

THE INFLUENCE OF SOCIAL MEDIA CONTENT ON BRAND IMAGE, BRAND AWARENESS, AND PURCHASE DECISIONS (Case Study on Brand Berrybenka)

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ABSTRACT

This study aims to analyze the influence of social media content on brand image, brand awareness, and purchase decisions in local fashion brand Berrybenka. The method used is quantitative with a Structural Equation Modeling (SEM) approach based on Partial Least Square (SmartPLS 4). The research sample was 100 respondents who were followers of @berrybenka's Instagram account. The results showed that social media content had a positive and significant effect on brand image ($\beta = 0.715$), brand awareness ($\beta = 0.682$), and purchase decisions ($\beta = 0.471$). This study suggests optimizing digital content strategies to build stronger brand perception and increase purchase conversions.

Keywords: Social media content, brand image, brand awareness, purchase decisions, Berrybenka.

PENGARUH KONTEN MEDIA SOSIAL TERHADAP BRAND IMAGE, BRAND AWARENESS, DAN KEPUTUSAN PEMBELIAN (STUDI KASUS PADA BRAND BERRYBENKA)

ABSTRACT

This study aims to analyze the influence of social media content on brand image, brand awareness, and purchasing decisions for the local fashion brand Berrybenka. The method used is quantitative with a Structural Equation Modeling (SEM) approach based on Partial Least Square (SmartPLS 4). The research sample consisted of 100 respondents who are followers of the Instagram account @berrybenka. The results indicate that social media content has a positive and significant effect on brand image ($\beta = 0.715$), brand awareness ($\beta = 0.682$), and purchase decisions ($\beta = 0.471$). This study suggests optimizing digital content strategies to build a stronger brand perception and increase purchase conversions.

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INTRODUCTION

Social media has fundamentally changed the paradigm of communication between companies and consumers. In the past, marketing communication was one-way, where companies only conveyed messages and consumers became passive recipients. However, with the presence of social media, communication becomes two-way and even multi-directional, allowing for direct dialogue between brands and consumers as well as between consumers themselves. Platforms like Instagram, Facebook, and TikTok provide a vast interactive space for companies to convey brand messages, build personal relationships with customers, and create more immersive brand experiences. Instagram in particular is a top choice for fashion companies due to its visual power that supports the delivery of aesthetic and lifestyle messages, which is highly relevant to the fashion industry.

Companies can leverage features like Stories, Reels, and Live to present creative content that captures the audience's attention. Social media is not only a promotional channel, but also a means of building a loyal and interactive community where consumers feel part of the brand ecosystem. Berrybenka, as a local Indonesian fashion e-commerce company, is very active in using Instagram to reach the target market with various content aimed at building emotional closeness, strengthening brand image, and expanding brand awareness. Berrybenka's engaging and consistent social media content acts as a stimulus that influences consumer perception. Informative, entertaining, and visual content creates positive associations with brands, builds trust, and increases a sense of closeness. Kim and Ko (2012) assert that interactive and visual content on social media significantly increases the perceived brand value of consumers. The study of Bruhn et al. (2012) also shows that brand communication through social media is more effective in forming brand image and brand awareness than conventional channels, because it is able to create emotional closeness and trust.

In addition, Duffett (2017) found that consumer engagement with social media content significantly influenced purchase intent. According to Kotler and Keller (2016), a communication strategy that is consistent, relevant, and adaptive to consumers' digital behavior is essential in creating loyalty and driving purchase decisions. Communication through social media must be able to convey the brand's unique values, personality, and proposition so that consumers are encouraged to make a purchase or recommend a product. Therefore, this study

is relevant to measure the influence of Berrybenka's social media content in shaping brand image, increasing brand awareness, and its influence on purchasing decisions, as well as contributing to the development of effective digital communication strategies for Berrybenka and other e-commerce companies.

LITERATURE REVIEW

1. Social Media Content

Social media content is defined as information or messages conveyed by a company to the audience through social media platforms in the form of text, images, videos, or interactions (Kaplan & Haenlein, 2010). In digital marketing, content plays an important role as a communication bridge between brands and consumers. According to Tuten and Solomon (2015), effective content must be informative, entertaining, interactive, and visually appealing. Informative content provides relevant information about the product, entertaining content attracts attention and creates emotional engagement, while interactive content encourages user participation such as comments and likes that increase visibility. Eye-catching visuals ensure that the brand's message is easier for consumers to remember, so the emotional connection formed can increase loyalty and the likelihood of repurchases.

2. Brand Image

Brand image is a consumer's perception of a brand formed from various associations in their minds (Keller, 2003), which is obtained through direct or indirect experiences such as advertising and interaction on social media. A strong brand image reflects the quality, uniqueness, and emotional and symbolic value that consumers associate with a product or service. The main components of brand image include the perception of product quality, the uniqueness of the brand compared to competitors, and positive associations such as emotional values or certain lifestyles. These three elements work synergistically to form a solid brand image, which not only increases brand value but also drives loyalty and repurchase.

3. Brand Awareness

Brand awareness is the ability of consumers to recognize, remember, and identify a brand as part of the purchasing decision-making process (Keller, 2020). This brand awareness

includes various levels, such as brand recognition, which is the ability to recognize a brand when seeing it in person; brand recall, which is remembering the brand without visual aid; and Top of Mind, which is the first brand that appears in the minds of consumers when product categories are mentioned. A high level of brand awareness increases the likelihood of consumers to include the brand in the consideration set and ultimately choose it in the purchase process (Keller, 2020; Smith & Park, 2021). Therefore, the development of effective brand awareness is essential for brands to compete and excel in a competitive market.

4. Purchase Decision

Purchasing decisions are the mental and behavioral processes of consumers in choosing and purchasing products or services (Kotler & Keller, 2016), which include the stages of problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. At the stage of alternative evaluation and purchase decisions, brand image and brand awareness play an important role; Brand awareness helps brands get on the list of considerations, while brand image influences subjective judgments of brand excellence and trust. Brands with strong awareness and image tend to have the upper hand in influencing consumers' purchasing decisions and winning market competition.

Research Hypothesis Based on the formulation of the problem and the theoretical studies that have been described, the hypothesis in this study is formulated as follows: H1: Social media content (X1) has a positive and significant effect on Brand Image (Y1). H2: Social media content (X1) has a positive and significant effect on Brand Awareness (Y2). H3: Social media content (X1) has a positive and significant effect on Purchase Decisions (Y3). This hypothesis was developed to test the relationship between variables that are thought to have a direct influence on shaping consumer purchasing decisions. The four hypotheses will be analyzed using a quantitative approach, to see the significance of the influence of each independent variable on the dependent variable.

RESEARCH METHODS

1. Types and Approaches of Research This research uses a quantitative approach with an explanatory type of research. The quantitative approach was chosen because this study aims to measure and test the relationships between variables in an objective and structured manner using numerical data. According to Sugiyono (2017), a quantitative approach is used to research a specific population or sample, data collection techniques use research instruments, data analysis is quantitative/statistical, and aims to test hypotheses that have been formulated beforehand. This type of explanatory research is used because the main focus of this research is to explain the cause-and-effect relationship between variables, namely the influence of social media content on brand image, brand awareness, and purchase decisions. Explanatory research is also often referred to as explanatory research, which describes how one variable affects other variables directly or indirectly (Creswell, 2014).

2. Population and Sample

The population in this study is all Instagram social media users who follow Berrybenka's official account. This population was chosen because they are a direct audience that interacts with Berrybenka's social media content and has the potential to become consumers of the products offered. According to Creswell (2014), a population is a collection of individuals or objects that are the target of research that will be concluded. To obtain representative and relevant data, a sample of 100 respondents was taken using the purposive sampling technique. The purposive sampling technique is a sampling method with certain considerations based on specific characteristics that are in accordance with the research objectives (Sekaran & Bougie, 2016). In this study, the respondents' criteria were as follows: between 18 and 35 years old, had seen or interacted with Berrybenka's Instagram content, and had made purchases or had an interest in buying Berrybenka products. This criterion was chosen to ensure that respondents have sufficient experience and relevance in assessing the influence of social media content on brand image, brand awareness, and purchasing decisions.

3. Data Collection Techniques

The data in this study was collected using an online questionnaire that was distributed to respondents through a digital platform. The use of online questionnaires was chosen

because of its ease of access, time efficiency, and wide reach, especially for young social media users who were the target of the study (Wright, 2020). The questionnaire uses a 5-point Likert scale, with a score range from 1 (strongly disagree) to 5 (strongly agree), which allows for quantitative and measurable measurement of respondents' attitudes and perceptions (Likert, 1932). The research instrument was designed based on the main variables that have been described in the literature review, with the following indicators:

- a. Social Media Content, measured through four main indicators, namely: a) Informative (presenting clear and relevant information); b) Entertaining (attracting attention and creating engagement); c) Visually appealing (has aesthetic appeal); d) Interactive (encouraging participation through comments, likes, and shares) (Tuten & Solomon, 2015).
- b. Brand Image, measured through three aspects: a) Quality perception (consumer confidence in product quality); b) Brand uniqueness (differentiation compared to competitors); c) Positive associations (emotional and symbolic values attached to brands) (Keller, 2003).
- c. Brand Awareness, including: a) Recognition (the ability to recognize a brand when seeing it); b) Recall (the ability to remember a brand without visual aid); c) Top of mind (the first brand that appears in the mind of consumers in the product category) (Aaker, 1997 in Fahrani et al., 2023).
- d. Purchase Decisions, measured from three indicators, namely: a) Buying interest (the level of consumer interest in buying); b) Confidence (consumer trust in the product/brand); c) Actual purchase (real product buying behavior) (Kotler & Keller, 2016).

With these indicators, this research instrument is expected to be able to measure variables comprehensively and validly to test the proposed hypothesis.

4. Data Analysis Techniques

The data analysis in this study was carried out using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) through SmartPLS 3.0 software. SEM-PLS was chosen for its ability to test complex structural models with relatively small sample counts,

as well as its flexibility in addressing data that are not normally distributed (Hair et al., 2019). In addition, SEM-PLS allows simultaneous testing of relationships between latent variables and measurement of indicators more effectively. Data analysis included validity and reliability tests with outer loading (>0.7), AVE (>0.5), and Cronbach's Alpha and Composite Reliability (>0.7) to ensure that indicators and constructs are valid and reliable. Furthermore, the model quality test was carried out by looking at R-square and Adjusted R-square to measure the model's predictive ability (Hair et al., 2017). Finally, the hypothesis test used t-statistic (>1.96) and p-value (<0.05) from SmartPLS bootstrapping to determine the significance of the relationship between variables (Hair et al., 2019). This stage ensures valid, reliable, and significant analysis results.

RESULTS AND DISCUSSION

Table 1.1 Distribution of Respondents by Age

<i>Rentang Usia (Tahun)</i>	<i>Jumlah Responden</i>	<i>Persentase (%)</i>
18 – 22	28	28.0%
23 – 27	42	42.0%
28 – 31	19	19.0%
32 – 35	11	11.0%
Total	100	100.0%

Source : Primary data processing results with SmartPLS 4.0 (2025)

Of the 100 respondents, 42 respondents (42.0%) were in the age range of 23–27 years, which is the largest group. Followed by 28 respondents aged 18–22 years, 19 respondents (19.0%) aged 28–31 years, and 11 respondents (11.0%) aged 32–35 years. This shows that the majority of respondents are the younger generation who actively use social media and are relevant as Berrybenka's target market.

Table 1.2 Path Coefficients (Direct Influence)

<i>Hubungan Variabel</i>	<i>Nilai β (Original Sample)</i>	<i>T Statistic</i>	<i>P Value</i>
<i>Konten Media Sosial → Brand Image</i>	0.715	11.532	0.000
<i>Konten Media Sosial → Brand Awareness</i>	0.682	12.400	0.000
<i>Konten Media Sosial → Keputusan Pembelian</i>	0.471	6.038	0.000

Source : Primary data processing results with SmartPLS 4.0 (2025)

Table 1.3 R-Square Values

<i>Variabel Endogen</i>	<i>R²</i>	<i>Adjusted R²</i>
<i>Brand Image</i>	0.511	0.507
<i>Brand Awareness</i>	0.466	0.462
<i>Keputusan Pembelian</i>	0.602	0.598

Source : Primary data processing results with SmartPLS 4.0 (2025)

1. The Influence of Social Media Content on Brand Image The results show that Berrybenka's social media content has a positive and significant effect on brand image ($\beta = 0.715$; $t = 11.532$; $p < 0.001$). This supports the findings of Kim and Ko (2012) and Bruhn et al. (2012), who stated that visual and interactive content can strengthen consumers' perceptions of brand quality and uniqueness. With an R^2 of 0.511, this means that 51.1% of brand image variations can be explained by the quality of Berrybenka's social media content.
2. The Influence of Social Media Content on Purchase Decisions Social media content also had a significant positive influence on purchasing decisions ($\beta = 0.471$; $t = 6.038$; $p < 0.001$). These findings are in line with Kotler and Keller's (2016) theory that relevant and personalized digital communication can drive consumer conversion from the awareness stage to the actual purchase. With an R^2 of 0.602, it shows that 60.2% of purchase decisions

can be explained by simultaneous perception of social media content, brand image, and brand awareness.

CONCLUSION

1. Social media content has a strong and significant influence on brand image formation, increased brand awareness, and purchase decisions.
2. The more informative, entertaining, visually appealing, and interactive the content uploaded on Berrybenka's Instagram account, the higher the positive perception of consumers of the brand.
3. Brand image and brand awareness act as cognitive and affective mediators that encourage purchase decisions.

Suggestion:

1. Berrybenka is advised to continue to present informative, interesting, and interactive content to build a positive brand image. Strategies such as storytelling, collaborations with influencers, and live features can increase audience engagement.
2. The use of analytics data such as engagement and reach is important for evaluating the effectiveness of content. This helps Berrybenka tailor the strategy to the audience's preferences in a more targeted way.
3. Further research can add variables such as e-WOM or customer loyalty to get a broader picture of the influence of social media content on consumer behavior.

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