

ABSTRAK

Perkembangan digital telah mengubah strategi bisnis dalam menjangkau konsumen, termasuk melalui pemanfaatan *social media marketing* dan pembentukan *brand image* yang kuat. Pada bisnis kuliner seperti Sweetbonds, optimalisasi konten *social media* dan *brand image* menjadi upaya penting untuk mempengaruhi minat dan keputusan pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* dan *brand image* terhadap keputusan pembelian dengan minat beli sebagai variabel mediasi pada pelanggan Sweetbonds di Purwokerto. Penelitian menggunakan metode kuantitatif dengan teknik *purposive sampling* terhadap 100 responden yang merupakan pelanggan yang telah membeli minimal dua kali dan mengiktui akun instagram Sweetbonds. Pengumpulan data dilakukan melalui kuesioner skala Likert, dan analisis data menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui *software* SmartPLS 4. Analisis data meliputi uji validitas konvergen, reliabilitas konstruk, *discriminant validity*, *r-square*, serta pengujian hipotesis *path coefficient*, *t-statistic* dan *p-value*. Hasil penelitian menunjukkan bahwa *social media marketing* dan *brand image* berpengaruh positif dan signifikan terhadap minat beli, sementara minat beli turut memberikan pengaruh signifikan terhadap keputusan pembelian. Selain itu, minat beli terbukti mampu memediasi pengaruh antara *social media marketing* dan *brand image* terhadap keputusan pembelian. Temuan ini menegaskan bahwa penerapan *marketing* melalui *social media* serta penguatan *brand image* berperan penting dalam meningkatkan minat dan keputusan pembelian.

Kata kunci: *social media marketing*, *brand image*, minat beli, keputusan pembelian

ABSTRACT

Digital development has transformed business strategies in reaching consumers, including through the utilization of social media marketing and the establishment of a strong brand image. In the culinary business, such as Sweetbonds, optimizing social media content and strengthening brand image are important efforts to influence consumers' purchase intention and purchasing decisions. This study aims to analyze the effect of social media marketing and brand image on purchasing decisions with purchase intention as a mediating variable among Sweetbonds customers in Purwokerto. This research employs a quantitative method using purposive sampling, involving 100 respondents who are customers that have made at least two purchases and follow Sweetbonds Instagram account. Data were collected through a Likert-scale questionnaire, and data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The data analysis included tests of convergent validity, construct reliability, discriminant validity, R-square, and hypothesis testing through path coefficients, t-statistics, and p-values. The results indicate that social media marketing and brand image have a positive and significant effect on purchase intention, while purchase intention also has a significant effect on purchasing decisions. Furthermore, purchase intention is proven to mediate the relationship between social media marketing and brand image on purchasing decisions. These findings confirm that the implementation of social media marketing and the strengthening of brand image play an important role in increasing consumers' purchase intention and purchasing decisions.

Keywords: social media marketing, brand image, purchase intention, purchasing decision