

The Influence of Brand Image and Social Media Marketing on Customer Purchase Decisions (Case Study at SMK Nusa Bangsa, Bogor)

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Abstract. This study aimed to examine the effect of brand image and social media marketing on customer purchase decision case study at SMK Nusa Bangsa, Bogor. The problem in this research is how brand image and social media marketing will affect customer purchase decisions, separately and together. This research is quantitative. Data collection involved using a questionnaire with closed-ended questions, which was conducted directly face-to-face with parents. Responses were measured using a Likert scale, ranging from 1 to 5. This study focused on the entire population of parents of students of SMK Nusa Bangsa, with a sample of 100 respondents selected by accidental sampling, i.e., randomly meeting members of the population at the research location. Data processing techniques in this study used SPSS version 25. The results showed that brand image and social media marketing have a significant and robust relationship with customer purchase decisions to choose a school at SMK Nusa Bangsa, Bogor.

Keywords: Brand Image; Social Media Marketing; Customer Purchase Decisions

INTRODUCTION

The world of education is currently facing various complex challenges, ranging from management and accountability to forming a positive image in the eyes of the community. In addition, the emergence of various educational institutions has resulted in higher competition in the world of education. To win the competition, one crucial step is to implement an effective marketing strategy. By using the right strategy, educational institutions can improve their quality and existence by increasing the interest of students who enroll in educational institutions.

Parents will be more selective and critical in responding to education issues. One effective way to attract parents to send their children to school is to improve the brand image. Parents will choose a school with a good image because they want the best education for their children. Therefore, they will choose a school that, according to their perception, has good value and offers reliable education services.

Image is one of the considerations for customers when choosing the product. Because brand image is one of the things first seen by customers before making a purchase or product selection. According to Kotler and Keller (2016) in Lahus, et. al., (2023) Brand Image is the consumer's view of a brand as a reflection of the associations that already exist in the minds of consumers.

Apart from the brand image that must constantly be developed, some things must always be a reference material for today's promotion on social media, where almost everyone has used various social media created in Indonesia. The social media literature suggests that online opinion leaders play important role in the promotion of products and

services, highlighting the criticality of selecting the right influencers ((Lin et al., 2018; Perez Curiel & Luque Ortiz, 2018 in Dwivedi, et. al.,2021) Social media marketing is an online marketing strategy for promoting brands, goods, or services. This marketing campaign aims to expand the consumer base by using efficient and relevant strategies.

After the brand image and social media marketing, parents will choose the best school for their children; this is an essential value for every educational institution. Parents' decisions are the same as purchasing decisions on a good or service. According to Kotler and Keller (2012) in Dewi et. al., 2020 , The purchase decision is a process when a consumer is trying to identify a problem, looking for information about a product or particular brand, and evaluate how good each alternative can solve their problem, which is then leading to purchase decisions. The purchase decision is a process that is contained of several stages which consumers do before purchasing a product.

Nusa Bangsa Vocational High School (SMK) is a B-accredited private educational institution, established in 2009 - now located on Jl. Raya Jampang-Parung-Kemang Bogor 16330. SMK Nusa Bangsa has five expertise competencies, namely TBSM (Motorcycle Business Engineering), BDP (Online Business Marketing), OTKP (Office Management Automation), Sharia Banking, and computer and network engineering. The following is the number of new students at SMK Nusa Bangsa from 2019 to 2023:

Table 1 Number of New Students at SMK Nusa Bangsa 2019-2023

No	Academic year	Total number of new students
1	2019/2020	87
2	2020/2021	97
3	2021/2022	94
4	2022/2023	104
5	2023/2024	93

Source : SMK Nusa Bangsa, Tahun 2024

From the data in Table 1, it is known that there is a decrease in the number of new students in the 2023/2024 academic year from the previous academic year. This decline is an indicator that there is a problem with parents' decision to choose the SMK. In addition, the promotion carried out by schools through social media tends to be less than optimal. This can be seen on the school website, which is not updated regularly. Promotion on Facebook is also less than optimal because not many school activities or promotions are updated regularly. The utilization of social media to support SMK Nusa Bangsa has not been planned and still has some shortcomings in promotion. For example, a team dedicated to promotion has not yet been formed. Although the school has many social media accounts, they are not equipped with attractive content displays and irregular posting times due to the lack of human resources and careful planning for online presence.

Based on the phenomena seen and observed by the researcher, the researcher is interested in conducting research titled "**The Influence of Brand Image and Social Media Marketing on Customer Purchase Decisions (Case Study at SMK Nusa Bangsa, Bogor).**"

LITERATURE REVIEW

Brand Image

American Marketing Association (AMA) defined brand as a "name, word, sign, emblem, design or combination thereof" intended to identify the seller-to-buyer goods and services that distinguish the products of the seller from competitors (Wijaya, 2013 in Basit, et. al., 2021). Brand image strong strengths are created through the advantages and uniqueness of each product. The strong brand image in consumers' minds tend to make consumers choose the brand over other brands when buying. It is because of brand image The good quality of a product will cause potential consumers not to hesitate to purchase the product (Narayana and Rahanatha, 2020 in Tauran, et. al., 2022).

Indicators of brand image, according to Sari in M. Fikri Akbar et al. (2021), are as follows:

1. Personality refers to a set of collective traits exhibited by a company or school, which are seen by the public and attract stakeholders who value reliability and social accountability.
2. Reputation is the formation of trust by a company or school among the public based on its expertise and the opinions of others.
3. Values refer to the principles and beliefs a company or school holds, reflected in its culture. This includes management's attitude towards customer or student care and staff response to requests or complaints.
4. Identity refers to logos, colors, and slogans that a company or school uses to gain public awareness.

Social Media Marketing

Social media is a collection of Internet-based applications that build on the ideological and technological foundations of a network where content are constantly altered in a shared and collaborative way by all operators - Web 2.0, and enables user-generated content to be created and shared (Khan & Jan, 2015 in Basit, et. al., 2021). Social media marketing is the utilization the technology, channels, and software of social media that aims to create a communication, delivery, exchange, and offer of value to stakeholders interests in an organization (Tuten & Solomon, 2017 in Taan, et. al., 2021). Furthermore, the growth of social media platforms has transformed the dynamics of the electronic marketplace by creating social networks of consumers, opinion leaders, and field experts. Kumar et al. (2020 in Mason, et. al., 2021) illustrated the importance of social media marketing when they found that integrated marketing promotional messages can be effective at influencing consumers' perceptions about product image and lead to consumption behaviors.

The importance of using social media is gained from interactions or connections with other users and content created by an organization, enterprise, or a person. A social media marketing strategy refers to an organization's integrated activities that turn social media communication (networks) and interactions (influences) into useful strategic means to achieve desired marketing results (Li, et. al., in Wibowo, et. al., 2021). The scope of social media marketing is the use of social media as a way of interacting with one or a few stakeholders as a necessary tool for communication.

Purchase Decision

The purchase decision is choosing two or more alternative purchase decisions, which means someone can make a decision, have to spare several alternatives. Purchase

decision is an approach of problem solving in a consumer's activity to purchase goods or services in fullfil desires and needs which are: recognition of needs and desires; looking for information; evaluation of purchase alternative; purchase decision; behavior after purchasing (Woo, 2020). Purchasing decisions are thoughts where individuals evaluate various options and decide on a product from among many options. The purchasing decision process is seen as an activity consisting of selection, acquisition, and evaluation (Rossiter, 2003 in Silalahi and Onsardi, 2020).

Indicators of brand image, according to Sari in M. Fikri Akbar et al. (2021), are as follows:

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METHODE

A quantitative approach was utilized in this study. The research took place at SMK Nusa Bangsa, located in Jampang, Kec. Parung, Bogor, West Java. This study investigates how parents make decisions regarding their children's schools, the online representation of schools, and the influence of social media in this process. The sample consisted of 100 participants, drawn from a population of 270 parents of children attending SMK Nusa Bangsa.

Accidental sampling, a non-probability sampling method, was employed to select participants according to predetermined criteria. Various statistical methods were used to analyze the data, including validity and reliability tests, the coefficient of determination test, and simple and multiple regression analysis. The questionnaires distributed to participants generated primary data, which was analyzed using the SPSS statistical program, 25th edition.

RESULTS AND DISCUSSION

Validity Test

This validity test is used to measure the validity/reliability of the question items in a questionnaire. The results of the validity test obtained the following results:

Table 2 Result of Validity Test For Each Variable

Variables	item statement	Counter	Description
Brand image (X1)	X1.1	0.769	Valid
	X1.2	0.708	Valid
	X1.3	0.71	Valid
	X1.4	0.774	Valid
	X1.5	0.77	Valid
	X1.6	0.681	Valid

Variables	item statement	Counter	Description
	X1.7	0.723	Valid
	X1.8	0.782	Valid
	X1.9	0.695	Valid
	X1.10	0.732	Valid
	X1.11	0.665	Valid
	X1.12	0.722	Valid
	X1.13	0.729	Valid
	X1.14	0.713	Valid
	X1.15	0.69	Valid
Social Media Marketing (X2)	X2.1	0.762	Valid
	X2.2	0.768	Valid
	X2.3	0.706	Valid
	X2.4	0.523	Valid
	X2.5	0.489	Valid
	X2.6	0.689	Valid
	X2.7	0.721	Valid
	X2.8	0.747	Valid
	X2.9	0.758	Valid
	X2.10	0.684	Valid
	X2.11	0.697	Valid
	X2.12	0.743	Valid
	X2.13	0.834	Valid
	X2.14	0.744	Valid
	X2.15	0.719	Valid
Purchase Decision (Y)	Y1.1	0.752	Valid
	Y1.2	0.708	Valid
	Y1.3	0.684	Valid
	Y1.4	0.561	Valid
	Y1.5	0.752	Valid
	Y1.6	0.766	Valid
	Y1.7	0.806	Valid
	Y1.8	0.746	Valid
	Y1.9	0.602	Valid
	Y1.10	0.8	Valid
	Y1.11	0.707	Valid
	Y1.12	0.768	Valid
	Y1.13	0.704	Valid
	Y1.14	0.741	Valid
	Y1.15	0.727	Valid

Source: Primary Data Processed, 2024

Based on the results of the table above, it is known that the question items used have a calculated R value greater than Construct Validity Value with a standard of 0.300. By looking at these conditions, it shows that each statement used in this study is valid.

Reliability Test

The reliability test in this study uses Cronbach's Alpha, where the variable will be said to be reliable if it has a Cronbach's Alpha value > 0.70. Ghazali (2011) stated that

even though the Cronbach's Alpha value produces a value of 0.60, it is still acceptable that the resulting variable is still reliable. The results of the reliability test in this study are as follows:

Table 4 Result of Reliability Test

Variables	Crobach's Alpha	Standardized Coefficient Value	Description
Brand image (X1)	0.876	0.6	Reliable
Social Media Marketing (X2)	0.916		Reliable
Purchase Decision (Y)	0.937		Reliable

Source: Primary Data Processed , 2024

Based on the results of the table above, it shows that all variables produce reliable data because the Cronbach's Alpha value has a value above 0.60.

Coefficient of Determination Test (R^2)

To measure the extent to which the model used can explain the dependent variable, the determination coefficient test (R^2) is used. The determination coefficient value is between zero and one. If the smaller the value of the R^2 result indicates the ability of the independent variables used to explain the variation of the dependent variable with limited. Meanwhile, if the R^2 value approaches one, the independent variables will show all the information needed to predict the dependent variable. The results of the determination coefficient test (R^2) can be seen as follows:

Table 3 Coefficient of Determination Test (R^2)

Model	R	R square	Adjusted R Square	Std. Error of the estimate
1	0,849	0,721	0,716	6,040

Source: Primary Data Processed , 2024

The coefficient of determination value R in Table 3 = 0.721 means that brand image, social media marketing, and customer purchase decisions have a strong relationship. Meanwhile, the adjusted value of R^2 = 0,716 means that brand image and social media marketing can explain 71,6% of customer purchase decisions, and the remaining 28,4% can be explained by other variables not examined in this research. These variables can be price, location, service, and so on.

Table 4 Multiple Linear Regression Test

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,252	3,401		1,544	0,126
	Total Brand Image	0,732	0,119	0,705	6,162	0,000
	Total Social Media Marketing	0,178	0,128	0,159	1,393	0,167

Source: Primary Data Processed , 2024

Based on the table 4, a regression equation is obtained regarding the analysis of brand image and social media marketing on customer purchase decision as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where, a = constant, b_1 is the coefficient of variable X_1 , b_2X_2 is the coefficient of variable X_2 , and e is another variable outside the regression model.

The regression equation is $Y = 5,252 + 0,732X_1 + 0,178X_2 + e$

Based on the results of the multiple linear regression equation above, it illustrates that:

1. The constant value has a regression of 5,252, this shows that if the brand image variable (X_1) and social media marketing (X_2) have constant values, then the customer purchase decision (Y) has a value of 5,252.
2. The regression coefficient of the brand image variable (X_1) has a coefficient value of 0.732. Or 73.2%, meaning that if the brand image has a constant value, then every 1% increase will result in an increase in the customer purchase decision of 73.2%.
3. The regression coefficient of the social media marketing variable (X_2) has a coefficient value of 0.178 Or 17.8%, meaning that if social media marketing (X_2) has a constant value, then every 1% increase will result in an increase in the customer purchase decision 17.8%.

DISCUSSION

The influence of brand image on customer purchase decision

Based on the research results described above, brand image influences customer purchasing decisions. The results of this study are consistent with the research conducted by Dewi, et. al (2020), which found a significant effect between brand image and purchase decision of Pantene Shampoo in Surabaya. And also similar with the research from Amron (2018), which brand image was able to influence consumer decision in determining the buying of MPV cars.

Brand image is the result of the perception process. According to the hierarchy of effects (HOE) (Hazel & Kang, 2018 in Nurhadi, et al, 2023), purchase buying has six stages. Awareness is the first stage, followed by knowledge about brand (brand image) perception. If the consumers have a positive brand image, they tend to like and prefer this brand, which directly impacts their conviction and purchase (Suryani et al., 2021 in Nurhadi, et al., 2023). The purchase decision is based on a cognitive process that involves cognitive activities. Consumers' experiences and perceptions influence the cognitive process during decision-making. When consumers evaluate a product or brand, an image of the brand, such as quality, fairness, benefits, uniqueness, and other attributes, affects their purchase decision. If consumers have a strong positive image, they tend to prefer this brand and intent to buy it (Nurhadi, et al, 2023). A brand contained the company's promises to the consumer to give benefit privileges and services. The stronger the brand image in the consumer's minds, the stronger the confidence to stay loyal with the product. The brand is also connected with the company promises to give benefits and privileges to the product. When the brand image in the consumer mind gets higher, then the stronger the confidence of the consumer to use the product. The result supports the brand image has a significant effect on the purchase decision (Wang and Hariandja, 2016, Stocchi and Fuller, 2017 in Dewi, et al, 2020).

The influence of social media marketing on customer purchase decision

The research results described above show that social media marketing influences customer purchasing decisions. The results of this study are the same as those of research conducted by Narottama and Moniaga (2022) on various marketing tools that can be used to maximize participation in social media marketing, such as Content Creation, Content Sharing, Connecting, and Community Building, which have a simultaneous and significant influence on the variable visitor purchasing decisions at culinary tourism destinations in Denpasar City.

According to Tuten (2008 in Narottama and Moniaga, 2022), social media marketing is a form of online advertising that uses the cultural context of social communities, including social networks, virtual worlds, social news sites, and social opinion-sharing sites, to meet communication objectives. In its context as a marketing strategy, social media marketing aims to build and maintain the involvement of followers and members of online communities who have the same interests and interests. Social media marketing carried out by a business can influence one person's thoughts, which will have an impact on the thoughts of others more broadly before making a purchase decision (Gunelius, 2011 in Narottama and Moniaga, 2022). If applied appropriately, social media marketing can increase awareness of products/services, increase the target market's interest in making purchasing decisions, make consumption, and strengthen consumer loyalty. The adoption of social media for communicating and promoting new or existing products or services has witnessed enormous growth in recent years due to its significance in influencing consumer buying behavior (Park et al., 2021).

The influence of brand image and social media marketing on customer purchase decision

Based on the research results described above, brand image and social media marketing influence customer purchasing decisions. The results of this study are the same as those of research conducted by Lahus et al. 2023, which found that brand image and social media marketing simultaneously influence purchasing decisions on TikTok.

According to Keller (2009) in Lahus et al., 2023 consumer purchasing decisions are influenced by brand image. So, the quality of a brand provides an essential reason for deciding to buy a particular product. Prospective buyers will consider which brands to consider and then choose. When linked to the consumer's desire to obtain the quality of a product, a positive brand image greatly influences consumers in buying products. Brand image can influence purchasing decisions. It is proven that the more widely known the product is to the public, the more purchasing decisions can be made for the product purchased.

Social media allows companies and customers to connect in ways that were not possible in the past. The connection is empowered by various social platforms, such as social networking sites (e.g., Facebook), microblogging sites (e.g., Twitter), and content communities (e.g., YouTube), which allow social networks to build on shared interests and values (Kaplan and Haelin 2010 in Narottama and Moniaga, 2022). According to Gunelius (2011) in Narottama and Moniaga, 2022 the core of both the social web and social media marketing is "social," especially in communication and networking among users. Thus, social media marketing offers the most significant opportunity for entrepreneurs to build

their brand and business to a broader market share and enable customers to purchase a product or service.

CONCLUSION

Based on the results of the analysis and hypothesis testing that have been carried out, the following conclusions can be drawn:

- a. The validity test results found that all question items have a CITC value greater than 0.30, so the brand image variable (X1), social media marketing (X2), and customer purchase decision are all valid.
- b. The reliability test results show that all question items have a Cronbach alpha value greater than 0.60, so the brand image (X1), social media marketing (X2), and customer purchase decision variables are all reliable.
- c. Brand image positively and significantly affects customer purchase decisions with a p-value <0.05 and an influence level of 71.3%.
- d. Social media marketing positively and significantly affects customer purchase decisions with a p-value <0.05 and an influence level of 61.2%.
- e. Brand image and social media marketing influence customer purchase decisions with a correlation value of 0.849, a P value <0.05, and an influence level of 72.1%.

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