

The Influence of Social Media and Promotion on Purchase Intention Mediated By Brand Image In Lukisan Bumi Restaurants In Yogyakarta (Empirical Study: Consumers of Lukisan Bumi Restaurants In Yogyakarta)

Dohardo Roma, Liem Bambang Sugiyanto

Universitas Bunda Mulia, Indonesia

Email: dohardomanalu08@gmail.com, l0674@lecturer.ubm.ac.id

*Correspondence: dohardomanalu08@gmail.com

ABSTRACT: The purpose of this study was to determine the effect of social media and promotion on purchase intention, and to determine the role of brand image as a mediating variable for consumers at Lukisan Bumi Restaurant in Yogyakarta. This research can be conducted using online and offline methods to 140 respondents with the criteria of being consumers of the Earth Painting Restaurant in Yogyakarta. This study uses a quantitative approach using structural equation models and is processed using the AMOS 24 program. The results of this study indicate that social media and promotion has positive and significant affect to purchase intention on Lukisan Bumi Restaurant consumers at Yogyakarta. This research also show that social media and promotion has positive affect to purchase intention mediated by brand image. The result this research that both of independent variable and mediating variable effectively enhance the purchase intention Restoran Lukisan Bumi consumers. Limit of this research is a survey conducted on consumers of the Earth Painting Restaurant in Yogyakarta and the survey period was only carried out for one month, and the respondents in this study were only consumers who live in Yogyakarta. The implication of this research is interaction analyst among variables social media, promotion, brand image, and purchase intention. This study seeks to understand social media could promoting Lukisan Bumi Restaurant for affect purchase intention. The result this research hoped provide knowledge to marketers and manufacturer to design effective social media and promotion strategy for increase consumers purchase intention.

Keywords: social media, promotion, brand image, purchase intention

INTRODUCTION

According to the marketers.com website, the restaurant business has always been an industry that is always booming and is in demand by culinary businessmen because this business will continue to grow and is predicted by experts to continue to have a positive trend as long as they need to eat. In the restaurant business, there are operational strategies and marketing strategies, where in maximizing marketing strategies there are 2 ways that can be used, namely price promotion and exposure marketing, where for exposure marketing this will

later be disseminated through the online sector such as social media so that information can spread quickly. According to (Kotler & Armstrong, 2017), a marketing approach that combines online and offline interactions. Not a few restaurant businesses rely heavily on the online sector to help build a product or company image. From the social media sector, a business can disseminate information related to price promotions, operations, events held, promotions, and up to customer experience with marketing activities or products. According to (Kotler & Armstrong, 2017), brand appeal awareness will come from a mix of marketing communications backed by analytics, past experiences, and recommendations from friends and family, both online and offline. With traffic in the online marketing sector, it is hoped that it can attract traffic from the offline sector for the restaurant business. According to (Kotler & Armstrong, 2017), a company still needs to carry out an offline marketing process, because the company also needs to ensure that customers get maximum service for the products or services they use.

According to the Ministry of National Development Planning/Bappenas (2023), the growth of the food and beverage accommodation sector was mainly driven by the accommodation provision subsector which grew significantly by 12.35%, followed by the food and beverage provision subsector at 9.31%. Overall, the Gross Domestic Product (GDP) of the provision of food and beverage accommodation is able to provide added value of Rp 129 trillion, with a contribution of 2.59% to national GDP. Investment in the food and beverage sub-sector (restaurants) experienced a high increase in the number of projects to 9,175 projects, which contributed 83% of all investment projects in the hotel and restaurant sector.

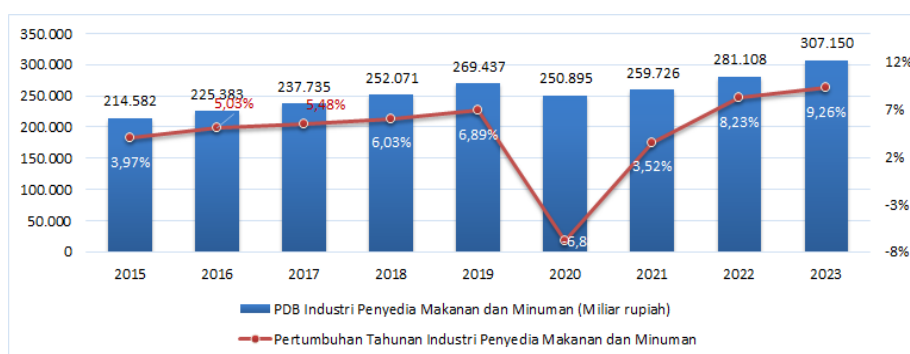


Figure 1 Annual Growth of the Food and Beverage Provider Industry in Indonesia in 2015-2023

Source: Central Statistics Agency

According to data from the Central Statistics Agency (2023), in 2023 the GDP growth of the food and beverage provider industry will touch Rp 307 billion with an annual growth rate of 9.26%. In 2020, there was a significant decline touching -6.8% due to the Covid-19 pandemic, but this did not have a significant effect on the GDP of the food and beverage supply industry. The annual growth of the food and beverage provider industry again showed development at 3.52% and the increase lasted until 2023. Based on the findings of BPS data, it can be concluded that the condition of the food and beverage provider industry has developed quite well after the covid 19 pandemic.



Figure 2 Growth of National Food and Beverage Providers in 2023

Source: Central Statistics Agency

Based on data from the Central Statistics Agency, the average GDP growth of the food and beverage provider industry nationally in 2023 is 9.04% compared to 2022, where there are 21 provinces whose GDP growth percentage is still below the national average.

D.I Yogyakarta is one of the provinces whose growth percentage is still below average. This also has an impact on the growth rate of the food and beverage provider industry in Indonesia's provinces, where there has been a decrease from 12.40% in 2022 to 8.72% in 2023.

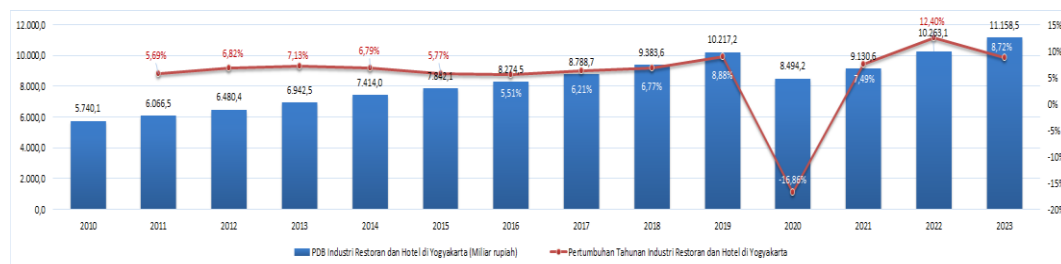


Figure 3 Growth of Food and Beverage Provider (Restaurant) and Accommodation (Hotel) Industry in Yogyakarta Province in 2011-2023

Source: Central Statistics Agency

This decline in growth has an impact on one of the restaurant businesses called Lukisan Bumi in the province of D.I Yogyakarta which was established in October 2022, where this restaurant has nuances of typical Indonesia food. Based on data from the restaurant, during 2023 there was a decrease in sales and traffic as follows:

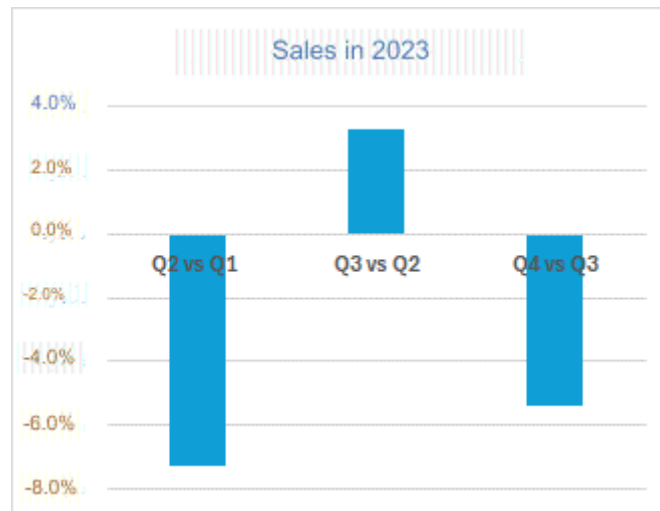


Figure 4 Sales of Earth Painting Restaurants in 2023.

Data Source: Earth Painting Restaurant

Based on the data above, the 2nd quarter saw a decrease compared to the 1st quarter of 7.3%, while sales growth only occurred in the 3rd quarter of 3.3% compared to the 2nd quarter, then the decline occurred again in the 4th quarter compared to the 3rd quarter to reach 5.4%. One of the factors causing the decline in business is due to restaurant traffic, which also decreased during 2023. The following is the traffic data of Lukisan Bumi restaurant during 2023 that can be served.

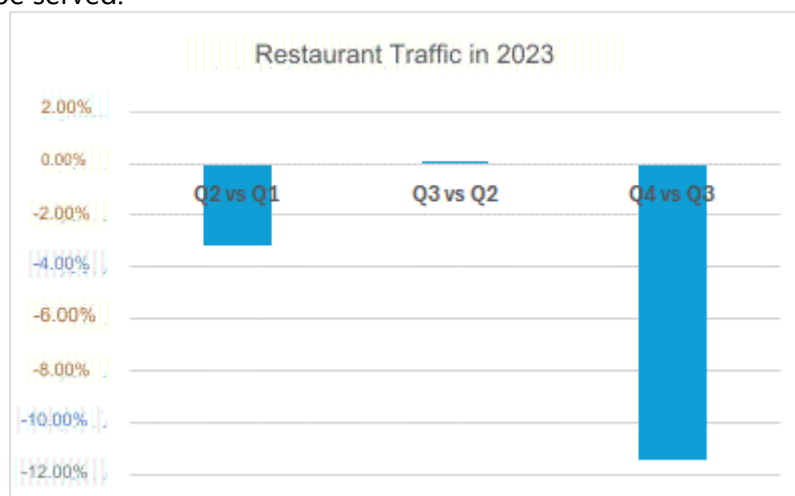
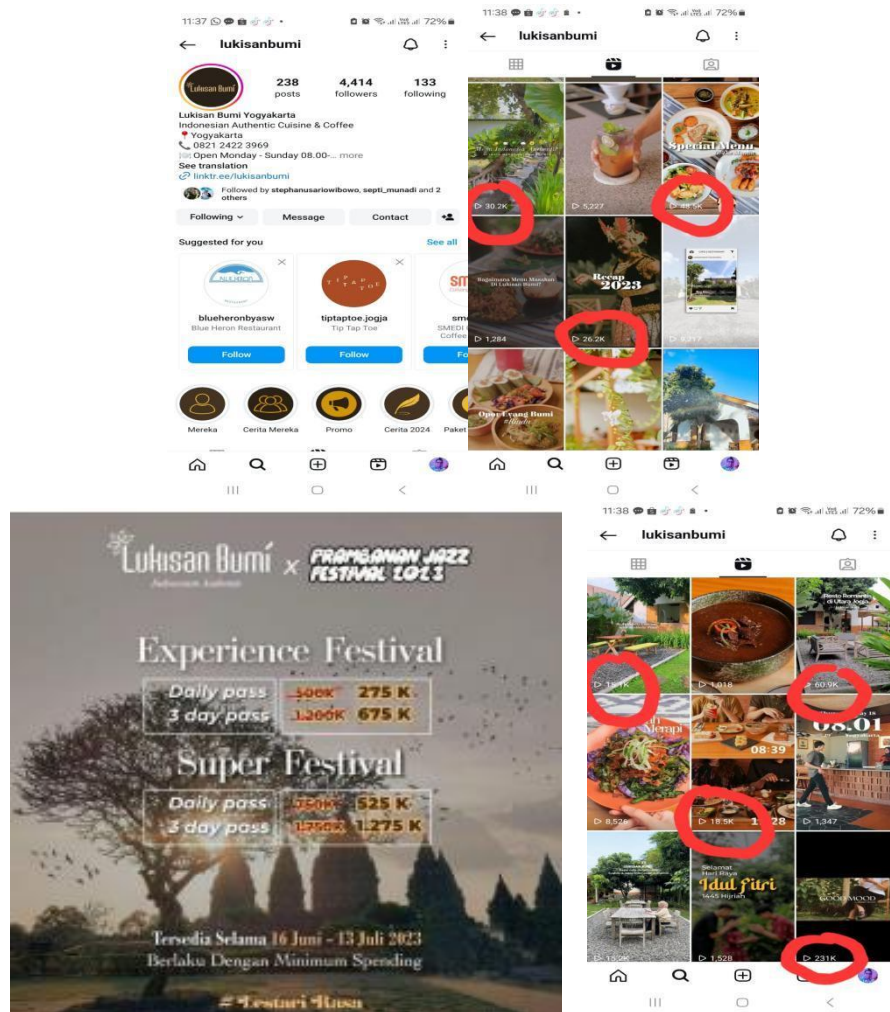


Figure 5 Earth Painting Restaurant Traffic in 2023

Data Source: Earth Painting Restaurant

The data above shows a decrease in traffic experienced by Langit Bumi Restaurant during 2023, where in the 2nd quarter compared to the quarter there was a decrease of up to 3.2%, then in the 3rd quarter compared to the 2nd quarter showed an increase of 0.1%, and in the 4th quarter there was a decrease compared to the 3rd quarter to reach 11.4%. The restaurant management has made efforts to increase sales and traffic by making several efforts through social media and promotions that are also shared on social media. The content that has been shared has only had a significant impact on viewers until it reaches around 30,000 viewers, but these viewers have not had a significant impact on the addition of followers which has only reached around 4,000 viewers to date.



Seeing the phenomenon that occurred above, the Lukisan Bumi Restaurant business people tried to make several efforts to increase the purchase intention of customers through promotions and social media marketing. According to Pentina et al (2018) that companies use social media with the aim of creating awareness, acquiring new customers, engaging with customers, creating interactions and conversations with actual and potential customers, creating word-of-mouth reputation, improving brand image, building leadership roles in the industry, creating relationships with customers and other stakeholders, and forming networks. In the effort to increase sales at Lukisan Bumi Restaurant, business people have made several efforts by utilizing the power of social media marketing such as using Key Opinion Leaders (KOLs) and utilizing Instagram Ads.

In addition to utilizing social media, business people also use promotions to increase purchase intention by holding several promotional programs such as discounts during the Prambanan Jazz event and the "crowded meal" program by applying discounts by providing menus in the form of packages. According to (Fam et al., 2019), marketing strategies such as sales promotions (e.g. advertising and pricing) are an effective way for companies to sell their products and create a competitive brand.

According to (Cham, Cheng, Low, & Cheok, 2020), since the beginning brand image has become an important element for companies because of its huge implications on company planning and performance. Restoran Langit Bumi is a typical Indonesia restaurant, where business people who always build the image of the archipelago not only through the food

menus provided but also through marketing activities such as providing entertainment to customers by holding small performances of traditional arts.

(Irshad, Ahmad, & Malik, 2020) researched the impact of consumer motivation (i.e., remuneration, social, and empowerment) on online purchase intention mediated through trust in retailers present on social media. The results of this study show that trust in retailers present on social media has a significant positive effect on customer purchase intention. This is different from the research conducted by Biau Luo et al (2020), where the results of this study found that the skepticism of green advertising on social media has no significant relationship with purchase intention.

Yunjeong Kim et al (2020) conducted a study on whether consumers differ in online and offline purchase intention depending on the channel with price promotion information that consumers first find and analyzed the role of moderation and brand trust, where the results of this study show that price promotion can increase purchase intention with contact and cross-channel. The results of this study are different from the research conducted by Xing bao hu et al (2019) which examined about hotel reviews and prices affecting the formation of consumer considerations and hotel bookings based on online search results in addition to a two-stage model of consideration and choice, where the results of this study show that price discounts do not always stimulate hotel bookings and may even have a boomerang effect on hotels with low overall.

(Arindaputri & Santoso, 2023) said that brand image has no effect on purchase intention. In contrast to the research conducted by Yufan li et al (2020) which said that high-quality domestic brands or displaying a patriotic brand image affect the purchase intention of domestic brands.

Observing the facts and the existence of gaps in previous studies, the researcher wanted to find out more about the relationship between the variable "social media and promotion on purchase intention mediated by brand image in langit bumi restaurant in yogyakarta (empirical study: consumers of lukisan bumi restaurant in yogyakarta)".

The purpose of this study was to determine the effect of social media and promotion on purchase intention, and to determine the role of brand image as a mediating variable for consumers at Lukisan Bumi Restaurant in Yogyakarta.

The novelty of this research lies in its focus on the specific dynamics of the restaurant industry in Yogyakarta, Indonesia, particularly within the context of Lukisan Bumi Restaurant. This study uniquely explores the interplay between social media marketing, promotional strategies, and purchase intention, with brand image serving as a mediating factor. While previous studies have examined these variables in various industries, this research specifically targets the Indonesian restaurant sector, which has not been extensively studied in the context of digital marketing and consumer behavior. The research aims to fill the gap in understanding how social media and promotional activities can be effectively leveraged to enhance brand image and ultimately drive purchase intention in a local, culturally rich setting like Yogyakarta. By doing so, it offers fresh insights into the effectiveness of digital marketing strategies in the restaurant industry, particularly in emerging markets with unique cultural and economic landscapes.

RESEARCH METHODOLOGY

In this study, the researcher uses a quantitative method by conducting hypothesis testing.

The study used SEM data, which was analyzed using Amos' new statistical software, to create questionnaires and translate them into statistical data. Structural analysis is assisted by the AMOS program as a statistical tool to process the initial data, which consists of the results of the questionnaire answers, before being converted into statistical data.

The stages of this research analysis are divided into six stages, namely; (1) Validity test, (2) Reliability test, (3) Good of Fit test (4) Hypothesis test, (5) Path analysis, and (6) Determination Coefficient test.

RESULT AND DISCUSSION

Instrument Validity Testing

In this study, the validity of the research instrument was tested using the Confirmatory Factor Analysis (CFA) Test. This test is carried out to determine the validity of the construct or to find out whether each indicator can explain the existing construct. The indicators used as a measure of the validity of the research variables are those that have a loading factor of > 0.5 while indicators that have a loading factor of < 0.5 are eliminated from the model. Figure 1 shows the CFA test for exogenous (independent) and endogenous (dependent) variables using the AMOS program.

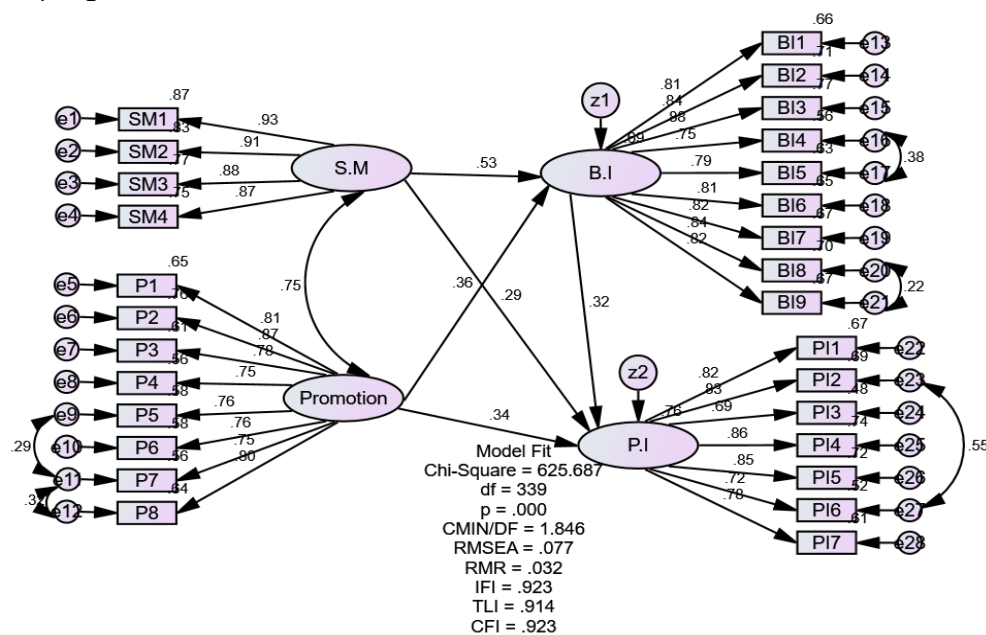


Figure 6 Complete SEM Model

Source: Data processing results (2024)

Tabel 1 Test CFA (Confirmatory Factor Analysis)

			Estimate
Brand Image	<---	Social Media	.529
Brand Image	<---	Promotion	.355
Purchase Intention	<---	Brand Image	.320
Purchase Intention	<---	Social Media	.291
Purchase Intention	<---	Promotion	.337
SM4	<---	Social Media	.868

SM3	<---	Social Media	.879
SM2	<---	Social Media	.913
SM1	<---	Social Media	.932
P8	<---	Promotion	.798
P7	<---	Promotion	.750
P6	<---	Promotion	.760
P5	<---	Promotion	.763
P4	<---	Promotion	.746
P3	<---	Promotion	.779
P2	<---	Promotion	.870
P1	<---	Promotion	.808
BI1	<---	Brand Image	.811
BI2	<---	Brand Image	.840
BI3	<---	Brand Image	.879
BI4	<---	Brand Image	.751
BI5	<---	Brand Image	.793
BI6	<---	Brand Image	.807
BI7	<---	Brand Image	.816
BI8	<---	Brand Image	.836
BI9	<---	Brand Image	.817
PI1	<---	Purchase Intention	.820
PI2	<---	Purchase Intention	.831
PI3	<---	Purchase Intention	.693
PI4	<---	Purchase Intention	.861
PI5	<---	Purchase Intention	.850
PI6	<---	Purchase Intention	.719
PI7	<---	Purchase Intention	.779

Source: Data processing results (2024)

The purpose of the Confirmatory Factor Analysis (CFA) test is to confirm or test a model, which is a measurement model whose formulation is derived from theory. CFA can be said to have two focus of study, namely; (1) whether the indicators conceptualized unidimensionally are valid, and (2) what dominant indicators form the constructed construct studied. The reference value of the loading factor estimate (Haier, 2020) should ideally be above 0.50. The results of the CFA test are shown in Table 2 which shows the loading factor values of each indicator and each dimension to the construction where all values are > 0.5 which means that the indicators and dimensions of this study are valid for measuring the construction.

Reliability Test

In this study, the reliability test of each variable was measured using Cronbach's alpha. Cronbach Alpha is a measure of reliability that has a value ranging from zero to one ((Sekaran & Bougie, 2017). The results of the reliability test for each of the variables of this study can be seen in Table 2 where five research variables have Cronbach's alpha values between 0.922 to 0.949 which means that all variables have very reliable reliability as a research instrument.

Table 2 Results of Reliability Testing of Research Variables

Variable	Cronbach's Alpha	Results
<i>Social Media</i>	0,943	Highly Reliable
Promotion	0,930	Highly Reliable
<i>Brand Image</i>	0,949	Highly Reliable
<i>Purchase Intention</i>	0,922	Highly Reliable

Source: Data processing results (2024)

Uji Goodness Of Fit (GOF) Model

In this study, the *Goodness of Fit* (GOF) test was used to determine whether the model was acceptable. This test was carried out because the data analysis method used was the *Structural Equation Model* (SEM) with the AMOS program. The *Structural Equation Model* (SEM) is a *multivariate* technique that combines aspects of multiple regression and factor analysis to estimate a series of simultaneous dependency relationships (Hair, Black, Babin, & Anderson, 2019). According to (Ghozali, 2018), in SEM there are 12 *cut-off value* provisions as shown in Table 3 which are used to measure the overall research model and determine whether the model is functioning properly.

Table 3 Fit Model Measurement Criteria

No	Goodness of Fit Index	Cut-off Value	Criterion
1	Degree of Freedom (DF)	> 0	Over Identified
2	Statistic Chi-Square (X ²)	< α , df ; $\alpha =$ CMIN/DF	Good Fit
3	Probability	≥ 0.05	Good Fit
4	Goodness of Fit Index (GFI)	≥ 0.90	Good Fit
5	Adjusted Goodness of Fit Index (AGFI)	≥ 0.90	Good Fit
6	Comparative Fit Index (CFI)	≥ 0.90	Good Fit
7	Tucker Lewis Index (TLI)	≥ 0.90	Good Fit
8	CMIN/DF	≤ 2.00 a.m.	Good Fit
9	Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	Good Fit
10	Root Mean Square Residual (RMR)	≤ 0.05	Good Fit
11	Normed Fit Index (NFI)	≥ 0.90	Good Fit
12	Parsimonious Normed Fit Index (PNFI)	> 0.60	Good Fit

Source: Ghozali (2017)

Based on the research model shown in Figure 6, the results of the Goodness of Fit test have been summarized in Table 4. In this research model, there are 10 model evaluations that are fit, so it can be concluded that this research model is fit and ready to proceed to the hypothesis analysis process.

Table 4 Goodness of fit test results

Goodness of Fit	Cut off value	Results of Analysis	Model Evaluation
Chi Square Degrees of freedom (dof) Probability	The smaller, the better ≥ 0.05	625.687 339 .000	
CMIN/DF	< 2	1.846	Good Fit
GFI	≥ 0.90	.766	Poor Fit
RMSEA	≤ 0.08	.077	Good Fit
RMR	≤ 0.05	.032	Good Fit
AGFI	≥ 0.90	.720	Marginal Fit
TLI	≥ 0.90	.914	Good Fit
NFI	≥ 0.90	.847	Marginal Fit
CFI	≥ 0.90	.923	Good Fit
YOUTH	≥ 0.90	.923	Good Fit
PGFI	≥ 0.50	.640	Good Fit
PNFI	≥ 0.50	.759	Good Fit
PCFI	≥ 0.50	.827	Good Fit

Source: Data processing results (2024)

Hypothesis Testing (Influence Between Variables)

Hypothesis testing is carried out after the research model can be considered fit. While the basis for decision-making is as follows:

- If the P value (Probability) > 0.05 or CR < 1.96 , then H1 is rejected and H0 is accepted (no effect)
- If the P value (Probabilitas) ≤ 0.05 and CR ≥ 1.96 then H1 is accepted and H0 is rejected (there is an effect)

Hypothesis testing is carried out by looking at the results of *the regression weight of the research model*. Table 5 describes the results of the estimation of the research model.

Table 5 Results of Structural Model Coefficient Evaluation

	Information		Estimate	S.E.	C.R.	P value
Brand Image	<---	Social Media	.529	.084	5.599	***
Brand Image	<---	Promotion	.355	.098	3.793	***
Purchase Intention	<---	Social Media	.320	.091	2.909	.004
Purchase Intention	<---	Promotion	.291	.102	3.560	***
Purchase Intention	<---	Brand Image	.337	.105	3.121	.002

Source: Data processing results (2024)

Based on Table 5, it can be seen that the influence of significance or at least known from p-value and

Critical Ratio (CR). The significance of the alpha used is 0.05. If the CR value is above 1.967 and the p-value is less than 0.05, the hypothesis is accepted. The following is an explanation of the testing of all research hypotheses:

1. H1: *social media* has a positive and significant effect on *brand image*.

In Table 5, the p-value of the MS variable = $0.00 < 0.05$ and CR = $5,599 > 1,967$ so that H0 is rejected and H1 is accepted, so it can be concluded that the SM variable has a positive and significant influence on BI, every change to social media will give a change that is directly proportional to the *brand image*.

2. H2: Promotion has a positive and significant effect on *brand image*.

In Table 5, the p-value of *the Promotion* variable = $0.00 < 0.05$ and CR = $3,793 > 1,967$ so that H0 is rejected and H2 is accepted, so it can be concluded that the Promotion variable has a positive and significant influence on *the brand image*, every change to the promotion will give a change that is directly proportional to the *brand image*.

3. H3: *Social media* has a positive effect on *purchase intention*.

In Table 5, the p-value of the MS variable = $0.004 < 0.05$ and CR = $2.909 > 1.967$ so that H0 is rejected and H4 is accepted, so it can be concluded that the SM variable has a positive influence on PI, every change in *social media* will give a change that is directly proportional to the *purchase intention*.

4. H4: Promotion has a positive and significant effect on *purchase intention*.

In Table 5, the p-value of the BI variable = $0.00 < 0.05$ and CR = $3,560 > 1,967$ so that H0 is rejected and H5 is accepted, so it can be concluded that the Promotion variable has a positive and significant influence on PI, every change to the promotion will give a change that is directly proportional to the *purchase intention*.

5. H5: *Brand image* has a positive effect on *purchase intention*.

In Table 5, the p-value of the CS = 0.002 < 0.05 and CR = 3,121 > 1,967 so that H0 is rejected and H3 is accepted, so it can be concluded that the BI variable has a positive influence on PI, every change in *brand image* will give a change that is directly proportional to the *purchase intention*.

Table 6 Hypothesis Testing Results

Description	Results
H1 <i>Social Media</i> has a positive and significant effect on <i>brand image</i> .	Accepted
H2 Promotion has a positive and significant effect on <i>brand image</i>	Accepted
H3 <i>Social media</i> has a positive effect on <i>purchase intention</i>	Accepted
H4 Promotion has a positive and significant effect on <i>purchase intention</i> .	Accepted
H5 <i>Brand image</i> has a positive effect on <i>purchase intention</i>	Accepted
H6 Social media has a positive and significant effect on <i>purchase intention</i> mediated by <i>brand image</i> .	Accepted
H7 <i>Social media</i> has a positive and significant effect on <i>purchase intention</i> mediated by <i>brand image</i> .	Accepted

Source: Data processing results (2024)

Direct, Indirect and Total Influence

This stage of analysis aims to measure the magnitude of the coefficient of direct influence, indirect influence, and total influence of all variables studied. To determine the indirect influence in this study, the Sobel test was used. The sobel test is a method used to assess whether a mediating variable can significantly act as a mediator in a relationship. The calculation of the Sobel test can be done using a certain formula.

This stage of analysis aims to measure the magnitude of the coefficient of direct influence, indirect influence, and total influence of all variables studied. To determine the indirect influence in this study, the Sobel test was used. The sobel test is a method used to assess whether a mediating variable can significantly act as a mediator in a relationship. The calculation of the Sobel test can be done using a certain formula.

$$Sab = \sqrt{((b^2)(Sa^2)) + ((a^2)(Sb^2)) + ((Sa^2)(Sb^2))}$$

Information:

Sat = Amount *standard error* Indirect influence

a = Regression coefficient of the influence of independent variables on mediation variables

b = Regression coefficient of the influence of the mediating variable on the dependent variable

Sa = *Standard error* for coefficient A

Sb = *Standard error* for coefficient B

To test the significance of the indirect influence, it is necessary to calculate the CR value from the coefficient with the following formula:

$$CR = \frac{a \times b}{Sab}$$

The CR value from the calculation results must be $> 1,967$ with a significance of 5% *cut off value* in this study. If the $CR > 1,967$, it can be concluded that there is an influence on mediation.

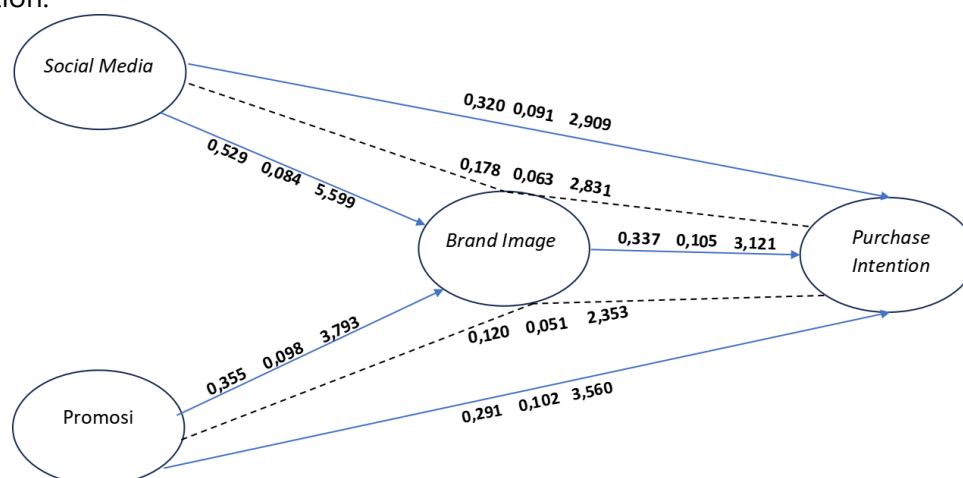


Figure 7 Direct and Indirect Influence of SM and Promotion on PI (Direct) through BI Mediation (Indirect)

Source: Data processed by the author (2024)

Based on Figure 7, the calculation according to the Sobel formula can be described to determine the magnitude of direct and indirect influence between variables as follows:

Social Media --> Brand Image --> Purchase Intention

Estimate = $0.468 \times 0.329 = 0.153$

SE = $\sqrt{(0.468)^2 (0.105)^2 + (0.329)^2 (0.084)^2 + (0.084)^2 (0.105)^2} = 0.0570$

CR = *Estimate* / *SE* = $0.153 / 0.057 = 2.2 (CR > 1.967)$

SM-Promotion-PI is significant because the value ($CR = 2.698$) > 1.967

→ Promotions *Brand Image* *Purchase Intention* →

Estimate = $0.633 \times 0.456 = 0.1222$

SE = $\sqrt{(0.373)^2 (0.105)^2 + (0.329)^2 (0.098)^2 + (0.098)^2 (0.105)^2} = 0.051$

CR = *Estimate* / *SE* = $0.122 / 0.051 = 2.370 (CR > 1.967)$

The BI-PI promotion is significant because the value ($CR = 2,370$) $> 1,967$.

Table 7 Comparison of Direct and Indirect Influences

Variable	Estimate	Conclusion
SM-PI	0.264	
SM-BI-PI	0.153	Better direct influence
PI-Promotion	0.363	
Promotion-BI-PI	0.122	Better direct influence

Source: Data processing results (2024)

Direct and Indirect Influence of Social Media on Purchase Intention Through Brand Image.

Stages Based on Table 7, the *positive and significant* direct influence of social media on purchase intention is better than the positive influence of social media on purchase intention mediated by brand image with a direct estimate value of 0.264 is greater than the estimated value through mediation of 0.153. Social media for purchase intention will be maximized if directly or without customer satisfaction mediation. In this case, the brand image variable has

a less significant influence in mediating *social media* relationships on *purchase intention* but has a smaller influence as a mediator when compared to the direct influence of *social media* variables on *purchase intention*. This is because *social media* can directly have a positive impact on the consumers of Lukisan Bumi Restaurant. Even when the restaurant is unable to provide satisfaction for its customers, *social media* will be able to make consumers have the intention to visit and buy at Lukisan Bumi Restaurant.

Direct and indirect influence of promotion on Purchase/Intention through brand image.

Stages Based on Table 7, The direct positive and significant influence of promotion on *purchase intention* is better than the positive influence of promotion on *purchase intention* mediated by *brand image* with a direct *estimate* value of 0.363 greater than the *estimated value* through mediation of 0.122, then the influence of promotion on *purchase intention* It will be more optimal if directly or without customer satisfaction mediation. In this case, the *brand image* variable has a less significant influence in mediating the promotional relationship on *purchase intention* but has a smaller influence as a mediator when compared to the direct influence of the promotional variable on *purchase intention*. This is because promotions can directly have a positive impact on the consumers of Lukisan Bumi Restaurant. Even when the restaurant is unable to build a *brand image*, promotion will be able to make consumers have the intention to buy at Lukisan Bumi Restaurant.

Direct and indirect influence.

Based on Figure 7, The total influence of *social media* on *purchase intention* directly and indirectly (mediation: *brand image*) is 0.417. Meanwhile, the total influence of promotion on *purchase intention* directly and indirectly (mediation: *brand image*) is 0.485. So it can be concluded that the total influence both directly and indirectly is the largest is promotion on *purchase intention* followed by *social media* on repurchase intention.

Discussion

Social Media has a significant positive effect on Brand Image

Social media has a significant positive effect on *brand image* so that Hypothesis-1 is accepted. The higher / positive *social media* will be / the higher / positive *the brand image*. This means that respondents have the perception that restaurants that promote their products using *social media* are things that affect the buying interest of a product such as Lukisan Bumi Restaurant in Yogyakarta. Through *social media*, consumers search for information about restaurants, then study them to foster buying interest. This is in accordance with previous research in the hospitality sector that *social media* platforms as a product/service that can build a *brand image* and how this *social media* platform can be an effective distribution channel (Ho, Chen, Wang, Yeh, & Huan, 2022).

Thus, *social media* allows to strengthen Lukisan Bumi Restaurant in building a *brand image*. So the results of this study are in line with previous research which states that *social media* has a positive and significant impact on *brand image*.

Promotion has a significant positive effect on Brand Image

Promotion has a positive and significant effect on *the brand image* so that Hypothesis-2 is accepted. The higher / positive the promotion, the higher / positive *the brand image*. This can be interpreted that promotion is something that greatly affects the respondent's purchase intention. In accordance with previous research which stated that the role of *social media* advertising and *social media sales promotion content* in developing a *hedonistic and functional brand image, as well as in increasing consumer behavioral intentions, especially in terms of brand preferences and purchase intentions* (Raji, Rashid, & Ishak, 2019).

This can affect the interest in buying back products with promotional content that has been created and posted by the Earth Painting Restaurant. It can also be interpreted that promotion is something that is very inherent in the minds of consumers so that a strong *brand image* can be formed from the Lukisan Bumi Restaurant.

Social Media has a significant positive effect on Purchase Intention

Social Media has a positive and significant effect on *purchase intention* so that Hypothesis-3 is accepted. The higher / positive *social media* is, the higher / positive *purchase intention*. Message content is a key predictor of message acceptance or rejection, current research has shown that *social media brand* engagement based on differentiation-oriented content stimulates purchase intent (Khan, Rehman, & Kashif, 2024).

Social media has a very important role in helping customers to choose Lukisan Bumi Restaurant to enjoy the typical food of the archipelago. The ability of Lukisan Bumi Restaurant in creating content can already meet the needs of customers in determining in making decisions to choose a restaurant.

Promotion has a significant positive effect on Purchase Intention.

Promotion has a positive and significant effect on purchase intention so that Hypothesis-4 is accepted. The higher / positive the promotion, the higher / positive *purchase intention*. Price promotions that have been implemented can increase purchase intent for channels that are familiar with the promotion (Yunjeong Kim et al., 2020).

Promotion is one of the factors for customers in determining the choice of restaurant in this study, where promotion has been proven to affect purchase intention which will also have a big impact on the sales of Lukisan Bumi Restaurant.

Brand Image has a significant positive effect on Purchase Intention.

Brand image has a positive and significant effect on *purchase intention* so that Hypothesis-5 is accepted. The higher / positive *the brand image*, the higher / positive *purchase intention*. The results of this study are in accordance with previous research on *domestic brand smartphones* that *purchase intention* is influenced by quality perception and *patriotic brand image* (Li, Teng, Liao, & Lin, 2021).

The study proves that Lukisan Bumi Restaurant has formed a *brand image* that can affect the purchase intention of Lukisan Bumi Restaurant.

Social Media on Purchase Intention mediated by Brand Image.

The results of this study show that *social media* has a positive effect on *purchase intention* mediated by *brand image* in consumers of Lukisan Bumi Restaurant so that Hypothesis 6 is accepted. Thus, it can be interpreted that *social media* can form a brand image that can increase *purchase intention*. This is in line with previous research that it is important to note that social media influencers significantly influencing users' purchase intent without introducing the three mediators, namely parasocial interaction, perceived value, and brand image (Kanwar & Huang, 2022).

Brand image can function as a mediator in the influence of *social media* on consumer *purchase intention*. (Ho et al., 2022) in their research in the hospitality sector said that *Hotel Image* is very important to build a relationship between *Social Media Platform Image* and *Visit Intention*.

Thus, *social media* with product reviews, facilities, and promotions of Lukisan Bumi Restaurant can form a *restaurant's brand image* can affect *purchase intention*.

Promotion of Purchase Intention mediated by Brand Image.

The results of this study show that promotion has a positive effect on *purchase intention* mediated by *brand image* in consumers of Lukisan Bumi Restaurant in Yogyakarta so that

Hypothesis 7 is accepted. Thus, it can be interpreted that promotion can form a brand image that can increase *purchase intention*. (Cakici & Tekeli, 2022) said that price sensitivity affects purchase intention mediated by the perception of cheap prices for supermarket customers.

Thus, the promotion of a product that has a positive or high *brand image*, can increase *purchase intention*.

CONCLUSION

The results of this study show that social media, promotion, mediated by brand image have a positive influence on purchase intention on consumers of Lukisan Bumi Restaurant in Yogyakarta. However, social media, promotion and brand image directly have a stronger relationship and a significant influence on purchase intention. So it can be concluded that the mediation role of customer satisfaction is better directly than indirectly.

The results of the study also show that in total, promotion to purchase intention is the largest contributor to purchase intention, followed by social media to purchase intention.

Based on the results of the study, promotion is proven to be the largest contributor to purchase intention. This shows that promotion has a significant impact in increasing consumer interest in purchase intent. Promotions are often a big attraction and appeal to consumers. When a promotion is attractive, it can foster consumer buyer intent towards a product.

Social media also plays an important role in influencing purchase intention. Social media has an influence in terms of disseminating information about products, access, facilities, and everything that can be related to the Earth Painting Restaurant. Thus, promotion and the role of social media are equally important in marketing strategies.

REFERENCES

- Arindaputri, Natasha Bunga, & Santoso, Singgih. (2023). *Analysis of the influence of digital marketing, brand image, and price perception on purchase intention and brand loyalty in Uniqlo apparel products*.
- Cakici, A. Celil, & Tekeli, Sena. (2022). The mediating effect of consumers' price level perception and emotions towards supermarkets. *European Journal of Management and Business Economics*, 31(1), 57–76.
- Cham, Tat Huei, Cheng, Boon Liat, Low, Mei Peng, & Cheok, Jason Boon Chuan. (2020). Brand image as the competitive edge for hospitals in medical tourism. *European Business Review*, 33(1).
- Fam, Kim Shyan, Brito, Pedro Q., Gadekar, Mahesh, Richard, James E., Jargal, Ugtakh, & Liu, Wenchao. (2019). Consumer attitude towards sales promotion techniques: a multi-country study. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 437–463.
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro: Semarang.
- Hair, Joseph F. Jr., Black, William C., Babin, Barry J., & Anderson, Rolph E. (2019). *Multivariate Data Analysis* (Eighth). United Kingdom: Cengage Learning.
- Ho, Juei Ling, Chen, Kuan Ying, Wang, Lan Hsun, Yeh, Shih Shuo, & Huan, Tzung Cheng. (2022). Exploring the impact of social media platform image on hotel customers' visit intention. *International Journal of Contemporary Hospitality Management*, 34(11), 4206–4226.
- Irshad, Madeeha, Ahmad, Muhammad Shakil, & Malik, Omer Farooq. (2020). Understanding consumers' trust in social media marketing environment. *International Journal of Retail & Distribution Management*, 48(11), 1195–1212.
- Kanwar, Anu, & Huang, Yu Chuan. (2022). Exploring the impact of social media influencers on customers' purchase intention: A sequential mediation model in Taiwan context. *Entrepreneurial Business and Economics Review*, 10(3), 123–141.
- Khan, Shahid, Rehman, Sumaira, & Kashif, Uzma. (2024). "We do it but they don't" unveiling the impact of differentiation-oriented content on purchase intentions through mediation of SM engagement and moderation of social media skills. *South Asian Journal of Marketing*, 5(1), 47–60.
- Kotler, Philip T., & Armstrong, Gary. (2017). *Principles of Marketing, eBook, Global Edition: Principles of Marketing*. Pearson Higher Ed.
- Li, Yufan, Teng, Weichen, Liao, Tien Tien, & Lin, Tom M. Y. (2021). Exploration of patriotic brand image: its antecedents and impacts on purchase intentions. *Asia Pacific Journal of Marketing and Logistics*, 33(6), 1455–1481.
- Raji, Ridwan Adetunji, Rashid, Sabrina, & Ishak, Sobhi. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Sekaran, Uma, & Bougie, Roger. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keahlian Edisi 6 Buku 2*.