Social Media Marketing's Effect on Purchase Intentions for Puma: Mediation by Brand Image, Awareness, and Equity

Benediktus Rolando[1,*], Nathaniel Toby Sunara[2]

[1]Faculty of Business and Management, Department of Management, Universitas Dinamika Bangsa, Jambi
Jl. Jend. Sudirman, The Hok, Jambi Sel. District, Jambi City, Jambi, Indonesia
[2]Faculty of Humanities and Social Sciences, Department of Digital Business, Universitas Bunda Mulia, Jakarta
Jl. Lodan Raya No.2, RT.12/RW.2, Ancol, Pademangan District, North Jakarta, Special Capital Region of Jakarta, Indonesia
Email:[1,*]benediktus@unama.ac.id, [2]nathanieltoby123@gmail.com
Corresponding Author's Email: benediktus@unama.ac.id

Abstract−The rapid growth of social media platforms has revolutionized how brands interact with their customers. This study aims to quantitatively investigate the impact of social media marketing activities (SMMA) on customers' purchase intention for the Puma apparel brand in Indonesia, with brand image, brand awareness, and brand equity as mediating factors. The study first examines Puma's promotional efforts across social media platforms such as Facebook, Twitter, Instagram, and YouTube. Using Structural Equation Modeling (SEM) with SmartPLS 3 software, the research evaluates the effectiveness of Puma's social media marketing activities in enhancing brand awareness, brand image, and brand equity. The data was collected from a sample of 93 Indonesian university students via an online survey. The findings reveal that social media marketing activities have a limited impact on brand awareness, brand equity, and brand image, with R-square values of 0.184, 0.303, and 0.279, respectively. Furthermore, we found that social media marketing activities have a positive and significant impact on brand awareness ($P = 0.000$, $T = 4.591$), brand image ($P = 0.000$, $T = 6.596$), and brand equity ($P = 0.000$, $T = 6.027$), which in turn significantly influence customers' purchase intention. Brand awareness and brand image are shown to positively affect purchase intention ($P = 0.004$, $T = 2.056$ for brand awareness; $P = 0.001$, $T = 3.427$ for brand image), while brand equity ($P = 0.000$, $T = 4.325$) also significantly contributes to purchase intention. However, the relationship between brand awareness and brand equity was not statistically significant ($P = 0.482$, $T = 0.703$). The R-square results further indicate a moderate impact of the independent variables on purchase intention ($R^2 = 0.566$). These findings provide valuable insights for brand managers and marketing professionals in the apparel industry, emphasizing the strategic use of social media marketing to drive customer engagement, build brand loyalty, and ultimately influence purchasing decisions.

Keywords: Social Media Marketing; Purchase Intention; Brand Image; Brand Awareness; Brand Equity; Puma; Indonesian Customers

1. INTRODUCTION

The world is increasingly borderless because social media has now become one of the means of connecting internationally, information on social media is real time and has a large enough influence on society, therefore social media is considered a more efficient and affordable means of marketing effort (Didy, 2024). The role of the internet at this time is not only as a means of finding information, but also has great potential as a marketing medium, one of the media or applications supporting e-marketing activities that are currently developing is social media such as Facebook, Twitter, and Instagram (Didy, 2024). Marketing through social media is called social media marketing, which is a form of marketing using social media to market a product, service, brand or issue by utilizing the audience that participates in social media with social media available to millions of people around the world, companies can interact with customers from various countries (Utami & Sugiat, 2023).

In this modern era, all aspects of life are related to technology. This can be seen through the younger generation in Indonesia, which has been so attached, from early age to adulthood, we can witness that the use of the internet and social media can already be said to be a primary need for each individual (Savitri et al., 2022). In addition, we can also understand that the role of the internet has gone beyond its function as a medium for obtaining information but as a medium for communication.

The utilization of technology is certainly desirable to have a positive impact on company sales, thus this research will focus on the dependent variable of customers purchase intention. This variable is considered to have a strong relationship with product and brand preferences (Ramadhani & Prasasti, 2023). In addition, several studies have stated that the concept of purchase intention helps in the process of estimating the potential profit of a company because this variable expresses consumers' desire to perform consumption actions in the future (Khan, 2022). Guha et al. (2021) added that strong purchase intention will reflect consumer loyalty to a particular product and brand which will be realized through real product purchases. This research will provide a perspective in the Social Media Marketing Activities and Brand equity literature in supporting marketing strategies such as brand awareness and brand image and their influence on purchase intention (Guha et al., 2021; Rolando & Wigayha, 2024). In this regard, the independent variable social media marketing activities will have a function in helping companies increase market share through purchase intention (Ramadhani & Prasasti, 2023).

Then, in understanding the company's dependence on the internet through social media is a critical aspect and an opportunity to maximize and utilize marketing with the main objective of course to increase sales obtained (Nawi et al., 2019). Through this reality, it should be noted that companies today have marketed many of their products through social media mediums such as Facebook, Whatsapp, Instagram, Youtube, etc(Ramadhani & Prasasti, 2023; Rolando, Simanjuntak, et al., 2024). This change is driven by the digital world and the internet, which of course is also affected by

the rapid advancement of technology. World marketing trends are undergoing a transition from traditional interaction patterns to a new pattern based on the popularity of the internet by creating a new communication bridge (Chen et al., 2023). Promotion using social media is an option for companies in order to make it more possible to sell products but at low cost and techniques that are not difficult to master (Nawi et al., 2019).

APJII data (Association of Indonesian Internet Service Providers) conducted a survey of the Indonesian population obtained survey results in 2023 internet users reached 215.63 million people from the total population in Indonesia, namely 264.16 million people or around 64.8% percentage of the population accessing the internet every day (Widi, 2023).Then if we look further social media users in Indonesia itself have amounted to 167 million people in January 2023 where this number has covered 60.4% of the domestic population. Through the data we see in figure 1.
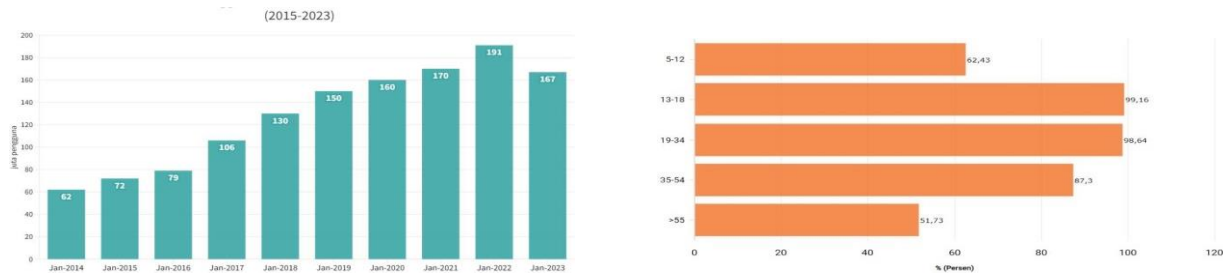

Figure 1. Data on the number of active social media users in Indonesia **Figure 2**. Internet penetration data in Indonesia by age

ver the years we can see that the growth of active social media users in Indonesia continues to increase every year. It's just that recently there was a decrease in January 2023 by 12.57%. If we look further, social media users in Indonesia have primarily used applications such as Youtube, Whatsapp, Tiktok, Facebook, and Instagram. Then, when viewed from the aspect of length of use, it is known that social media is accessed for 3 hours to 26 minutes a day. Pahlevi (2022). said that the use of social media in Indonesia itself is highly concentrated in the age range of 13-18 and 19-34 years. This refers to the data obtained by Asosial Penyelenggara Jasa Internet Indonesia (APJII), that can be seen in figure 2. Based on the data in figure 2, we can understand that social media users have a large mass in these two age ranges, so it is appropriate if the research will be focused on these two ranges. If we reflect on the sectoral growth of information and technology in the Indonesian economy, we can understand that this sector will continue to experience exponential growth in the coming years supported by the facts that have been contained in the information sources above. The following figure 3 is attached to the sectoral contribution of information technology in Indonesia according to Bank Indonesia from 2018 to 2022.
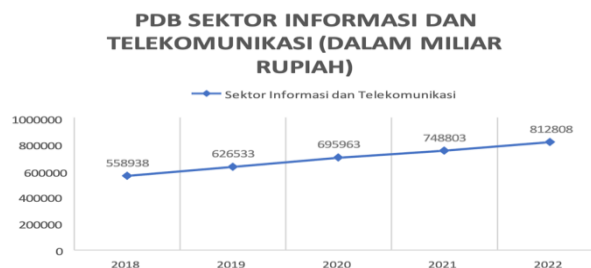

Figure 1 Data on the contribution of the information and communication sector to Indonesia's Gross Domestic Product (GDP) (2018-2022)

Breakthroughs in the technology and information sector continue to increase from year to year, making it the right step for every industry to transition to the use of the internet to maximize opportunities through the momentum in the growth process of this sector. The research will focus on studying the influence obtained through the use of social media in order to influence variables such as Brand Awareness, Brand Image, Brand equity on Purchase Intention in the clothing apparel industry sector. As an industry that has a low barrier of entry. As we also know that this industry has steadily increased from year to year even though there are fluctuations in the data that can be seen in figure 4.
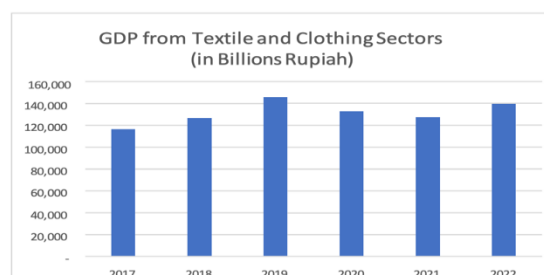

Figure 2. Contribution Data of Textile and Apparel Industry to Indonesia's Gross Domestic Product (GDP) (2017-2022)

This is certainly a challenge for all parties involved in this industrial sector to maintain sales where this has a correlation with the purchase intention variable. As we know that a purchasing behaviour is a variable that is difficult to measure in an empirical approach, so conducting a survey of consumer purchase intention can be concluded as a step as a manifestation of satisfactory measurement (von Felbert & Breuer, 2021).

The research will focus on the company Puma, which is a well-known brand in the world of sportswear apparel that only established an official branch /store in Indonesia in 2014. The company has a fairly positive sales development; however, it still has a smaller market value when compared to its main competitors such as Adidas and Nike (Rolando, Rantetandung, et al., 2024; Zafar, 2024). In addition, this company only entered Indonesia a few years ago accompanied by a fairly minimal social media image presence so that this research will further explore the marketing developments carried out by Puma Indonesia to later provide insight for management in assessing whether the strategies implemented have been effective and how the future steps should be taken (Puma, 2023).

Because, in previous research, Guha et al. (2021) showed positive results between those caused by social media marketing activities on the process of creating Brand Awareness and Brand Image through the social media environment. Then this study also confirms the positive impact of brand awareness and brand image on brand equity and purchase intention of buyers. Then based on the background above, the authors are interested in conducting research on the influence of social media marketing, brand awareness, brand image, and brand equity on fashion industry companies which are expected to provide a breakthrough of new and useful information for academics, the general public, and policy makers in companies engaged in this industry sector.

Previous research in the field of social media marketing has consistently highlighted the significant impact of social media marketing activities (SMMA) on various brand-related outcomes, particularly purchase intention. Guha et al. (2021) conducted a study on MSME players in Eastern India, focusing on the handicraft business. They found that SMMA has a significant effect on purchase intention, mediated by brand awareness, brand equity, and brand image, supporting the importance of these mediating variables in the relationship between social media efforts and consumer behavior. Similarly, Sharma et al., (2021) employed a multi-analytic approach to demonstrate the direct impact of SMMA on customer brand-based equity (CBBE), consumer inspiration, and purchase intention, further confirming the direct and indirect influences of social media marketing.

In another study, Khan (2022) explored the effect of SMMA on brand experience, perceived value, and satisfaction. His findings underscored the positive role of SMMA in shaping consumer behavior and increasing purchase intention. The study provided empirical evidence supporting the enhancement of social media marketing strategies to boost brand-related outcomes. Nawi, Al Mamun, Mukhtar, Mustapha, and Hairani (2019) focused on generation Y in the fashion industry and concluded that SMMA significantly affects brand personality, brand equity, relationship equity, and purchase intention. They recommended that businesses in the fashion sector prioritize social media marketing to strengthen customer relationships and brand equity.

The role of SMMA in influencing consumer behaviour was also evident in the research conducted by Oktriyanto et al.,(2021), which focused on healthy food products in Indonesia. They found that SMMA significantly impacts brand equity and consumer trust, both of which drive purchase intention. This study highlighted the need for healthy food businesses to maximize social media services to enhance their marketing efforts. Ramadhani and Prasasti (2023) investigated how brand trust mediates the relationship between SMMA and purchase intention for a local brand that went global during the pandemic. They emphasized the importance of creating engaging and entertaining social media content to boost consumer interest and brand trust.

Finally, Utami & Sugiat (2023) examined the effect of SMMA on Avoskin skincare products. Their research, which involved 500 respondents, demonstrated that SMMA positively influences brand awareness, which in turn affects brand image and brand equity. Ultimately, brand equity was found to have a significant influence on purchase intention, reinforcing the critical role of social media marketing in shaping consumer decisions. These studies collectively illustrate the pivotal role of SMMA in building brand equity, trust, and consumer intention to purchase, highlighting the effectiveness of social media as a strategic marketing tool across various industries.

2. RESEARCH METHODS

2.1 Basic Research Framework

In order to validate the model that has been proposed, a research methodology with a cross-sectional approach and quantitative methods will be applied in this study using a closed questionnaire, the research questionnaire will be distributed online to respondents (Ramadhani & Prasasti, 2023). Then the data collection process will be carried out using the non-probability sampling method using feasible data collection and analysis techniques for buyers of Puma products in Indonesia . To carry out the research, respondents were selected based on several criteria of having received exposure to Puma brand marketing content on social media and having an interest in buying and residing in Jabodetabek. Respondents who answer yes will be considered eligible to be given a structured questionnaire using a Likert scale (1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Strongly Agree)). For the data analysis process itself will use Smart PLS software. After the data collection process is complete, the researcher will first check the completeness, consistency, and reliability of the data that has been obtained.
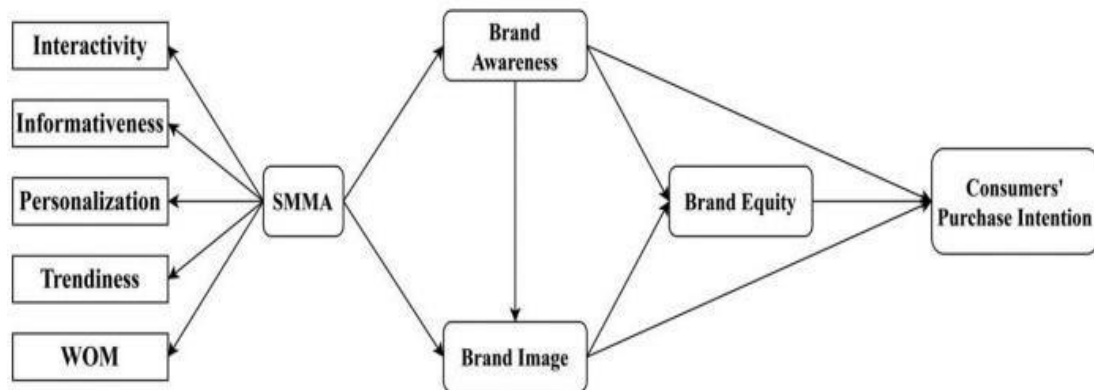
Figure 3. Research Framework

The research hypothesis is formulated based on an understanding of the above-mentioned research framework in figure 5, especially according to the scholarly articles and arguments or theories related to the case or phenomenon that is the object of research. The hypothesis formulation of this research is:

H0₁: $\beta_1 = 0$ (Social Media Marketing Activities have no effect on public Brand Awareness of Puma)

Ha₁: $\beta_1 \neq 0$ (Social Media Marketing Activities affect public Brand Awareness of Puma)

H0₂ : $\beta_1 = 0$ (Brand Awareness has no effect on people's Purchase Intention towards Puma)

Ha₂: $\beta_1 \neq 0$ (Brand Awareness affects people's Purchase Intention towards Puma)

H0₃: $\beta_1 = 0$ (Social Media Marketing Activites has no effect on people's Brand Image of Puma)

Ha₃: $\beta_1 \neq 0$ (Social Media Marketing Activities affect people's Brand Image of Puma)

H0₄: $\beta_1 = 0$ (Brand Image has no effect on people's Purchase Intention towards Puma)

Ha₄: $\beta_1 \neq 0$ (Brand Image affects people's Purchase Intention towards Puma)

H0₅: $\beta_1 = 0$ (Brand equity has no effect on people's Purchase Intention for Puma)

Ha₅: $\beta_1 \neq 0$ (Brand equity affects people's Purchase Intention towards Puma)

H0₆: $\beta_1 = 0$ (Brand Image has no effect on people's Brand equity towards Puma)

Ha₆: $\beta_1 \neq 0$ (Brand Image affects people's Brand equity towards Puma)

H0₇: $\beta_1 = 0$ (Brand Awareness has no effect on people's Brand Equity towards Puma)

Ha₇: $\beta_1 \neq 0$ (Brand Awareness affects people's Brand Equity towards Puma)

2.2 Sampling Technique and Data Collection Method

The population can be defined as all men and women who receive exposure to the marketing content of the Puma brand residing in Jabodetabek area. The sample of this study is all individuals who receive marketing content from the Puma brand through social media and have the desire to make a purchase. According to (Bougie & Sekaran, 2019), the ideal sample size for multiple regression analyses research is 10x greater than the total number of variables studied, thus the 5 variables of this study multiplied by 10 will get a minimum of 50 respondents. In terms of sampling techniques, we will use purposive sampling, which is a sampling technique that refers to individuals who have the suitability and willingness to become data sources that meet the criteria determined by the researcher (Bougie & Sekaran, 2019). In this study, all data will be tested using this will be done using SmartPLS software. After collecting the data, the researcher will first filter the data obtained to ensure that there is no invalid data.

2.3 Outer Model Test

In order to test the validity and reliability of the data, outer model analysis will be carried out using SmartPLS software. In measuring validity, it will be divided into convergence validity where the results of the AVE value must be equal to or greater than ≥0.50 and the value of the outer loading on each indicator must exceed> 0.60 in order to declare that the construct is valid, while for discriminant validity the square root value of AVE on its own variable must exceed the results of the value on other variables to be declared valid (Bougie & Sekaran, 2019). Meanwhile, based on Bougie & Sekaran (2020) in testing the reliability of indicators against variables will refer to the results of Cronbach's alpha and composite reliability values, both of which must exceed the respective values of> 0.60 and> 0.70 to be declared reliable.

2.3 Structural Model Test (Inner Model

In determining the factors that most influence the relationship between consumers and brands and further to Purchase Intention, hypothesis testing will be carried out, SEM will be applied. According to Hair et al. (2021), Structural Equation Modeling (SEM) is a multivariate analysis technique which is a combination of elements of factor analysis and multiple regression that assists researchers in testing a series of interrelated relationships together. In the hypothesis testing process, a 2-step latent variable model approach will be applied, Latent Variables themselves can be defined as hypothesized concepts (unobserved) and require measurement by examining several measured variables or indicators. Each p-values result on each hypothesis tested must have a smaller result <0.05 to be declared significant Hair et al. (2021).

2.4 Operational Definitions

Table 1, Operational Definitions of the Research Variables, outlines the definitions of each variable, along with its dimensions, measurement scale, and the measuring instrument used. This structured approach facilitates the translation of theoretical constructs into measurable variables, ensuring the accuracy and reliability of the study's findings.

Table 1. Operational Definitions of the Research Variables.

Variable	Operational Definition	Dimension	Measurement Scale	Measuring Instruments
Social Media Marketing (Wang et al., 2012)	Marketing activities carried out by puma through social media to promote its products.	Interactivity Informativeness Trendiness Word-of-mouth	Likert 1-5	Questionnaire
Brand Image (Zia et al., 2021)	Consumer image of the puma brand is formed through various interactions and experiences with the brand	Brand identity Brand personality, Brand associations	Likert 1-5	Questionnaire
Brand Awareness (Ansari et al., 2019)	The level of consumer awareness of the puma brand	Brand Recognitions Brand Memory	Likert 1-5	Questionnaire
Brand Equity (Rahmani et al., 2023)	The added value given to puma products because the brand is widely known and has a positive reputation in the eyes of consumers	Brand added value Brand trust Brand Loyalty Other Proprietary Brand Assets	Likert 1-5	Questionnaire
Purchase Intention (Guha et al., 2021)	Consumers' desire to buy Puma products is based on the influence of social media	Desire to Buy	Likert 1-5	Questionnaire

3 RESULTS AND DISCUSSION

3.1 Data Description

In this section, it will discuss the profile of the respondents that have been obtained by the researcher. In this study, researchers have distributed questionnaires through several social media such as Whatsapp, Instagram, Line. and of the 110 questionnaires that have been distributed by researchers, 93 respondents will be used because there are 17 respondents who do not meet the criteria. The following are the results of the respondent profile studied. Of the total 93 respondents who filled in, the majority were male respondents (56.4%) and female respondents (43.6%). Furthermore, there are (97%) of them aged 17-23 years, there are also (2%) of them aged 24-39 years, and there are also (1%) aged 40-55 years. It can also be seen from the total of 93 respondents who filled in there were (68.3%) with the final education level of high school, there were (25.7%) with the final education level of Bachelor's Degree, there were (3%) with the final education level of High School degree, there were (1%) with the final education level of Master's degree , there were (1%) with the last education level of Doctoral degree, and there were (1%) with the final education level of diploma.

Based on the results of the questionnaire, it can be seen that out of a total of 93 respondents who filled out there were (33.7%) respondents with monthly expenses <Rp 1,000,000, there were (18.8%) respondents with monthly expenses of Rp 1,000,000 - Rp 1,500,000, there were (18.8%) respondents with monthly expenses of Rp 1,500,001 - Rp 2,000,000, there were (9.9%) respondents with monthly expenses of Rp 2.000,001 - Rp 2,500,000, there are (5.9%) respondents with monthly expenses of Rp 2,500,001 - Rp 3,000,000, there are (3%) respondents with monthly expenses of Rp 3,000,001 - Rp 3,500,000, there are (5.9%) respondents with monthly expenses of Rp 5,000,001 - Rp 7,500,000, there are (4%) respondents with monthly expenses> Rp 7,500,000.

3.2 Data Analysis

The following are the results of the data that has been processed from the research subject on the purchase intention of Brand Puma in Jabodetabek using the SmartPLS 3.2.9 application. And obtained a total of 93 respondents.

3.2.1 Measurement Model Test (outer model)

3.2.1.1 Convergent Validity

a. Outer Loading Value
   Testing on convergent validity using the outer loading value is declared to have met the provisions if the outer loading value for each indicator has a value> 0.60.

Table 2. Outer Loading Test Results Before Processing

Indicators	Brand Awareness	Brand Equity	Brand Image	Purchase Intention	Social Media Marketing Activities
BA1	0.668				
BA2	0.815				
BA3	0.755				
BE1		0.833			
BE2		0.851			
BE3		0.903			
BE4		0.817			
BI1			0.768		
BI2			0.790		
BI3			0.735		
PI1				0.829	
PI2				0.834	
PI3				0.855	
SMMA1					0.685
SMMA10					0.627
SMMA11					0.576
SMMA12					0.611
SMMA13					0.725
SMMA14					0.747
SMMA15					0.685
SMMA2					0.473
SMMA3					0.670
SMMA4					0.449
SMMA5					0.554
SMMA6					0.719
SMMA7					0.657
SMMA8					0.628
SMMA9					0.703

Based on the results of the outer loading value test before processing in table 2, there are still several indicators that have not met the requirements for variables to be said to be valid and reliable, so that the indicator whose value is still <0.60 or the indicator value is still classified as the lowest among other indicators, namely the SMMA2, SMMA4, SMMA5, and SMMA11 indicators which need to be removed in order to meet PLS requirements.

Table 3. Outer Loading Test Results After Processing

Indicators	Brand Awareness	Brand Equity	Brand Image	Purchase Intention	Social Media Marketing Activities
BA1	0.683				
BA2	0.805				
BA3	0.759				
BE1		0.833			
BE2		0.850			
BE3		0.903			
BE4		0.817			
BI1			0.766		
BI2			0.795		
BI3			0.731		
PI1				0.829	
PI2				0.834	
PI3				0.855	
SMMA1					0.732
SMMA10					0.665
SMMA12					0.611
SMMA13					0.761
SMMA14					0.787
SMMA15					0.724

Indicators	Brand Awareness	Brand Equity	Brand Image	Purchase Intention	Social Media Marketing Activities
SMMA3					0.699
SMMA6					0.734
SMMA7					0.679
SMMA9					0.748

The results of testing the outer loading value after being processed in table 3, explain that each item or indicator has an outer loading value> 0.60. From these results, the convergent validity test through the outer loading value is declared valid and suitable for use.

b. Average Varianced Extracted (AVE) value

AVE testing is very important in ensuring that the constructs used in mediation research are valid and reliable. Good construct validity ensures that research results become more credible and reliable. Strong validity supports the mediation claims made in the study, making a significant contribution to the theoretical and practical understanding of the phenomenon under study. Testing using the AVE value is declared valid if the value of each variable has an AVE value of> 0.50.

Table 4. Test Results of Average Varianced Extracted Value

Variable	Average Varianced Extracted (AVE) Value
Brand Awareness	0.562
Brand equity	0.725
Brand Image	0.584
Purchase Intention	0.705
Social Media Marketing Activities	0.528

Based on Table 4, the AVE value for the variables Brand Awareness, Brand Equity, Brand Image, Purchase Intention and Social media marketing activities are 0.562, 0.725, 0.584, 0.705, 0.528 respectively. From the results obtained, the AVE value of each variable studied is all> 0.5. Therefore, the convergent validity test using the AVE value as a reference is feasible and valid for use.

3.2.1.2 Discriminant Validity

Discriminant validity is carried out to ensure that each concept of each latent model is different from other variables. Validity testing is carried out to determine how precisely a measuring instrument performs its measurement function. From the test results in table 5, each variable must have a greater AVE value when explaining its own main variable than when explained by other variables. In this table all variables have met the existing criteria.

Table 5. Discriminant Validity Test Results

Variables	Brand awareness	Brand Equity	Brand Image	Purchase Intention	Social Media Marketing Activities
Brand awareness	0.750				
Brand Equity	0.313	0.852			
Brand Image	0.473	0.547	0.764		
Purchase Intention	0.453	0.653	0.648	0.839	
Social Media Marketing Activities	0.429	0.724	0.528	0.677	0.726

3.2.1.3 Reliability

a. Cronbach's Alpha

The Cronbach's Alpha test is carried out to test the reliability value of all indicators for each variable, where each variable must have a Cronbach's Alpha value of> 0.60.

Table 6. Cronbach's Alpha Value Test Results

Variables	Cronbach's Alpha Value
Brand awareness	0.619
Brand Equity	0.874
Brand Image	0.646
Purchase Intention	0.791
Social Media Marketing Activities	0.890

In table 6, it is shown that the results of the test of the Cronbach's Alpha value on the Brand awareness variable are 0.619, Brand Equity is 0.874, Brand Image is 0.646, Purchase Intention is 0.791, and Social Media Marketing is 0.890. Therefore, the five variables can be declared reliable because they have a Cronbach's Alpha value> 0.60.

b. Composite Reliability

To support the results of the Cronbach's Alpha value test, researchers also use the composite reliability test to assess the reliability of a construct, namely the value of the composite reliability for each variable must be> 0.70.

Table 7. Composite Reliability Value test results

Variables	Composite Reliability Value
Brand awareness	0.793
Brand Equity	0.913
Brand Image	0.808
Purchase Intention	0.877
Social Media Marketing Activities	0.909

From the test results presented in table 7, the results of the Brand Awareness value of 0.793, Brand Equity of 0.913, Brand Image of 0.808, Purchase Intention of 0.877 and social media marketing activities of 0.909 so that it can be declared reliable because each variable has a composite reliability value> 0.70.

3.2.2. Structural Model Test (Inner Model)

3.2.2.1 R-square

R-Square is a very important tool in regression analysis to measure the extent to which the model used is able to explain variability in the dependent variable. In the context of academic research, understanding and using R-Square correctly can help researchers construct more accurate models and provide more insightful interpretations of the data they are studying.

Table 8. Test Results of R Square Value

Variables	R Square Value
Brand Awareness	0.184
Brand Equity	0.303
Brand Image	0.279
Purchase Intention	0.566

Based on the results of the processed data shown in table 8, the results obtained on the Brand Awareness variable have an R-square value of 0.184, Brand Equity of 0.303, Brand Image of 0.279 so it can be concluded that the three variables have little influence by the independent variable social media marketing activities. However, the Purchase intention variable has an r-square result of 0.566 which explains that all independent and mediating variables in the research construct have a moderate effect on the purchase intention variable.

3.2.2.2 Path Coefficients

The path coefficients test is conducted to determine the effect caused by the independent variable (independent) and the mediating variable (intervening) on the dependent variable (dependent). The results of Figure 6 below show the results of the PLS Algorithm through the bootstrapping procedure, where this procedure is used to determine the influence between variables through the significance value between variables.
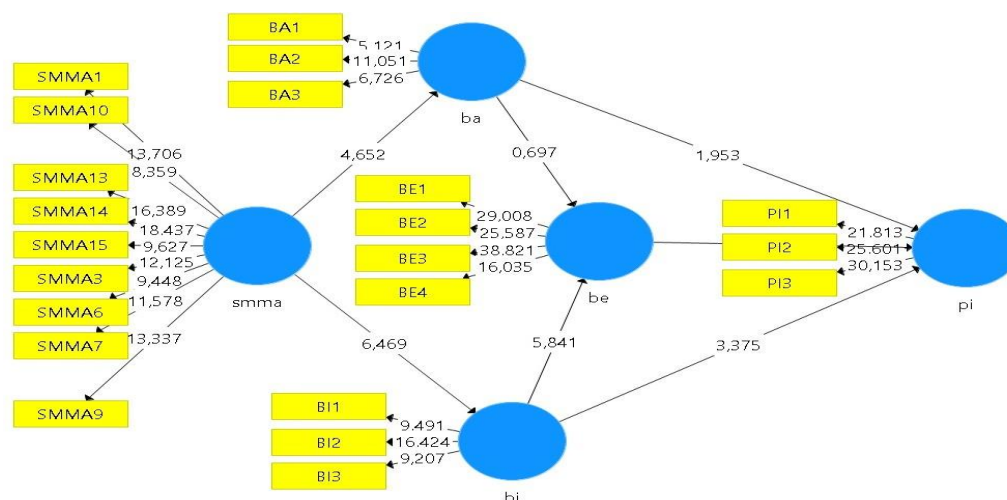

Figure 4. Bootstrapping Results

3.2.3 Hypothesis Testing

The proposed hypothesis can be answered from the results obtained after processing the data. The t-statistic and p-value are used in hypothesis testing to determine whether the hypothesis is accepted or not. Ha can be said to be "accepted" if the p-value <0.05 and the t-statistic value> 1.96. Conversely, the hypothesis is not accepted (H0 accepted and Ha rejected) if the t-statistic value < 1.96 and the p-value > 0.05.

Table 9. Test Results for t-Statistics and p-values

Influence	P-Values	T Statistics ($\lvert O/STDEV\rvert$)	Results
Social media marketing activities -> Brand awareness	0.000	4.591	Accepted
Brand awareness -> Purchase Intention	0.004	2.056	Accepted
Social media marketing activities -> Brand Image	0.000	6.596	Accepted
Brand Image -> Purchase Intention	0.001	3.427	Accepted
Brand Equity -> Purchase Intention	0.000	4.325	Accepted
Brand Image -> Brand Equity	0.000	6.027	Accepted
Brand awareness -> Brand Equity	0.482	0.703	Not Accepted

3.3 Discussion

Hypothesis 1

H01: $\beta 1 = 0$ (Social Media Marketing Activities have no effect on public Brand Awareness of Puma)
Ha1: $\beta 1 \neq 0$ (Social Media Marketing Activities affect public Brand Awareness of Puma)

The effect between the Social Media Marketing Activities variable on Brand Awareness (Ha1) is accepted and (H01) is rejected, where the p-value of 0.000 <0.05 and the t-statistic value> 1.96, so it can be declared feasible and accepted. Puma's Social Media Marketing Activities have a positive impact on Brand Awareness among its target audience. Engaging brand content, UGC campaigns and interactive contests have created a sense of community and fostered brand loyalty. This has led to increased Brand Awareness and a stronger emotional connection with the target audience. Research in Upadana & Pramudana (2020) explains that Social Media Marketing Activities have a significant impact and have a positive influence on Brand Awareness. Social Media Marketing Activities can be defined as a 2-way communication that expects empathy from users to bring up certain emotions that can be associated with the product (Khan, 2022). Social Media Marketing Activities itself includes variables such as interaction, entertainment, trendiness, word-of-mouth (WOM), and customization which are supported in other studies. In the aspect of E-commerce, the variables that are considered appropriate to include are Interactivity, Personalization, WOM, Informativeness, and Trendiness (Guha et al., 2021). Research by (Guha et al., 2021) shows that there is a positive reaction between social media marketing activities carried out by a company and consumer awareness of the products owned by the brand. Where if individuals engage with activities related to a brand's social media platform.

Hypothesis 2

H02: $\beta 1 = 0$ (Brand Awareness has no effect on people's Purchase Intention towards Puma)
Ha2: $\beta 1 \neq 0$ (Brand Awareness affects people's Purchase Intention towards Puma)

The effect between Brand Awareness variables on Purchase Intention (Ha2) is accepted and (H02) is rejected, where the p-value of 0.004 <0.05 and the t-statistic value> 1.96, so it can be declared feasible and accepted. Brand Awareness plays an important role in influencing purchase intention among consumers. This analysis will investigate the relationship between Brand Awareness and Purchase Intention, focusing on the case of Puma, a well-known sports brand. Puma has built a strong brand presence through various marketing strategies, including social media campaigns, celebrity endorsements, and product promotions. Brand Awareness is built on its association with sports, fashion and lifestyle, which contributes to its positive reputation among consumers. Through previous research Guha et al. (2021) provide a relationship between product awareness that is owned through social media intermediaries can increase the intention of individuals to make purchases. Utami & Sugiat (2023) explains that Brand Awareness correlates with the number of consumers who are able to recognize the brand characteristics of a particular product classification, this will have an impact on the high level of consumer awareness and make it easier to make purchasing decisions.

Hypothesis 3

H03: $\beta 1 = 0$ (Social Media Marketing Activities have no effect on people's Brand Image of Puma)
Ha3: $\beta 1 \neq 0$ (Social Media Marketing Activities affect the public's Brand Image of Puma)

The influence between the Social Media Marketing Activities variable on Brand Image (Ha3) is accepted and (H03) is rejected, where the p-value of 0.000 < 0.05 and the t-statistic value > 1.96, so it can be declared feasible and accepted. Puma's Social Media Marketing Activities have significantly influenced its Brand Image among its target audience. This analysis will investigate the various social media strategies used by Puma and their impact on Brand Image. Puma has established a strong presence on various social media platforms, including Instagram, Facebook, Twitter, and YouTube. The brand's social media marketing focuses on creating engaging content that resonates with its target audience, showcasing the brand's products, collaborations and values. Through the results of previous research, it can also be

concluded that effective social media marketing activities on the part of businesses will have a positive impact on consumer perceptions in terms of quality, reliability. Then, SMM activities also help in the process of creating a positive image in the eyes of consumers which certainly helps in the process of product differentiation compared to similar products owned by competitors (Guha et al., 2021). According to Savitri et al. (2022) Social Media Marketing Activities have the characteristic of disseminating information to many consumers at the same time which later has a direct or indirect function in promoting products to those who do not use social media, this will be accompanied by the formation of a Brand image.

Hypothesis 4

H04: $\beta1 = 0$ (Brand Image has no effect on people's Purchase Intention towards Puma)

Ha4: $\beta1 \neq 0$ (Brand Image affects people's Purchase Intention towards Puma)

The effect between Brand Image variables on Purchase Intention (Ha4) is accepted and (H04) is rejected, where the p-value of 0.001 <0.05 and the t-statistic value> 1.96, so it can be declared feasible and accepted. Puma is a well-known sports brand known for its high-quality products and strong brand image. Brand Image is built on its relationship with sports, fashion and lifestyle. Puma's Brand Image is characterized by its sleek design, innovative technology, and celebrity endorsements, which contribute to its positive reputation among consumers. Through previous research Guha et al. (2021) provides results that positive perceptions of Brand Image have an impact on the intention of consumers to make purchases of a brand's products. In addition, several other studies have also shown that Brand Image has a positive impact on Purchase Intention because Brand Image is an essential component that can enrich consumer knowledge about a product (Moslehpour et al., 2021).

Hypothesis 5

H05: $\beta1 = 0$ (Brand equity has no effect on people's Purchase Intention for Puma)

Ha5: $\beta1 \neq 0$ (Brand equity affects people's Purchase Intention towards Puma)

The effect between Brand Equity variables on Purchase Intention (Ha5) is accepted and (H05) is rejected, where the p-value of 0.000 <0.05 and the t-statistic value> 1.96, so it can be declared feasible and accepted. Brand equity plays an important role in influencing Purchase Intention among consumers. Puma's strong brand equity, built on its association with sports, fashion and lifestyle, has contributed to Puma's positive reputation among consumers and increased Purchase Intention. By understanding the factors that influence Purchase Intention, marketers can develop targeted strategies to build brand equity and drive sales. Referring to research (Shuyi et al., 2024) which states that Brand Equity formed through Social Media Marketing Activities variables has a relationship with a consumer's response to making a purchase in the future.

Hypothesis 6

H06: $\beta1 = 0$ (Brand Image has no effect on people's Brand equity towards Puma)

Ha6: $\beta1 \neq 0$ (Brand Image affects people's Brand equity towards Puma)

The effect between the Brand Image variable on Brand Equity (Ha6) is accepted and (H06) is rejected, where the p-value of 0.000 <0.05 and the t-statistic value> 1.96, so it can be declared feasible and accepted. Referring to Guha et al. (2021) brand image has a significant influence on the creation of brand equity, this is due to the creation of general perceptions and feelings that consumers have towards a brand so that it can be stated that brand image is the main driver that is the reason for the formation of brand equity.

Hypothesis 7

H07: $\beta1 = 0$ (Brand Awareness has no effect on people's Brand Equity towards Puma)

Ha7: $\beta1 \neq 0$ (Brand Awareness affects people's Brand Equity towards Puma)

The effect between the Brand Awareness variable on Brand Equity (Ha7) is rejected and (H07) is accepted, where the p-value is 0.482> 0.05, so it cannot be declared feasible and not accepted. These results are in line with research conducted by Lesmana et al. (2020) where the Brand Awareness and Brand Equity variables are 2 interrelated variables, but sometimes there are several factors that cause a brand to be unable to position itself as the face of a company and be in the minds and memories of consumers due to the level of exposure of the brand that is not broad enough in the eyes of the public.

4. CONCLUSION

The effect of Social Media Marketing Activities on Purchase Intention for Brand Puma has been examined through this study. The results showed that Social Media Marketing Activities have a positive and significant influence on Purchase Intention through Brand Awareness, Brand Image and Brand Equity variables. Social Media Marketing Activities carried out by Puma indirectly affect Purchase Intention through increasing Brand Awareness, Brand Image and Brand Equity. This conclusion is in accordance with previous research which shows that Social Media Marketing Activities can increase Brand Awareness, Brand Image and Brand Equity, which in turn can increase Purchase Intention. Puma's Social Media Activities, including posts, interactions with consumers, and digital campaigns, have a significant influence on brand awareness. This shows that brand activity on social media can increase visibility and top-of-mind awareness among consumers. High brand awareness also acts as a strong mediator between social media activity and purchase intention. Consumers who are more aware of the brand tend to have positive perceptions and are more open to marketing communications from Puma. This research has several limitations. The primary limitation is the small sample size of 93

respondents, consisting mostly of university students in the Jabodetabek area, which restricts the generalizability of the findings to a broader population of Puma customers in Indonesia and beyond. The geographical focus on Indonesia further limits applicability to other regions where consumer behaviour may vary due to cultural and economic factors. Additionally, the study captures consumer perceptions at a specific point in time, but social media trends and marketing strategies evolve rapidly, potentially impacting long-term insights. The study also concentrates on brand image, awareness, and equity as mediators, overlooking other variables such as consumer trust, engagement, and loyalty, which may also influence purchase intention. The reliance on self-reported data introduces potential biases, such as social desirability bias. Future research should address these limitations by expanding the sample size and demographic diversity, conducting cross-cultural studies, and using longitudinal methods to explore how social media marketing evolves over time. Incorporating additional mediating variables like brand loyalty and consumer trust would provide a more comprehensive understanding of the relationship between social media marketing and purchase intention.

REFERENCES

Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. Journal of Public Value and Administrative Insight, 2(2), 5–10. https://doi.org/10.31580/JPVAI.V2I2.896

Bougie, R., & Sekaran, U. (2019). Research Methods For Business: A Skill Building Approach (8th ed.). John Wiley & Sons.

Chen, L., Yan, Y., & Smith, A. N. (2023). What drives digital engagement with sponsored videos? An investigation of video influencers' authenticity management strategies. Journal of the Academy of Marketing Science, 51(1), 198–221. https://doi.org/10.1007/s11747-022-00887-2

Didy, I. (2024, April). Apa Itu Social Media Marketing? Pelajari Seluk-beluknya, Yuk! - Glints Blog. https://glints.com/id/lowongan/apa-itu-social-media-marketing/

Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. Journal of Research in Marketing and Entrepreneurship, 23(2), 339–364. https://doi.org/10.1108/JRME-07-2020-0097

Hair, J. F., Babin, B. J., Black, W. C., & Anderson, R. E. (2021). Multivariate Data Analysis (8th ed.). Cengage Learning.

Khan, I. (2022). Do brands' social media marketing activities matter? A moderation analysis. Journal of Retailing and Consumer Services, 64, 102794. https://doi.org/10.1016/j.jretconser.2021.102794

Lesmana, R., Widodo, A. S., & Sunardi, N. (2020). The Formation of Customer Loyalty From Brand Awareness and Perceived Quality through Brand Equity of Xiaomi Smartphone Users in South Tangerang. Jurnal Pemasaran Kompetitif, 4(1), 1. https://doi.org/10.32493/jpkpk.v4i1.7211

Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2021). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. Journal of Theoretical and Applied Electronic Commerce Research 2022, Vol. 17, Pages 89-103, 17(1), 89–103. https://doi.org/10.3390/JTAER17010005

Nawi, N. C., Mamun, A. Al, Mukhtar, D. Bin, Mustapha, W. N. W., & Hairani, N. (2019). Customers Equity and Purchase Intention in the Fashion Industry through Social Media Marketing Activities among Generation Y. International Journal of Innovation, Creativity and Change, 8(6), 138–153. https://www.researchgate.net/publication/337824563_Customers_Equity_and_Purchase_Intention_in_the_Fashion_Industry_through_Social_Media_Marketing_Activities_among_Generation_Y

Pahlevi, R. (2022, June 10). Penetrasi Internet di Kalangan Remaja Tertinggi di Indonesia. Katadata Media Network.

Puma. (2023). Puma Annual Report 2023. Aboutpuma.Com.

Rahmani, D., Nasiri, S., Heidari, S., & Nargesi, S. (2023). Can personalised prosocial ads be harnessed for brand equity enhancement. International Journal of Internet Marketing and Advertising, 1(1), 1. https://doi.org/10.1504/ijima.2023.10053473

Ramadhani, J. Y., & Prasasti, A. (2023). Brand Trust Capacity in Mediating Social Media Marketing Activities and Purchase Intention: A Case of A Local Brand That Go-Global During Pandemic. Indonesian Journal of Business and Entrepreneurship. https://doi.org/10.17358/ijbe.9.1.81

Rolando, B., Rantetandung, D. C. D., & Winaya, N. N. T. (2024). Hubungan Penawaran Khusus Pada Tanggal Istimewa Terhadap Keputusan Pembelian Di Platform E-Commerce Shopee. Journal Management & Economics Review (JUMPER), 1(8), 315–328.

Rolando, B., Simanjuntak, E. E., Dewi, K., & Al-Amin, A.-A. (2024). Omnichannel Marketing Strategy: Impact on Revenue and Business Sustainability. COSMOS: Jurnal Ilmu Pendidikan, Ekonomi Dan Teknologi, 1(5), 402–413.

Rolando, B., & Wigayha, C. K. (2024). Pengaruh E-Wom Terhadap Keputusan Pembelian Online: Studi Kasus Pada Pelanggan Aplikasi Kopi Kenangan. Jurnal Manajemen Dan Kewirausahaan (JUMAWA), 1(4), 193–210.

Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2022). The role of social media marketing and brand image on smartphone purchase intention. International Journal of Data and Network Science, 6(1), 185–192. https://doi.org/10.5267/j.ijdns.2021.9.009

Shuyi, J., Mamun, A. Al, & Naznen, F. (2024). Social media marketing activities on brand equity and purchase intention among Chinese smartphone consumers during COVID-19. Journal of Science and Technology Policy Management, 15(2), 331–352. https://doi.org/10.1108/JSTPM-02-2022-0038

Upadana, M. wahyu K., & Pramudana, K. A. S. (2020). BRAND AWARENESS MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN. E-Jurnal Manajemen Universitas Udayana, 9(5), 1921. https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p14

Utami, H. M., & Sugiat, M. A. (2023). Pengaruh Social Media Marketing Activities Terhadap Purchase Intention Dengan Brand Image, Brand Awareness, Brand Equity Sebagai Variabel Intervening Pada Produk Skincare Avoskin. SEIKO : Journal of Management & Business, 6(1), 6–11. https://doi.org/10.37531/SEJAMAN.V6I1.3743

von Felbert, A., & Breuer, C. (2021). How the type of sports-related endorser influences consumers' purchase intentions. International Journal of Sports Marketing and Sponsorship, 22(3), 588–607. https://doi.org/10.1108/IJSMS-01-2020-0009

Wang, X., Yu, C., & Wei, Y. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. Journal of Interactive Marketing, 26(4), 198–208. https://doi.org/10.1016/j.intmar.2011.11.004

Widi, S. (2023, February 3). Pengguna Media Sosial di Indonesia Sebanyak 167 Juta pada 2023. https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023

Zafar, F. (2024, April 26). The 25 Best Sportswear Brands in the World. https://finance.yahoo.com/news/25-best-sportswear-brands-world-115647972.html

Zia, A., Younus, S., & Mirza, F. (2021). Investigating the Impact of Brand Image and Brand Loyalty on Brand Equity: the Mediating Role of Brand Awareness. International Journal of Innovation, Creativity and Change, 15(2), 1091–1106. www.ijicc.net