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THE ROLE OF *BRAND IMAGE* IN MEDIATING THE INFLUENCE OF *SOCIAL MEDIA MARKETING* ON PURCHASE DECISIONS AT SURA KONVEKSI

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Abstract

The purpose of this study was to examine the effect of social media marketing on purchase decisions with brand image as a mediating variable among Sura Konveksi consumers. The study involved 100 consumers from Bangli and Gianyar Regencies selected through purposive sampling. Data were collected using questionnaires and analyzed with descriptive statistics and Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings showed that social media marketing had a positive and significant effect on both purchase decisions and brand image, while brand image also positively and significantly influenced purchase decisions. Furthermore, brand image partially mediated the relationship between social media marketing and purchase decisions, indicating that effective social media activities enhance consumer purchasing behavior by strengthening the company's brand image. Theoretically, the study contributes to consumer behavior literature by demonstrating the mediating role of brand image in the relationship between social media marketing and purchase decisions. Practically, the findings suggest that Sura Konveksi should improve its brand identity and optimize social media marketing by creating engaging, informative, and identity-driven content to strengthen brand image and encourage higher consumer purchase decisions.

Keywords: Brand Image, Purchase Decisions, Social Media Marketing

INTRODUCTION

The development of digital technology has transformed the way people communicate, obtain information, and conduct economic activities. Digital transformation encourages businesses to adapt their business strategies to remain competitive amidst changing consumer behavior, which increasingly relies on digital media for information searches and product purchases (Kotler et al., 2022). These changes have had a significant impact on the development of the creative industry, as technology opens up opportunities for innovation, expands market reach, and improves marketing efficiency (Agit et al., 2023). One subsector of the creative industry that is experiencing rapid growth is the *fashion industry* , particularly the garment industry, which utilizes social media as a means of promotion and communication with consumers (Sabilla & Andriana, 2024). This situation demonstrates that the ability to