

The Effect of Social Media Marketing on Brand Awareness and Brand Image to Increase Intention to Buy (Study on Audia Multibrand Muslimwear)

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Abstract

The amount of pressure from external and internal makes entrepreneur always innovates and develop more strategies so that their business can survive and be better in the future. One strategy that can be done is use social media as their marketing media tool, social media makes business's attention, awareness, and image increases. Instagram is one of the best platforms to implement social media marketing with its many features and flexibility in terms of content creating and content sharing, it can increase sales traffic and as an influential media regarding the products being sold. The Audia Multibrand Muslimwear boutique uses Instagram with the username @audiastore, this boutique has recently maximized the use of Instagram from the previous only to display catalogs that are sold in stores, and is now also active and consistent in terms of creating interactive content about the boutique, maintaining good relations with virtual customers, and also make buying and selling transactions through Instagram and with this research, researchers want to find out with all the strategies carried out by Audia Multibrand Muslimwear will affect brand awareness and brand image and also whether it increases the buying interest of Instagram users and customers to Audia Multibrand Muslimwear's Instagram, @audiastore.

Keywords

social media marketing; brand awareness; brand image; intention to buy; instagram



I. Introduction

Around 90 million smartphone users in Indonesia (Ministry of Communication and Informatics, 2014) especially for digital communication and information media. Every business actor is always looking for ways how their business consistently achieves the specified targets, such as sales targets, getting the consumers they want, or being able to become a brand that has a good image in the community.

Therefore, from the many pressures, internal and external, business actors must create a strategy where the strategy has benefits, goals and created value. There are many ways and methods to develop strategies that can enable these business actors to maintain their business image, one of which is Social Media Marketing, which is a form of direct or indirect marketing to form a brand through social media (Metta Ratana, 2018).

With the implementation of an excellent social media marketing role, it will affect the brand being marketed, and social media users who can become potential consumers will be aware and know about the brand, this awareness is called brand awareness (Cahyani, 2016), in addition to social media marketing will form Good and bad perceptions and images by potential consumers based on their experiences when interacting with the relevant social media, this is called brand image (Kotler, 2016). Brand awareness and brand image are related to each other and the good or bad of both things will affect someone's buying interest through social media, whether their wishes can be

fulfilled by making transactions there, or by the analysis they do to the social media account to convince them to buy the product there (Ferdinand 2014).

The object of this research is located at the Audia Multibrand Muslimwear Boutique in Bontang City, East Kalimantan. The boutique owned by Mrs Lilis Sutari provides and fulfills the needs of a variety of Muslim and Muslim women's clothing. Audia boutique was established in 2015, until now. Like SMEs in general, Audia Boutique is also affected by the COVID-19 pandemic, earnings decreased by 40% (~Rp 200,000,000) (Audia Multibrand Muslimwear Data, 2020) in the first month of the pandemic entering Indonesia. Audia boutique already has Instagram, namely @audiastore and when it was created, Instagram was only intended to upload catalogue stock. However, due to the decline in incomes, Audia Boutique must focus on online sales, increase high brand awareness with a good Instagram display, and build a good brand image with service and good relationship with customers through Instagram. Until April 2022, @audiastore already has 18200 followers and has uploaded 2965 photos on Instagram feeds, @audiastore also regularly uploads content via instastory about Audia boutiques to increase awareness for Instagram users, especially Muslim and Muslimah residents in Bontang City.

Therefore, the researchers conducted the following research on the problems above:

1. Analyzing the effects of social media marketing via Instagram on brand awareness and brand image directly;
2. Analyzing the impact of social media marketing, brand awareness and brand image via Instagram on the intention to buy indirectly.

II. Review of Literature

2.1 Social Media Marketing

Social Media Marketing (SMM), also known as community marketing, is an internet business model that sells through social media to achieve the specified target. Media from this business model refers to a comprehensive site which has the characteristics of users who create their content on the site. (Li Qiaodan, 2012) Social Media Marketing is used to form awareness, recognition, memory, and attitude towards a brand or product by social media users. (Gunelius, 2011)

2.2 Brand awareness

Brand awareness is a consumer's ability to remember or know a brand and associate it with products in the same category. Because of the consumer's ability, they can remember the brand automatically without needing any help. (Cahyani, 2016)

Brand awareness is divided into four elements, namely (Humdiana, 2005):

1. Unaware of the brand, or not knowing the brand at all.
2. Brand Recognition, name brand recognition that can be done by recalling.
3. Brand Recall, where someone can recall a brand again without having to do a reminder.
4. Top of Mind, when a brand or product can be the first thing someone remembers.

2.3 Brand image

Brand image is a judgment and belief in someone's mind that is buried, as a reflection of associations that are retained in consumers' memories, brand image can be interpreted through logo information and symbols used by companies that represent their products, where these symbols and logos are not only differentiating from competitors but also can reflect the quality and vision and mission of the company. (Kotler, 2016). Xian

(2011) mentions, "The user image refers to whether the brand personality is congruent with the consumers." Customer image refers to whether the brand personality is in accordance with consumer desires. At the same time, the product image is a public insight about a product or a product category (Surachman 2008).

2.4 Intention to buy

Intention to buy, based on Ferdinand (2014), is a mental expression from a consumer that reflects a plan to buy a product with a specific brand. Intention to buy is formulated as a person's happy attitude towards a product that makes them try to get the object by paying for it with money or sacrifice.

According to Ferdinand (2014), the Intention to buy can be interpreted with the following indicators:

1. Transactional interest, the desire to buy a product.
2. Referential interest, the desire to refer a product or brand to others.
3. Preferential interest, a person's behavioral tendency in his mind that he has the first choice in a product category.
4. Explorative interest, is the behavior of someone who wants to find information about the product he is interested in.

2.5 Research Hypothesis

This study analyzes how much influence the existing variables have on other variables; therefore, the researchers designed several substructures that were formed into hypotheses to facilitate analysis on the variables involved will be tested. The hypotheses that have been formulated are as follows,

1. In the Social Media Marketing variable, the hypotheses tested are:
H1₁: Significant effect of social media marketing on brand awareness
H1₂: Significant effect of social media marketing on brand image
2. In the brand awareness variable, the tested hypotheses are:
H2: Significant effect of Brand awareness on intention to buy
3. In the brand image variable, the tested hypotheses are:
H3: Significant effect of brand image on intention to buy
effect of social media marketing on the intention to buy through brand image.

III. Research Method

3.1 Types of Research

The type of research used is quantitative research with a survey research design. The quantitative method is a research method to test specific theories by collecting existing data. (Creswell, 2014).

3.2 Variable Operational Definition

This study tested four variables, namely the independent variable, the intermediate variable, and the dependent variable.

a. Independent Variable

1. Social media marketing (X1), content and strategies carried out by Audia Multibrand Muslimwear to promote the products they sell in the form of their Instagram feed, their instastory, and how to serve their customers.

b. Intervening Variables

1. Brand awareness (Y1), to measure awareness, recognize or remember the consumer/community regarding the existence of Audia Multibrand Muslimwear.
2. Brand image (Y2) to measure how good/bad the image and views of consumers/society towards Audia Multibrand Muslimwear

c. Dependent Variable

1. Intention to buy (Z), a mental statement from consumers regarding their wishes and plans to make a purchase transaction at Audia Multibrand Muslimwear

Variable Type	Reference	Indicator	How to Measure
Social Media Marketing(X1)	Gunelius (2011:10)	1) Content Creation @audiastore posts and instastory content for Instagram users to see 2) Content Sharing How @audiastore displays and shares its content to Instagram users. 3) Connecting How @audiastore interacts with Instagram users	Likert 1-4, Structured Interview
Brand Awareness(Y1)	Aaker in Handayani, et al (2010: 62)	1) Unaware of brand 2) Brand recognition 3) Brand recall 4) Top of mind This indicator is determined to determine the stages of Instagram users' knowledge of @audiastore	Likert 1-4, Structured Interview
Brand Image(Y2)	Xian, et al (2011: 1876) Surachman (2008: 275)	1. Corporate image 2. Product image	Likert 1-4, Structured Interview
Intention to Buy(Z1)	Ferdinand (2014)	1. Transactional interest 2. Preferential interest, 3. Exploratory interest,	Likert 1-4

3.3 Table of Variable Operational Definitions

a. Population and Sample

The population of this study 1. The primary data source is followers from the Instagram account @audiastore which totals 19,1 thousand followers (as of April 2022) but the researchers found that not 100% of these followers were active Instagram accounts, therefore the researchers generalized the population which will be sampled from this research by making the following criteria:

1. Follower @audiastore

2. Active in insight @audiastore (Actively view instastory and have done direct message to account @audiastore)

This criterion is expected to be a reliable sample to be studied. 2. Researchers need Audia Multibrand Muslimwear Owner as a secondary data source for research through structured interviews in data collection techniques.

This study obtained data from 2 categories of subjects, namely primary subjects and secondary subjects. Primary subjects consist of active @audiastore followers, and data is taken through a questionnaire with a Likert scale of 1-4 to obtain data from variables X, Y1, Y2, and Z. Then, the researchers also need secondary data directly from the owner of Audia Multibrand Muslimwear as a source secondary data with data collection techniques through structured interviews. Researchers need the owner as a secondary data source on variables X1, Y1, Y2 and other data interests regarding Audia Multibrand Muslimwear. Researchers need the owner as a secondary data source on variables X1, Y1, Y2 and other data interests regarding Audia Multibrand Muslimwear.

IV. Result and Discussion

4.1 Analysis results of @audiastore and Audia Multibrand Muslimwear

a. Profile @audiastore

Audia Multibrand Muslimwear is a boutique Muslim and Muslim women located in Bontang City and formed in 2015. One of the missions of this boutique was to make it easier for residents, especially in Bontang City, to find Muslim and Muslim clothing from various brands. Based on the data that the researcher obtained from the informant, Mrs. Lilis Sutari as owner, Audia Multibrand Muslimwear is the first boutique in Bontang City that provides well-known brands such as Buttons scarves, Benang Jarum, Ria Miranda and so on, this data can also be strengthened by the results of a survey conducted by researchers through the form distributed that out of 60 respondents, 77% stated that they strongly agree that the Muslim and Muslim clothing brands they are looking for are in Audia Multibrand Muslimwear.

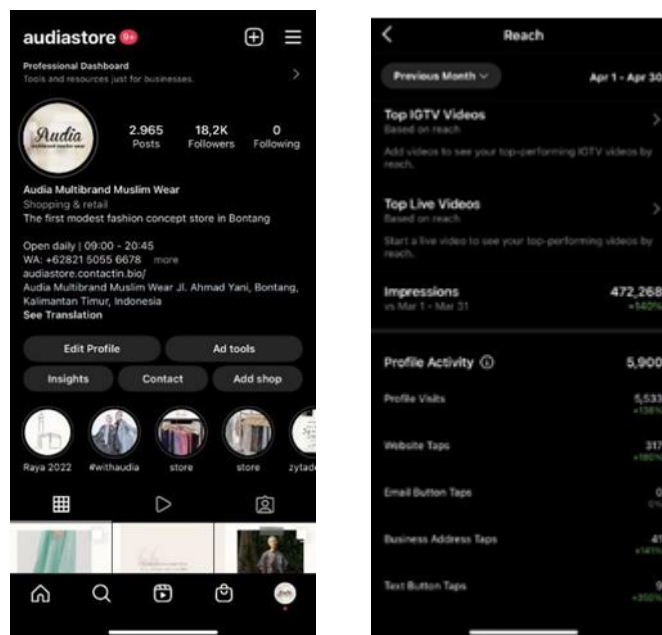


Figure 1. Profile and Impressions of @audiastore in April 2022

Audia Multibrand Muslimwear maximizes Instagram as their boutique marketing medium, with the @audiastore account. Currently, @audiastore has ~18200 followers and reached 5900 accounts in April 2022. @Audiastore consistently uploads what they sell in the hope of meeting customer needs in searching for the product.

b. Social Media Marketing Strategy @audiastore

Audia Multibrand Muslimwear can easily market the products they sell by using Instagram. Through the @audiastore account, the owner uploads product photos through feeds and stories and slowly increases their account engagement to be known more as Muslim and Muslimah brand resellers in Bontang city and its surroundings. In utilizing the Instagram platform, Audia Boutique forms strategies so that their Social Media Marketing can run effectively.

c. Relationship Building and Marketing (PR and Marketing)

Marketing and relations are 2 related things, both are processed and focused on the external environment and relate directly to customers and the media, these 2 things are related to communication, persuasion and also establishing good relationships with customers. One of the marketing mixes is a promotion where entrepreneur introduce their products to others. @audiastore markets their products by uploading any products sold to this account, through feeds or stories, with captions that make it easier to describe what products they sell, it is hoped that they can meet customer needs in finding the product they are looking for.

A consistent upload frequency will also directly increase interaction with the @audiastore Instagram account. Audia Boutique maximizes Customer Relationships Management (CRM) by communicating personally about the products they sell, the easiest interaction to do through Instagram is by direct message with other users, in addition to personal communication, @audiastore also communicates in general to followers and account visitors by updating product photos in feeds and stories, for ready stock info, @audiastore will immediately notify Instagram users that new products have arrived through stories, then feeds for information on all the products sold at Audia Multibrand Muslimwear. @audiastore is trying its best in responding and serving customers with the hope that Audia Multibrand Muslimwear can be the customer's first choice and high interest in buying from @audiastore.

By Gunelius' theory (2011), marketing techniques through Instagram with elements of Content Creation, Content Sharing and Connecting have been fulfilled by @audiastore.

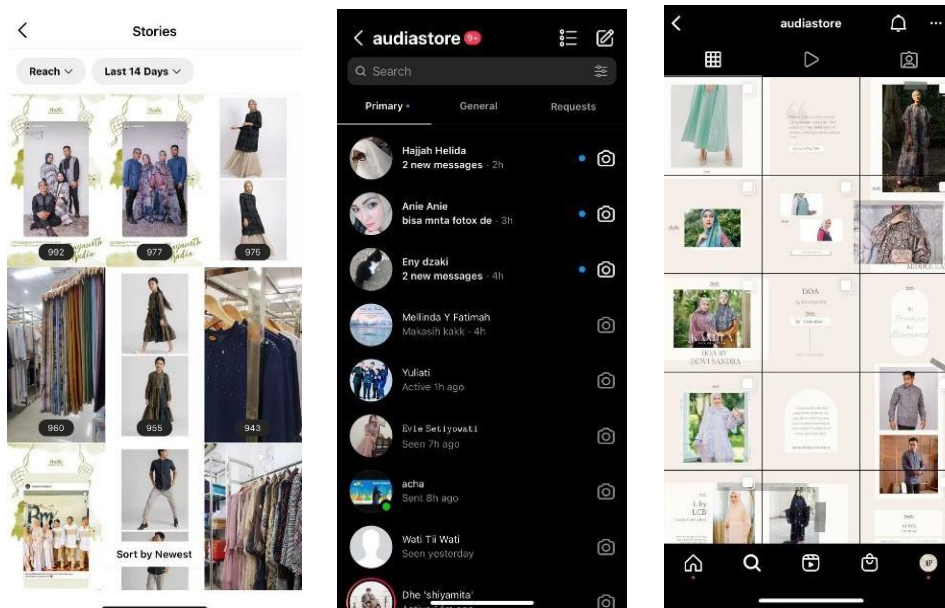


Figure 2. @Audiastore Story View, DM and Feed

d. social media Word of Mouth and User Generated Content

There is two-way communication, interaction will be created, and more interactions will make communication more widespread (Steven Woods, 2016). Word-of-mouth is always an important thing to do in marketing, especially on social media. Social media frees users to speak about the brands or products they use to other users. On Instagram social media, entrepreneur can maximize Word of Mouth by inviting them to create interactive content, and reposting photos uploaded by their customers on Instagram, in this way entrepreneur can expand the messages formed by their customers. These invitations will also build user generated content for business companies, the content created by customers will impact the businesses of related business actors.

@audiastore builds social media word of mouth and user generated content by inviting their followers to upload any photos related to Audia Multibrand Muslimwear, one of the most recent events that has been carried out is #RayawithAudia2022, which is an invitation to take photos with family and relatives with products purchased at this boutique at the moment of Eid Al-Fitr 1443 Hijri. With the hope of creating a culture and also increasing public attention, Audia Multibrand Muslimwear provides Muslim and Muslimah clothing from various brands that people are looking for, especially in the Bontang City area and its surroundings.



Figure 3. Story #rayawithaudia2022

e. Strategies that Have not Been Implemented By @audiastore

Each social media platform has its own advantages and disadvantages in terms of activity features and marketing, and every business actor must have their own way of maximizing social media as a marketing tool. Likewise, with @audiastore, there are several important aspects based on the analysis of researchers that have not been implemented by @audiastore, here are some strategies that have not been implemented,

1) Using Influencer as an additional attribute in social media marketing

With an endorsement, all word of mouth generated will be positive and give a good image to its partners. Customers will also be easier to accept the intended message because what the influencer has created is already structured as an advertisement. (Steven Woods, 2016) Audia can endorse local influencers in Bontang city. With influencers, it is hoped that they will become key opinion leaders for Muslim and Muslimah clothing consumers in Bontang, increasing @audiastore engagement and awareness of Instagram users around Audia Multibrand Muslimwear.

2. Not using the shop feature and Instagram ads

The Instagram shop and Instagram ads features are one of the main features to be able to carry out social media marketing, but Audia Multibrand Muslimwear has not maximized this feature because it is not very suitable to use, based on sources saying that this feature is difficult to do and requires additional costs.

3. The distribution of the @audiastore account is less than optimal

Audia Multibrand Muslimwear is not maximizing other social media, such as Facebook and TikTok as promotional media for Instagram @audiastore.

The interview results from the interviewees, Owner of Audia Multibrand Muslimwear, that limited capabilities and more focus on other aspects are the reasons why these aspects have not been implemented optimally. Mrs Lilis said that the above aspects had not been implemented in Audia because according to her it is still ineffective and needs to be used for this shop. Audia Multibrand Muslimwear is more focused on upload consistency on the @audiastore account.

4.2 Instrument Validity and Reliability Test

The following are the results of variable testing social media marketing with 6 indicators, brand awareness with 6 indicators, brand image with 4 indicators, and intention to buy with 3 indicators using the SPSS test tool. It is known that to find out whether a statement/question is valid or not, it is done by looking at whether $R_{count} > R_{table}$. The R table in this test is 0.456 (Judging from the distribution of the R table value of 5% significance $n = 19$). The results of the analysis of SPSS are listed in the following table.

Table 1. Test the Validity of Each Instrument Variable

No.	Statement	Rcount	Rtable	Validity
1.	X1(1)	0.590364421	0.456	TRUE
2.	X1(2)	0.501358451	0.456	TRUE
3.	X1(3)	0.614644196	0.456	TRUE
4.	X1(4)	0.724677957	0.456	TRUE
5.	X1(5)	0.571449706	0.456	TRUE
6.	X1(6)	0.571249157	0.456	TRUE
7.	Y1(1)	0.497337679	0.456	TRUE
8.	Y1(2)	0.720833687	0.456	TRUE
9.	Y1(3)	0.777956546	0.456	TRUE
10.	Y1(4)	0.804078193	0.456	TRUE
11.	Y1(5)	0.734992836	0.456	TRUE
12.	Y1(6)	0.687679597	0.456	TRUE
13.	Y2(1)	0.684061583	0.456	TRUE
14.	Y2(2)	0.729494102	0.456	TRUE
15.	Y2(3)	0.76515545	0.456	TRUE
16.	Y2(4)	0.692357159	0.456	TRUE
17.	Z1(1)	0.775138295	0.456	TRUE
18.	Z2(2)	0.726072235	0.456	TRUE
19.	Z3(3)	0.556980171	0.456	TRUE

From 19 instrument points it can be concluded that can be said to be valid. After knowing the validity results, the research instrument must also be tested for reliability. The results of the SPSS analysis are listed in the following table,

Table 2. Reliability Test of Each Instrument Variable

Cronbach's Alpha	N of items
.922	19

Based on the results of the reliability test table above, it can be concluded that the reliability test results of the 19 statements in this research questionnaire are reliable because if the significance level is >0.6 , then the statement from a questionnaire can be said to be reliable.

4.3 Path Analysis Test Results

Path analysis is carried out to find out whether the hypothesis in this study has a significant or indirect effect, directly or indirectly. Several sub-structures were formed to determine the direct or indirect relationship between the existing variables.

- 1) Knowing the indirect effect of Social Media Marketing on intention to buy through brand awareness
- 2) Knowing the indirect effect of Social Media Marketing on intention to buy through brand image

The following are the results of the path analysis test using SPSS.

Table 3. The Relationship Between Variables X with Y1 and Y2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.657a	.432	.422	1.84418
a. Predictors: (Constant), Social Media Marketing (X1)				

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	8,283	2,093		3.957	.000
	<i>Social Media Marketing</i> (X1)	.653	.098	.657	6.644	.000
a. Dependent Variable: Brand awareness (Y1)						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.641a	.410	.400	1.32600
a. Predictors: (Constant), Social Media Marketing (X1)				

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.981	1.505		3.310	.002
	<i>Social Media Marketing</i> (X1)	.449	.071	.641	6.355	.000
a. Dependent Variable: Brand image (Y2)						

Based on the above calculations, it can be concluded that SMM (X1) directly has a significant effect on brand awareness (Y1) and brand image (Y2) (Sig <0.05), the value of Rsquare on X1 to Y1 is 0.432 indicating the contribution of X1 to Y1 by 43.2%. The value of Rsquare on X1 to Y2 is 0.410, indicating the contribution of X1 to Y1 is 41%. The value of e1 is 0.753 and the value of e2 is 0.768.

Table 4. The Relationship of the Variable X to Z Through Y1 and Y2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.862a	.743	.729	.67696
a. Predictors: (Constant), Social Media Marketing (X1), Brand awareness (Y1), Brand image (Y2)				

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.915	.875		1.046	.300
	<i>Social Media Marketing(X1)</i>	-.072	.050	-.135	-1.437	.156
	<i>Brand awareness(Y1)</i>	.363	.059	.677	6,149	.000
	<i>Brand image(Y2)</i>	.250	.082	.329	3.044	.004
a. Dependent Variable: Intention to buy (Z1)						

Based on the above calculations, it can be concluded that Brand awareness (Y1) and brand image (Y2) directly have a significant effect on intention to buy (Z1) but Social Media Marketing (X1) has no significant effect (Sig<0.05). Rsquare value of 0.743 indicates the contribution of the influence of X1, Y1, and Y2 to Z1 of 74.3%.

a. Direct and Indirect Relationship of Path Analysis

1. Direct influence

- Social Media Marketing (X1) on brand awareness (Y1) is 0.657, Sig 0.00
- Social Media Marketing (X1) to brand image (Y2) is 0.641, Sig 0.00
- Social Media Marketing (X1) on intention to buy (Z1) is -0.135, Sig 1.56
- Brand awareness (Y1) on intention to buy (Z1) is 0.677, Sig 0.00
- Brand image (Y2) on intention to buy (Z1) is 0.329, Sig 0.04

2. Indirect influence

The researcher conducted a Sobel test to determine the effect of the relationship between variables traversed by the intermediate variable. The Sobel test was conducted to

test the strength of the indirect effect from X to Y through variable I (Intervening) (Abu-Bader & Jones, 2021).

a) Indirect effect of social media marketing on intention to buy through brand awareness. From the Sobel formula, the result of this effect is 0.6539699199370353, the value of $t_{count} < t_{table}$ is 1.96, it can be concluded that the mediation effect on this variable relationship has no significant effect.

$$s_{ab} = \sqrt{0,363^2 \times 0,98^2 + 0,653^2 \times 0,059^2 + 0,98^2 \times 0,059^2}$$

$$= 0.3624616251812045$$

$$t = \frac{0,653 \times 0,363}{0,3624616251812045} = 0.6539699199370353$$

$t_{hit} < t_{table} = 0.6539699199370353 < 1.96$ (No significant effect)

b) Indirect effect of social media marketing on intention to buy through brand image. From the Sobel formula, the result of this effect is 2.718847680541482, and the value of $t_{count} > t_{table}$ is 1.96. It can be concluded that the mediation effect on this variable relationship has a significant effect.

$$s_{ab} = \sqrt{0,250^2 \times 0,071^2 + 0,449^2 \times 0,082^2 + 0,071^2 \times 0,082^2}$$

$$= 0.0412858729833826$$

$$T = \frac{0,449 \times 0,250}{0,0412858729833826} = 2.718847680541482$$

$t_{hit} > t_{table} = 2.718847680541482 > 1.96$ (Significantly influential)

b. Total Effect

The following results are taken from the path analysis output with SPSS, formed 1 structure and 2 sub-structures containing the data coefficients,

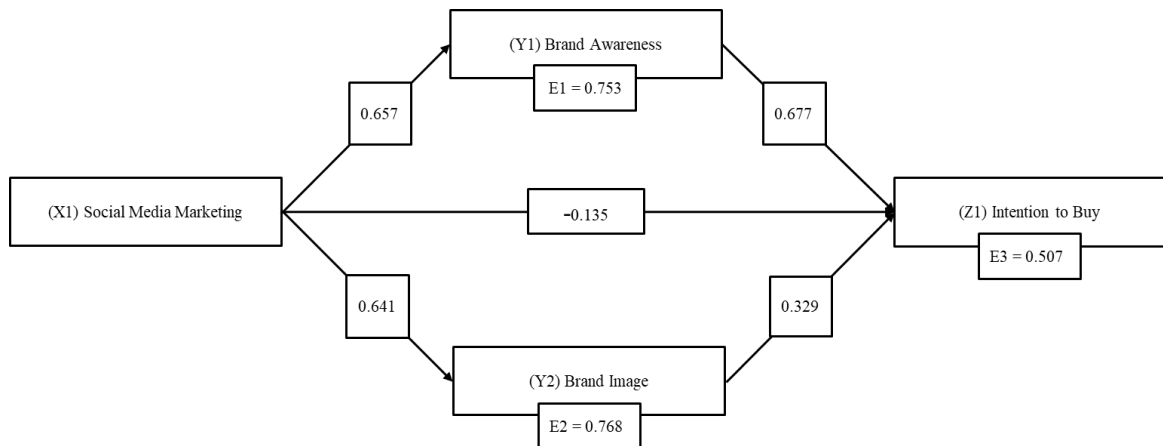


Figure 4. Direct Effect Diagram

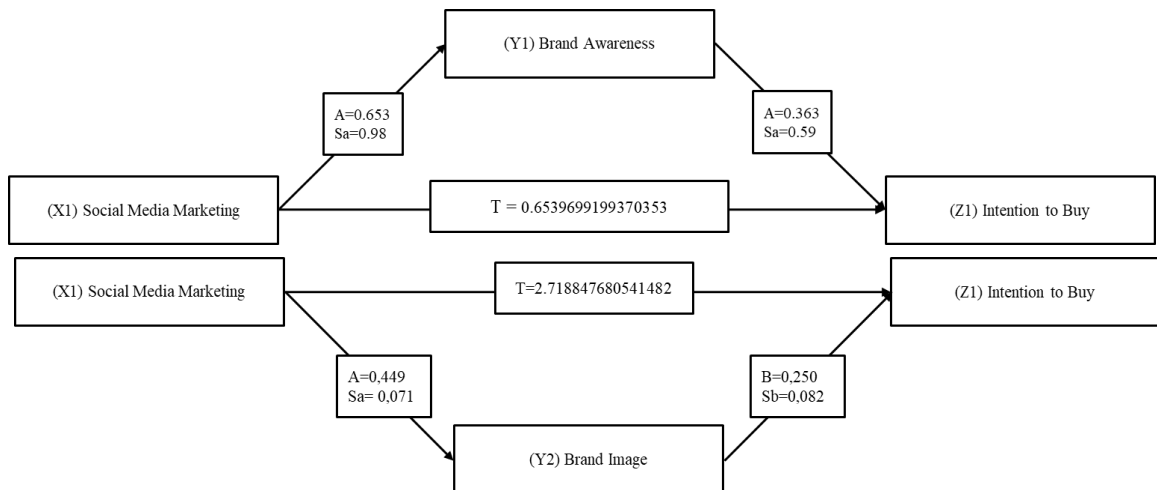


Figure 5. Indirect Effect Diagram

4.4 Discussion of Path Analysis Results

a. The Direct Effect of Social Media Marketing on Brand Awareness (H11)

The path analysis shows that Social Media Marketing has a positive and significant effect on brand awareness in Audia Multibrand Muslimwear. With this, the hypothesis test H_{11} can be accepted.

One of the goals of Audia Multibrand Muslimwear using Instagram is to increase brand awareness of Muslims and Muslim women who use Instagram in the city of Bontang and its surroundings. With Instagram, Audia can introduce and expand their boutique existence as Muslim boutiques from various brands in the city of Bontang. Instagram also makes it easier for Instagram users and local residents that in Bontang City there are also boutiques that provide Muslimah clothing from various brands. It can be concluded that through the results of the analysis, social media marketing on @audiastore has a positive and significant effect on brand awareness.

This conclusion is also relevant to previous research. A study conducted by Siti Maria et al. (2019) states that social media marketing has a positive impact and a significant effect on Gojek's connectivity to customers and the community.

b. Direct Effects of Social Media Marketing on Brand Image (H12)

The path analysis shows that social media marketing has a positive and significant effect on the brand image of Audia Multibrand Muslimwear. Like brand awareness, another purpose of Audia Multibrand Muslimwear using Instagram is to build a brand image, namely Muslimah boutiques from various brands in Bontang. It can be concluded that through the results of the analysis, social media marketing on @audiastore has a positive and significant effect on brand image. With this, the hypothesis test H_{12} can be accepted.

This result is also in accordance with research by Frida Johansson (2021) who found that the 5 Social Media Marketing techniques, namely trendiness, customization, WOM, entertainment, and interaction, all stated that they had a positive effect on the company's brand image, Oner Active, Gymshark, and Better Bodies.

c. Direct Effect of Brand awareness on Intention to Buy (H2)

The path analysis shows that brand awareness has a positive and significant effect on the intention to buy Audia Multibrand Muslimwear. It can be concluded that through the analysis results, Audia Multibrand Muslimwear brand awareness through @audiastore has

a positive and significant effect on intention to buy. With this, the hypothesis test H2 can be accepted.

This follows previous research conducted by Haryanto (2009), which found that the more a product is known, stored in memory and remembered by someone, the more likely it is to be chosen and purchased by consumers. This is also consistent with the findings of Durianto et al. (2001) which state that consumers will be more likely to buy an item that they know well, in this case the level of brand awareness of the product is high.

The path analysis shows that brand image has a positive and significant effect on the intention to buy Audia Multibrand Muslimwear. It can be concluded that through the analysis results, the brand image of Audia Multibrand Muslimwear through @audiastore has a positive and significant effect on intention to buy. With this, the hypothesis test H3 can be accepted.

This is in accordance with previous research conducted by Manggala in 2021 which concluded that brand image has a significant effect on buying interest in Semen Gresik products. Prospective customers will look for a good image in a business, and positive reviews disseminated by other customers will give confidence to other customers about the business and products they sell.

e. Indirect Effect of Social Media Marketing on Intention to Buy Through Brand Awareness (H41)

The results of the path analysis followed by the Sobel test showed that the indirect effect of social media marketing on the intention to buy through brand awareness does not have a significant effect, even though the results still show a positive number. With this, the hypothesis test H4₁ cannot be accepted.

It can be concluded that the brand image formed through Instagram @audiastore does not have more influence on customer buying interest. One of the factors is because Audia Multibrand Muslimwear does not sell products under its own brand name, but Audia is in a Reseller position where this boutique sells from many brands, customers will look for the product brand they are looking for, if there are no products available in this boutique, they will they are more likely to switch to another store that provides the product brand they are looking for.

f. Indirect Effect of Social Media Marketing on Intention to Buy Through Brand Image (H42)

In contrast to the previous point, the results of the Sobel test on this indirect effect have a significant and positive impact. With this, the hypothesis test H4₂ can be accepted.

The image formed by Audia Multibrand Muslimwear through Instagram provides more value for trust in the eyes of customers that Audia Multibrand Muslimwear is one of the best boutique choices available. Maximizing Instagram to reach and interact with customers and visitors with posts, stories, or direct messages directly and indirectly impact this boutique. One direct impact is those good interactions will affect consumer attitudes towards what they are dealing with. In the communication process model proposed by Kotler (2008) on the AIDA model, several stages are felt by buyers from the beginning of interacting with the store, starting from the cognitive stage, affective stage, and behavioral stage.

V. Conclusion

The results of this study conclude that Social Media Marketing directly has a significant effect on brand awareness and brand image but not on the intention to buy, and indirectly Social Media Marketing does not significantly affect the intention to buy through brand awareness, but on the brand image as an intermediary, Social Media Marketing has a significant effect on intention to buy.

Audia Multibrand Muslimwear has implemented a strategy to maximize Instagram as Social Media Marketing, be consistent in content creating and content sharing, build relationships with customers, maintain CRM and invite customers to create user generated content. However, there are still some aspects that Audia Multibrand Muslimwear has not done that can maximize Instagram as their marketing medium, such as 1. Using Influencers as an additional attribute in Social Media Marketing Not yet maximizing influencers as key opinion leaders. 2. Not using the marketplace feature and Instagram ads. 3. The distribution of the @audiastore account is less than the maximum.

From this research, the researcher concludes that with Social Media Marketing positively increases brand awareness, brand image, and intention to buy Audia Multibrand Muslimwear.

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