

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS WITH THE ROLE OF BRAND IMAGE MEDIATION IN THE INTERNET SERVICE INDUSTRY REMAINS FIRST MEDIA

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Abstract. The development of digital technology has driven changes in consumer behavior in accessing internet services and making purchase decisions. In the fixed internet service industry in Indonesia, there are indications of a mismatch between brand image and consumer purchase decisions, especially in First Media. This study aims to analyze the influence of Social Media Marketing on Purchase Decisions with Brand Image as a mediating variable. This study used a quantitative approach with 125 respondents selected through purposive sampling techniques and analyzed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM). The results of the study show that Social Media Marketing has a significant effect on Brand Image (T-Statistic = 8,936; P-Value = 0.000) and Purchase Decision (T-Statistic = 2.283; P-Value = 0.022). Brand Image also has a significant effect on Purchase Decisions (T-Statistic = 5.275; P-Value = 0.000). In addition, Brand Image has been shown to mediate the influence of Social Media Marketing on Purchase Decisions (T-Statistic = 4,203; P-Value = 0.000), which indicates the presence of partial mediation. These findings indicate that effective social media marketing not only directly affects purchasing decisions, but also indirectly through strengthening brand image..

Keywords: Social Media Marketing, Brand Image, Purchase Decision, Mediation Effect, PLS-SEM, Broadband Internet Service

I. INTRODUCTION

The Industrial Revolution 4.0 encourages the development of research and technological innovation globally [1]. The Internet has a very important role in various aspects of technology, including individual, business, and government activities, and has become a major necessity due to its ability to connect various devices such as smartphones, smart televisions, computers, and laptops to support various business activities and activities [2]. Based on these conditions, the increase in internet use reflects high exposure to information and public acceptance of technological growth and transformation in the information community. This research focuses on fixed broadband internet services in Indonesia [2].

In the digital age, social media plays an important role in shaping purchasing decisions, as consumers often rely on reviews and recommendations from influencers before making a purchase [3]. The use of social media has become a part of fulfilling emotional and information needs, thus playing an important role in business marketing strategies to increase engagement that influences customer purchase decisions [4]. Several elements in marketing through social media contribute to shaping consumer beliefs and attitudes, these elements include accessibility, level of accuracy of

information, authority of the source, audience reach, contemporaneity of content, appeal, and reliability. Together, these factors influence consumer purchasing decisions [5]. Having a strong brand image and recognition is a crucial factor for the company's success in today's dynamic and competitive market [6]. If a brand has a bad image, it will indirectly affect consumers and it is likely that consumers will not be interested in making a purchase [7]. Before making a purchase decision, consumers tend to use social media to obtain information by accessing company accounts to understand various aspects such as products, contacts, prices, and locations, as well as making comparisons between brands, where various corporate platforms such as websites, e-commerce, applications, and other digital channels are integrated with social media. [1] Social media platforms allow companies to build brand image as well as exchange information online, which can be easily disseminated to a large group of consumers [8].

Based on the Top Brand Index (TBI) data for 2021–2026 and the 2022–2025 data on the use of fixed internet providers released by the Indonesian Internet Service Providers Association, there are indications of inconsistencies between the strength of brand image and consumer purchase decisions in the fixed internet service industry in Indonesia. TBI data

shows that there are fluctuations in brand position from year to year which reflects the instability of brand image, especially in providers other than IndiHome. This phenomenon can be seen in First Media which based on APJII data tends to have a higher usage rate than Biznet in some periods, but the TBI data does not show a consistent position and fluctuates. This condition indicates a mismatch between consumer purchasing decisions and the strength of brand image, thus indicating an empirical gap between brand image and purchase decision, as well as the need for further study of the role of social media marketing and brand image in influencing consumer purchasing decisions.

Although social media marketing is often associated with increased purchasing decisions, some studies show that the influence does not always occur directly, but rather through intermediary variables such as brand image. [3] show that social media marketing plays a role in shaping consumers' relationships with brands and influencing purchasing decisions. [7] also found that social media marketing has a significant effect on brand image and purchasing decisions through mediation. However, the research of [22] shows that social media marketing has no significant effect on purchasing decisions, whereas [8] found that the influence of social media marketing on purchasing decisions is entirely mediated by brand image.

The discrepancies in the findings suggest inconsistencies in the relationship between social media marketing, brand image, and purchasing decisions. On the other hand, [4], [9] prove that social media marketing can influence purchasing decisions both directly and through brand image. Therefore, this study aims to analyze the influence of social media marketing on purchase decisions and test the role of brand image as a mediating variable in First Media's fixed internet service industry.

A. Purchase Decision

Consumer purchasing decisions are a form of consumer behavior, which is an action that is directly involved in obtaining and determining choices for products or services, including the decision-making process that precedes and follows these actions [23]. Consumer purchasing decisions are the process when consumers choose or purchase products, brands, or services based on certain criteria to meet their needs, which is a complex decision-making process and is influenced by various factors such as product performance and consumer preferences, particularly in new energy vehicles. Purchasing decisions are the process when consumers decide whether or not to buy a product or service after going through several stages, namely need recognition, information search, alternative evaluation, purchase, and post-purchase behavior. According to [23] indicators of purchasing decisions include consistency in choosing products, the tendency to recommend to others, and the intention to make a repeat purchase.

B. Brand Image

Brand image can be interpreted as a comprehensive perception of a brand formed from various associations embedded in the minds of consumers [1] According to [13] Brand image is the perception and beliefs possessed by

consumers, which is reflected in the associations stored in the customer's memory, as well as being the first thing that comes to consumers' minds when they hear a slogan. Brand image plays a role in helping consumers identify the manufacturer of a product and build confidence in its quality and durability, where the branding process aims to create differentiation between products so that it is easy to recognize and be distinguished by consumers [8] Operationally, brand image variables that represent consumer perceptions and beliefs, as reflected in associations stored in memory, can be measured through indicators of strength, uniqueness, and favorability [14].

C. Social Media Marketing

The concept of digital marketing can be interpreted as the application of modern digital technology that is integrated with traditional marketing strategies to achieve key marketing goals [15] Social media is a variety of internet-based applications that allow users to create and share content, opinions, and experiences with other users [8] Digital marketing utilizes various platforms to convey information, build engagement, encourage consumers, and influence purchasing decisions, while social media marketing as part of digital marketing uses online services for sales interactions by utilizing technology to achieve communication and marketing goals effectively [16] According to [17] social media marketing indicators consist of four main elements, namely entertainment, customisation, interaction, and trendiness.

D. Framework

Framework is a conceptual framework that is systematically compiled to integrate various factors, relationships, and processes in a study to provide a structured understanding of a phenomenon, especially in identifying and analyzing the relationships between variables in achieving research objectives [18]. Based on this description, the researcher developed a framework to describe the relationship between variables in this study as follows.

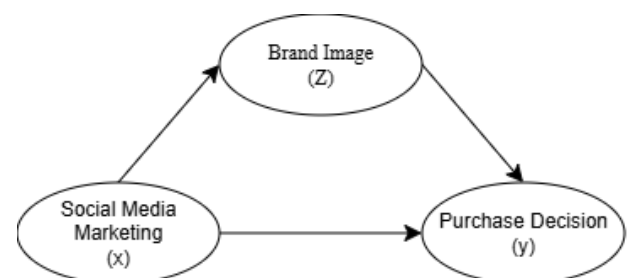


Fig. 1 Frame of Mind

Hipotesis Penelitian

- H1 : Social Media Marketing has a significant influence on Brand Image.
- H2 : Social Media Marketing has a significant influence on Purchase Decisions.
- H3 : Brand Image has a significant influence on Purchase Decisions.
- H4 : Brand Image mediates the influence of Social Media Marketing on Purchase Decisions.

II. RESEARCH METHOD

This study uses an associative approach, which is research that aims to determine the relationship between two or more variables [19]. Therefore, this study aims to analyze the relationship between social media marketing as an independent variable (X), brand image as a mediating variable (Z), and purchase decisions as a dependent variable (Y) on First Media's fixed internet services. The data used in this study is primary data obtained directly from the first source through the distribution of questionnaires to respondents, where primary data is data collected directly by the researcher to describe actual conditions and perceptions in accordance with the variables studied [19].

The population in this study is not known for sure, so the sampling technique used is non-probability sampling with the purposive sampling method. The sample in this study was determined based on certain criteria, namely respondents who were domiciled or active in the Jakarta area and had or were using First Media's fixed internet service. The determination of the number of samples was carried out using the approach of [20], namely by multiplying the number of indicators by 5 to 10, so that with the number of indicators as many as 25, a minimum sample number of 125 respondents was obtained.

The variables in this study consisted of social media marketing as an independent variable, brand image as a mediating variable, and purchase decisions as dependent variables. All variables were measured using a five-point Likert scale to determine the level of approval of respondents to each statement submitted. Data analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of SmartPLS 4.0 software. This method is used because it is able to analyze the relationship between variables simultaneously, both direct and indirect influences. Model evaluation is carried out through testing measurement models (outer models) to test validity and reliability, as well as structural models (inner models) to test relationships between variables. This study proposes several hypotheses to test the influence of social media marketing on brand image and purchase decisions, as well as the role of brand image as a mediating variable in the relationship.

III. RESULTS AND DISCUSSION

A. Validity Test

1. Convergent Validity

The convergent validity test was carried out by evaluating the value of outer loading (factor loading) on each construct indicator. A high outer loading value indicates that the indicators in a construct have a good ability to represent the latent variable being measured, thus reflecting the existence of similarity (convergent) in the measurement of the construct. In addition, the outer loading value also indicates the level of relationship between the indicator and the latent construct being measured. According to [21], the recommended outer loading value is ≥ 0.70 , which indicates that the indicator has adequate reliability in explaining its construct. However, in the early stages of model development, a loading value of

0.50 – 0.60 is still acceptable as long as the construct still meets the criteria for overall validity and reliability [21]. The results of the convergent validity testing in this study are presented in Table 1 below:

TABLE I
CONVERGENT VALIDITY TEST RESULTS

Indikator	Purchase Decision (Y)	Brand Image (Z)	Social Media Marketing (X)
PD1	0,872		
PD2	0,863		
PD3	0,892		
PD4	0,848		
PD5	0,868		
PD6	0,887		
PD7	0,869		
BI1		0,861	
BI2		0,882	
BI3		0,840	
BI4		0,840	
BI5		0,867	
BI6		0,859	
SMM1			0,829
SMM2			0,783
SMM3			0,800
SMM4			0,759
SMM5			0,799
SMM6			0,804
SMM7			0,758
SMM8			0,798
SMM9			0,780
SMM10			0,806
SMM11			0,829
SMM12			0,784

The results of the convergent validity test shown in the table above show that the load factor value of all indicators in each variable, namely Social Media Marketing (X), Brand Image (Z), and Purchase Decision (Y), has a value greater than 0.7. This shows that all indicators in each variable have met the criteria for convergent validity, so that they can be declared valid as a measuring tool for the latent constructs being studied.

2. Convergent Validity

The validity of the discriminators in this study was evaluated using the Fornell-Larcker criterion, which aims to ensure that each construct has adequate ability to distinguish itself from other constructs. According to [21], the Fornell-Larcker criterion requires that the Average Variance Extracted (AVE) square root value of a construct must be higher than the correlation value between other constructs in the model. This shows that the construct has a stronger relationship with its indicators compared to other constructs. Thus, if the square root value of AVE in a construct is greater than its correlation with other constructs, then it can be concluded that the construct has good discriminant validity[21]. The results of the discriminatory validity test in this study are presented in the following Table 2:

TABLE 2
RESULTS OF DISCRIMINANT VALIDITY TEST

Variabel Penelitian	Brand Image (Z)	Purchase Decision (Y)	Social Media Marketing (X)
Brand Image (Z)	0,858		
Purchase Decision (Y)	0,718	0,871	
Social Media Marketing (X)	0,524	0,518	0,794

Based on the table above, it can be seen that each variable has a higher value of the Fornell-Larcker criterion compared to the correlation between other variables. This shows that each construct is able to measure its variables well and has adequate discriminating capabilities. Thus, it can be concluded that the constructs in this study have met the criteria for discriminant validity.

In addition, the validity of constructs can also be evaluated through the Average Variance Extracted (AVE) value, which is used to measure the extent to which a construct is able to explain the variance of its indicators. According to [21], a construct is declared to have good convergent validity if the AVE value is greater than 0.50, which means that the construct is able to explain more than 50% of the variance of the indicator. Thus, the higher the AVE value indicates the better the construct's ability to represent its indicators. The AVE value in this study is presented in Table 3 below:

TABLE 3
RESULTS OF AVE TEST

Construct	AVE
Brand Image (Z)	0.736
Purchase Decision (Y)	0.759
Social Media Marketing (X)	0.631

Based on the table above, it can be seen that the Average Variance Extracted (AVE) value for all variables has a value greater than 0.50. Thus, all constructs in this study have met the criteria for convergent validity, so it can be concluded that the indicators used have met the validity requirements.

3. Reliability Test

The Composite Reliability test on the measurement model is carried out to evaluate the level of reliability or internal consistency of a construct. According to [21], the recommended Composite Reliability value is ≥ 0.70 , which indicates that the construct has a good level of internal consistency in measuring latent variables. In addition, the reliability of the construct can also be supported by looking at Cronbach's Alpha value, where the acceptable value is ≥ 0.70 , although in exploratory studies the value of ≥ 0.60 is still tolerable. The higher the Composite Reliability and Cronbach's Alpha values, the higher the level of construct reliability in the study [21]. The results of the reliability test in this study are presented in Table 4 below:

TABLE 4
RESULTS OF COMPOSITE RELIABILITY & CRONBACH'S ALPHA TEST

Construct	Cronbach's Alpha	Composite Reliability
Brand Image (Z)	0.928	0.944
Purchase Decision (Y)	0.947	0.957
Social Media Marketing (X)	0.947	0.953

Based on the table above, it can be seen that all constructs in the research model have met the reliability criteria, where each construct has a Composite Reliability value above 0.70 and a Cronbach's Alpha value above 0.60. This shows that all measurement items in each variable have a good level of consistency, so that they can be declared reliable and suitable for use in research. Furthermore, the following Figure 1 presents the results of the evaluation of the Outer Model using SmartPLS.

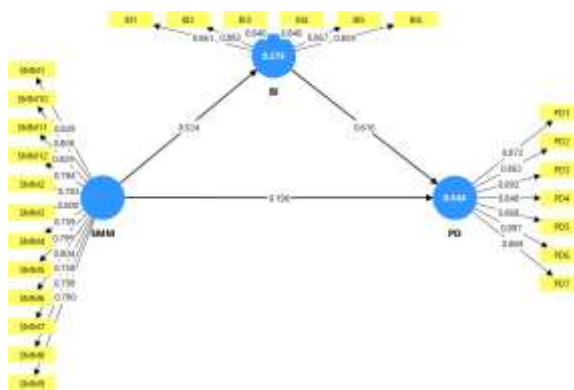


Fig. 2 Results Of Outer Model Test

B. Structural Model Or Inner Model Evaluation

Inner Model testing is carried out to ensure that the structural model used in the study has good predictive capabilities and produces accurate estimates. In Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), Inner Model testing can be evaluated through several measurement criteria, including the R-Square value (R^2), the Q-Square value (Q^2), and testing the significance of the relationship between variables through the path coefficient test.

1. Coefficient of Determination (R-Square)

The Coefficient of Determination (R-Square) test is used to find out the extent to which endogenous variables can be explained by exogenous variables in the research model. The R-Square value ranges from 0 to 1, where the closer it is to 1 indicates the model's ability to explain endogenous variables the better. According to [22], the R-Square value can be categorized into three levels, namely strong, moderate, and weak, which indicates the level of predictive ability of the structural model. The R-Square value obtained in this study is presented in Table 5 below:

TABLE 5
RESULTS OF R-SQUARE TEST

Endogenous Variable	R-Square	R-Square Adjusted
Brand Image (Z)	0.275	0.269
Purchase Decision (Y)	0.544	0.536

Based on the table above, the test results can be interpreted as follows:

1. The Adjusted R-Square value for the Brand Image (Z) variable was 0.269, which shows that the Social Media Marketing (X) variable was able to influence the Brand Image (Z) variable by 26.9%, while the remaining 73.1% was influenced by other variables outside this study model. Based on the R-Square value, the influence of Social Media Marketing on Brand Image is included in the weak to moderate category.
2. The Adjusted R-Square value for the Purchase Decision variable (Y) was 0.536, which indicates that the Social Media Marketing (X) and Brand Image (Z) variables were simultaneously able to influence the Purchase Decision (Y) variable by 53.6%, while the remaining 46.4% were influenced by other factors outside of this study. Based on the R-Square value, the influence of Social Media Marketing and Brand Image on Purchase Decisions is included in the moderate category.

C. Hypothesis Testing

Hypothesis testing in this study was carried out using the bootstrapping method on the Structural Equation Modeling (SEM) model based on Partial Least Squares (PLS). This method is used to test the significance of the influence between variables, both direct and indirect influences in the research model. According to [21], the hypothesis testing criteria are based on a T-statistical value that must be greater than 1.96 at a significance level of 5% (two-tailed) and a P-value that must be smaller than 0.05 to indicate a significant influence. The results of hypothesis testing in this study are presented in Table 6 below:

TABLE 6
RESULTS OF R-SQUARE TEST

Hypothesis	Relationship Between Variables	Original Sample (O)	T Statistics	P Values	Description
H1	Social Media Marketing (X) → Brand Image (Z)	0.524	8.936	0.000	Significant
H2	Social Media Marketing (X) → Purchase Decision (Y)	0.196	2.283	0.022	Significant
H3	Brand Image (Z) → Purchase Decision (Y)	0.616	5.275	0.000	Significant
H4	Social Media Marketing (X) → Brand Image (Z) → Purchase Decision (Y)	0.323	4.203	0.000	Significant (Mediation)

Based on Table 6, the test results can be interpreted that all the relationships between variables in this study show significant results. Social Media Marketing has a direct effect on Brand Image with a T-statistic value of 8.936 and a P-value of 0.000, so it can be concluded that this influence is significant. In addition, Brand Image also has a direct effect on Purchase Decisions with a T-statistic value of 5.275 and a P-value of 0.000, which shows that this influence is significant. Furthermore, Social Media Marketing also has a

direct influence on Purchase Decisions with a T-statistic value of 2.283 and a P-value of 0.022, so it can be declared significant.

In addition to direct influence, the results of the study also show that there is an indirect influence, where Social Media Marketing affects Purchase Decisions through Brand Image as a mediating variable with a T-statistic value of 4.203 and a P-value of 0.000. This shows that Brand Image is able to mediate the relationship between Social Media Marketing and Purchase Decisions significantly. Thus, it can be concluded that all hypotheses in this study are accepted and Brand Image acts as a partial mediating variable in the research model.

IV. CONCLUSIONS

The results of this study show that Social Media Marketing and Brand Image have different influences on Purchase Decisions on First Media's fixed internet services. Social Media Marketing has been proven to have a positive and significant direct influence on brand image, with a T-statistic value of 8.936 and a P-value of 0.000, which shows that effective marketing activities through social media are able to strengthen consumer perception of the brand. In addition, Social Media Marketing also has a direct and significant effect on Purchase Decisions, with a T-statistic value of 2.283 and a P-value of 0.022, which shows that information, interactions, and content conveyed through social media can directly encourage consumers to make decisions to purchase fixed internet services. On the other hand, Brand Image has a stronger influence on Purchase Decisions, with a T-statistic value of 5.275 and a P-value of 0.000, which confirms that positive perception of the brand is an important factor in influencing consumer decisions. This shows that consumers tend to choose fixed internet services that have a good brand image, because they are considered more reliable and have superior service quality. Thus, brand image plays a key role in shaping consumer preferences and beliefs in the purchase decision-making process. Furthermore, the results of the study also show that there is a significant indirect influence, where Social Media Marketing affects Purchase Decisions through Brand Image with a T-statistic value of 4.203 and a P-value of 0.000. This shows that the influence of Social Media Marketing on Purchase Decisions does not only occur directly, but also through the formation of a strong brand image. In other words, effective marketing activities through social media can improve brand image, which ultimately drives improved purchasing decisions. These findings indicate that Brand Image plays a role as a partial mediating variable in the relationship between Social Media Marketing and Purchase Decisions. Based on the results of this study, there are several implications that can be considered for future research. Subsequent research can examine other variables that could potentially influence purchasing decisions, such as service quality, price, trust, or customer satisfaction. In addition, research can also be conducted on a wider region or user segment to determine the consistency of results in different contexts. From a practical perspective, fixed internet service providers such as First Media need to optimize marketing strategies through social media by presenting

content that is informative, interactive, and in accordance with consumer needs. In addition, companies also need to strengthen their brand image through improving the quality of service and customer experience, as brand image has proven to be an important factor in driving sustainable purchasing decisions

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