

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON PURCHASE INTENTION WITH BRAND IMAGE AS A MEDIATING VARIABLE AT ADIWANA RESORT JEMBAWAN UBUD

Cecilia Dea Natasha Setiawan^{1a*}, Ni Putu Intan Ananda Putri^{2b}, Ni Nyoman Anjali Seruni^{3c}

¹²³LSPR Institute of Communication and Business, Indonesia

^aE-mail: dea181296@gmail.com

^bE-mail: intanananda.p05@gmail.com

^cE-mail: anjaliseruni@gmail.com

(*) Corresponding author
dea181296@gmail.com

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ABSTRACT

The present research examines the impact exerted by social media marketing and brand awareness on purchase intention, wherein brand image operates as an intervening construct, focusing on Adiwana Resort Jembawan, a four-star wellness boutique establishment located in Ubud, Bali. Despite active Instagram marketing and strong brand awareness metrics, the resort experienced persistently low consumer purchase intention, reflected in unmet room booking targets and declining website visits between 2019 and 2021. This contradiction motivated an investigation into the interrelationships among the four variables. A quantitative research framework was utilized, wherein data were obtained from 115 Instagram followers of the resort, selected through purposive sampling, using Likert-scale questionnaires. Subsequent analysis was performed employing Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.3.3. The investigation substantiates seven significant positive associations: social media marketing and brand awareness each exert a positive influence on both purchase intention and brand image; brand image positively affects purchase intention; and brand image serves as a mediator in the relationships connecting both independent variables to purchase intention. The model shows strong predictive relevance ($Q^2 = 0.895$). To boost bookings, Adiwana Resort Jembawan should improve Instagram accessibility, share consistent product information, and create engaging content. Future research should include other locations and additional variables to enhance generalizability.

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INTRODUCTION

The hospitality industry, as a dynamic part of the tourism sector, demands that hotels be responsive to current and future consumer needs in order to remain competitive. Innovation and creativity are key to maintaining competitive advantage, while an understanding of market conditions enables hotels to formulate appropriate strategies that can increase consumer interest and purchase intention. Purchase intention is an indicator of consumer behavior prior to a purchasing decision, and a high level of purchase intention tends to predict the realization of transactions. Adiwana Resort Jembawan, a four-star wellness boutique resort in Ubud, Bali, targets international tourists and uses room booking rates and website visits as indicators of purchase intention. Over the past three years, the average website visits showed a declining trend from 1,509 visits per month in 2019 to 188 visits per month in 2021, indicating that consumer purchase intention remains low and has impacted the achievement of booking targets and revenue.

To increase purchase intention, Adiwana Resort Jembawan implements a marketing strategy through promotion, in line with the findings of Assael in Nurtiah and Abdillah (2021), that purchase intention is influenced by the environment and marketing stimuli, one of which is promotion. Promotion aims to convey product information and build long-term relationships with consumers. Technological developments are driving a shift in promotion toward digital media, particularly social media, which facilitates rapid interaction between producers and consumers (Sudarman et al. 2025; Okuchemiya & Majority, 2025). Adiwana Resort Jembawan utilizes Instagram as its primary medium, with content covering five elements of social media promotion: entertainment, interaction, trends, relevance, and word-of-mouth (WOM) promotion. Data from 2021 shows follower growth from 8,587 to 10,301 with an engagement rate of 1.4%–2.3%, higher than competitors, thereby affirming stronger brand awareness.

Although promotion and brand awareness have been effective, increasing purchase intention also requires the formation of perception through brand image, which emerges from intensive communication between the company and consumers. Brand image, which encompasses corporate image, consumer image, and product image, is an important asset because it influences purchase intention. Adiwana Resort Jembawan has fulfilled all three components through community activities, services in line with its wellness boutique concept, and positive reviews on TripAdvisor. However, purchase intention remains low, indicating the need to analyze the relationship between promotion, brand awareness, brand image, and purchase intention in order to understand the role of brand image as a mediator in driving purchasing decisions.

Previous research indicates that consumer purchase intention in the hospitality sector is influenced by social media marketing, brand awareness, brand image, and electronic word-of-mouth (e-WOM). Garg and Kumar (2021) found that among boutique hotel guests in Malaysia, social media marketing and e-WOM significantly influenced purchase intention through the mediation of perceived usefulness and trust. Additionally, Putra and Aprilson (2022) emphasized the mediating role of brand image in linking word of mouth, e-WOM, and brand awareness to purchase intention. These studies serve as an important foundation for this research, with a focus on Adiwana Resort Jembawan, emphasizing purchase intention as the dependent construct and brand image as the mediator.

Theoretically, marketing is the process of building mutually beneficial consumer relationships and maintaining customer satisfaction (Mamonto et al. 2021; Reppi et al. 2021), where promotion functions to convey information, influence, and convince consumers to purchase and commit to a product (Herawati & Muslikah, 2020). Brand equity, which encompasses brand awareness, brand associations, perceived quality, and brand loyalty, plays a role in building purchase intention and trust. The Stimulus-Organism-Response (S-O-R) theory explains how stimuli from marketing communication influence consumer attitudes, affection, and conation so as to produce a purchasing response (Abidin & Abidin, 2021). Social media enables interactions and relationships that enhance brand value and loyalty, while positive brand awareness and brand image shape consumer perceptions, preferences, and purchase interest (Prasetya

& Azizah, 2024). Thus, the interaction between social media marketing, brand awareness, and brand image is highly determinative of consumer purchase intention, which is the focus of this research at Adiwana Resort Jembawan.

Although many studies have highlighted the influence of social media marketing, brand awareness, and brand image on purchase intention, most remain general in nature, are not specific to wellness boutique resorts in Indonesia, and have not simultaneously examined the role of brand image as a mediator amid the trend of declining digital visits due to the pandemic and changes in international tourist behavior. Accordingly, this research is important to conduct at this time in order to provide contextual strategic insights, differentiate it from dozens of previous SMM studies, and help hotels such as Adiwana Resort Jembawan optimize targeted digital marketing strategies to increase international consumer purchase intention.

This research is driven by a noticeable disconnect at Adiwana Resort Jembawan: despite a favorable brand perception, cultivated through increasingly active social media marketing and brand recognition initiatives, the actual rate of consumer bookings remains subdued. The underlying theoretical model guiding this inquiry is illustrated in Figure 1.

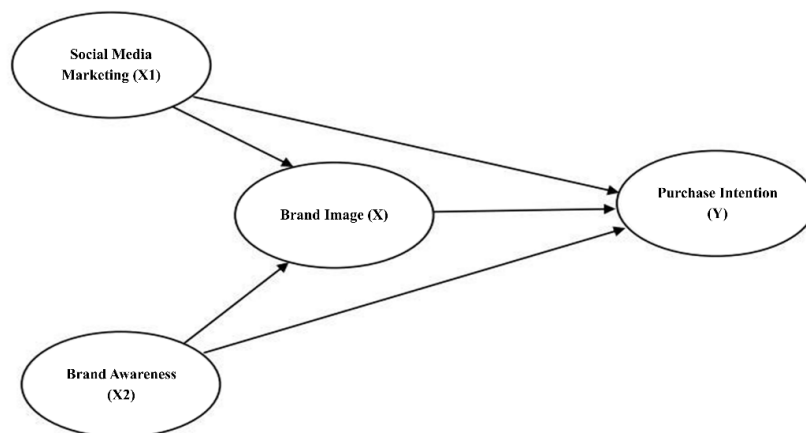


Figure 1. Conceptual Framework

Figure 1 presents the research model, which specifies that social media marketing (X1) and brand awareness (X2) influence purchase intention (Y) both directly and indirectly, with the indirect effect channeled through the mediating variable, brand image (Z).

METHODS

The research was conducted at Adiwana Resort Jembawan, Jalan Jembawan, Ubud District, Gianyar Regency, Bali, which was selected due to its high social media activity and appeal to consumers, making it relevant for examining the interaction of the four variables. The research data is quantitative in nature and was obtained through questionnaires and official resort documentation. Questionnaires were used to collect primary data from active followers of the resort's Instagram account with closed-ended questions using a 5-point Likert scale, while secondary data in the form of follower counts, follower growth rates, engagement rates, and resort occupancy data from 2019–2021 were used to strengthen the field context. The research population encompasses all of the resort's Instagram followers, totaling approximately 10,589 people, and a sample of 115 respondents was drawn using purposive sampling based on the criteria of being active followers of the resort's official account, so that the data would be relevant and representative. The demographic profile of respondents includes variation in age, gender, education, and

experience following the resort's social media. The research variables include social media marketing and brand awareness as independent variables, purchase decision as the dependent variable, and brand image as the mediating variable, all measured using operational indicators with a 5-point Likert scale. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) to examine both direct and mediating effects between variables, while simultaneously assessing the reliability and validity of the indicators, with PLS-SEM being selected because it is capable of handling relatively small samples and non-normally distributed data, so that the results of the analysis can provide an accurate picture of the influence of digital marketing on consumer behavior in the premium hospitality segment of Ubud.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondent characteristic data is data collected from respondents in order to determine the profile of the research respondents.

Table 1. Respondent Characteristics

No.	Characteristic	Classification	Number (people)	Percentage (%)
1	Gender	Male	55	47.8
		Female	60	52.2
		Total	115	100
2	Age	18-30 years old	58	50.4
		31-40 years old	31	27.0
		41-50 years old	18	15.7
		> 50 years old	8	7.0
		Total	115	100
3	Occupation	Student	58	50.4
		Private Employee	25	21.7
		Civil Servant	20	17.4
		Entrepreneur	12	10.4
		Total	115	100
4	Last Opened Instagram	1 Day	98	85.2
		3 Days	12	10.4
		1 Week	5	4.3
		Total	115	100

Source: Data processed, 2022

Table 1 presents the characteristics of the respondents, all of whom are followers of the Adiwana Resort Jembawan Instagram account, categorized by gender, age, and occupation. A total of 115 individuals comprised the sample. The sample was predominantly female (52.2%), aged 18-30 (50.4%), and largely composed of students (50.4%), with 85.2% having accessed Instagram within the past day.

Research Model Analysis Using the PLS (Partial Least Square) Method

Data analysis was conducted using SmartPLS version 3.3.3, employing the Partial Least Squares (PLS) technique. The analytical procedure comprised two distinct phases: an initial assessment of the outer (measurement)

model, followed by an evaluation of the inner (structural) model. The resultant structural equation model derived from this analysis is presented in Figure 2.

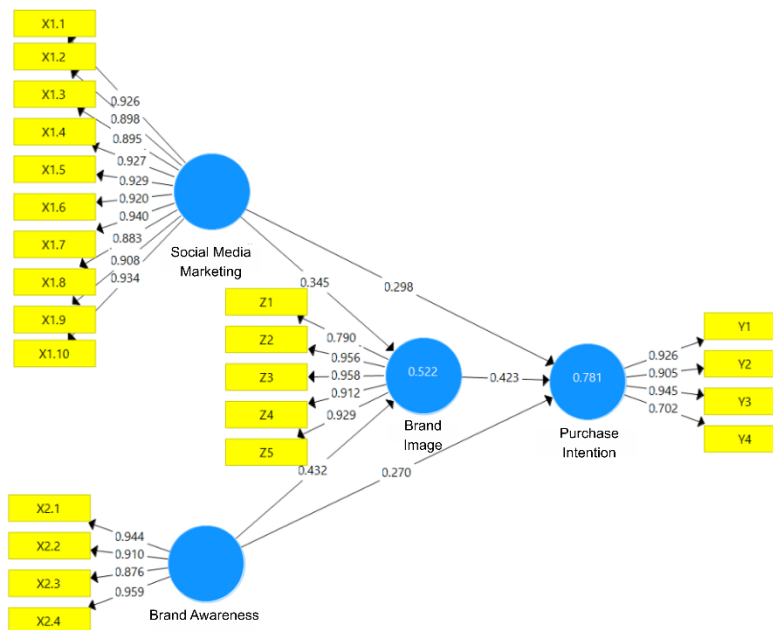


Figure 2. Structural Equation Model of the Research

Source: Data processed, 2022

Measurement Model Evaluation (Outer Model)

1) Convergent Validity

To evaluate convergent validity when using reflective measures, one must look at how well each indicator correlates with its overarching construct. Reliability for a given indicator is established if its correlation value is greater than 0.70. Nevertheless, for scale development studies, loadings ranging from 0.50 to 0.60 are still considered acceptable (Ghozali, 2006). Table 2 displays the correlation results between indicators and their variables.

Table 2. Outer Loadings

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
X1.1	0.926	47.652	0.000
X1.2	0.898	26.931	0.000
X1.3	0.895	41.623	0.000
X1.4	0.927	62.954	0.000
X1.5	0.929	62.553	0.000
X1.6	0.920	66.350	0.000
X1.7	0.940	78.430	0.000
X1.8	0.883	39.124	0.000
X1.9	0.908	36.772	0.000

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values
X1.10	0.934	75.113	0.000
X2.1	0.944	75.567	0.000
X2.2	0.910	60.522	0.000
X2.3	0.876	24.815	0.000
X2.4	0.959	113.643	0.000
Y1	0.926	58.164	0.000
Y2	0.905	43.380	0.000
Y3	0.945	99.149	0.000
Y4	0.702	10.262	0.000
Z1	0.790	19.749	0.000
Z2	0.956	83.481	0.000
Z3	0.958	89.375	0.000
Z4	0.912	39.613	0.000
Z5	0.929	65.368	0.000

Source: Data processed, 2022

The outcomes in Table 2 satisfy convergent validity criteria, with all loading factors exceeding 0.70. The highest outer loading for the social media marketing variable (X1) belongs to indicator X1.7 at 0.940, indicating this item most effectively represents the construct. For brand awareness (X2), indicator X2.1 shows the strongest reflection with an outer loading of 0.944. Indicator Z3 most robustly reflects the brand image variable (Z), achieving an outer loading of 0.958. Meanwhile, indicator Y3 demonstrates the highest outer loading for purchase intention (Y) at 0.945, confirming its strong representation of the variable.

2) Discriminant Validity Using Cross-Loading

An indicator is deemed valid when its cross-loading on its own variable exceeds those on all other variables. As shown in Table 3, all indicators meet this criterion and are therefore considered valid.

Table 3. Cross-Loading Calculation Results

	Brand Image	Brand Awareness	Purchase Intention	Social Media Marketing
X1.1	0.645	0.710	0.717	0.926
X1.2	0.546	0.619	0.614	0.898
X1.3	0.599	0.689	0.737	0.895
X1.4	0.651	0.722	0.737	0.927
X1.5	0.632	0.707	0.688	0.929
X1.6	0.596	0.707	0.792	0.920
X1.7	0.612	0.627	0.701	0.940
X1.8	0.573	0.634	0.701	0.883
X1.9	0.600	0.596	0.640	0.908
X1.10	0.581	0.656	0.749	0.934
X2.1	0.609	0.944	0.720	0.640
X2.2	0.713	0.910	0.734	0.678
X2.3	0.532	0.876	0.661	0.634
X2.4	0.651	0.959	0.746	0.735
Y1	0.722	0.741	0.926	0.702
Y2	0.774	0.705	0.905	0.664

	Brand Image	Brand Awareness	Purchase Intention	Social Media Marketing
Y3	0.788	0.738	0.945	0.735
Y4	0.496	0.508	0.702	0.611
Z1	0.790	0.518	0.640	0.507
Z2	0.956	0.633	0.729	0.604
Z3	0.958	0.674	0.817	0.665
Z4	0.912	0.676	0.765	0.645
Z5	0.929	0.594	0.696	0.566

Source: Data processed, 2022

3) Discriminant Validity Using Average Variance Extracted and Latent Variable Correlations

Discriminant validity is established when the square root of each construct's AVE surpasses the magnitude of its strongest correlation with any other construct. As evidenced in Table 4, this benchmark is met across all latent variables.

Table 4. Average Variance Extracted Values

Research Variable	AVE
Social Media Marketing (X1)	0.839
Brand Awareness (X2)	0.851
Brand Image (Z)	0.830
Purchase Intention (Y)	0.766

Source: Data processed, 2022

Table 4 confirms that the AVE scores for Purchase Intention, Brand Image, and Social Media Marketing are each greater than 0.50, thereby establishing the model's soundness.

4) Composite Reliability

Assessing the dependability of the measurement model involved checking the composite reliability and Cronbach's alpha coefficients for each variable's indicators. The benchmark for establishing reliability is that both figures should exceed the 0.60 threshold.

Table 5. Instrument Reliability Testing Results

Variable	Composite Reliability	Cronbach's Alpha	Description
Social Media Marketing (X1)	0.981	0.979	Reliable
Brand Awareness (X2)	0.958	0.941	Reliable
Brand Image (Z)	0.960	0.947	Reliable
Purchase Intention (Y)	0.928	0.894	Reliable

Source: Data processed, 2022

Given that both composite reliability and Cronbach's alpha for every variable exceed the 0.60 threshold, the instruments can be deemed to possess a high level of reliability.

Structural Model Evaluation (Inner Model)

1) R-Square

The structural model's predictive relevance was assessed via the Q^2 statistic, with scores nearer to 1 denoting superior predictive power. Table 6 reports the R-square values, capturing the combined explanatory power of social media marketing, brand awareness, and brand image with respect to purchase intention.

Table 6. R-Square Values

Variable	R Square
Brand Image	0.522

Purchase Intention

0.781

Source: Data processed, 2022

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1)(1 - R^2_2) \\
 &= 1 - (0,478)(0,219) \\
 &= 1 - 0,105 = 0,895
 \end{aligned}$$

A Q^2 value of 0.895 indicates that 89.5 percent of the variance observed in purchase intention at Adiwana Resort Jembawan is explained by the combined influence of social media marketing, brand awareness, and brand image. The other 10.5 percent stems from elements not incorporated into this analysis. When evaluated against the criteria proposed by Ghozali & Latan (2015) for assessing model strength based on Q^2 values, this model demonstrates a strong predictive capability.

Goodness of Fit Test

Assessment of model fit within PLS involves examining the Normed Fit Index (NFI). A value nearing 1 indicates strong model fit, according to Ghozali (2014). The NFI results are shown in Table 7.

Table 7 Goodness of Fit Test

	Estimated Model
NFI	0.759

Source: Processed data, 2022

The NFI result summarized in Table 7 is 0.759, which implies that the PLS model possesses good fit, as the value is near the ideal threshold of 1.

Hypothesis Testing

Hypothesis testing was conducted using p-values, with a significance threshold of $p < 0.05$. Outer loadings meeting this criterion confirm that indicators reliably measure their respective latent constructs, while significant inner model results indicate meaningful relationships between latent variables. The results are summarized in table 8.

Table 8. Hypothesis Testing

Hypothesis	Correlation Coefficient	T Statistic	P Values
Path Coefficients			
Social Media Marketing → Purchase Intention	0.298	4.161	0.000
Brand Awareness → Purchase Intention	0.270	2.477	0.015
Social Media Marketing → Brand Image	0.345	2.753	0.007
Brand Awareness → Brand Image	0.432	3.473	0.001
Brand Image → Purchase Intention	0.423	6.438	0.000
Specific Indirect Effects			
Social Media Marketing → Brand Image → Purchase Intention	0.146	2.415	0.017
Brand Awareness → Brand Image → Purchase Intention	0.183	3.111	0.002

Source: Processed data, 2022

The following part outlines, based on the PLS method's outcomes, both the direction and strength with which the IV impact the DV.

1) H1: Social media marketing exerts a meaningful positive influence on purchase intention

As evidenced in Table 8, social media marketing exhibits a statistically significant positive effect on purchase intention at Adiwana Resort Jembawan ($\beta = 0.298$; $p < 0.05$). The positive beta weight suggests that for every unit improvement in social media marketing, purchase intention rises by 0.298 units. Therefore, hypothesis one is accepted.

2) H2: Brand awareness does exert a meaningful positive influence on purchase intention

As shown in Table 8, brand awareness demonstrates a significant positive effect on purchase intention at Adiwana Resort Jembawan ($\beta = 0.270$; $p < 0.05$). The positive beta weight implies that for every unit enhancement in brand awareness, purchase intention rises by 0.270 units. Therefore, hypothesis two is accepted.

3) H3: Social media marketing does exert a meaningful positive influence on brand image

As demonstrated in Table 8, social media marketing exhibits a significant positive effect on brand image at Adiwana Resort Jembawan ($\beta = 0.345$; $p < 0.05$). The positive beta weight implies that for each unit improvement in social media marketing, brand image rises by 0.345 units. Hence, hypothesis three is accepted.

4) H4: Brand awareness does exert a meaningful positive influence on brand image

As evidenced in Table 8, brand awareness demonstrates a significant positive effect on brand image at Adiwana Resort Jembawan ($\beta = 0.432$; $p < 0.05$). The positive beta weight implies that for every unit enhancement in brand awareness, brand image rises by 0.432 units. Therefore, hypothesis four is accepted.

5) H5: Brand image does exert a meaningful positive influence on purchase intention

As demonstrated in Table 8, brand image exhibits a significant positive effect on purchase intention at Adiwana Resort Jembawan ($\beta = 0.423$; $p < 0.05$). The positive beta weight implies that for each unit enhancement in brand image, purchase intention rises by 0.423 units. Hence, hypothesis five is accepted.

6) H6: Social media marketing does exert a meaningful positive influence on purchase intention through the mediating role of brand image

Table 8 reveals that brand image acts as a significant mediator in the relationship connecting social media marketing to purchase intention at Adiwana Resort Jembawan (indirect effect = 0.146; $p = 0.017 < 0.05$). The positive mediation effect suggests that stronger social media marketing efforts enhance brand perception, and this enhanced perception subsequently drives greater purchase intention. Consequently, hypothesis six is accepted.

7) H7: Brand awareness does exert a meaningful positive influence on purchase intention through the mediating role of brand image

As evidenced in Table 8, brand image significantly mediates the linkage connecting brand awareness to purchase intention at Adiwana Resort Jembawan (indirect effect = 0.183; $p = 0.002 < 0.05$). The positive mediation pathway implies that enhanced brand awareness strengthens brand perception, and this strengthened perception subsequently increases purchase intention. Therefore, hypothesis seven is accepted.

DISCUSSION

Effect of Social Media Marketing on Purchase Intention

The research findings indicate that social media marketing has a positive and significant influence on purchase intention at Adiwana Resort Jembawan, with a coefficient value of 0.298 and a p-value of 0.000, which is well below the significance threshold of 0.05. These results show that the better and more intensive the social media marketing activities carried out by the resort, the higher the tendency of consumers to have an intention to make a purchase or reservation. In other words, improving content quality, maintaining consistency in information delivery, and actively interacting with prospective consumers through social media platforms are capable of fostering consumer interest and trust in the products or services offered. Social media marketing also plays a role in displaying brand identity more clearly through visualizations of the destination, staying experiences, facilities, and the resort atmosphere presented in an appealing manner, thereby reducing consumer uncertainty prior to making a purchasing decision.

This condition is highly relevant in the hospitality industry, which is heavily dependent on perceptions and experiences built through visual and digital communication. The results of this study are consistent with the findings of Garg and Kumar (2021) who stated that social media marketing has a positive and significant relationship with

purchase intention, as social media is capable of increasing consumer engagement, strengthening brand communication, and expanding the reach of information to prospective customers.

Onofrei et al. (2022) found that the influence of social media marketing on purchase intention was relatively weaker because consumers in that region tended to prioritize direct experience, hotel reputation, and guest reviews available on online booking platforms. This difference in results indicates that the effectiveness of digital marketing strategies is greatly influenced by market context, consumer characteristics, and the tourism culture of a destination. In the context of Bali tourism, particularly Ubud, social media is one of the primary sources of information for tourists in seeking travel inspiration, comparing accommodations, and building expectations regarding the staying experience. Therefore, the intensive and strategic use of social media by Adiwana Resort Jembawan has been proven capable of increasing consumer purchase intention and strengthening the hotel's digital marketing position in attracting prospective tourists.

Effect of Brand Awareness on Purchase Intention

The results of hypothesis testing indicate that brand awareness has a positive and significant influence on purchase intention at Adiwana Resort Jembawan, with a coefficient of 0.270 and a p-value of 0.015 (< 0.05). This means that the stronger the level of brand awareness at this resort, the higher the consumer's intention to purchase the services offered. This finding confirms that consumers tend to choose products or services whose brands are already familiar, making brand awareness an important factor in the formation of purchase intention.

When compared with contemporary research in other industries, several interesting differences are evident. Research by Wijaya & Ahmadi (2024) shows that brand awareness also has a significant influence on purchase intention, but its effect is strengthened by brand love as a mediator, indicating that consumer emotional attachment is an additional important factor in the FMCG context. Meanwhile, research in the e-commerce and skincare sectors in China and Indonesia shows that the influence of brand awareness on purchase intention is not always direct, as it is often mediated by brand image and influencer credibility on digital platforms (Atika et al., 2025; Larasati et al., 2025; Wardhani et al., 2025).

This comparison shows that the originality of the findings at Adiwana Resort Jembawan lies in the tourism services context, where brand awareness has a direct influence on purchase intention without a significant mediating role from emotional or digital variables. This differs from the more competitive and digitally savvy FMCG or e-commerce sectors, where the effect of brand awareness tends to require additional mediators to increase purchase intention. Thus, this study affirms that the role of brand awareness can vary depending on the industry and consumer context, and in the tourism industry such as resorts, brand awareness remains a key factor that directly drives purchase intention.

Effect of Social Media Marketing on Brand Image

The results of this study indicate that social media marketing has a positive and significant influence on brand image at Adiwana Resort Jembawan, with a coefficient of 0.298 and a p-value of 0.000 (< 0.05). This finding indicates that improvements in the quality and intensity of social media marketing activities directly strengthen brand image in the minds of consumers. Conceptually, this result is consistent with recent international studies, such as research by Işık (2024) in Turkey which shows that effective social media activities enhance brand image through perceived quality and information credibility, as well as a study in the European retail sector which found a significant positive relationship between digital marketing and brand equity (Ibrahim et al., 2025).

Research by Ellitan et al. (2022) shows that the influence of social media on brand image is positive but not significant with respect to consumer purchase intention, indicating that product characteristics, market segmentation, and industry context moderate the effectiveness of digital marketing. Additionally, Reyvina & Tjokrosaputro (2024) confirmed a positive and significant relationship, while also demonstrating the role of brand image as a mediator between social media marketing and purchasing decisions.

Thus, the main contribution of this research lies in the empirical demonstration that in the hospitality and tourism industry, particularly at Adiwana Resort Jembawan, social media marketing not only enhances brand image, but its effect is consistent and significant, differing from several other industries in Indonesia as well as in international contexts. This finding enriches the digital marketing literature by emphasizing that the effectiveness of social media in building brand image is highly dependent on sector characteristics and consumer behavior.

Effect of Brand Awareness on Brand Image

The results of the analysis show that brand awareness has a positive and significant influence on brand image at Adiwana Resort Jembawan, with a path coefficient of 0.432 and a p-value of 0.001, which is below the established significance level. This finding indicates that the higher the level of brand awareness held by consumers, the more positive the brand image formed toward the resort. This result is consistent with research conducted by Ogoina et al. (2024) who found that brand awareness has a significant influence in shaping brand image in the hospitality and tourism sector, as well as research by Septiani et al. (2024) which shows that the level of brand awareness can enhance consumers' positive perceptions of a brand.

However, when compared with research in other country or industry contexts, this finding shows different characteristics. Research by Putri et al. (2024) in the beauty products industry found that although brand awareness is high, brand image is more heavily influenced by other factors such as influencers and perceived product quality. A similar finding was also found in research by Cheam (2023) in the property sector in Malaysia, which showed that brand awareness is not the primary factor shaping brand image because consumer decisions and perceptions are more influenced by economic and functional value aspects. This comparison shows that in the hospitality industry oriented toward tourist experiences, brand awareness plays a stronger role in building brand image compared to several other industries. Therefore, this finding contributes novelty by demonstrating that in the hospitality context, particularly in tourist destinations such as Ubud, brand awareness remains a strategic factor in shaping brand image amid increasingly competitive destination and accommodation competition.

Effect of Brand Image on Purchase Intention

The results of the study indicate that brand image has a positive and significant influence on consumer purchase intention at Adiwana Resort Jembawan, as indicated by a coefficient value of 0.423 with a p-value of 0.000, which is smaller than the significance level of 0.05. This indicates that the more positive consumers' perceptions of the resort's brand image, the higher the tendency of consumers to have an intention to make a purchase. In other words, a strong brand image is capable of increasing consumer trust and confidence in the quality of services offered, thereby encouraging them to make a reservation.

When compared with research in other country and industry contexts, this finding shows interesting differences. Research conducted by Fernandes et al. (2021) in the e-commerce sector found that brand image does indeed influence purchase intention, but this influence tends to be indirect as it is more heavily mediated by consumer trust and digital platform usage experience. That research emphasizes that in the context of online commerce, trust factors and system quality are often more dominant than brand image itself. On the other hand, research by Aslan & Çelik (2021) in the service industry in Vietnam shows that brand image has a stronger influence on purchase intention because consumers are highly dependent on brand reputation in assessing the quality of intangible services.

This comparison shows that the strength of brand image's influence on purchase intention can differ depending on the characteristics of the industry being studied. In the hospitality industry such as resorts, brand image plays a more prominent role because consumers frequently use reputation, service quality associated with the brand, and experiences built by the brand as the basis for making booking decisions. Therefore, the results of this study provide an empirical contribution by affirming that in the resort context, particularly at Adiwana Resort Jembawan, brand image is an important factor that directly drives an increase in consumer purchase intention.

The Role of Brand Image in Mediating the Impact of Social Media Marketing on Purchase Intention

The results obtained from the analysis reveal that brand image significantly mediates the link connecting social media marketing to purchase intention at Adiwana Resort Jembawan, with a p-value of 0.017 satisfying the criterion of $p < 0.05$. This substantiates that the indirect route from social media marketing through brand image to purchase intention operates in a positive and significant manner. Therefore, the thesis that social media marketing produces a worthwhile effect on purchase intention via the mediating influence of brand image at the resort is confirmed. This discovery implies that leveraging social media marketing to shape brand impressions is a reasonably potent tactic for elevating purchase intent.

This discovery aligns with the findings of Putra and Aprilson (2022), who in the retail sector found that brand image has a positive influence on purchase intention, but that relationship is more heavily influenced by product and price factors. Conversely, in the hospitality industry such as resorts in tourist destination areas, brand image formed through social media marketing becomes a more dominant factor because consumers not only consider the product, but also the experience, atmosphere, and reputation of the destination as displayed through social media. This difference in context shows that the role of brand image as a mediator in the tourism industry tends to be stronger compared to the retail sector, thereby contributing novelty to the literature on the effectiveness of social media marketing in increasing purchase intention in the hospitality industry.

Effect of Brand Awareness on Purchase Intention Mediated by Brand Image

The results of the indirect path testing indicate that brand awareness has a positive and significant influence on purchase intention through brand image at Adiwana Resort Jembawan. This is evidenced by a p-value of 0.002, which is smaller than the significance threshold of 0.05, so it can be concluded that brand image effectively plays a role as a mediating variable in the relationship between brand awareness and purchase intention. Thus, the hypothesis stating that brand awareness has a positive influence on purchase intention through the mediating role of brand image can be accepted.

Research by Aprilianti et al. (2023) and K. Putra et al. (2023) found that brand awareness does not always strongly increase purchase intention through brand image, because consumer purchasing decisions are more heavily influenced by functional factors such as price, promotion, and ease of obtaining the product. Similar findings were also put forward by Abdillah & Pradana (2023), who showed that for everyday consumer products, consumers tend to give more consideration to practical benefits than brand image, making the role of brand image as a mediator relatively weaker. In contrast, this research focusing on the hospitality industry demonstrates that brand image is an important factor that strengthens the influence of brand awareness on purchase intention.

Consumers who have a high level of brand awareness toward a resort tend to form positive perceptions regarding service quality, atmosphere, and the staying experience offered, which is then reflected in a strong brand image. This positive brand image subsequently increases consumer trust and confidence to make a purchase or reservation. Therefore, compared to several other sectors, the role of brand image in the hospitality industry becomes more dominant as a psychological mechanism that bridges the influence of brand awareness on purchase intention. Thus, the results of this study contribute novelty by affirming that in the context of resorts or experience-based hospitality industries, brand image has a strategic role in strengthening the relationship between brand awareness and purchase intention.

CONCLUSION

An investigation into the influence of social media marketing and brand awareness on purchase intention at Adiwana Resort Jembawan, incorporating brand image as an intermediary, was conducted. Data gathered from 115 Instagram followers were subjected to PLS-SEM analysis. All seven hypotheses received empirical support: social

media marketing and brand awareness each demonstrate significant direct positive effects on purchase intention, while also enhancing brand image. Subsequently, brand image positively affects purchase intention and serves as a mediator in the linkages connecting both social media marketing and brand awareness to purchase intention. The three variables jointly account for 89.5 percent of the variability in purchase intention. These outcomes emphasize that cultivating a favorable brand image serves as the essential link converting consumer recognition into actual booking intent, underscoring that successful digital marketing must go beyond mere exposure to foster meaningful brand perceptions.

Several recommendations emerge from the conclusions of this study for both Adiwana Resort Jembawan and future research endeavors. It is suggested that the resort remove obstacles or provide easier access for consumers to view its official Instagram account, while also ensuring the accountability of information shared, thereby increasing consumer interest, brand image, and purchase intention. To enhance brand awareness, the resort should consistently publish information regarding its products and services, facilitating easier brand recognition and recall among consumers. Strengthening brand image may also be achieved through recurring and consistent activities such as sponsorships or corporate social responsibility programs, which foster positive consumer perceptions. Additionally, to increase purchase intention, social media content should be appealing and should simplify the booking process for consumers. Future research should explore the influence of other variables, broaden the scope beyond Adiwana Resort Jembawan, and incorporate different locations to produce more generalizable and applicable results.

In addition to providing practical recommendations for Adiwana Resort Jembawan, this research also has managerial and social implications. From the managerial side, the research findings indicate that marketing practitioners in the hospitality industry need to utilize social media not only as a means of promotion, but also as a medium for building a strong brand image and sustainable relationships with consumers through the presentation of informative, authentic, and consistent content so as to be capable of increasing consumer trust and engagement in the digital community formed around the brand. From the social side, the results of this research can also be utilized by educators and social entrepreneurship practitioners as a reference in building a healthy digital community by emphasizing the importance of information transparency, ethical communication, and the dissemination of positive values through social media, so that it not only drives an increase in purchase intention, but also creates a digital environment that supports constructive interaction and more responsible consumption behavior.

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