

THE ROLE OF BRAND IMAGE IN MEDIATING THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION FOR THE SUNAKA JEWELRY BRAND

(A Study on Prospective Consumers in Gianyar Regency)

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Abstract

The Micro, Small, and Medium Enterprises (MSME) sector, particularly the creative industry, is one of the key contributors to Indonesia's economic development. Within Indonesia's creative industry, various business sectors produce diverse products, one of which is silver jewelry craftsmanship. Sunaka Jewelry is a silver jewelry brand that has established a strong brand image among international tourists and overseas markets. However, these market segments have recently shown indications of entering the maturity stage, making the exploration of new market segments, particularly prospective local consumers in Gianyar Regency, a strategic alternative. This study involved 120 respondents selected using a purposive sampling technique. Data were collected through both offline and online questionnaires and analyzed using SPSS for Windows version 24. The findings reveal that all proposed hypotheses are supported. Social media marketing has a positive and significant effect on both purchase intention and brand image. Furthermore, brand image has a positive and significant effect on purchase intention and significantly mediates the relationship between social media marketing and purchase intention.

Keywords: Social Media Marketing, Brand Image, Purchase Intention

INTRODUCTION

The Micro, Small, and Medium Enterprises (MSME) sector, particularly the creative industry, plays a crucial role in Indonesia's economic development, as it contributes significantly to the country's annual economic growth and national revenue. The creative industry is defined as an industry that focuses on producing goods and services based on creativity, skills, and the expertise of business actors, with an emphasis on innovation and originality (Laksmi & Arjawa, 2023).

Within Indonesia's creative industry, numerous business sectors produce a wide range of products, one of which is silver jewelry craftsmanship. Today, luxury products such as silver jewelry are no longer viewed merely as complementary fashion accessories but are increasingly perceived as symbols of social status. For many individuals, displaying social status through luxury goods is considered important in social interactions. As cited by Kotler and Armstrong (2018, p. 138), social status refers to an individual's position within a social class, which is determined by factors such as income, occupation, and lifestyle.

An individual's ability to position themselves within a particular social class largely depends on the perceptions formed through interactions within their social environment. One way to shape such perceptions is through fashion choices, including the use of jewelry as a fashion accessory (Amiata & Sugiyanto, 2024). Therefore, the gold and silver jewelry industry must continuously align itself with developments in the fashion industry to remain relevant to current trends and meet evolving consumer preferences.

In general, Indonesia's silver jewelry industry is well established in several regions, particularly Yogyakarta City and Gianyar Regency, each possessing distinctive characteristics and craftsmanship techniques. Within Gianyar Regency, Celuk Village in Sukawati District is widely recognized as the center of gold and silver jewelry production. As reported by Megawati (2023), since 1976 this tourism village has remained one of Indonesia's leading centers for gold and silver handicraft production. One of the most prominent jewelry businesses in the village is Sunaka Jewelry, a subsidiary of Sunsri House of Jewelry, which was established in 1979 and continues to operate today. The company specializes exclusively in contemporary silver jewelry.

Sunaka Jewelry's vision is "to produce high-quality, finely crafted, aesthetically pleasing, detailed, and comfortable contemporary jewelry." The brand offers several distinctive design concepts, including Indonesia Heritage, Nature Beauty, Creature Inspiration, and Modern Collection. These unique concepts and designs serve as important sources of product differentiation, enabling the brand to compete effectively within the highly competitive jewelry industry.

During its early years, Sunaka Jewelry marketed its products primarily through conventional methods by displaying them in its showroom, offering products directly to visitors, and participating in art exhibitions. As digital technology evolved, the company expanded its marketing strategy by utilizing various social media platforms, selling products through e-commerce platforms, and implementing a consignment system with several fashion brands and boutiques in Bali, particularly in Gianyar Regency, including Delima Boutique and Ikat Batik Ubud. These strategies were adopted to expand market reach while strengthening the brand image of the company.

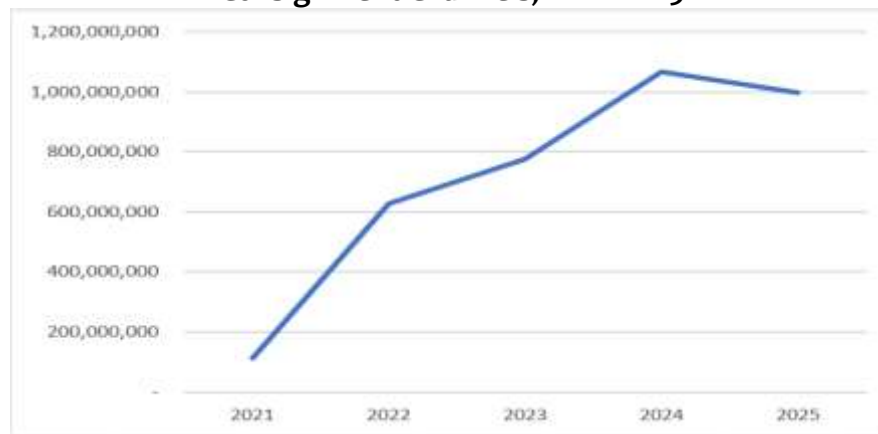
With the rapid advancement of digitalization, many businesses, particularly those operating in the creative industry, have increasingly adopted social media as a primary marketing platform because it provides greater effectiveness in marketing communication and branding strategies while enabling firms to reach broader audiences (Narayana & Rahanatha, 2020).

According to the DataReportal report published in 2025, the number of active social media users in Indonesia reached 143 million by the end of 2025. This figure indicates that approximately 50 percent of Indonesia's population actively uses social media platforms as sources of information and entertainment. Such a trend presents significant opportunities for MSMEs operating in the creative industry, including silver jewelry businesses such as Sunaka Jewelry, to expand their market reach through social media marketing strategies.

Despite these favorable market conditions, Sunaka Jewelry experienced a slowdown in business growth during 2025. The company recorded a 6.48 percent decline in sales revenue generated through its e-commerce channels and consignment

partnerships compared to the previous year. The primary issue was reflected in the declining purchase intention among its traditional customer segments, particularly international consumers and tourists, including both foreign and domestic visitors.

Figure 1. Sales Trend of Sunaka Jewelry Products Through E-commerce and Consignment Channels, 2021–2025



Source : Sunaka Jewelry (2025)

Based on Figure 1, it can be concluded that there is a declining trend in purchase intention among the international consumer segment and the tourist market, as reflected in the sales performance of the two distribution channels between 2021 and 2025. This phenomenon indicates that these market segments have likely entered the maturity stage. Considering this condition, one strategic alternative to ensure the sustainable growth of the Sunaka Jewelry brand is to explore the potential of new market segments. Therefore, this study focuses on prospective local consumers in Gianyar Regency, a market segment that has not yet been optimally targeted.

Prior to conducting the main study, a limited preliminary survey was administered to 20 prospective consumers domiciled in Gianyar Regency all of whom had not purchased Sunaka Jewelry products but expressed an interest in wearing jewelry, particularly silver jewelry. The purpose of this preliminary survey was to obtain an initial understanding of consumer behavior, especially regarding purchase intention toward Sunaka Jewelry's silver jewelry products.

The preliminary survey results, as presented in Appendix 1, indicate that all 20 respondents were familiar with the Sunaka Jewelry brand. In the second survey item, all respondents stated that they had previously encountered Sunaka Jewelry's social media content. Furthermore, all respondents perceived Sunaka Jewelry as having a positive brand image and regarded it as a high-quality jewelry brand. Regarding the fourth survey item, 17 respondents expressed interest in learning more about the brand's jewelry products, while three respondents did not. Finally, 15 respondents indicated that they would consider purchasing Sunaka Jewelry products if they had the opportunity and sufficient financial resources, whereas five respondents stated otherwise.

The findings of the preliminary survey suggest that prospective consumers demonstrate a positive perception of the jewelry products promoted through Sunaka

Jewelry's social media platforms. However, the level of purchase intention among the local market segment remains relatively low and has not yet reached an optimal level. This finding indicates a gap between consumers' favorable perceptions of the brand and their intention to purchase its products. According to Kotler and Armstrong (2018, p. 135), purchase intention refers to consumers' behavioral tendency to respond positively to a product and their willingness to purchase it in the future. Factors such as culture, social status, personality, and psychological conditions are among the determinants influencing consumers' purchase intention.

From a theoretical perspective, numerous previous studies have examined the influence of social media marketing on consumers' purchase intention. For example, Wulandari and Respati (2024) found that social media marketing has a positive and significant effect on purchase intention. Similar findings were reported by Ye (2024), who also concluded that social media marketing positively and significantly influences consumers' purchase intention. These findings are further supported by the studies of Manzoor et al. (2020) and Hussain and Chimhundu (2023). Collectively, these studies suggest that social media marketing plays a crucial role in stimulating consumers' purchase intention. The more effectively social media is utilized as a communication channel for delivering persuasive information, the greater the likelihood that consumers will develop an intention to purchase the promoted products.

However, these findings are inconsistent with those of Wijaya et al. (2021), who reported that social media marketing does not have a significant effect on consumers' purchase intention. This suggests that intensive use of social media as a marketing communication channel does not necessarily generate purchase intention among consumers. Similar conclusions were also reported by Salhab et al. (2023), who found that social media marketing has no significant influence on consumers' purchase intention.

The existence of these inconsistent findings presents a research gap that provides an opportunity to introduce brand image as a mediating variable. The inclusion of a mediation model is grounded in consumer behavior theory, which proposes that consumers' responses to marketing stimuli do not occur directly but instead involve internal psychological processes, including perception formation and attitude evaluation. Therefore, a mediating variable is required to represent these underlying psychological mechanisms. Brand image was selected as the mediating variable based on previous studies demonstrating its role in mediating the relationship between social media marketing and purchase intention.

Sunaka Jewelry has previously established a positive brand image among consumers, as reflected by its Instagram account, which has attracted more than 16,000 followers, as well as its excellent ratings and positive customer reviews across several e-commerce platforms. In addition, the company ensures that all of its products meet standardized quality requirements throughout the production and packaging processes. These factors reinforce the perception that Sunaka Jewelry has successfully built a strong and positive brand image across its target market.

A positive brand image can also be developed through effective social media marketing strategies targeted at appropriate market segments. The content shared through Sunaka Jewelry's social media platforms primarily emphasizes product

branding and soft-selling approaches while providing information regarding product quality. Narayana and Rahanatha (2020) argued that social media marketing significantly influences brand image because the effective use of social media can shape consumers' perceptions of a brand. When consumers are exposed to relevant and engaging visual content, the information is stored in their long-term memory, thereby strengthening brand perception and increasing the likelihood that the brand will become top of mind when consumers seek similar products. These findings are consistent with those of Putri and Jatra (2024) and Ellitan et al. (2022), who also reported that social media marketing has a significant effect on brand image formation.

According to Büyükdağ (2021), brand image has a positive effect on purchase intention, indicating that more favorable consumer perceptions of a brand lead to stronger purchase intentions. Similar findings were reported by Imaaduddin et al. (2022), who concluded that a positive brand image significantly enhances consumers' purchase intention. These results are also consistent with the findings of Prasetyo (2020). However, Tsabitah and Anggraeni (2021) reported that brand image does not have a significant effect on purchase intention.

Based on the phenomenon and research gap identified in previous studies, this study investigates the mediating role of brand image in the relationship between social media marketing and purchase intention for the Sunaka Jewelry silver jewelry brand.

METHOD

This study adopted a quantitative approach and use a causal associative research design to examine the relationships between social media marketing, brand image, and purchase intention (Sugiyono, 2022, p. 63). The study was conducted in Gianyar Regency, Indonesia, with a focus on consumer behavior, especially consumer's purchase intention in relation to social media marketing, with brand image serving as mediating variable. The Target population consisted of Gianyar regency residents aged 18–50 years who were interested in silver jewelry, familiar with the Sunaka Jewelry brand, had encountered it's social media advertisements, and had not previously purchased any Sunaka Jewelry products. In this study, social media marketing was designated as the exogenous variable (X), brand image as the mediating variable (M), and purchase intention as the endogenous variable (Y). Social media marketing was evaluated based on the indicators of entertainment, interaction, trendiness, customization, and word of mouth (Wibowo et al., 2021). Brand image was assessed through the dimensions of strength, uniqueness, and favorability (Akbari et al., 2024), while purchase intention was measured using transactional, exploratory, preferential, and referential purchase intention (Prasetio & Zahira, 2021) (Sugiyono, 2022; Ellitan et al., 2022; Dian & Jatra, 2024).

The study population included residents of Gianyar Regency who were interested in jewelry but had never purchased Sunaka Jewelry products; therefore, the exact population size could not be determined. Participant were recruited through non-probability sampling method, spesifically by applying a purposive sampling technique. Based on the use of 12 indicators in the multivariate analysis, the recommended sample size ranged from 60 to 120 respondents (Sugiyono, 2022). This study utilized both quantitative and qualitative data obtained from primary and secondary sources. Primary

data were gathered through questionnaires administered using Google Forms, while secondary data were obtained from empirical studies, relevant literature, DataReportal, and information provided by the management of Sunaka Jewelry. The research instrument employed a five-point Likert scale to measure respondents' perceptions of the study variables. Prior to data collection, validity and reliability testing was conducted on the research instrument. Result of the validity test showed that every item in the questionnaire recorded a correlation coefficient greater than 0.36, confirming their validity. Meanwhile, the reliability test produced Cronbach's Alpha values of 0.721 for social media marketing, 0.906 for brand image, and 0.819 for purchase intention, indicating that all constructs were reliable, as each value exceeded the recommended threshold of 0.70 (Sugiyono, 2022; Machali, 2021).

Data analysis consisted of descriptive and inferential statistical analyses. Descriptive analysis was applied to describe respondents' evaluations of each research indicator based on the Likert scale, while inferential statistics involved a series of classical assumption tests, covering normality, multicollinearity, and heteroscedasticity tests, to aimed at verifying that the regression model was suitable for use (Sugiyono, 2022; Utama, 2016). Subsequently, the relationships among the variables were examined using path analysis with SPSS version 24 to test the direct effects of social media marketing on purchase intention, the effect of social media marketing on brand image, the effect of brand image on purchase intention, and the indirect effect of social media marketing on purchase intention through brand image. The mediation effect was further assessed using the Sobel test to determine the significance of the indirect effect. The analytical results were then interpreted to identify the direct, indirect, and total effects among the variables and served as the basis for hypothesis testing and drawing the study conclusions (Utama, 2016)

RESULTS AND DISCUSSION

Description of the Research Variables

An analysis of descriptive statistics for each research variables was carried out with the aim of illustrating how responden perceived provide an overview of perceptions regarding social media marketing, brand image, and purchase intention. Data were collected through offline and online questionnaires using Google Forms with a five-point Likert scale and were analyzed by calculating the mean score for each indicator, which was subsequently classified based on predetermined class intervals. Based on the analysis, the social media marketing variable recorded an average score of 4.144 (good category), brand image obtained a mean score of 4.270 (very good category), and purchase intention recorded a mean score of 4.112 (good category). These findings suggest that respondents generally held positive perceptions of the company's social media marketing activities, brand image, and their intention to purchase Sunaka Jewelry products.

For the social media marketing variable, all indicators—entertainment, interaction, trendiness, customization, and word of mouth—were classified within the good category, with word of mouth obtaining the highest mean score. The brand image variable also received a very good evaluation, with the favorability dimension recording the highest mean score, followed by strength, while uniqueness obtained the lowest

score, although it remained within the good category. Meanwhile, all indicators of purchase intention were categorized as good to very good, with exploratory purchase intention achieving the highest mean score and preferential purchase intention the lowest. Overall, these findings indicate that respondents demonstrated favorable perceptions of Sunaka Jewelry in terms of its social media marketing activities, brand image, and their intention to purchase the brand's products.

Classical Assumption Tests

Normality Test

Table 1. Results of the Normality Test

Equation	Kolmogorov–Smirnov Asymp. Sig. (2-tailed)
Substructure 1	0.200
Substructure 2	0.171

Source: Processed Primary Data, 2026

The normality test was conducted using the One-Sample Kolmogorov–Smirnov test. The results indicate that the Asymp. Sig. (2-tailed) values for both substructures are greater than the significance level of 0.05. These findings demonstrate that the data are normally distributed, indicating that the regression models satisfy the normality assumption.

Multicollinearity Test

Table 2. Results of the Multicollinearity Test

Equation	Model	Tolerance	VIF
Substructure 1	Social Media Marketing	1.000	1.000
Substructure 2	Social Media Marketing	0.880	1.136
	Brand Image	0.880	1.136

Source: Processed Primary Data, 2026

As presented in Table 2, all independent variables have tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10. Therefore, it can be concluded that the regression models are free from multicollinearity problems.

Heteroscedasticity Test

Table 3. Results of the Heteroscedasticity Test

Equation	Model	Sig.
Substructure 1	Social Media Marketing	0.084
Substructure 2	Social Media Marketing	0.084
	Brand Image	0.770

Source: Processed Primary Data, 2026.

As shown in Table 3, all significance values exceed 0.05, indicating that none of the independent variables has significant influence on the absolute residuals. Accordingly, the regression models are free from heteroscedasticity, thereby satisfying the homoscedasticity assumption.

Path Analysis

This study employed path analysis as an extension of multiple linear regression to examine the causal relationships among the research variables. Path analysis enables the assessment of both direct and indirect causal effects within a structural model. This analytical approach was selected because it provides a comprehensive understanding of the relationships and causal pathways among the variables based on the proposed theoretical framework. The stages of the path analysis are presented as follows.

Formulation of Hypotheses and Structural Equations

The criteria used to interpret the relationships among the variables are as follows:

If Sig. > 0.05, H_0 is accepted and H_1 is rejected.

If Sig. < 0.05, H_0 is rejected and H_1 is accepted.

Effect of Social Media Marketing on Purchase Intention

H_0 : Social media marketing does not have a positive and significant effect on purchase intention.

H_1 : Social media marketing has a positive and significant effect on purchase intention.

Effect of Social Media Marketing on Brand Image

H_0 : Social media marketing does not have a positive and significant effect on brand image.

H_1 : Social media marketing has a positive and significant effect on brand image.

Effect of Brand Image on Purchase Intention

H_0 : Brand image does not have a positive and significant effect on purchase intention.

H_1 : Brand image has a positive and significant effect on purchase intention.

The Mediating Role of Brand Image

H_0 : Brand image does not significantly mediate the relationship between social media marketing and purchase intention.

H_1 : Brand image significantly mediates the relationship between social media marketing and purchase intention.

Structural Model Prior to Mediation

Table 4. Structural Model Prior to Mediation

Model	Unstandarized Coefficient		Standarized Coefficient		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	4,230	1,108			3,818	
Social Media Marketing	0,590	0,053	0,716		11,131	0.000
R Square : 0,512						
F Statistik : 123.906						

Source: Processed Primary Data, 2026

The structural equation before introducing the mediating variable is formulated as follows:

$$Y = \beta_1 X + e_1$$

$$Y = 0,716X$$

As presented in Table 4, prior to the inclusion of the mediating variable, social media marketing had a standardized beta coefficient of 0.716. The positive coefficient indicates that greater social media marketing activities are associated with a higher level of purchase intention among prospective local consumers. Furthermore, the significance value of 0.000 (< 0.05) confirms that the effect of social media marketing on purchase intention is statistically significant.

The F-test result of 123.906, with a significance level of 0.000, indicates that the regression model is statistically valid and adequately explains the relationship between social media marketing and purchase intention. In addition, the coefficient of determination (R^2) of 0.512 indicates that 51.2% of the variation in purchase intention can be explained by social media marketing, while the remaining 48.8% is attributable to other variables not included in the research model.

Path Analysis: Substructure 1

Table 5. Results of the Substructure 1 Path Analysis

Model	Unstandarized Coefficient		Standardized Coefficient		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	9.185	0.914			10.053	
Social Media Marketing	0,175	0.044	0.346		4.006	0,000
R Square : 0,120						
F Statistik : 16.047						
F-test						
Significance < 0,05						
a : Dependent						
variable : Brand						
Image						

Source: Processed Primary Data, 2026.

Based on the analysis, the first substructural equation is expressed as $M = 0.346X$, indicating that social media marketing has a positive effect on brand image. The F-test value of 16.047, with a significance level of 0.000 (< 0.05), confirms that the regression model is statistically adequate and capable of explaining the relationship between social media marketing and brand image. The coefficient of determination (R^2) of 0.120 indicates that social media marketing explains 12% of the variation in brand image, whereas the remaining 88% is explained by other factors outside the proposed model. These findings suggest that although effective social media marketing contributes to developing a positive perception of Sunaka Jewelry, it is not the primary determinant of brand image but rather one of several supporting factors..

Path Analysis: Substructure 2

Table 6. Results of the Substructure 2 Path Analysis

Model	Unstandarized Coefficient	Standardized Coefficient		t	Sig.
	B	Std. Error			
(Constant)	0.548	1.431		0.383	
Social Media Marketing	0.520	0.054	0.631	9.708	0.000
Brand Image	0.401	0.106	0.246	3.788	0.000
R Square : 0.566					
F Statistik : 76.138					
F-test Significance < 0,05					
a : Dependent variable :					
Purchase Intention					

Source: Processed Primary Data, 2026

Based on the analysis, the second structural equation is formulated as $Y = 0.631X + 0.246M$, indicating that both social media marketing and brand image positively influence purchase intention. The regression model was found to be statistically appropriate based on the F-test value of 76.138 with a significance level of 0.000 (< 0.05). Furthermore, the coefficient of determination (R^2) of 0.566 indicates that 56.6% of the variation in purchase intention can be explained jointly by social media marketing and brand image, while the remaining 43.4% is explained by variables outside the research model.

The standardized coefficients indicate that social media marketing has a direct effect of 0.631 on purchase intention and a direct effect of 0.346 on brand image. Meanwhile, brand image has a direct effect of 0.246 on purchase intention. In addition, the indirect effect of social media marketing on purchase intention through brand image is 0.085, resulting in a total effect of 0.716. These findings suggest that brand image strengthens the relationship between social media marketing and purchase intention among prospective local consumers of Sunaka Jewelry.

Table 7. Coefficient of Determination

Before Mediation	Substructure 1	Substructure 2
0,512	0,120	0,566

Source: Processed Primary Data, 2026.

Based on the analytical results, the coefficient of determination (R^2) prior to mediation is 0.512, indicating that social media marketing explains 51.2% of the variation in purchase intention. In Substructure 1, the R^2 value of 0.120 indicates that social media marketing explains 12% of the variation in brand image. In Substructure 2, the R^2 value of 0.566 demonstrates that social media marketing and brand image jointly explain 56.6% of the variation in purchase intention. Furthermore, the total coefficient of determination is 0.618, indicating that 61.8% of the variation in purchase intention is explained by social media marketing and brand image, while the remaining 38.2% is attributable to other variables not included in the research model. Finally, the magnitude of the direct effects among the variables in the structural model was

determined based on the standardized beta coefficients, both before and after the inclusion of the mediating variable.

Figure 2. Structural Model Before Mediation

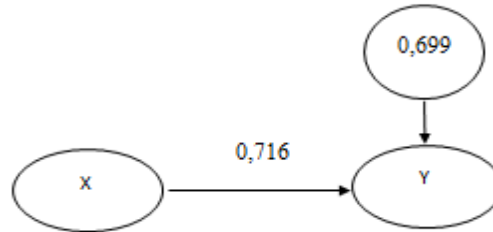
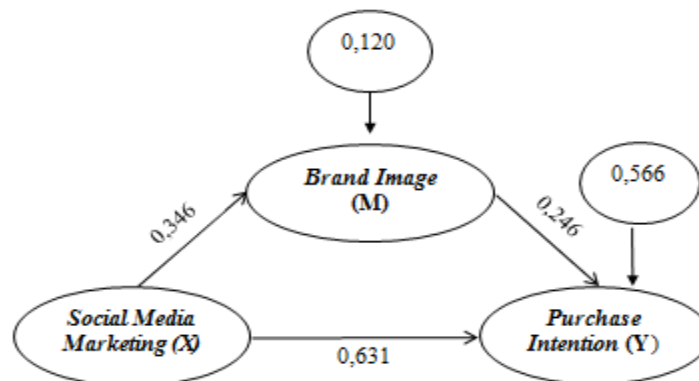


Figure 3. Path Analysis Model



Based on the analysis, the proposed research model was found to be statistically appropriate, as the simultaneous test (F-test) produced a significance value of 0.000 (< 0.05), indicating that social media marketing and brand image jointly have a significant effect on purchase intention. Furthermore, the partial test (t-test) revealed that social media marketing has a positive and significant effect on purchase intention ($\beta = 0.631$; $p = 0.000$) as well as on brand image ($\beta = 0.346$; $p = 0.000$). Likewise, brand image exerts a positive and significant effect on purchase intention ($\beta = 0.246$; $p = 0.000$). These findings indicate that improving the quality of social media marketing activities enhances both brand image and the purchase intention of prospective local consumers of Sunaka Jewelry. Therefore, all proposed hypotheses are supported.

Table 8. Summary of Hypothesis Testing Results

Relationship	Direct Effect	Indirect Through M	Effect Total Effect	Significance Result	
X → Y (Before mediation)	0.716	–	0.716	0.000	Significant
X → M	0.346	–	0.346	0.000	Significant
M → Y	0.246	–	0.246	0.000	Significant
X → Y (With mediation)	0.631	0.085	0.716	0.000	Significant

Source: Processed Primary Data, 2026

Based on the path analysis results, social media marketing has a positive and significant effect on purchase intention, both before and after the inclusion of brand image as a mediating variable. Prior to mediation, the direct effect of social media marketing on purchase intention was 0.716, whereas after mediation the direct effect remained significant at 0.631, indicating that social media marketing strategies increase consumers' purchase intention both directly and indirectly through the development of brand image. In addition, social media marketing has a positive effect on brand image with a standardized coefficient of 0.346, while brand image positively influences purchase intention with a coefficient of 0.246. The mediation analysis further revealed an indirect effect of 0.085, resulting in a total effect of 0.716. These findings indicate that brand image functions as a partial mediator, strengthening the relationship between social media marketing and purchase intention, although the direct effect of social media marketing remains the dominant influence.

Sobel Test

The Sobel test was conducted to examine the significance of the indirect effect of brand image as a mediating variable in the relationship between social media marketing and purchase intention. The analysis produced a z-value of 2.71, which exceeds the critical value of 1.96 at the 5% significance level, indicating that the indirect effect is statistically significant. Therefore, brand image significantly mediates the relationship between social media marketing and purchase intention, supporting the fourth hypothesis.

Discussion

The findings demonstrate that social media marketing has a positive and significant effect on both purchase intention and brand image among prospective local consumers of Sunaka Jewelry. These results indicate that social media marketing activities characterized by informative, relevant, and engaging content, together with active interaction with audiences, are capable of increasing consumers' purchase intention while simultaneously fostering positive brand perceptions. These findings are consistent with the consumer behavior theory proposed by Kotler and Armstrong (2018), which explains that social media marketing serves as a marketing stimulus that influences consumers' psychological processes and ultimately encourages the formation of purchase intention. The results are also in line with previous studies conducted by Dewanti and Santika (2024), Triaksara et al. (2023), Ridwan and Jatmiko (2024), Narayana and Rahanatha (2020), Reyvina and Tjokrosaputro (2024), Ramaditya and Yasa (2024), and Pratama and Yasa (2023) all of which reported that social media marketing plays a significant role in increasing purchase intention and strengthening brand image. Respondents' evaluations further support these findings, as Sunaka Jewelry's social media content was perceived as attractive, informative, and capable of creating positive perceptions regarding product quality, thereby encouraging consumers to seek additional information and consider purchasing the products.

Furthermore, brand image was found to have a positive and significant effect on purchase intention and to serve as a partial mediating variable in the relationship between social media marketing and purchase intention. These findings suggest that

social media marketing strategies enhance purchase intention not only directly but also indirectly through the development of a favorable brand image, thereby strengthening consumers' trust and confidence in the products offered. This finding is consistent with the theory of Kotler and Armstrong (2018), which explains that brand image represents the outcome of consumers' psychological processing of marketing stimuli. It is also supported by previous studies conducted by Florensia et al. (2024), Imaaduddin et al. (2022), Zain and Vania (2024), Wulandari and Respati (2024), Oktaviani et al. (2025), and Ramaditya and Yasa (2024). Respondents' perceptions that Sunaka Jewelry possesses a strong, high-quality, and trustworthy brand identity further reinforce the conclusion that brand image is an important mechanism through which social media marketing enhances the purchase intention of prospective local consumers.

CONCLUSION

Based on the result of this study, it can be concluded that social media marketing has a positive and significant effect on both purchase intention and brand image among prospective local consumers of Sunaka Jewelry. Social media marketing activities that are engaging, informative, and relevant contribute to the development of a favorable brand image while simultaneously increasing consumers' intention to purchase. Furthermore, brand image also has a positive and significant effect on purchase intention, indicating that a stronger and more favorable brand image leads to greater consumer willingness to purchase the products. The study further demonstrates that brand image acts as a partial mediator in the relationship between social media marketing and purchase intention, suggesting that social media marketing enhances purchase intention both directly and indirectly through the strengthening of brand image, although other factors beyond brand image also contribute to this relationship.

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