real purchase decisions.

Conclusion

Conclusion

This study concludes that Social Media Marketing and Brand Image significantly influence Purchase Intention for Cilok Umi Asih, while Purchase Intention alone does not significantly drive Purchase Decision. Likewise, neither Social Media Marketing nor Brand Image has a significant indirect effect on Purchase Decision through Purchase Intention.

Limitations

Data were collected via online questionnaires, which may lead to inconsistencies among respondents who did not fully meet the criteria. Literature on food product studies remains limited, requiring adaptation from other relevant sectors.

Recommendations

Future researchers should use filtered questionnaires with more specific criteria and expand literature coverage on SMEs and consumer behaviour in the food sector, possibly incorporating additional mediating or independent variables. Cilok Umi Asih is advised to enhance digital marketing through creative, interactive, and consistent content, including pricing, location, and direct online purchasing links. Brand development should focus on innovative packaging, professional logos, and new product variations to strengthen positive brand perception and competitiveness.

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