

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON PURCHASE INTENTION WITH BRAND IMAGE AS A MEDIATING VARIABLE ON RED LOTUS VILLA & PROPERTY MANAGEMENT BALI

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ABSTRACT

This study aims to analyze (1) the effect of social media marketing on purchase intention, (2) the effect of brand awareness on purchase intention, (3) the effect of social media marketing on brand image, (4) the effect of brand awareness on brand image, (5) the effect of brand image on purchase intention, (6) the effect of social media marketing on purchase intention mediated by brand image, and (7) the effect of brand awareness on purchase intention mediated by brand image at Red Lotus Villa & Property Management. The sampling technique used in this research is purposive sampling. Data were collected by means of a study of documentation and distributing questionnaires to 130 respondents. To analyze the research model in this study using the PLS (Partial Least Square) and SEM method with the SmartPLS 3.3.3 program as a tool. The results of data analysis show that (1) social media marketing has a positive and significant effect on purchase intention, (2) brand awareness has a positive and significant effect on purchase intention, (3) social media marketing has a positive and significant effect on brand image, (4) Awareness brand has a positive and significant effect on brand image, (5) brand image has a positive and significant effect on purchase intention, (6) social media marketing has a positive and significant effect on purchase intention mediated by brand image, and (7) brand awareness has a positive effect and significant to purchase intention mediated by brand image.

KEYWORDS Social Media Marketing, Brand Awareness, Purchase Intention, Brand Image.



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How to cite:

E-ISSN:

Published by:

Ida Ayu Sintha Permata Sari, et al. (2024). The Influence of Social Media Marketing and Brand Awareness on Purchase Intention with Brand Image As A Mediating Variable On Red Lotus Villa & Property Management Bali. *Journal Eduvest*. 4(11): 10343-10360

2775-3727

<https://greenpublisher.id/>

INTRODUCTION

Bali plays a pivotal role in Indonesia's national development, especially in tourism. The number of accommodation units increased from 3,528 in 2022 to 3,895 in 2023 (Badan Pusat Statistik, 2023). However, the COVID-19 pandemic posed significant challenges, with government restrictions leading to Rp 85.7 trillion in losses by April 2020 (PHRI, 2020). Despite these fluctuations, local operators like Red Lotus Villa & Property Management, established in Ubud in 2007, have shown resilience and growth. Targeting domestic and international tourist in Bali, their strategic approach is evident in their 2023 revenue performance as listed on Table 1.

Table 1. Total Room Revenue at Red Lotus Villa & Property Management in 2023

Month	Villa Name						
	Kimana Villas	Villa Rumah Lotus	Villa Atas Awan	Villa Vastu	Villa Kembang Bali	Villa Kelusa	Villa Bodhi
Jan	26.062.500	22.050.000	11.056.000	20.700.000	48.400.832	128.589.000	0
Feb	11.437.500	26.950.000	27.500.000	0	26.350.000	188.738.239	33.642.500
Mar	21.000.000	75.000.000	0	0	114.400.000	94.867.948	63.420.600
Apr	22.050.000	37.632.000	51.975.000	23.191.300	139.520.000	124.757.176	74.221.957
Mei	16.687.500	0	0	0	33.440.000	95.416.900	41.752.900
Jun	29.910.000	46.345.250	54.450.000	22.400.000	132.469.350	21.567.300	67.883.500
Jul	24.337.500	52.500.000	41.700.000	0	170.562.000	0	56.700.000
Ag	26.851.000	69.562.500	142.460.780	39.200.000	140.825.000	157.692.750	216.086.500
Sep	33.937.500	78.750.000	41.620.620	0	105.600.000	148.155.000	75.909.400
Okt	22.950.000	75.600.000	0	0	152.436.300	96.300.000	36.388.800
Nov	40.250.000	38.312.000	13.765.250	0	110.000.300	90.129.250	30.450.000
Des	45.375.250	40.139.215	60.765.000	45.235.000	210.000.315	190.875.250	87.760.300

Source: Data processed (2023)

Based on Table 1, Red Lotus Villa & Property Management's room revenues fluctuated throughout 2023. Hotel operators must monitor current and future needs to develop their business and respond to customer demands effectively. A deep understanding of market conditions is crucial, with social media and online marketing playing a key role in reaching a broader audience in the digital era. Social media is vital in hospitality marketing, with 73% of individuals browsing a hotel's social media before booking (Payne, 2019). Guests rely on social media for information about their stay (Muhammad Alfarisyi & Feri Ferdian, 2023). Red Lotus has a dedicated team for social media marketing for each villa, enhancing brand awareness through follower engagement (Shojaee & bin Azman, 2013). Data on follower involvement is shown in Table 2.

Table 2. Followers Engagement Rate at Red Lotus Villa & Property Management in 2023

Month	Villa Name						
	Kimana Villas	Villa Rumah Lotus	Villa Atas Awan	Villa Vastu	Villa Kembang Bali	Villa Kelusa	Villa Bodhi
Jan	1%	1,2%	2%	1%	1,2%	3,2%	2,2%
Feb	1,1%	1%	1,3%	1,7%	1%	1,9%	1,2%
Mar	1,4%	1,3%	1,4%	1,2%	1,1%	1,2%	1%
Apr	1,2%	1,1%	1,3%	1,2%	1,3%	1,5%	1,5%
Mei	1,4%	1,1%	1,6%	1,4%	1,7%	2,3%	2,1%
Jun	1%	1,2%	1,4%	1%	1,3%	1,4%	1,8%
Jul	1,6%	1,4%	1,6%	1,1%	1,1%	1%	1%
Ag	1,2%	1,2%	1,2%	1,5%	1,2%	2,7%	1,1%
Sep	1,1%	1,3%	1,2%	1%	1,2%	2,2%	1,8%
Okt	1,3%	1,1%	1,3%	1,1%	1%	2,2%	1,2%
Nov	1,7%	1,2%	1,2%	1,3%	1,7%	2,5%	1,9%
Des	1,8%	1,5%	1,5%	1,5%	1,9%	3%	2%

Source: Data processed (2023)

Table 2 shows that all villas managed by Red Lotus Villa & Property Management achieved an engagement rate above 1% from January to December 2023, which is a positive result given the good standard is 1% to 5% (hootsuite.com). Analyzing the increase in followers is a key indicator of social media marketing success (Dewi, 2023) There is a positive relationship between the number of Instagram followers and guests' purchasing intention (Spetz & Nilsson Angelstedt, 2017). Recognizing this, Red Lotus Villa & Property Management monitors follower growth monthly, as shown in Table 3.

Table 3. Followers Growth at Red Lotus Villa & Property Management in 2023

Month	Villa Name						
	Kimana Villas	Villa Rumah Lotus	Villa Atas Awan	Villa Vastu	Villa Kembang Bali	Villa Kelusa	Villa Bodhi
Jan	17,24%	16,53%	16,21%	9,72%	18,37 %	17,54%	19,55 %
Feb	18,68%	14,27%	16,57%	8,56%	21,43%	16,78%	20,78%
Mar	19,81%	15,91%	17,65%	10,17%	20,93%	18,30%	20,17%
Apr	19,34%	16,51%	18,31%	10,13%	19,72%	18,10%	20,35%
Mei	17,89%	17,82%	17,21%	8,87%	18,64%	20,06%	21,73%
Jun	18,53%	15,28%	16,15%	9,23%	21,47%	23,64%	18,62%
Jul	18,27%	16,02%	15,36%	10,64%	18,21%	19,72%	17,67%

Mon th	Villa Name						
	Kimana Villas	Villa Rumah Lotus	Villa Atas Awan	Villa Vastu	Villa Kembang Bali	Villa Kelusa	Villa Bodhi
Ag	17,02%	16,31%	12,15%	10,89%	18,43%	21,14%	17,24%
Sep	17,49%	14,25%	12,65%	11,13%	21,14%	20,97%	15,45%
Okt	19,72%	21,06%	14,23%	10,26%	17,24%	24,70%	24,2%
Nov	18,43%	18,97%	11%	11%	18,45%	25,35%	32%
Des	20,76%	22,30%	12,11%	10,35%	19,22%	31%	45,60%

Based on Table 3, all villas managed by Red Lotus Villa & Property Management show a consistent increase in followers, driven by monthly growth and high engagement rates. Hotel popularity is influenced by the balance between follower growth and engagement (Purba et al., 2022). Additionally, online customer ratings, represented by star symbols, significantly impact consumer trust and product sales (Shaddai & Pustap, 2020; Chang et al., 2013). Red Lotus Villa & Property Management tracks these ratings for each villa, summarized in Table 4.

Table 4. Online Customer Rating at Red Lotus Villa & Property Management in 2023

No.	Villa Name	Online Star Rating
1.	Kimana Villas	4,8
2.	Rumah Lotus	4,3
3.	Villa Cemadik	4,2
4.	Villa Vastu	4,2
5.	Villa Kembang Bali	4,7
6.	Villa Kelusa	4,6
7.	Villa Bodhi	5

Source: Data processed (2023)

Table 4 includes online customer ratings from Google My Business for each of the seven villas managed by Red Lotus Villa & Property Management. E-WOM (electronic word of mouth) requires careful consideration as it can significantly influence customer perceptions of a product or service. Additionally, the choice of booking channel, also known as dealer choice, is linked to purchasing intent, directly influenced by the alternative evaluation process where buying intention is formed (Kotler et al., 2006).

Table 5. Booking Channel at Red Lotus Villa & Property Management in 2023

Month	Booking Channel		
	Website Red Lotus	OTAs (Online Travel Agents)	Social Media
Jan	30%	60%	10%

The Influence of Social Media Marketing and Brand Awareness on Purchase Intention with Brand Image As A Mediating Variable On Red Lotus Villa & Property Management Bali

Feb	40%	55%	5%
Mar	60%	40%	-
Apr	25%	70%	5%
Mei	13%	80%	7%
Jun	20%	70%	10%
Jul	20%	78%	12%
Ag	15%	87%	8%
Sep	30%	65%	5%
Okt	20%	80%	-
Nov	35%	63%	2%
Des	35%	50%	15%

Source: Data processed (2023)

Table 5 shows that the most common channels used by guests to book rooms at Red Lotus Villa & Property Management properties are OTAs, followed by the official website and social media. Despite the strong brand image formed through social media marketing and brand awareness, the intention in booking rooms via social media remains low. Therefore, an analysis is needed to understand the influence of social media marketing and brand awareness on purchasing intention across all properties managed by Red Lotus Villa & Property Management, considering the mediating role of brand image.

The objectives of this research are: (1) the effect of social media marketing on purchase intention, (2) the effect of brand awareness on purchase intention, (3) the effect of social media marketing on brand image, (4) the effect of brand awareness on brand image, (5) the effect of brand image on purchase intention, (6) the effect of social media marketing on purchase intention mediated by brand image, and (7) the effect of brand awareness on purchase intention mediated by brand image at Red Lotus Villa & Property Management. At final part, the results of the research findings have been explained and recommendations have been introduced for practitioners and researchers.

RESEARCH METHOD

This study employs quantitative research methods to comprehensively examine the influence of social media marketing and brand awareness on purchase intention, with brand image serving as the mediating variable. The research sample was selected using purposive sampling, targeting 130 individuals who follow the Red Lotus Villa & Property Management Instagram account. The sample size was determined based on the number of indicators (26) multiplied by 5. The criteria for respondents were as follows:

1. Active users of Instagram.
2. Followers of the villa Instagram account managed by Red Lotus Villa & Property Management.

3. Individuals who have not previously purchased a villa managed by Red Lotus Villa & Property Management.

Data was collected through an online survey distributed via Google Forms, with pre-determined questions to support the research instrument. The first section included questions on the respondents' demographic characteristics, such as age, gender, profession and last time used Instagram. The second section contained questions on the significant constructs included in the research framework. The dimension scales of the questionnaire for all items in the second section was established on the 5-point likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). Section two included a total of 26 items for independent variables such as Social Media Marketing Activities (14 items), Brand Awareness (5 items), Brand Image (4 items) and Purchase Intention (3 items). The items for the various constructs used in this study were adapted from the preceding studies (Bilgin, 2018; Hameed et al., 2023; Saputra & Wardana, 2023; Sasmita et al., 2015). Accordingly, seven different hypotheses were derived in this research. The data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) program to test both the inner and outer models.

RESULT AND DISCUSSION

Demographic Characteristics

Based on data collected from Red Lotus Villa & Property Management's Instagram followers, respondent characteristics were identified, including gender, age, occupation, and the last time they accessed Instagram. The research sample consisted of 130 followers.

Data shows that 51.5% of respondents were male. In terms of age, 73.1% were between 18-30 years old, indicating that the young adult demographic constitutes the largest segment of the villa's Instagram followers. Regarding occupation, the largest group was students, making up 45.4% of respondents, suggesting that many followers are still in their educational stage. Additionally, 91.5% of respondents had accessed Instagram within the last day, demonstrating that the majority are active users with a high frequency of access.

Measurement Model

The research model in this study employs the Partial Least Squares (PLS) method utilizing the SmartPLS version 3.3.3 software. This analysis encompasses two primary model evaluations: the outer model and the inner model. As detailed in the earlier modeling stages, the structural equation model for this research is illustrated in Figure 1 below.

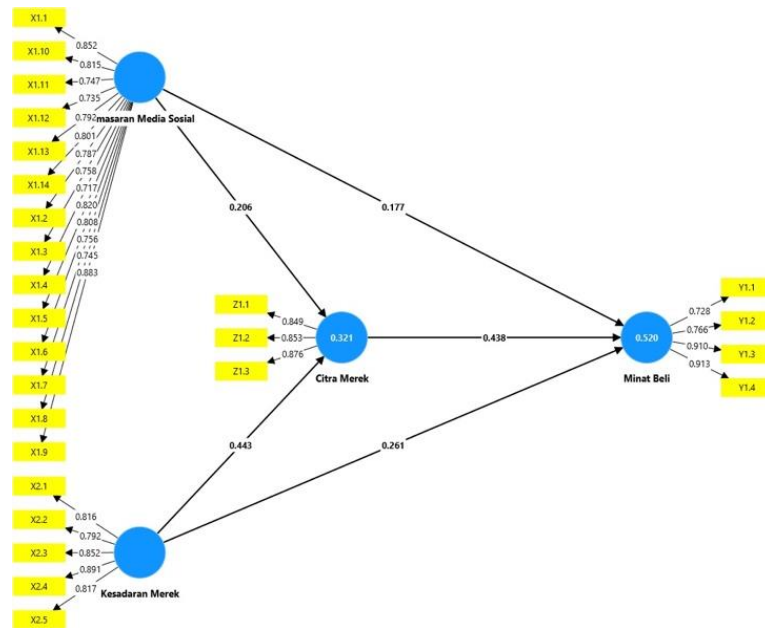


Figure 1. Structural Equation Model Research

Evaluation of the measurement model or outer model aims to assess the validity and reliability of the indicators used to measure the constructs in the research model.

Table 6. Evaluation of the Measurement Model or Outer Model

Latent Variable/Measured Variable	Outer Loadings	Average Variance Extracted (\sqrt{AVE})	Cronbach's alpha
Social Media Marketing (X1)		0,621	0,953
X1.1	0,852		
X1.2	0,787		
X1.3	0,758		
X1.4	0,717		
X1.5	0,820		
X1.6	0,808		
X1.7	0,756		
X1.8	0,745		
X1.9	0,883		
X1.10	0,815		
X1.11	0,747		
X1.12	0,735		
X1.13	0,792		
X1.14	0,801		
Brand Awareness (X2)		0,696	0,892
X2.1	0,816		
X2.2	0,792		
X2.3	0,852		
X2.4	0,891		

Latent Variable/Measured Variable	Outer Loadings	Average Variance Extracted (\sqrt{AVE})	Cronbach's alpha
X2.5	0,817		
Purchase Intention (Y)		0,694	0,850
Y1.1	0,728		
Y1.2	0,766		
Y1.3	0,910		
Y1.4	0,913		
Brand Image (Z)		0,739	0,824
Z1.1	0,849		
Z1.2	0,853		
Z1.3	0,876		
Z1.1	0,849		

Source: Data processed (2024)

Based on Table 6, the results indicate satisfactory convergent validity as all loading factors exceed 0.50. An indicator is considered valid if its outer loading exceeds 0.50 (Ghozali, 2018). Specifically, indicator X1.9 of the social media marketing variable (X1) demonstrates the highest outer loading at 0.883, indicating its strong reflection of the X1 construct. Similarly, indicator X2.4 of brand awareness (X2) exhibits the highest outer loading at 0.891, confirming its fidelity to the X2 construct. For the brand image variable (Z), indicator Z1.3 achieves the highest outer loading at 0.876, demonstrating its alignment with the Z construct. Lastly, indicator Y1.4 of buying intention (Y) records the highest outer loading at 0.913, signifying its accuracy in representing the Y construct. Additionally, Table 6 confirms good discriminant validity with average variance extracted (AVE) values exceeding 0.50 for all latent variables, surpassing the correlation coefficients between variables. This outcome signifies robust discriminant validity. Moreover, all composite reliability values for the indicator blocks are above 0.70, indicating reliable measurement of the variables. Based on the assessment of convergent and discriminant validity for each indicator and the reliability of composite measures, the indicators for each latent variable are validated as reliable measures.

Inner model testing is carried out by looking at the Structural Model Evaluation value via Q-Square Predictive Relevance (Q2). Q-Square Predictive Relevance (Q2) is a measure of how well the observations made provide results for the research model as shown in below Table 7.

Table 7. Evaluation of the Structural Model or Inner Model

	R Square	R Square Adjusted
Brand Awareness	0,331	0,321
Purchase Intention	0,531	0,520

Source: Data processed (2024)

$$\begin{aligned}
 Q2 &= 1 - (1 - R^2_1) (1 - R^2_2) \\
 &= 1 - (0,669) (0,469) \\
 &= 1 - 0,314 \\
 &= 0,686
 \end{aligned}$$

Based on Table 7, the Q2 calculation result is 0.686, so the conclusion is that 68.6% of the purchase intention variable is influenced by social media marketing, brand awareness and brand image, while the remaining 31.4% is influenced by other factors that are not included in the research model or outside the research model. Referring to the criteria for the strength and weakness of the model based on the Q-Square Predictive Relevance (Q2) value, this model is classified as strong (Ghozali, 2018).

Hypothesis Testing

The recapitulation of the path coefficient validation test results for each path for direct influence is presented in Table 8, providing information for hypothesis testing as follows.

Table 8. Hypothesis Test Result

Hypothesis	Correlation Coefficient	t statistic	p values	Remarks
<i>Path Coefficients</i>				
Social Media Marketing - > Purchase Intention	0.177	2.000	0.046	H ₁ accepted H ₀ rejected
Brand Awareness -> Purchase Intention	0.261	2.926	0.003	H ₂ accepted H ₀ rejected
Social Media Marketing - > Brand Image	0.206	2.033	0.042	H ₃ accepted H ₀ rejected
Brand Awareness-> Brand Image	0.443	5.309	0.000	H ₄ accepted H ₀ rejected
Brand Image -> Purchase Intention	0.438	5.502	0.000	H ₅ accepted H ₀ rejected
<i>Specific Indirect Effects</i>				
Social Media Marketing - > Brand Image -> Purchase Intention	0.090	1.991	0.047	H ₆ accepted H ₀ rejected

Brand Awareness ->	0.194	3.505	0.000	H ₇ accepted
Brand Image -> Purchase Intention				H ₀ rejected

Source: Data processed (2024)

Influence of Social Media Marketing on Purchase Intention

Hypothesis testing on the effect of social media marketing on purchase intention shows that social media marketing has a significant positive effect on purchase intention in Red Lotus Villa & Property Management with a coefficient of 0.177, with p values of $0.046 < 0.05$. This means that the better social media marketing is carried out at Red Lotus Villa & Property Management, the more consumer purchase intention in Red Lotus Villa & Property Management will increase. Based on this, the hypothesis that social media marketing has a positive and significant effect on purchase intention at Red Lotus Villa & Property Management is accepted. Consumers currently use various social media platforms to share travel experiences, connect and engage with others and buy these products in the end (Leung et al., 2013). Today, consumers no longer have to rely on traditional media to obtain information about a product before making a purchase, as social media can provide such information effectively and easily (Jamil et al., 2022). Campaigns in social media marketing significantly affect customer purchase intention and also brand equity (Liu et al., 2021). Social media has a significant relationship with consumer purchasing behavior (Garg & Kumar, 2021). In line with the growing technological trends, social media marketing has a positive influence on consumer purchase intention in the digital communication era (Hameed et al., 2023). The results of this study are also supported by previous studies which state that social media marketing plays an important role in stimulating consumer purchase intention (Salhab et al., 2023). Hotel's social media marketing activities use a variety of different marketing methods, and will ultimately affect consumers' final purchase intention (Garg & Kumar, 2021). Effective utilization of social media marketing will have a positive influence on consumer purchase intention through focused and measurable marketing strategies on social media (Saputra & Wardana, 2023).

Influence of Brand Awareness on Purchase Intention

Hypothesis testing on the effect of brand awareness on purchase intention shows that brand awareness has a significant positive effect on purchase intention in Red Lotus Villa & Property Management, with a coefficient of 0.261, with p values of $0.003 < 0.05$. This means that the better brand awareness is owned at Red Lotus Villa & Property Management, the more purchase intention in Red Lotus Villa & Property Management will increase. Based on this, the hypothesis that brand awareness has a positive and significant effect on purchase intention in Red Lotus Villa & Property Management is accepted. Brand awareness is the level of The Influence of Social Media Marketing and Brand Awareness on Purchase Intention with Brand Image As A Mediating Variable On Red Lotus Villa & Property Management Bali

consumer familiarity with the product, service, or image of a particular brand. Consumer purchase intention is influenced by brand awareness, consumers who have higher brand awareness tend to make more purchases (Hameed et al., 2023). The existence of brand awareness in the minds of consumers means that consumers know and recognize a brand, so this will increase interest and purchasing decisions for a product (Ellitan, 2022). Consumers with a lack of understanding of brand awareness tend to choose other alternatives when brands do not focus on increasing awareness that actually forms purchase interest (Cassar et al., 2022). In addition, brand awareness is an important phenomenon because it greatly influences consumer purchasing decisions and intentions (Shahid, 2017). Therefore, consumers often buy products from well-known brands as they are familiar with them (Dabbous & Barakat, 2020). Therefore, brands must customize their content and communication strategies on social media platforms to engage more users, create awareness, and ultimately encourage them to purchase their products (Dabbous & Barakat, 2020).

Influence of Social Media Marketing on Brand Image

Hypothesis testing on the effect of social media marketing on brand image shows that social media marketing positively and significantly affects brand image at Red Lotus Villa & Property Management, with a coefficient of 0.206, with p values $0.042 < 0.05$. This means that the more social media marketing increases at Red Lotus Villa & Property Management, the stronger the brand image at Red Lotus Villa & Property Management will be. Based on this, the hypothesis that social media marketing has a significant positive effect on brand image at Red Lotus Villa & Property Management is accepted. The role of social media has become very important in the branding and marketing sector as social media has a positive impact on perceived brand image (Shin & Choi, 2021). This result is supported by several previous studies as social media marketing is a vital tool in building a positive brand image (Bilgin, 2018). In addition, some social media marketing strategies by uploading content generated by can provide clear clues to shape perceived brand image and interest in buying hotel products (Arif, 2019). This is because in the service industry, determining satisfaction with the product can only be done after the actual experience. Social media marketing can influence consumers' thoughts on the brand so that the brand image to be advertised will be more strongly embedded in the minds of consumers (Yanuar & Reza Hilmy, 2020). In short, social media provides hotel brands with many opportunities for promotion and consumption and ultimately consumers will develop brand knowledge and form a positive brand image by identifying brands in various situations (Luo, 2023). Knowing the importance of social media marketing activities in the marketing world, businesses are

increasingly using social media marketing to deliver key brand-related messages to create a brand image (Ramadhani et al., 2022).

Influence of Brand Awareness on Brand Image

Hypothesis testing on the effect of meek awareness on brand image shows that meek awareness has a significant positive effect on brand image at Red Lotus Villa & Property Management, with a coefficient of 0.443, with p values of $0.000 < 0.05$. This means that the more brand awareness increases at Red Lotus Villa & Property Management. then the Brand Image at Red Lotus Villa & Property Management will also be stronger. Based on this, the hypothesis that brand awareness has a significant positive effect on brand image at Red Lotus Villa & Property is accepted. The results of this study are supported by previous studies which also state that brand awareness has the strongest effect on brand equity, namely brand image (Sasmita & Suki, 2015). The more social media users are familiar with a brand, the higher the likelihood that they will have a positive attitude towards the product, and aggressive social media activities can create an emotional bond to a particular brand that enhances brand image in the future (Ramadhani et al., 2022). Brand awareness helps create cognitive thoughts about the brand and influences the image of the brand (Garg & Kumar, 2021). Appropriate social media marketing activities can increase awareness of the hotel's brand image, increase hotel brand awareness, and attract more customers (Luo, 2023). Brands that have high brand awareness tend to have a high brand image as well, so it can be concluded that brand awareness helps brand recognition in the minds of customers (Tariq et al., 2017).

Influence of Brand Image on Purchase Intention

Hypothesis testing on the effect of brand image on purchase intention shows that brand image has a significant positive effect on purchase intention in Red Lotus Villa & Property Management, with an interest coefficient of 0.438, with p values of $0.000 < 0.05$. This means that the more brand image that is owned at Red Lotus Villa & Property Management increases, the more purchase intention in Red Lotus Villa & Property Management will increase. Based on this, the hypothesis that the influence of brand image has a positive and significant effect on purchase intention in Red Lotus Villa & Property Management is accepted. The findings in this study are supported by previous findings as the stronger the brand image, the more influential the brand is in the minds of consumers in buying a product (Luo, 2023). Therefore, if the brand image increases, consumer purchase intention will also increase (Savitri et al., 2021). The implementation of marketing activities makes consumers gain awareness about the brand and creates a positive image that affects purchase intention (Tariq et al., 2017). Brand image builds brands because it is a source of creating brand credibility and reputation that influences consumer interest

The Influence of Social Media Marketing and Brand Awareness on Purchase Intention with Brand Image As A Mediating Variable On Red Lotus Villa & Property Management Bali

in buying the brand (Wijaya, 2013). Strong and positive brand trust is the source of creating a strong and positive brand image and brand equity, which in turn increases consumer purchase intention (Zou & Fu, 2011).

Influence of Social Media Marketing on Purchase Intention with Brand Image Mediation

Hypothesis testing on the effect of social media marketing on purchase intention with brand image mediation shows that social media marketing has a significant positive effect on purchase intention mediated by brand image at Red Lotus Villa & Property Management, with a coefficient of 0.090, with p values of $0.047 < 0.05$. Based on this, the hypothesis that the influence of social media marketing has a significant positive effect on purchase intention mediated by brand image at Red Lotus Villa & Property Management is accepted. Today, as consumers increase in exploring relevant information on social media before buying goods or services, the role of social media is becoming increasingly important in the branding and marketing sector. Social media marketing has a positive impact on perceived brand image and consumer purchase intention (Shin & Choi, 2021). Consumers will be better able to decide whether to make a purchase when they have obtained information about a product or brand in the digital communication era (Hameed et al., 2023). The influence of social media has a very favorable effect on brand image. This creates a certain desire to consume a certain product, and consumers choose to make such consumption on that brand (Luo, 2023). Consumers will have a certain preference for brand products that have a prominent brand image, and the emotions conveyed by the brand match the consumer's own emotions. When choosing to make a purchase, consumers will give priority to these considerations (Luo, 2023). This finding is supported by previous research which reveals that strong brands with effective social media marketing strategies will attract more consumers to spread positive messages and will certainly influence others to buy their products (Salhab et al., 2023). When consumers learn about a product through social media and feel optimistic about it in terms of perceived image, consumers are more likely to show strong purchase intention in the product (Ramadhani et al., 2022).

Influence of Brand Awareness on Purchase Intention with Brand Image Mediation

Hypothesis testing on the effect of brand awareness on purchase intention with brand image mediation shows that brand awareness has a significant positive effect on purchase intention mediated by brand image at Red Lotus Villa & Property Management, with a coefficient of 0.194, with p values of $0.000 < 0.05$. Based on this, the hypothesis that the effect of brand awareness has a significant positive effect on purchase intention mediated by brand image at Red Lotus Villa & Property

Management. When consumers feel aware and optimistic about the image they feel, the interest in buying the product becomes stronger, and they feel ready to pay the requested amount (Ramadhani et al., 2022). Good brand association will result in good brand awareness and brand image, and increase consumer purchase intention (Luo, 2023). Brand awareness helps in creating cognitive thoughts about the brand and has an indirect impact on customer purchase intentions in the presence of brand image (Tariq et al., 2017). Brand awareness is the buyer's ability to recognize and influence consumer purchase intention (Ellitan, 2022). The results of this study are supported by previous studies which found that brand awareness and customer purchase intention have a directional positive influence as there is a brand image as a mediator (Saad et al., 2012).

CONCLUSION

Based on the data analysis conducted in this study, the following conclusions can be drawn: (1) social media marketing significantly and positively influences purchase intention at Red Lotus Villa & Property Management. Better implementation of social media marketing by Red Lotus Villa & Property Management correlates with higher consumer purchase interest, (2) brand awareness significantly and positively affects purchase intention at Red Lotus Villa & Property Management. This means that improved brand awareness results in increased purchase intention at Red Lotus Villa & Property Management, (3) social media marketing significantly and positively affects brand image at Red Lotus Villa & Property Management. This indicates alignment between social media marketing efforts and brand image at Red Lotus Villa & Property Management. Therefore, better social media marketing enhances the brand image at Red Lotus Villa & Property Management, (4) Brand awareness significantly and positively influences brand image at Red Lotus Villa & Property Management. This highlights the crucial role of brand awareness in enhancing brand image. Higher brand awareness improves the perception of Red Lotus Villa & Property Management's brand among consumers, (5) brand image significantly and positively impacts purchase intention at Red Lotus Villa & Property Management. A positive brand image increases consumer purchase interest at Red Lotus Villa & Property Management, (6) brand image mediates the positive and significant influence of social media marketing on purchase intention at Red Lotus Villa & Property Management. This suggests that effective social media marketing enhances the brand image of Red Lotus Villa & Property Management, consequently boosting consumer purchase intention, (7) brand image mediates the positive and significant influence of brand awareness on purchase intention at Red Lotus Villa & Property Management. Improved brand awareness enhances the brand image at Red Lotus Villa & Property Management, leading to increased consumer purchase intention.

The Influence of Social Media Marketing and Brand Awareness on Purchase Intention with Brand Image As A Mediating Variable On Red Lotus Villa & Property Management Bali

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