



Brand Image as a Mediator of the Effect of Product Quality and Social Media Marketing on Consumer Purchasing Decisions in Endek MSMEs

ABSTRACT

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Digitalization has reshaped consumer behavior, yet prior studies show inconsistent evidence on whether brand image mediates the effects of social media marketing and product quality on purchasing decisions. This study examines these relationships in Endek MSMEs in Seririt District using a quantitative approach with SEM-PLS on 100 respondents. The results show that social media marketing and product quality significantly affect purchasing decisions, both directly and through brand image, which also exerts a strong independent influence. The study clarifies previous mediation inconsistencies and contributes practical insights for strengthening MSME competitiveness through improved digital marketing and product quality.

Keywords: Brand Image; Product Quality; Purchase Decision; Social Media Marketing

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INTRODUCTION

Global economic developments have led to rapid industrial growth, thus triggering increasingly fierce competition in the MSME industrial sector (Kumar et al., 2025; Widiastini et al., 2023). The continuity of MSME businesses during times of crisis is vital, requiring entrepreneurs to continuously innovate (Ndiata et al., 2025; Telagawathi et al., 2022). Despite offering a strategic role, MSMEs often face obstacles in responding to sudden external changes resulting from technological disruptions (Ago et al., 2025; Arraya, 2024). However, the presence of MSMEs offers great hope for national economic growth. The increasing number of MSMEs is very likely to play a role as a major driver of the economy (Wirata et al., 2024). The existence of MSMEs offers great hope for expanding the scope of businesses to produce goods and services that can meet the needs of both domestic and international markets (Atnawati & Widiastini, 2021; Kyal et al., 2022).

Buleleng is renowned for its people who are involved in the world of MSMEs ranging from culinary, fashion, and also art (Kurniawan et al., 2025). One MSME product that has a unique exotic value from Buleleng is Endek. Endek cloth is part of Indonesia's cultural heritage that has historical value in the development of traditional textiles in the archipelago (Murdani & Merta, 2023; Wibawa et al., 2024). Endek is currently in the government's spotlight, in 2023 Buleleng officials are working to register Endek for a patent aiming to build a positive image. Seririt District is one of the areas in Buleleng Regency known to be active in developing the MSME sector, particularly in the field of endek woven cloth crafts. The resulting endek products not only have high aesthetic value but also reflect the richness of local culture passed down from generation to generation, especially in Seririt District.

Table 1 Data on Endek MSMEs in Seririt District

No.	Village	Number of MSMEs	Type of Products	Business Status
1	Kalianget	2	Kain Endek Mastuli	Productive
2	Pengastulan	1	Kain Endek, Jumptan Sutra	Productive

Source: Department of Cooperatives and MSMEs Buleleng Regency (2025)

Based on data from the Buleleng Regency Cooperatives and MSMEs Office, there are three MSMEs producing Endek cloth spread across Seririt District, namely Kalianget Village and Pengastulan Village. However, Endek entrepreneurs are currently facing serious challenges in their business. The first issue relates to product quality. Endek entrepreneurs explained that the price of raw materials is increasing, leading to increased selling prices. From a consumer perspective, they demand their own motifs in line with current trends, but entrepreneurs are unable to fulfill them because Endek motifs symbolize culture and history. Another factor is the large number of counterfeit Endek products circulating on the market, offering more affordable prices. This makes consumers more interested in purchasing cheaper products even though the Endek is fake and of poor quality. This plagiarism phenomenon not only hinders the income of MSMEs but also has the potential to damage the image of the Endek brand, which is known for its exclusivity and high artistic value. Many Endek entrepreneurs have finally registered patents to protect their products from imitation practices.

The digital marketing phenomenon demands that every entrepreneur implement social media-based marketing. The effectiveness of social media-based marketing by Endek Seririt entrepreneurs remains minimal, with entrepreneurs preferring to capitalize on the well-known and exotic Endek brand image. Another factor, seen by Endek Seririt entrepreneurs, is the lack of knowledge and skills in using social media, which is a major obstacle to marketing through social media. Meanwhile, the Governor of Bali issued Circular Letter No. 4 of 2021 concerning the use of Endek uniforms to maintain the product's strong presence (Sudiatmaka et al., 2023). Despite government attention, Endek sales have not yet yielded significant results. Marketing through social media has become a necessity for MSMEs in any field today, given that times have changed and the

process of conveying information to the general public has also changed (Ali Abbasi et al., 2022).

The above issues align with the Theory of Planned Behavior approach, which explains that purchasing decisions are influenced by consumer behavioral intentions, which are formed through attitudes toward the product, subjective norms, and perceptions of behavioral control (Lupindo & Mongezi, 2024). This reflects a shift in consumer behavior in determining purchasing decisions. Consumer behavior changes because people are becoming more aware and ultimately changing their consumption patterns (Richadinata & Wirajaya, 2022). This is all due to the impact of digitalization, which has spread to all sectors. Advances in the digital era provide factors that can influence purchasing decisions, such as social media marketing, product quality, and brand image (Kristina & Sugiarto, 2020). The consumer purchasing decision-making process involves determining consumer needs, gathering relevant information, and evaluating possible alternatives, which aid in purchasing decision-making (Siraj et al., 2024).

Previous studies have shown that there is no close relationship between Product Quality variables and Purchasing Decisions mediated by Brand Image (Chintya & Sukaatmadja, 2024). However, other studies have found no close relationship between product quality variables and purchasing decisions mediated by brand image (Laura & Ringo, 2017). Previous studies have shown the influence of social media marketing on purchasing decisions through brand image (Narayana & Rahanatha, 2020). However, other studies have found that social media marketing has no significant influence on purchasing decisions through the mediation variable of brand image (Krisnandiva et al., 2024). Based on previous studies, there are still gaps in the results of previous research on brand image mediation regarding the influence of product quality and social media marketing on purchasing decisions. The research gap is also shown by the still limited number of research topics on purchasing decisions through brand image conducted in MSMEs, especially historical products such as Endek. Therefore, the results of this study will provide novelty in the form of research results on the Endek Seririt MSME.

This research is important because Endek MSMEs are currently facing increasing competition, the rise of counterfeit products, and low social media utilization. Therefore, this study aims to analyze the influence of product quality and social media marketing on purchasing decisions, with brand image as a mediator. This study provides theoretical contributions to strengthening consumer behavior studies and practical contributions for MSMEs to increase competitiveness through strengthening product quality, brand image, and digital marketing strategies.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Global economic developments have led to rapid industrial growth, thus triggering increasingly fierce competition in the MSME industrial sector (Kumar et al., 2025; Widiastini et al., 2023). The continuity of MSME businesses during times of crisis is vital, requiring entrepreneurs to continuously innovate (Ndiata et al., 2025; Telagawathi et al.,

2022). Despite offering a strategic role, MSMEs often face obstacles in responding to sudden external changes resulting from technological disruptions (Ago et al., 2025; Arraya, 2024). However, the presence of MSMEs offers great hope for national economic growth. The increasing number of MSMEs is very likely to play a role as a major driver of the economy (Wirata et al., 2024). The existence of MSMEs offers great hope for expanding the scope of businesses to produce goods and services that can meet the needs of both domestic and international markets (Atnawati & Widiastini, 2021; Kyal et al., 2022).

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Purchase Decision

The concept of purchasing decisions has become a central theme in academic discussions on consumer behavior, as it explains how individual evaluations and preferences translate into actual buying behavior (Rafiki et al., 2023; Szymkowiak & Antoniak, 2024). A purchasing decision occurs when consumers recognize a problem, seek relevant information about products or brands, evaluate alternatives, and choose the option that best meets their needs (Kotler & Keller, 2018).

According to the Theory of Planned Behavior (TPB), purchasing decisions are influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control (Fauzi et al., 2024). Attitude reflects consumers' positive or negative evaluation of performing the purchase, subjective norms indicate social pressure from peers, family, or society, and perceived behavioral control represents consumers' perception of their ability to perform the purchase, including factors such as affordability, accessibility, and availability (Tsemach & Aharon, 2025).

Purchasing decisions can be influenced by several factors, among which product quality is crucial, as high-quality products enhance consumer attitudes and perceived value, thereby increasing purchase intention (Bo et al., 2023; Siraj et al., 2024). Endek Seririt products, known for their exotic quality, distinctive motifs, and traditional production processes, continue to undergo innovation to maintain consumer preference. Previous studies have confirmed that product quality positively and significantly influences purchasing decisions (Khairunnisa & Suwena, 2023; Rauliansyah & Sampurna, 2018; Utama & Suarmanayasa, 2023).

In addition, social media marketing helps businesses increase visibility, provide product information, and influence social norms, thereby positively affecting purchasing decisions. Empirical evidence demonstrates that social media marketing significantly impacts consumers' purchase and repurchase behaviors, particularly in micro, small, and medium-sized enterprises (MSMEs) that implement contemporary marketing strategies to reach wider audiences (Mohan, 2025; Mukuan et al., 2023; Oteh et al., 2023; Pratama et al., 2024).

However, previous research rarely investigates brand image as a mediating factor between product quality or social media marketing and purchasing decisions, especially for traditional and culturally valuable products such as Endek. Exploring this mediating role can provide deeper insight into how product quality and social media marketing translate into higher purchase intentions.

H1: Product quality has a positive and significant effect on purchasing decisions.

H2: Social media marketing has a positive and significant effect on purchasing decisions.

Brand Image

In a market that is becoming increasingly competitive, customers consider brand image before making a purchase (Khan et al., 2022). According to the Theory of Planned Behavior (TPB), brand image influences consumers' attitudes toward the behavior, subjective norms, and perceived behavioral control, which in turn affect purchase decisions (Fauzi et al., 2024; Tsemach & Aharon, 2025). A strong brand image not only raises customer awareness but also attracts attention and distinguishes products from competitors (Parris & Guzmán, 2023). Widely recognized brands are more likely to be chosen by consumers because they enhance positive attitudes and social approval, leading to stronger purchase intentions (Widiana & Telagawathi, 2024). For MSMEs, including Endek producers, building a strong brand image is essential to embed the brand in customers' minds and facilitate word-of-mouth communication. Empirical studies support the positive relationship between brand image and purchasing decisions (Wirata et al., 2024).

Product quality plays a fundamental role in shaping brand image, which aligns with TPB by influencing consumers' attitudes toward purchasing (Pranata & Telagawathi, 2021). High-quality products fulfill customer needs and expectations through their features and performance, thereby creating positive consumer perceptions of the brand. Endek products are perceived positively due to their distinctive quality, demonstrated by their consistent presence in art exhibitions and cultural events, reinforcing their image as a culturally integrated emblem. Previous research has shown that product quality positively affects brand image, as superior products enhance favorable attitudes toward the brand (Laura & Ringo, 2017).

The rapid growth of social media also significantly impacts brand image development, in line with TPB, by shaping subjective norms and perceived behavioral control through exposure to brand-related content (Fauzi et al., 2024; Liadeli et al., 2023). Social media marketing provides businesses with opportunities to enhance reputation, promote products effectively, and influence social approval (Dissanayaka, 2021). For MSMEs that have not fully adopted comprehensive digital marketing strategies, social media is a vital tool to build awareness and trust. Empirical evidence indicates that social media marketing positively affects brand image, suggesting that exposure to brand-related content strengthens future brand perception and consumer confidence (Narayana & Rahanatha, 2020). Based on theoretical and empirical evidence, the following hypotheses are proposed:

H3: Brand image has a positive and significant effect on purchasing decisions.

H4: Product quality has a positive and significant effect on brand image.

H5: Social media marketing has a positive and significant effect on brand image.

Product Quality

In addition to having a direct impact on purchasing decisions, high-quality products also contribute to forming a positive brand perception (Wang et al., 2023). According to the Theory of Planned Behavior (TPB), product quality influences consumers' attitudes toward the behavior, which shapes their overall perception of the brand and strengthens purchase intention (Fauzi et al., 2024; Tsemach & Aharon, 2025). Quality products create a favorable brand image, enhancing consumer trust and confidence in selecting the product (Pranata & Telagawathi, 2021).

For micro, small, and medium-sized enterprises (MSMEs), improving product quality is crucial for long-term competitiveness and sustainability (Telagawathi et al., 2022). Consistent product quality provides a competitive advantage, attracting consumer preference and spending. The brand image formed from superior product quality can significantly affect purchasing decisions, as consumers tend to choose brands that meet their expectations and convey reliability (Trisnawijayanthi & Warmika, 2024). Therefore, brand image can serve as a mediating variable between product quality and purchasing decisions. By shaping consumers' attitudes, influencing subjective norms, and enhancing perceived behavioral control, brand image translates the perceived quality of a product into stronger purchase intentions, in line with the logic of TPB.

H6: Brand image mediates the effect of product quality on purchasing decisions.

Social Media Marketing

Social media marketing has become one of the most widely used promotion strategies because it is cost-effective and provides long-term benefits for organizational sustainability and reputation (Macheka et al., 2024). According to the Theory of Planned Behavior (TPB), social media marketing can influence consumers' attitudes toward the behavior, subjective norms, and perceived behavioral control, thereby shaping purchase intentions (Fauzi et al., 2024; Tsemach & Aharon, 2025). The presence of social media effectively attracts consumer interest and increases engagement with products. Endek products, for example, have gained a positive reputation through exhibitions organized by the Buleleng Regency government, and Endek entrepreneurs in Seririt District are encouraged to continuously innovate in digital marketing by utilizing social media platforms.

Empirical studies have shown that brand image can be formed and strengthened through social media marketing, which in turn increases consumer trust and confidence in making purchasing decisions (Narayana & Rahanatha, 2020). This indicates that social media marketing not only directly affects purchasing decisions but also indirectly influences them by building a strong brand image.

H7: Brand image mediates the effect of social media marketing on purchasing decisions.

Hypotheses of the research

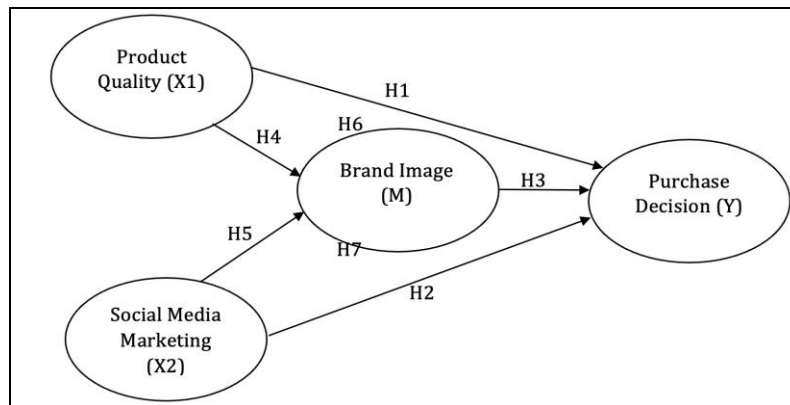


Figure 1. Proposed Conceptual Framework

Source: Authors (2025)

METHODOLOGY

The correlations between variables that have been defined as hypotheses are tested in this study using a quantitative method and a causal research design. In order to investigate the direct and indirect impacts of independent factors on the dependent variable through a mediating role, the design is suitable. The independent factors are product quality and social media marketing the mediating variable is brand image and the dependent variable is the decision to buy. Data were collected using a structured Likert-scale questionnaire distributed to respondents selected through purposive sampling. SEM-PLS was chosen because it is suitable for predictive models, can handle complex variable relationships and small samples, and effectively tests mediation effects.

To minimize potential common method bias, Harman's single-factor test was conducted, showing that no single factor accounted for more than 50% of the total variance. This indicates that CMB is not a concern. Additional verification using variance inflation factor (VIF) values all below 3.3, further confirms the absence of collinearity issues among indicators (Hair et al., 2014).

The study employed purposive sampling because the population size of Endek consumers was unknown. This technique enabled the selection of respondents who met criteria relevant to the research objectives, namely individuals aged 17 years or older, consumers who have purchased Endek products at least once, and those capable of making independent purchase decisions. A total of 100 respondents were obtained, meeting the minimum requirement for stable SEM-PLS estimation (Ghozali, 2018).

Table 3. Operational Variable

No	Variable	Indicators	Measurement Scale
1	Product Quality	Performance Features Reliability Durability	Likert
2	Social Media Marketing	Content Creation Content Sharing Connecting Community Building	Likert
3	Brand Image	Product Attributes Consumer Benefits Brand Personality	Likert
4	Purchase Decision	Product Choice Brand Choice Dealer Choice Purchase Amount	Likert

Source: authors (2025)

The research was conducted in Seririt District, Buleleng Regency, chosen for its cultural significance and economic potential as a center of Endek MSMEs. Seririt represents a diverse consumer base and is one of the key traditional textile hubs in North Bali, making it a scientifically appropriate and representative location for this study.

RESULTS

Before conducting data analysis, a brief description of the respondents is presented. The study involved 100 consumers of Endek MSMEs in Seririt District. The majority of respondents were female (60%), indicating that women are more actively involved in purchasing Endek products. In terms of age, the largest group was aged 26–35 years (30%), followed by respondents aged 17–25 years and above 45 years (each 25%), and 36–45 years (20%), showing that Endek is consumed across age groups.

Regarding educational background, most respondents had completed senior high school (40%), while 30% held a bachelor's degree, 20% junior high school, and 10% elementary school, reflecting a generally well-educated consumer profile. Occupationally, civil servants dominated the sample (50%), followed by entrepreneurs (35%), farmers (25%), and fishermen (15%), illustrating that Endek products attract consumers from diverse socio-economic backgrounds.

The results of the measurement model evaluation indicate that all indicators meet the reliability requirements, as reflected by outer loading values above 0.70. This confirms that each indicator contributes strongly to measuring its respective construct. Furthermore, the AVE values for Product Quality, Social Media Marketing, Brand Image, and Purchase Decision all exceed 0.50,

demonstrating that the constructs possess good convergent validity and are capable of explaining more than half of the variance of their indicators.

Table 4. Validity and Reliability Test

Variable	Items	Outer Loadings	AVE	CR	Cronbach Alpha
Product Quality (X1)	X1.1	0.949	0.864	0.962 (Excellent)	0.947 (Excellent)
	X1.2	0.911			
	X1.3	0.920			
	X1.4	0.937			
Social Media Marketing (X2)	X2.1	0.921	0.849	0.957 (Excellent)	0.941 (Excellent)
	X2.2	0.928			
	X2.3	0.929			
	X2.4	0.907			
Brand Image (M)	M1.1	0.900	0.795	0.921 (excellent)	0.871 (excellent)
	M1.2	0.897			
	M1.3	0.877			
Purchase Decision (Y)	Y1.1	0.846	0.740	0.919 (excellent)	0.883 (excellent)
	Y1.2	0.866			
	Y1.3	0.871			
	Y1.4	0.858			

Source: Smart PLS (2025)

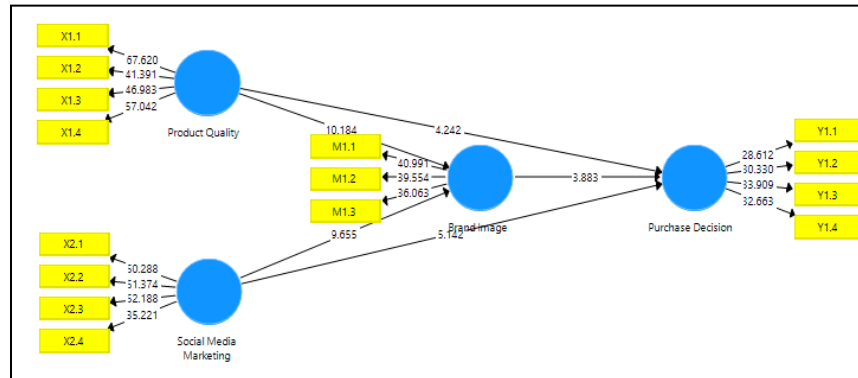


Figure 1. Inner Model

Source: Authors (2025)

In addition, the Cronbach's Alpha and Composite Reliability (CR) values both consistently above 0.80 show excellent internal consistency across all constructs. These results indicate that the items used in the questionnaire are stable and reliable in capturing respondents' perceptions. Collectively, these findings confirm that the measurement model is robust and suitable to proceed with the structural analysis in SEM.

Discriminant validity

The Heterotrait Monotrait ratio (HTMT) method evaluates discriminant validity among reflective constructs. Discriminant validity is deemed satisfactory when HTMT values are less than 0,9. As shown in Table 4, all constructs exhibit HTMT values below this threshold, indicating that discriminant validity has been established. Consequently, all variables in the model demonstrate adequate discriminant validity based on the HTMT criterion.

Table 5. HTMT Test

Heterotrait-monotrait ratio (HTMT) – Matrix				
Variable	BI (M)	PQ (X1)	PD (Y)	SCM (X2)
BI (M)				
PQ (X1)	0.573			
PD (Y)	0.894	0.526		
SCM (X2)	0.561	0.210	0.597	

Source: Smart PLS (2025)

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT), which provides a more sensitive evaluation of construct distinctiveness. All HTMT values obtained in this study fall below the recommended threshold of 0.90, indicating that each construct is empirically distinct from the others. The relatively low HTMT values among brand image, product quality, social media marketing, and purchase decision further confirm that the constructs do not overlap conceptually. These findings demonstrate that the measurement model has satisfactory discriminant validity and is appropriate for continued structural analysis.

Coefficient of Determination (R²)

The R Square test assesses the extent to which the model accounts for the variation in the dependent variable. The R² coefficient ranges between 0 and 1, where a higher score signifies that the model has a stronger ability to explain the observed outcome(Ketchen, 2013).

Table 6. Coefficient of Determination

Variable	R Square	Adjusted R Square
Brand Image	0.662	0.655
Purchase Decision	0.707	0.698

Source: Smart PLS (2025)

Based on the coefficient of determination (R²) for the brand image variable, the model produces an R² value of 0.662 and an Adjusted R² of 0.655. This indicates that the

independent variables explain approximately 66.2% of the variance in brand image, while the remaining 33.8% is influenced by factors not examined in this study. For the purchase decision variable, the R^2 value is 0.707 with an Adjusted R^2 of 0.698, meaning that the model accounts for 70.7% of the variability in purchase decisions, with the remaining 29.3% attributable to external factors.

Effect Size (f^2)

Independent factors' impact on dependent variables is measured using the effect size test (f^2). F^2 values of 0,02, 0,15, and 0,35, according to accepted standards, indicate modest, medium, and high impact sizes for external latent constructs (Ketchen, 2013). Table 6 presents the findings of this investigation.

Table 7. Effect Size (f^2)

Correlation	Effect Size (f^2)	Information
Product Quality → Purchase Decision	0.208	Medium
Social Media Marketing → Purchase Decision	0.279	Medium
Product Quality → Brand Image	1.188	Strong
Social Media Marketing → Brand Image	1.156	Strong
Brand Image → Purchase Decision	0.161	Medium

Source: Smart PLS (2025)

The effect size (f^2) analysis, which is based on Table 8, shows how strongly the variables are related. Product quality has a considerable impact on brand image ($f^2 = 1.188$), and social media marketing has a big impact on brand image ($f^2 = 1.156$). Both product quality and brand image have a moderate impact on purchasing choices (0.161 and 0.28). Meanwhile, with a f^2 value of 0.27, social media marketing had the most influence on buying choices of all the factors. These findings show that social media marketing and product quality have a big impact on how consumers perceive brands and make decisions about what to buy.

Blindfolding (Q^2)

This test assesses how well the model predicts information that isn't used to estimate the model's parameters. The predictive significance of the model for the dependent construct is shown by a Q^2 value larger than 0 (Ketchen, 2013). Table 9 will show the predictive usefulness of this investigation.

The blindfolding results show that brand image $Q^2 = 0.513$ and purchase decision $Q^2 = 0.512$ both exceed the 0.35 threshold, indicating strong predictive relevance. In contrast, product quality and social media marketing are exogenous variables, so they do not generate Q^2 values. These findings confirm that the model can effectively predict both brand image and purchase decisions within the context of Endeck consumer behavior.

Table 8. The values of Predictive Relevance (Q^2)

Correlation	Predictive Relevance (Q^2)	Information
Brand Image	0.513	Has predictive relevance value
Product Quality	0.000	Has predictive relevance value
Purchase Decision	0.512	Does not have predictive capabilities
Social Media Marketing	0.000	Does not have predictive capabilities

Source: Smart PLS (2025)

Hypothesis test results

Table 9. Hypothesis test (Direct Effect)

Hypothesis	Original Sample (O)	t-Statistics	P-Values	Conclusion
H1: Product Quality → Purchase Decision	0.372	4.218	0.000	Accepted
H2: Social Media Marketing → Purchase Decision	0.428	4.846	0.000	Accepted
H3: Brand Image → Purchase Decision	0.374	3.880	0.000	Accepted
H4: Product Quality → Brand Image	0.646	9.688	0.000	Accepted
H5: Social Media Marketing → Brand Image	0.638	9.596	0.000	Accepted

Source: Smart PLS (2025)

To determine the importance and strength of the direct links between constructs, the structural model was tested using hypothesis testing. Table 10 provides strong empirical support for the theoretical framework by demonstrating that all five of the proposed direct effects (H1–H5) are statistically significant at the 0.001 level. With a t-value of 4.218 and a p-value of 0.000, the straight path from product quality to purchase decision shows a standardized coefficient of 0.372. This finding suggests that customer purchasing decisions are significantly and favorably influenced by product quality. It implies that customers are more likely to buy a product if they believe it to be of excellent quality. This result is in line with other research showing that product quality has a significant role in influencing customer behavior and decision-making.

Social media marketing and purchase decision have a statistically significant and positive link, as indicated by the path coefficient of 0.428, t-value of 4.846, and p-value of 0.000. This finding highlights how well social media marketing techniques work to influence consumers' purchase intentions. In this model, social media activities have an even bigger influence on grabbing consumers' attention and turning their curiosity into real sales, as seen by the comparatively larger coefficient when compared to product quality.

A correlation of 0.374, a t-value of 3.880, and a p-value of 0.000 further support the direct association between brand image and purchase decision. According to this research, brand image is very important in influencing consumers' opinions and trust, which increases their propensity to purchase. The result aligns with branding theory, which posits that a favorable brand image can be a heuristic for quality, reliability, and emotional connection.

Product quality and brand image had the greatest correlation in the model, with a standardized path coefficient of 0.646, a t-value of 9.688, and a p-value of 0.000. This huge influence lends credence to the idea that a product's perceived quality plays a major role in creating a powerful and favorable brand image. High product quality satisfies consumers functionally and reinforces their positive cognitive and affective associations with the brand.

Similar to this Social Media Marketing has a significant direct impact on Brand Image, as seen by its 0.638 coefficient, 9.596 t-value, and 0.000 p-value. This suggests that social media efforts that are well-planned and captivating have a significant impact on how consumers perceive a company. It illustrates the expanding significance of digital branding, which raises brand awareness, legitimacy, and customer affinity through interactive and consistent messaging across platforms. Indirect hypothesis testing was then used to investigate Brand Image's mediating function. Table 9 displays the findings of this investigation.

Table 10. Hypothesis test (Indirect Effect)

Hypothesis	Original Sample (O)	t-Statistics	P-Values	Conclusion
H6: Product Quality → Brand Image → Purchase Decision	0,372	4,218	0,000	Accepted
H7: Social Media Marketing → Brand Image → Purchase Decision	0,428	4,846	0,000	Accepted

Source: Smart PLS (2025)

Table 9 displays the findings of the indirect influence hypothesis test. The results show that H6 and H7 are both approved and statistically significant. With a t-statistic of 4,218 and a p-value of 0.000, the indirect impact of product quality on purchase decisions through brand image (H6) has a path coefficient of 0.372. This suggests that the connection between product quality and purchasing decisions is significantly mediated by brand image. To put it another way, raising the caliber of products has a direct impact on consumers' decisions to buy and improves the perception of the brand, which increases their propensity to buy.

With a path coefficient of 0.428, a t-statistic of 4.846, and a p-value of 0.000, further findings indicate that social media marketing has a strong indirect impact on purchase choices through brand image (H7). This implies that via improving the brand's image, social media marketing initiatives have an indirect as well as direct impact on purchasing decisions. As a mediating variable, brand image plays a critical role in enhancing the

influence of social media marketing and product quality on customer purchasing behavior.

DISCUSSION

Product Quality on Purchase Decision

The findings of this study on Endek MSMEs in Seririt District show a positive and significant influence of product quality on purchasing decisions, indicating that higher perceived quality directly strengthens consumers' buying tendencies. This result aligns with the Theory of Planned Behavior (TPB), where favorable behavioral beliefs toward product excellence shape positive attitudes that lead to actual purchase behavior. The finding is also consistent with previous studies emphasizing that product quality is a key determinant of consumer purchasing decisions across various product categories (Khairunnisa & Suwena, 2023; Pranata & Telagawathi, 2021; Rauliansyah & Sampurna, 2018) and supports brand equity theory, which positions perceived quality as a core element influencing trust and preference.

The condition of Endek MSMEs in Seririt, which maintain product quality grounded in cultural and historical values, strengthens the identity of Endek textiles. Consumers perceive these products as high quality due to the use of natural materials that ensure durability and aesthetic appeal. Although positioned in the mid-price segment, Endek products remain in demand particularly among civil servants (ASN) because of strong quality perceptions. Nevertheless, product innovation is relatively constrained, as motif development must remain aligned with cultural and historical values; inappropriate innovation is feared to damage brand image. This indicates that consumers' perceived value is shaped by both functional evaluations and symbolic meanings embedded in the product (Rafiki et al., 2023). Within the TPB framework, these symbolic meanings reinforce attitudes and subjective norms that encourage purchase behavior.

Social Media Marketing on Purchase Decision

The findings of this study show that social media marketing has a positive and significant effect on purchasing decisions among Endek MSMEs in Seririt District. This indicates that exposure, engagement, and digital interaction contribute to shaping consumers' behavioral intentions, consistent with the Theory of Planned Behavior (TPB), which emphasizes that external information influences attitudes and subjective norms leading to purchase behavior. The result also aligns with brand equity theory, where digital marketing activities can strengthen brand associations and perceived value.

This finding supports previous research showing that social media marketing significantly encourages consumer purchasing decisions (Pratama et al., 2024). In the context of Endek MSMEs in Seririt, however, social media adoption remains limited because many business owners lack the skills and understanding needed for digital marketing. Entrepreneurs feel that social media marketing has not yet been effective, partly because Endek products from Seririt already possess a strong brand image where

the name "Endek" in Buleleng is widely associated with Seririt as the center of production. The strong positioning of Endek Seririt is the result of a long developmental process since 2010, where Endek Jumptan has gained strong recognition over 13 years. Yet, entrepreneurs acknowledge that despite this solid brand image, they must begin to utilize social media marketing more strategically to maintain relevance in an increasingly digital marketplace.

Brand Image on Purchase Decision

The findings of this study show that brand image has a positive and significant influence on purchase decisions among Endek MSMEs in Seririt District. This result reflects the TPB framework, where strong brand associations shape positive attitudes, strengthen subjective norms, and enhance perceived behavioral control by providing consumers with confidence and clarity when making purchase decisions. It is also consistent with brand equity theory, which states that a strong brand image enhances consumer confidence, perceived value, and willingness to buy.

Brand image in Seririt District is already strong, widely recognized, and formally supported by the Buleleng Regency Government. This image is built on product quality that differentiates Seririt Endek from other regions (Telagawathi, Suci, et al., 2022) including differences in raw materials, production techniques, motifs, and pricing. From the consumer's perspective, the mention of Endek immediately evokes the district of Seririt, showing the strength of its positioning. The prominence of Seririt Endek is also reflected in its consistent dominance at regional exhibitions such as the Buleleng Festival, where Endek products often occupy the central spotlight. Currently, efforts to secure product patents are under way to prevent imitation by producers outside Seririt. This result aligns with previous studies that also found a positive and significant relationship between brand image and purchasing decisions (Pratama et al., 2024). The findings strengthen the understanding that brand image serves as a key foundation for consumers when making purchasing choices, especially for MSMEs rooted in strong cultural identity.

Product Quality on Brand Image

The findings of this study show that product quality has a positive and significant effect on the brand image of Endek MSMEs in Seririt District. This suggests that the higher the perceived quality of the product, the stronger and more favorable the brand image formed in consumers' minds. Product quality in this context is reflected not only in functional attributes such as durability and comfort but also in cultural, emotional, and symbolic values embedded in each Endek motif. The use of natural materials, traditional production techniques, and the integration of historical and cultural elements strengthen product differentiation and reinforce the authenticity and exclusivity of the Seririt Endek brand.

Within the framework of the Theory of Planned Behavior (TPB), these perceptions of superior quality shape consumers' behavioral beliefs, which in turn create positive

attitudes toward the brand. When consumers repeatedly perceive Endek Seririt as a high-quality and culturally authentic product, their attitudes and subjective norms increasingly support stronger brand associations, ultimately strengthening overall brand image. This result aligns with the conceptual view that brand image emerges from consistent and satisfying consumer experiences (Kotler & Keller, 2018). It is also consistent with previous research, such as Laura & Ringo (2017) and Khairunnisa & Suwena (2023) who found a positive and significant relationship between product quality and brand image. Similar evidence is reported by Rauliansyah & Sampurna (2018) in the automotive sector, confirming that perceptions of product quality reliably shape brand perceptions across industries. Further emphasize that brand image is strengthened when consumers repeatedly encounter stable and credible product quality (Parris & Guzmán, 2023).

Social Media Marketing on Brand Image

The findings of this study show that social media marketing has a positive and significant influence on the brand image of Endek MSMEs in Seririt District. This indicates that digital promotional activities on social media shape consumers' perceptions and strengthen the meaning attached to the Endek brand. In the digital era, brand presence across online platforms functions not only as promotion but also as a mechanism for interaction, where visual storytelling, production narratives, and customer testimonials help build favorable brand associations. From a theoretical perspective, these results align with the view that brand image is largely formed through effective marketing strategies (Handayani, 2023). The finding is also consistent with the Theory of Planned Behavior (TPB), where attitudes toward a product are influenced by the information and experiences consumers receive. Social media marketing provides such information cues, shaping consumers' attitudes and reinforcing positive evaluations that contribute to brand image formation.

The findings further corroborate previous empirical research, such as (Narayana & Rahanatha, 2020) which also confirmed that social media marketing positively affects brand image. These studies highlight that consistent and strategic communication on social platforms enhances brand recognition and improves consumers' cognitive and emotional associations with a brand. In the context of Endek MSMEs in Seririt, although business owners acknowledge limitations in managing social media, the potential influence on brand perception remains substantial. While the traditional and cultural strength of the Seririt Endek brand is already well established, adaptation to social media is necessary to maintain relevance especially among digitally literate younger consumers. Thus, social media marketing serves as a key driver in reinforcing and modernizing brand image, consistent with theoretical expectations and TPB's assertion that attitudes are shaped by accessible and persuasive information.

Product Quality on Purchase Decision through Brand Image

The findings of this study show that brand image plays a crucial mediating role in the relationship between product quality and purchase decisions. This strengthens the

notion that high product quality not only directly influences consumers' purchasing decisions but also helps form positive brand perceptions that ultimately reinforce purchasing decisions. Within the framework of the Theory of Planned Behavior (TPB), this mediation illustrates how consumers' evaluations of product quality shape their attitude toward the behavior, which then influences their purchase decisions through the internalization of brand meaning and brand trust.

Consumers evaluate Endek products not only by their functional aspects but also by the brand image and reputation attached to them. Endek products made from natural materials, with distinctive motifs and traditional production processes rich in cultural values, offer unique appeal in building brand image. This image then fosters trust, pride, and emotional affiliation from consumers toward the brand. A positive brand image can indirectly increase purchase intention and decisions through the symbolic experiences offered by the brand (Kotler & Keller, 2018). Previous research also found similar results, indicating that brand image mediates the effect of product quality on purchasing decisions (Trisnawijayanthi & Warmika, 2024). These results reflect that product quality influences the brand image of Endek MSMEs, which in turn serves as a reference in shaping consumer purchasing decisions, thereby contributing to a deeper understanding of how quality-driven brand perceptions operate within TPB's attitudinal mechanism.

Social Media Marketing on Purchase Decision through Brand Image

The findings of this study show that brand image also plays a key role in mediating the impact of social media marketing on purchase choices. This indicates that the effectiveness of digital marketing strategies applied by MSMEs not only directly affects consumer decisions but also shapes brand perception, which ultimately influences purchasing behavior. Within the perspective of the Theory of Planned Behavior (TPB), this mediation reflects how social media marketing contributes to forming consumers' attitudes toward the brand through informational cues, social interaction, and perceived cultural value embedded in the content they encounter.

Although some Endek MSME actors are still less active in implementing digital marketing strategies, the potential impact on brand image remains substantial. Social media allows brands to tell stories, showcase product visuals, and communicate the cultural values embedded in Endek fabrics to a broader audience. These activities create a brand image that is modern while still preserving traditional elements. When consumers are exposed to engaging, informative, and consistent content, their perceptions of the brand become increasingly positive, ultimately encouraging them to make purchases.

Previous studies have also confirmed that brand image mediates the effect of social media marketing on purchasing decisions (Narayana & Rahanatha, 2020). These findings provide valuable insights for Endek MSME actors in Seririt District, emphasizing that social media marketing can shape brand image, which in turn guides consumer attitudes and strengthens their confidence in making purchase decisions, thereby extending current understanding of TPB-based consumer decision mechanisms.

CONCLUSIONS

This study shows that consumer purchasing decisions at Endek MSMEs in Seririt District are significantly influenced by how consumers interpret brand image, in addition to product quality and social media marketing. These findings confirm that brand image acts as a psychological bridge that strengthens the impact of quality and digital marketing strategies on purchasing decisions, particularly for cultural products with aesthetic value and local identity, such as Endek. Theoretically this study provides a deeper understanding of the importance of brand image within the framework of consumer behavior and enriches the context of digital marketing applications for traditional products. Practically the results emphasize the need for MSMEs to maintain consistent product quality, strengthen culturally based brand identities, and maximize the use of social media as a means of education and promotion. This study also opens up opportunities for further research to add variables such as consumer trust, loyalty, or cultural attachment, to provide a more comprehensive picture of the factors influencing purchasing decisions for traditional products in the digital era.

Implications

The findings of this study have both theoretical and practical implications. Practically the results can be utilized by Endek MSMEs to improve product quality and develop more creative digital marketing strategies that are responsive to technological developments. The local government can also use these findings as a basis for policy development, such as digital marketing training, Endek product quality certification, and other MSME empowerment programs. Theoretically this study strengthens our understanding of consumer behavior by highlighting the important role of brand image as a mediating variable linking product quality, digital marketing, and e-WOM to purchase intention. These findings also expand the application of the TPB in the context of local culture, particularly in the traditional textile industry. This research also opens up avenues for further research, for example, by adding variables such as customer trust, loyalty, price, or cultural attachment to produce a more comprehensive model for understanding consumer decisions in heritage-based MSMEs.

Limitations and Recommendations

The limitation of this research lies in the scope of the research area and the number of respondents, which were only focused on UMKM Endek in Seririt District, so these findings cannot yet be generalized to other regions or sectors of MSMEs. Another limitation is in the number of variables examined, as this research model only involved three main variables. If in future research the scope of the area is expanded and other variables are added, such as price, customer loyalty, or service quality, then the findings obtained may provide more comprehensive and accurate insights. However, these restrictions create room for more extensive and in-depth study, which will help the field advance marketing management science.

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