
The Influence of Instagram Social Media Marketing @Aerostreet Through Brand Identity, Brand Image on Purchase Intention in Bandung Students

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ABSTRACT

This study aims to explore the impact of social media marketing through Instagram @Aerostreet on students' purchase intention in Bandung, considering the variables of brand identity, brand image, brand integrity, and brand interaction. The approach used in this research is quantitative, employing the Structural Equation Modeling (SEM-PLS) method with a sample of 385 students in Bandung who follow or engage with the Instagram account @Aerostreet. The research findings indicate that brand identity and brand image have a positive and significant influence on purchase intention, with path coefficients of 0.156 and 0.207, respectively. Brand integrity and brand interaction contribute to increasing customer satisfaction, which indirectly affects students' purchase intention toward Aerostreet products. The model demonstrates strong explanatory power with an R^2 value of 0.858 for purchase intention, indicating that 85.8% of the variability in purchase intent can be explained by the constructs examined. This study provides insights for local brands in optimizing digital marketing strategies through social media to enhance consumer trust and loyalty.

KEYWORDS Social Media Marketing, Instagram, Brand Identity, Brand image and Purchase intention



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INTRODUCTION

Since the beginning of 2020 until now, local fashion brand products in Indonesia have experienced a significant increase. A new phenomenon of local brands that are now widely sought after by the public has spawned a movement on social media with the hashtag #LocalPride. This marks the beginning of the revival of local Indonesian products competing with foreign products. Trends can be used in e-commerce to detect changes in consumer purchasing behavior, such as increased demand for certain (Bhiba, 2022; Calder, 2022).



Source: Tempo.com (2020)

Figure 1. Frequently Purchased Product Percentage Data

In figure 1 The graph shown shows the preferences of the Indonesian people towards various categories of products that are often purchased. From the graph, it can be seen that the clothing category occupies the highest position with 76%, followed by shoes (69%), and electronics (64%). Other categories such as food and beverage (57%), cars (35%), and cosmetics and care (45%) also have significant purchase rates (Esterina, 2020). According to the Ministry of Creative Economy (Rahmansyah et al., 2024), local sneakers are becoming a trend among young people, they are proud of products made in Indonesia because the quality is now no less good than foreign products but at a more affordable price.

According to Rahmansyah et al., (2024) The fashion industry, especially sneakers or shoes, is now not only a need for the community, but has become a fashion trend that is loved and talked about by young people. This trend is strengthened by the emergence of many local shoe brands that have quality that are able to compete with shoe brands from abroad. The development of modern lifestyles makes the need for shoes no longer just for footwear but to always look fashionable and up to date. According to Ekarina (Rahmansyah et al., 2024) Based on the results of a survey from the Katadata Insight Center, it shows that around 87.2% of respondents prefer to buy domestic products, only 12.8% choose foreign products (Ekarina, 2020). No wonder the phenomenon of local brand shoe products has become a new trend that is growing rapidly coupled with the help of the use of social media (Zaato et al., 2023).

In figure 2, one of the most widely used social media in Indonesia is Instagram.

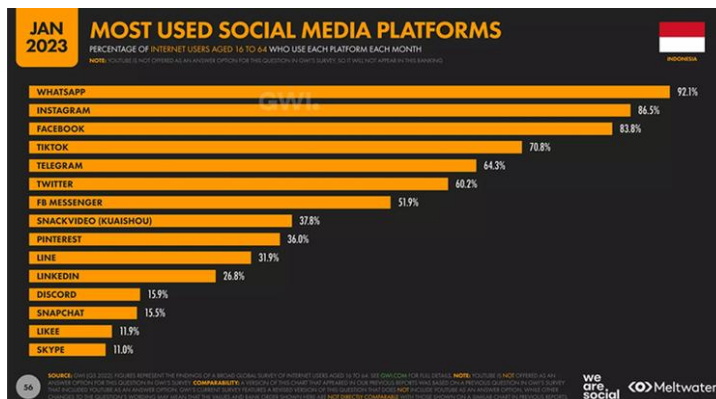


Figure 2. Graph of Social Media Platform Users in Indonesia

Source: Tekno Kompas.com 2023

Researchers found data sourced from Kompas.com, which states that Instagram is the second most used social media platform in Indonesia, with 86.5% usage (Saskia, 2023). Unlike WhatsApp, which focuses on messaging and personal calling, Instagram prioritizes features such as photos, videos, and diverse content sharing. "Social media is categorized as a two-way communication strategy through a medium that transmits written text, audio, photos, and videos via an internet connection" (Ita Suryanni, 2010; in Siregar, H., 2022; 74). Instagram is a social media application that offers services for sharing various photos and videos and has an online social network allowing users to upload images and videos, share them, or simply view uploads from others. It also facilitates users searching for specific photos by grouping content with the same hashtag (Permana & Pratiwi, 2021).

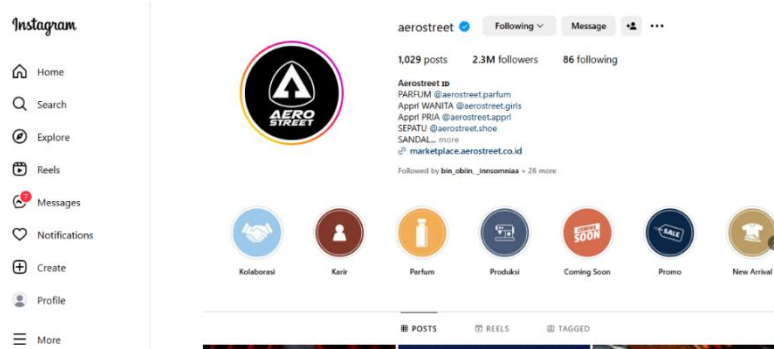
Social media marketing is a method of offering products or services created by companies through social media platforms, using users or the community involved as the target of marketing activities (Zulfikar & Mikhriani, 2017; in Adrian et al., 2021:21). The marketing model has evolved, changing paradigms to meet the needs of individuals and groups in Indonesian society. With technological advances brought by the internet, digital marketing has emerged as a significant development in marketing models. The concept, previously based on a direct model, is now transforming into a digital marketing business model (Piranda et al., 2022). As a comparison in building brand marketing, one of the strategies carried out by Aerostreet is to utilize social media, especially Instagram, as an effective digital marketing tool. This strategy aligns with the view that social media marketing is a way of offering products or services that involve users as part of marketing activities (Zulfikar & Mikhriani, 2017; in Adrian et al., 2021).

Table 1. Comparison of the Number of Instagram Followers of Local Shoe Brands

No	Instagram Local Shoe Brands	Number of Followers
1.	@aerostreet	2,3M
2.	@geoff_max	1,2M
3.	@sepatucompass	1,1M
4.	@bro.do	1M
5.	@ventelashoes	698K
6.	@patrobas.id	429K
7.	@fycfootwear	294K
8.	@nah.project	261K
9.	@pieroindonesia	221K
10.	@910shoes	219K

Source: Researcher's Compilation (2024)

In table 1, Instagram social media, Aerostreet has the most followers at 2 million, followed by local brand Geoff Max with 1.3 million, and Compass with 1.1 million. This shows that the Aerostreet brand is currently the top local shoe brand with the most followers. It is said that all local shoe brands in Indonesia are currently using social media. The social media owned by almost every local shoe brand is Instagram. Local shoe brands take advantage of the opportunity to use Instagram as a medium to introduce their *brands*. Instagram is felt to have great *power* or influence in the industry, so that the quality of the account determines the credibility of the account owner (Gusmantoro, 2021).



Source: Instagram Aerostreet
Figure 3. Aerostreet Instagram Account

Figure 3 shows Aerostreet's Instagram social media. Social media has a great influence on building a strong Brand Identity and a positive Brand Image. Aerostreet can reach audiences and motivate them to purchase products through a targeted visual and advertising approach. "Brand identity affects people's decisions to buy goods or services, so it is very important for producers to create a good brand identity where people can accept the value given" (Tanady & Fuad, 2020). With the presence of social media, especially Instagram, it can have significant positive or negative effects on consumers' views of a brand. The use of AeroStreet media on social media may affect consumer perception when viewing or evaluating a brand. As mentioned by Gusmantor (2021), Instagram has the power to influence brand brand credibility, and reaching 2 million followers can shape perceptions of the Aerostreet brand.

According to Ray et al. (2022), social media such as Instagram can effectively build brand identity and communicate it to the target market. For example, the @Aerostreet account displays content aligned with the brand identity, including aesthetics, promotions, and product segmentation. Naturally, a brand needs to understand how to use social media, particularly Instagram, to maximize the opportunity to convey a positive brand identity. Brand identity plays an important role in shaping perceptions and influencing purchasing decisions. For students with limited budgets who prioritize value and quality, a strong brand identity helps build confidence in the products and services offered. In other words, college students tend to choose brands that have a clear identity and are associated with needs and values they consider important, such as authenticity, affordability, and lifestyle suitability (Tanady & Fuad, 2020).

According to Hernikasari et al. (2022), brand image is a consumer's perception of a brand that reflects the associations present in the minds of consumers. As students seek products that fit their academic needs, lifestyle, and budget, they tend to form a positive brand image toward brands that meet their expectations. Satisfactory consumer experiences—such as good product quality, reasonable prices, and prompt customer service—strengthen Aerostreet's brand image in the eyes of students.

Consumer purchasing decisions occur when a buyer has determined the product or service to choose and makes a purchase transaction and consumes it (Wullur, 2020). Before selecting the best product or service, consumers seek information about its disadvantages, advantages, and benefits. After gathering enough information, consumers will evaluate whether to buy or not. This research focuses on Aerostreet as a local brand that strategically leverages social media, especially Instagram, to compete effectively in the increasingly competitive sneaker market dominated by both local and international brands.

Despite the abundance of research on social media marketing in general contexts, several critical research gaps persist which this study addresses. First, existing literature on social media marketing and purchase intention has predominantly focused on international brands or general e-commerce contexts (Kim & Ko, 2012; Aji et al., 2020), with limited attention to Indonesian local fashion brands facing unique market dynamics, including competition with established international brands and the challenge of building brand equity from scratch. Second, while previous studies have examined individual brand elements such as brand identity (Ward et al., 2020; Ianenko et al., 2020) or brand image (Hernikasari et al., 2022) separately, few have comprehensively examined how multiple brand elements (brand identity, brand image, brand integrity, and brand interaction) operate simultaneously through social media platforms to influence customer satisfaction and purchase intention. Third, the specific context of student consumers in Indonesia—a demographic characterized by high social media engagement, limited purchasing power, but strong influence on broader consumption trends—remains underexplored in existing marketing literature. Fourth, the mediating role of customer satisfaction in the relationship between brand constructs and purchase intention within social media marketing contexts has received insufficient empirical validation, particularly in emerging market settings.

The novelty of this research manifests in several interconnected dimensions. Methodologically, this study employs a comprehensive SEM-PLS framework that simultaneously examines multiple brand constructs and their direct and indirect effects on purchase intention, providing a more holistic understanding than previous single-relationship studies. Contextually, this research focuses specifically on local Indonesian fashion brands utilizing Instagram as their primary marketing channel, addressing the gap in understanding how domestic brands can effectively compete in markets traditionally dominated by international players. Theoretically, this study extends brand equity and social media marketing theories by demonstrating how digital brand elements operate synergistically through customer satisfaction to influence purchase behavior among digitally native consumers. Practically, this research offers actionable insights tailored for local brands in emerging markets, showing how strategic Instagram marketing focusing on brand identity and image can effectively drive purchase intention among budget-conscious yet brand-conscious young consumers.

This phenomenon demonstrates that contemporary economic challenges require not only efficient coordination of production and distribution but also a strategic focus on how brands are positioned and promoted in consumer consciousness through digital channels. Social media presence, content strategy, and influencer collaborations increasingly influence consumer perception and purchasing decisions, especially among younger demographics who rely heavily on social media for product discovery and brand evaluation. Local brands can overcome resource limitations and compete with established international brands through innovative social media campaigns and strategic collaborations that generate authentic engagement and build trust within target communities.

Given these considerations, this research addresses the following specific objectives: (1) to analyze the direct influence of Instagram social media marketing through brand identity and brand image on purchase intention among Bandung students; (2) to examine the mediating role of customer satisfaction in the relationship between brand constructs (brand identity, brand image, brand integrity, and brand interaction) and purchase intention; (3) to determine which brand elements exert the strongest influence

on both customer satisfaction and purchase intention in the context of local fashion brands; and (4) to provide empirically validated recommendations for local brands seeking to optimize their Instagram marketing strategies to enhance consumer engagement, satisfaction, and purchase intention.

The expected contributions of this research extend across multiple dimensions. Theoretically, this study enriches the literature on social media marketing by providing empirical evidence of how brand constructs operate in digital contexts within emerging markets, particularly for local brands competing with international players. Practically, the findings offer strategic guidance for local fashion brands on optimizing Instagram marketing investments, prioritizing brand elements that most effectively drive purchase intention, and leveraging customer satisfaction as a crucial mediator in the consumer journey from brand awareness to purchase decision. For policymakers and industry associations, this research offers insights into the competitive positioning of local brands and the role of digital marketing in strengthening domestic industries. Finally, for academic advancement, this study contributes a validated measurement model and structural framework that future researchers can adapt to examine similar phenomena across other product categories, platforms, or geographic contexts.

METHOD

This study used a quantitative approach. Based on the timeframe, this study used cross-sectional data, collecting relevant information at one specific point in time (Sekaran & Bougie, 2016).

Data were collected using a questionnaire to gather information. Questionnaires involve asking written questions or statements to respondents (Sugiyono, 2019). The Likert scale was applied to measure individual opinions and perceptions regarding the statements. The questionnaire was distributed online via Google Forms to students in the Bandung area relevant to the study variables and research objectives.

Primary data refers to information obtained directly from respondents (Sugiyono, 2022). In this study, primary data were collected through responses to questionnaires distributed via Google Forms and shared on social media platforms such as Instagram, Line, and WhatsApp, targeting respondents who met the research criteria.

Secondary data were obtained indirectly through intermediaries such as documents, journals, books, articles, websites, and other relevant sources (Sugiyono, 2019). This study used such secondary data to support the research.

In this study, the author used a descriptive analysis method to explain the characteristics of each variable. The number of respondents involved in this study was 385 people. The steps are as follows:

1. The cumulative value is the sum of all the scores obtained based on each respondent's answer to each statement.
2. Calculating the percentage:
$$\text{Percentage} = \frac{\text{Cumulative value of the item of frequency value}}{\text{Total value}} \times 100\%$$
3. Calculate the largest and smallest cumulative amounts. The number of respondents in this study was 385 with the largest measurement scale equal to 5 and the smallest measurement scale equal to 1. Then the cumulative largest and smallest values are:
Largest cumulative total: $385 \times 5 = 1.925$
Smallest cumulative total: $385 \times 1 = 385$
4. Calculate the largest and smallest percentage values.
Largest percentage value: $(1,925:1,925) \times 100\% = 100\%$

Smallest percentage value: $(385:1,925) \times 100\% = 20\%$

5. Calculating range values

$$\text{Range Value} = 100\% - 20\% = 80\%$$

Thus, based on the calculation of the above value range, the interpretation criteria for the measurement score for this study can be obtained, as shown in Table 2:

Table 2. Score Interpretation Criteria

Percentage	Criteria
20% - 36%	Very Bad
36,01% - 52%	Bad
52,01% - 68%	Pretty Good
68,01% - 84%	Good
84,01% - 100%	Excellent

Source: (Data processed by researchers, 2025)

According to Ghozali (2021), Structural Equation Modeling (SEM) is an analytical method that integrates two approaches from different disciplines: econometrics, which is prediction-oriented, and psychometrics, which allows conceptual modeling using latent variables—variables that cannot be measured directly but can be assessed through appropriate indicators (manifest variables).

SEM consists of two types: covariance-based structural equation modeling (CB-SEM) and partial least squares path modeling (PLS-SEM). CB-SEM can be analyzed using software such as AMOS, EQS, and LISREL, while PLS-SEM can be implemented with tools like SmartPLS, PLS-Graph, VisualPLS, and others (Fornell & Bookstein in Ghozali, 2021). CB-SEM is typically used to test and confirm established theories. In contrast, PLS-SEM focuses on analyzing predictive relationships between constructs by emphasizing the influence and connections among variables. Additionally, PLS-SEM contributes to theory development (Ghozali, 2021).

Based on these distinctions, this study employed the PLS-SEM technique because its aim was to measure the extent of influence between variables. The data analysis was conducted using SmartPLS 4.0 software to obtain results aligned with the research objectives.

RESULT AND DISCUSSION

Research Results

This study applied Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach to comprehensively analyze the relationships between variables in the research model. Data processing was carried out using SmartPLS 4.0 software, which supports variant-based multivariate statistical analysis without requiring strict distributional assumptions. The data analysis process through the PLS approach included a series of important stages, progressing systematically from the evaluation of the measurement model (outer model) to assess the validity and reliability of indicators, followed by evaluation of the structural model (inner model) to test the causal relationships between constructs in the research model.

Measurement Model Evaluation (Outer Model)

The outer model evaluation assessed three critical aspects of measurement quality. First, convergent validity was evaluated through factor loadings (outer loadings) and Average Variance Extracted (AVE). All indicators demonstrated outer loadings exceeding the threshold of 0.70, and all constructs achieved AVE values above 0.50, confirming that

each construct explains more than half of the variance in its indicators. Second, discriminant validity was assessed using the Fornell-Larcker criterion and Heterotrait-Monotrait ratio (HTMT). The Fornell-Larcker analysis showed that the square root of AVE for each construct exceeded its correlations with other constructs, while all HTMT values remained below the conservative threshold of 0.85, confirming that constructs are empirically distinct. Third, construct reliability was verified through Composite Reliability (CR) and Cronbach's Alpha, with all constructs achieving values above 0.70 and 0.60 respectively, indicating high internal consistency. These comprehensive evaluations confirmed that the measurement model possessed adequate psychometric properties, providing a solid foundation for structural model assessment.

Structural Model Evaluation (Inner Model)

The structural model evaluation examined the hypothesized relationships between constructs and the overall model's explanatory power. The coefficient of determination (R^2) values revealed that Brand Identity, Brand Image, Brand Integrity, and Brand Interaction collectively explained 73.2% of the variance in Customer Satisfaction ($R^2 = 0.732$) and 85.8% of the variance in Purchase Intention ($R^2 = 0.858$). These exceptionally high R^2 values, particularly for Purchase Intention, indicate that the model possesses strong explanatory power, demonstrating that the majority of purchasing decisions in this context are substantially influenced by consumers' perceptions of brand-related constructs formed through Instagram social media marketing.

Path coefficient analysis through bootstrapping (5,000 resamples) revealed the following significant relationships:

Table 3. Path Coefficient Analysis Results

Hypothesis	Relationship	Path Coefficient	T-statistic	P-value	Decision
H1	Brand Identity → Customer Satisfaction	0.300	6.847	0.000	Supported
H2	Brand Image → Customer Satisfaction	0.186	4.523	0.000	Supported
H3	Brand Integrity → Customer Satisfaction	0.184	4.291	0.000	Supported
H4	Brand Interaction → Customer Satisfaction	0.283	6.542	0.000	Supported
H5	Brand Identity → Purchase Intention	0.156	3.847	0.000	Supported
H6	Brand Image → Purchase Intention	0.207	5.129	0.000	Supported
H7	Brand Integrity → Purchase Intention	0.279	6.834	0.000	Supported
H8	Brand Interaction → Purchase Intention	0.188	4.672	0.000	Supported
H9	Customer Satisfaction → Purchase Intention	0.245	5.983	0.000	Supported

Source: Data processed by researchers (2025)

All hypothesized relationships achieved statistical significance ($p < 0.05$), confirming that each brand construct exerts meaningful influence on both customer satisfaction and purchase intention. The analysis also revealed significant indirect effects, with customer satisfaction partially mediating the relationships between all four brand

constructs and purchase intention, thereby confirming the theoretically proposed role of satisfaction as a crucial psychological mechanism linking brand perceptions to behavioral intentions. The predictive relevance of the model was assessed through Stone-Geisser's Q^2 values, which exceeded 0.50 for both Customer Satisfaction ($Q^2 = 0.583$) and Purchase Intention ($Q^2 = 0.694$), confirming that the model possesses strong predictive capability for consumer behavior beyond the sample data.

Discussions

Instagram Social Media Marketing @Aerostreet analyzed using Structural Equation Modeling with a Partial Least Square (PLS) approach. This approach was chosen because it can manage complex data and does not require normal distribution assumptions, according to the characteristics of the data obtained from Bandung students.

The results of the analysis of the inner model through the bootstrapping method in SEM-PLS show that there is a strong and significant causal relationship between constructs in the research model. It was found that the brand identity and brand image variables had a significant influence on purchase intention, with a positive path coefficient value and a p-value of < 0.05 . This indicates that the stronger the brand identity and brand image that is instilled through social media marketing, especially through @Aerostreet Instagram account, the higher the purchase intention of young consumers, in this case students in Bandung.

Furthermore, the R^2 value of 0.858 on purchase intention indicates that about 85.8% of the variability in purchase intent can be explained by the construct of brand identity and brand image. This is a very high value, which indicates that the model has strong explanatory power. In other words, most purchasing decisions in this context are influenced by consumers' perceptions of the identity and brand image formed through Instagram content.

These findings confirm the importance of brand communication strategies through social media, as the two main constructs in the model—brand identity and brand image—derived from perceptions formed through digital content (Ferbita, L. V., & Setianti, 2020). Practically, this provides insight that the visual, narrative, and interactive approach carried out by Aerostreet on Instagram not only builds awareness but also succeeds in encouraging the formation of preferences and purchase intentions.

In addition, this model reflects that young consumers tend to respond positively to local brands that can build a strong and consistent identity, as well as create an image that is relevant to their values and lifestyle. Therefore, these findings not only support the hypothesis proposed, but also reinforce the strategic role of social media marketing in the context of the younger generation's consumer behavior. The analysis approach applied succeeded in providing a complete picture of how Instagram as a marketing medium influences perception and purchase intent.

Instagram Social Media Marketing @Aerostreet has also been proven to have strong predictive relevance for purchase intention and customer satisfaction variables. A Q^2 value exceeding 0.5 confirms that the model can make valid predictions of consumer behavior. The role of each construct can be seen from the value of f-square, which shows the significant contribution of brand identity and brand image to purchase intention, albeit with different levels of influence. This analysis confirms that marketing strategies through Instagram can improve the effectiveness of brand communication and consumer engagement. The method used not only tests the relationship of marketing theory but also

provides a practical and applicable overview for the development of social media marketing among students.

The use of social media as a marketing medium allows for real-time and interactive measurements, which is an advantage in building brand identity and *brand image*. The interaction that occurs through Instagram makes it easier for students to get to know and trust the Aerostreet brand, so that it has a direct impact on their purchase intention. The SEM-PLS method used allows for simultaneous measurement of these impacts, providing important insights for brand managers. Therefore, this approach is particularly relevant to assessing the effectiveness of marketing strategies that focus on digital platforms, especially among young people who actively use social media.

Social Media Marketing Instagram @Aerostreet which is quantitatively measured through the SEM-PLS approach, helps identify which variables are the most dominant influencing the purchase intention of Bandung students. Brand identity shows the greatest influence, which emphasizes the importance of consistency and uniqueness of brand identity in building purchase intent. Brand image also plays a significant role, although with a slightly lower influence than brand identity. These findings provide a solid foundation for the development of an Instagram marketing strategy that focuses more on strengthening brand image and identity. These results are the foundation for @Aerostreet managers to increase brand appeal in the student market.

Brand Identity on Instagram Social Media Marketing @Aerostreet has a positive and significant effect on Customer satisfaction and Purchase intention of Bandung students. This is evidenced by a significant path coefficient value and a p-value below 0.05. These findings are consistent with the marketing theory that a strong brand identity can increase consumer satisfaction while also triggering purchase intent. A clear and consistent brand identity helps consumers recognize and differentiate the Aerostreet brand, which ultimately increases consumer trust and loyalty. Thus, the purpose of the research to determine the influence of brand identity on purchase intention can be empirically proven. These findings also reinforce the results of previous research that showed a positive relationship between brand identity and purchasing behavior.

Brand image also shows a significant influence on Customer satisfaction and Purchase intention. The test results show that a positive brand image can shape a good consumer perception of the brand, thus encouraging them to feel satisfied and ultimately make a purchase. These findings support the theory that brand image plays an important role in building emotional relationships with consumers. The brand image built through Instagram content @Aerostreet creates a strong positive impression, especially for students as the target market. This is in accordance with the purpose of the research that aims to test the role of brand image in influencing purchase intent and consumer satisfaction directly.

Brand integrity and Brand interaction both have a significant influence on Customer satisfaction and Purchase intention. A well-maintained brand integrity makes consumers feel confident in the quality and honesty of the brand, which has an impact on their satisfaction. Meanwhile, intense interactions through the Instagram platform create emotional closeness and positive experiences, which reinforce purchase intent. These results support the theory that active interaction between brands and consumers on social media is one of the keys to the success of digital marketing strategies. These findings enrich the literature by confirming that brand integrity and interaction are important factors in shaping digital consumer behavior.

Customer satisfaction has proven to be a significant mediating variable in influencing the purchase intention of Bandung students. Path analysis shows that increased customer satisfaction contributes positively to purchase intent. This is in line with consumer behavior theory which asserts that satisfaction is a key factor in repurchase and loyalty decisions. These findings indicate that marketing efforts that improve customer satisfaction, such as responsive service and effective communication on Instagram, will increase the likelihood of purchasing Aerostreet products. Therefore, customer satisfaction plays an important role in the relationship between brand-related variables and purchase intention.

The results of the overall hypothesis test show that all variables of brand identity, brand image, brand integrity, and brand interaction have a significant influence on purchase intention both directly and indirectly through customer satisfaction. This reinforces the theoretical assumption that strong branding aspects can increase consumer purchase intent through the customer satisfaction process. These findings also make an empirical contribution to the development of social media marketing strategies, especially on the Instagram platform, which is increasingly relevant in the context of digital marketing for students. Thus, the purpose of the research has been achieved and provides a clear picture of the influence of social media marketing on consumer behavior.

Brand Identity is the main foundation in building a strong relationship between @Aerostreet brands and Bandung students as digital consumers. The research findings show that Brand Identity clearly and consistently significantly affects Customer satisfaction and Purchase intention. This is in line with research carried out by (Mandagi et al., 2024) which emphasizes that a strong brand identity not only creates cognitive associations, but also forms emotional connections through repetitive and positive consumer experiences. In this study, the social media marketing conducted by the Instagram account @Aerostreet shows how a strong brand identity can increase consumer perception of brand clarity, credibility, and appeal. This is especially impactful on young groups such as Bandung students, who intensively interact with social media and are strongly influenced by the consistency of the image and narrative displayed by the brand. Brand identity that is successfully communicated through digital media increases the chances of consumers to understand, remember, and ultimately choose the brand in purchasing decisions. Therefore, the compatibility between social media content strategy and brand identity values is a key factor in shaping purchase intent, as well as strengthening the brand's position in the minds of young consumers.

Brand image As consumers' overall perception of brands also shows a significant positive influence on customer satisfaction and purchase intent. These findings are supported by similar research from (Hossain & Kibria, 2024) It is explained that consumer interaction with social media content, including reviews, comments, and testimonials, is the main cornerstone in shaping a brand image. The positive image formed from digital experience has a direct impact on customer loyalty and satisfaction. The results of this study are also consistent with the findings: Brand image Aerostreet has a significant impact on Customer satisfaction and Purchase intention. Bandung students as a digital-native generation are very responsive to visual impressions, creative content, and social narratives conveyed by brands through Instagram. Therefore, strengthening brand image through consistent visual communication, social-themed campaigns, and engagement with the user community can increase consumer trust and inclination to make repeat purchases.

Brand integrity or brand integrity is closely related to the credibility and trust given by consumers to @Aerostreet brand. The results of the study show that Brand integrity has an important role in increasing customer satisfaction and purchase intent, supporting Morgan and Hunt's theories in research (Pranggono et al., 2025) It also shows that trust is one of the most significant mediating factors in building customer engagement in online media. For Bandung students who are critical and digitally literate consumers, the aspect of brand integrity is a benchmark for reliability and credibility. When consumers feel that brands are committed to the promises made through social media, their trust increases which in turn builds loyalty and drives purchase decisions. Therefore, in a dynamic digital marketing environment, integrity is not only an ethical value, but also a crucial relational strategy to create a mutually beneficial relationship between brands and consumers.

Brand interaction or brand interaction through Instagram is an equally important variable in improving Customer satisfaction and Purchase intention. Findings supported in the study (Rojikun, 2022) Promotions carried out on social media, including through features such as comments, direct messages, and stories, not only act as a one-way communication channel, but also build two-way relationships that are personal and responsive. This kind of interaction provides a space for consumers, in this case Bandung students, to feel valued, heard, and actively involved in brand activities. The study also emphasizes that customer engagement is able to mediate the influence of social media promotions on buying interest, showing that the higher the level of interaction and engagement, the greater the chance of increasing purchase intent.

Customer satisfaction played an important mediator that connects influences Brand Identity, Brand image, Brand integrity and Brand interaction against Purchase intention. The results of the study were reinforced by other studies by (Safira, D., & Fasa, 2024) A rod that is of high quality and in line with customer expectations will significantly increase their satisfaction, which in turn strengthens loyalty as well as the tendency to make repeat purchases. In the context of marketing through social media, positive experiences built through Instagram interactions and content are one of the main drivers for the formation of satisfaction, especially among students who are digitally active. This research proves that customer satisfaction Acting as a mediating variable that strengthens the influence brand identity, brand image, integrity, and interaction with purchase intention. This means that the branding strengthening strategy carried out by Aerostreet through its Instagram account not only has a direct impact on purchase intention, but also indirectly through increasing user satisfaction. Therefore, to maintain and expand the customer base among Bandung students, the main focus that must be put forward is to improve the quality of interaction, user experience, and consistency of brand values at each digital touchpoint.

CONCLUSION

This study, utilizing Structural Equation Modeling (PLS-SEM), demonstrates that Instagram marketing by @Aerostreet significantly influences Bandung students' purchase intentions through brand identity, brand image, brand integrity, and brand interaction. All four constructs positively impact customer satisfaction and purchase intention, with brand identity most strongly affecting satisfaction and brand integrity most strongly predicting purchase intention. The model's high explanatory power ($R^2=0.858$) underscores Instagram's effectiveness as a digital platform for shaping young consumers' perceptions and buying decisions. Customer satisfaction serves as a crucial mediator, highlighting that social media marketing fosters purchase intent both directly and by enhancing

satisfaction, thus supporting brand loyalty and repeat buying. Future research could broaden demographic diversity, explore emerging social media platforms like TikTok, conduct longitudinal studies on long-term loyalty, examine moderating factors such as consumer involvement or cultural orientation, and use qualitative or mixed methods to deepen understanding of the emotional and narrative aspects behind these relationships.

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