

The Influence of Brand Image and Social Media Marketing on Product Purchase Decisions in Bamboosela Bamboo Craft MSME in Selaawi District, Garut Regency

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ABSTRACT

This research is motivated by the increasing competition of tourist destinations in Garut Regency which requires tourism managers to improve service quality and maximize digital promotion through Instagram social media to increase tourist satisfaction. Tepas Papandayan Agrotourism has great potential for natural and educational tourism, but still faces problems related to service consistency and the effectiveness of Instagram promotions in conveying information to tourists. This study aims to analyze the effect of service quality and Instagram promotions on tourist satisfaction, both partially and simultaneously. The method used is a quantitative method with a descriptive and verification approach, with data collection techniques through questionnaires distributed to tourists. Data were analyzed using validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis with t-tests and F-tests. The results show that service quality and Instagram promotions have a positive and significant effect on tourist satisfaction at Tepas Papandayan Agrotourism in Garut Regency.

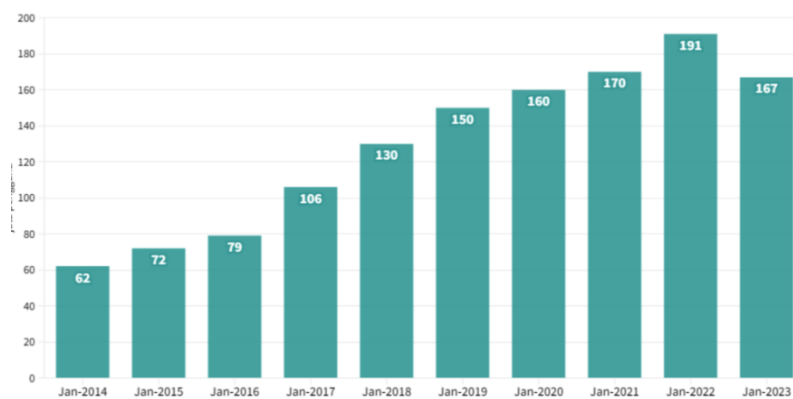
Keyword: Brand Image, Social Media Marketing , Purchase Decision, MSME BambooSela.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in the Indonesian economy by contributing to employment opportunities and national economic growth. According to the Ministry of Cooperatives and SMEs (2023), more than 64 million MSMEs operate in Indonesia and contribute approximately 61% to the national Gross Domestic Product (GDP). In addition to their economic contribution, MSMEs also support social development by reducing inequality and improving community welfare, particularly in rural and semi-urban areas. Along with the rapid development of digital technology, consumer behavior has shifted toward online information searching and digital purchasing decisions. Consumers increasingly rely on the internet and social media platforms before deciding to purchase products. Therefore, social media marketing has become an effective strategy for MSMEs to promote their products, especially for businesses with limited resources for conventional promotion. At the same time, brand image has become an important factor in shaping consumer trust, emotional attachment, and positive perceptions toward products.

The increasing use of social media in Indonesia demonstrates the growing importance of digital platforms in marketing activities. Social media platforms such as Instagram, TikTok, and Facebook are widely used not only for entertainment but also as strategic marketing tools that enable businesses to interact directly with consumers. Previous studies have shown that visual and interactive content on social media significantly influences consumer engagement and purchasing behavior. In addition, a strong brand image positively affects consumer purchase decisions because it creates trust, perceived quality, and customer loyalty.

Figure Data on the Number of Active Social Media Users in Indonesia 2015 – 2023



Source : DataIndonesia.id (dataIndonesia.id)

One of the local MSMEs operating in the bamboo craft industry is BambooSela, located in Selaawi District, Garut Regency, an area known for its bamboo resources and traditional bamboo craftsmanship. BambooSela produces various bamboo-based products such as hanging lampshades, lamp protectors, woven bamboo products, and table lamps. These products possess artistic value and promote environmental sustainability because they are made from eco-friendly materials.

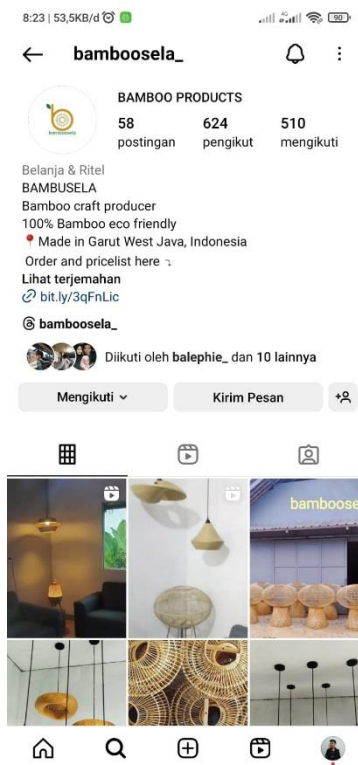
Despite its unique products and market potential, BambooSela has not fully optimized its brand image and social media marketing strategies. The company’s Instagram account shows limited engagement, with a relatively small number of followers and inconsistent posting activity. This condition indicates that the business has not maximized digital marketing opportunities to strengthen customer awareness and engagement.

Table BambooSela Product Sales Target

Product Type	Target	Number of Units	Percentage
Hanging Lamp Shades	200	164	82%
Lamp Protectors	150	120	80%
Wrapped Bamboo	180	145	81%
Table Lamps	170	138	81%
Quantity	700	567	81%

Source : Bamboosela Internal Data,2025

Figure BambooSela Instagram Account



Sales data from 2023–2024 indicate an increase in product sales; however, the achievement has not yet reached its optimal market potential. The realization of production only reached around 81% of the targeted sales volume, suggesting that the existing market opportunities have not been fully utilized.

Table BambooSela Product Sales Data Table 2023 - 2024

2023		
No	Month	Sales Data
1	January	120 pcs
2	February	135 pcs
3	March	140 pcs
4	April	112 pcs
5	May	98 pcs
6	June	180 pcs
7	July	165 pcs
8	August	190 pcs
9	September	175 pcs
10	October	160 pcs
11	November	145 pcs
12	December	200 pcs
2024		
No	Month	Sales Data
1	January	210 pcs
2	February	198 pcs
3	March	185 pcs

4	April	162 pcs
5	May	175 pcs
6	June	215 pcs
7	July	230 pcs
8	August	220 pcs
9	September	240 pcs
10	October	228 pcs
11	November	195 pcs
12	December	250 pcs

Source: BambooSela Internal Data, 2025

To strengthen the research background, a preliminary survey was conducted to identify consumer perceptions regarding BambooSela products. The results showed that most respondents were familiar with BambooSela, but not all had purchased its products. Product quality, support for local products, packaging attractiveness, and environmental sustainability were identified as important factors influencing purchase decisions. Meanwhile, the influence of social media promotion and discount programs was considered relatively less effective, indicating weaknesses in the company’s digital marketing strategy.

Table Respondents' Pre-Survey Results Regarding BambooSela Products

No	Surveyed Aspects	Summary Results
1	Have you heard of BambooSela?	80% of respondents answered "Yes"
2	Have you ever purchased a BambooSela craft product?	60% of respondents answered "Yes"
3	Material quality influences purchasing decisions (Scale 1–5)	Average score: 4.6
4	Support for local products/MSMEs influences purchasing decisions (Scale 1–5)	Average score: 4.6
5	Information from social media or friends influences purchasing decisions (Scale 1–5)	Average score: 4.0
6	BambooSela product packaging is attractive and influences purchasing decisions (Scale 1–5)	Average score: 4.6
7	Consideration of environmental friendliness (Scale 1–5)	Average score: 4.4
8	Promotions or discounts encourage purchasing BambooSela products (Scale 1–5)	Average score: 3.8

Source: Data from Pre-Survey Results of Respondents, Processed by Researchers (2025)

The findings indicate that BambooSela still faces challenges in developing a strong brand image and effectively utilizing social media marketing. Weak brand management and limited digital marketing activities reduce the company’s ability to create emotional connections with consumers and expand market reach. According to Kotler and Keller (2016), purchase decisions are influenced not only by product functionality but also by brand perception and digital presence. Therefore, strengthening brand image and improving social media marketing strategies are essential to increase consumer purchase decisions. Based on these conditions,

this study aims to examine the influence of brand image and social media marketing on purchase decisions at BambooSela MSME in Selaawi District, Garut Regency.

LITERATURE REVIEW

Brand Image

Brand image refers to consumers' perceptions and associations toward a particular brand formed through experience, information, and marketing communication. Priansa (2017) explains that brand image reflects consumers' emotional and functional relationships with a brand, while Keller (2016) defines brand image as a set of perceptions and meanings associated with a product or service. In addition, Maddinsyah (2023) states that a strong brand image significantly influences consumer purchase decisions by increasing trust and perceived value. A strong brand image creates trust, positive perceptions, and emotional attachment among consumers, which ultimately influence purchasing behavior. Previous studies have demonstrated that brand image has a significant positive effect on purchase decisions because consumers tend to prefer brands they perceive as trustworthy and high quality.

Social Media Marketing

Social media marketing is a marketing strategy that utilizes social media platforms to promote products, interact with consumers, and build brand awareness. As'ad and Alhadid in Zulfikar (2017) define social media marketing as an online marketing approach that uses digital platforms to reach consumers effectively and efficiently. Kim and Ko (2012) also explain that social media marketing is used by companies to build brand awareness and strengthen interaction with consumers through social media platforms. Platforms such as Instagram, TikTok, and Facebook enable businesses to communicate directly with consumers through interactive and visual content. Effective social media marketing can increase customer engagement, improve brand visibility, and influence consumer purchase decisions.

Purchase Decision

Purchase decision refers to the process in which consumers select and purchase products after evaluating various alternatives. Kotler and Armstrong (2016) state that purchase decision is a consumer action in deciding whether to buy a product or not. Tjiptono (2019) further explains that consumers purchase products not only for functional benefits but also for symbolic and emotional value associated with the product or brand. This process is influenced by several factors, including cultural, social, personal, and psychological factors. In modern marketing, purchase decisions are not only influenced by product functionality but also by brand perception and digital presence.

METHOD

This study employed a quantitative research approach using a survey method to examine the influence of brand image and social media marketing on purchase decisions at BambooSela MSME in Selaawi District, Garut Regency. The study focused on consumers of BambooSela products as the research subjects, while the variables examined included brand image and social media marketing as independent variables and purchase decision as the dependent variable. Primary data were collected through questionnaires distributed to 100 respondents using a five-point Likert scale to measure respondents' perceptions regarding each variable. The sampling technique used in this study was purposive sampling, targeting consumers who were familiar with or had purchased BambooSela products. The research instrument was tested through validity and reliability tests to ensure the accuracy and consistency of the data. Data analysis was conducted using descriptive and verificative analysis methods supported by statistical software. Descriptive analysis was used to describe respondents' perceptions of each research variable, while verificative analysis was conducted to test the relationships among variables through multiple linear regression analysis. In addition, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were performed to ensure the suitability of the regression model. Hypothesis testing was conducted using partial tests (t-test) and simultaneous tests (F-test) to determine the significance of the influence of brand image and social media marketing on purchase decisions. The coefficient of determination analysis was also applied to measure the extent to which the independent variables explained the dependent variable.

RESULTS AND DISCUSSION

Results

This study was conducted to analyze the influence of brand image and social media marketing on consumer purchase decisions at BambooSela MSME in Selaawi District, Garut Regency. The research involved 100 respondents who had experience purchasing or recognizing BambooSela products. Respondents were categorized based on several demographic characteristics, including age, gender, occupation, and types of products purchased.

Respondent Characteristics

Age

Table Frequency Data of Respondent Characteristics Based on Age

Age Range	Amount	Percentage
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< 19 Year	44	44%
20 - 25 Year	51	51%
> 25 Year	5	5%
Amount	100	100%

Source: Data processed by researchers, 2025

Gender

Table Frequency Data of Respondent Characteristics Based on Gender

Gender	Amount	Percentage
Female	52	52%
Male	48	48%
Total	100	100%

Source: Data processed by researchers, 2025

Work

Table Frequency Data of Respondent Characteristics Based on Occupation

Occupation	Amount	Percentage
Student/College Student	56	56%
Private Employee	16	16%
Teacher/Civil Servant	8	8%
Housewife	3	3%
Casual Laborer	1	1%
Self-Employed	16	16%
Total	100	100%

Source: Data processed by researchers, 2025

Purchasing BambooSela Product Type

Table Frequency Data of Respondent Characteristics Based on Product Type Purchases

Product Type	Amount	Percentage
Hanging Lamp Shades	36	36%
Wrapped Bamboo	14	14%
Table Lamps	33	33%
Lamp Protectors	17	17%
Total	100	100%

Source: Data processed by researchers, 2025

Before conducting the main analysis, the research instrument was tested using validity and reliability tests to ensure the accuracy and consistency of the questionnaire items. The results showed that all questionnaire items for the variables of brand image, social media

marketing, and purchase decision were valid and reliable, indicating that the instrument was appropriate for data collection and analysis.

Instrument Test

Validity Test

Brand Image Variable

Table Results of the Validity Test of Brand Image Variables

Statement Items	RCount	RTable	Information
X1-1	0,832	0,196	Valid
X1-2	0,717	0,196	Valid
X1-3	0,719	0,196	Valid
X1-4	0,817	0,196	Valid
X1-5	0,675	0,196	Valid
X1-6	0,692	0,196	Valid
X1-7	0,792	0,196	Valid
X1-8	0,769	0,196	Valid
X1-9	0,754	0,196	Valid
X1-10	0,615	0,196	Valid
X1-11	0,689	0,196	Valid

Source: Data processed by researchers, 2025

Social Media Marketing Variables

Table Results of the Validity Test of Social Media Marketing Variables

Statement Items	RCount	RTable	Information
X2-1	0,676	0,196	Valid
X2-2	0,700	0,196	Valid
X2-3	0,744	0,196	Valid
X2-4	0,724	0,196	Valid
X2-5	0,787	0,196	Valid
X2-6	0,742	0,196	Valid
X2-7	0,803	0,196	Valid
X2-8	0,793	0,196	Valid
X2-9	0,748	0,196	Valid
X2-10	0,763	0,196	Valid
X2-11	0,808	0,196	Valid

Source: Data processed by researchers, 2025

Purchasing Decision Variables

Table Results of Validity Test of Purchase Decision Variables

Statement Items	RCount	RTable	Information
Y-1	0,850	0,196	Valid
Y-2	0,811	0,196	Valid
Y-3	0,819	0,196	Valid
Y-4	0,719	0,196	Valid
Y-5	0,739	0,196	Valid
Y-6	0,797	0,196	Valid
Y-7	0,798	0,196	Valid
Y-8	0,778	0,196	Valid
Y-9	0,808	0,196	Valid

Y-10	0,762	0,196	Valid
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Source: Data processed by researchers, 2025

Reliability Test

Tabel Reliability Test Result

Variable	Cronbach's Alpha	Koefisien Cronbach's Alpha	Inf.
Brand Image	0,924	0,5	Reliable
Social Media Marketing	0,920	0,5	Reliable
Buying Decision	0,930	0,5	Reliable

Source: Data processed by researchers, 2025

Descriptive analysis results indicated that the brand image variable obtained a score categorized as very strong, reflecting positive consumer perceptions regarding product quality, uniqueness, and the identity of BambooSela products. The social media marketing variable was categorized as strong, showing that BambooSela's digital marketing activities through social media platforms had a positive influence on consumers, although there is still room for improvement in content consistency and audience engagement. Meanwhile, the purchase decision variable achieved a very strong category, indicating that consumers had a high tendency to purchase and recommend BambooSela products.

Table Score/Number Interpretation Criteria

No	Score/Number	Interpretation
1	0% - 20%	Very Weak
2	21% - 40%	Weak
3	41% - 60%	Fair
4	61% - 80%	Strong
5	81% - 100%	Very Strong

Sumber : Akdon, 2013

Table Percentage Interpretation of Variable Brand Image Scores

Response	STS	TS	S	SS	SSS	Total Score	Average(%)	Standard Deviation
Statement	1	2	3	4	5			
X1-1	3	4	51	39	3	335	70%	Strong
X1-2	1	39	46	11	3	276	58%	Enough
X1-3	1	3	11	72	13	393	82%	Strong
X1-4	1	4	14	72	9	384	80%	Strong
X1-5	0	6	19	57	18	387	81%	Strong
X1-6	1	3	10	35	51	432	90%	Very Strong
X1-7	3	4	13	32	48	418	87%	Strong
X1-8	2	2	12	26	58	436	91%	Very Strong
X1-9	1	2	12	34	51	432	90%	Very Strong
X1-10	0	5	7	32	56	439	91%	Very Strong
X1-11	0	1	8	29	62	452	94%	Very Strong
Total Statement	14	75	206	443	377	4384	83%	Very Strong

%	1.26	6.73	18.48	39.73	33.81	399
Standard Deviation	0.11					
Score Range	276-452					
Criteria	Enough - Very Strong					

Source: Data processing results, 2025

Tabel 4. 1 Percentage Interpretasi Skor Variable Social Media Marketing

Response Statement	STS	TS	S	SS	SSS	Total Score	Average(%)	Standard Deviation
	1	2	3	4	5			
X2-1	1	30	56	9	4	285	59%	Enough
X2-2	13	50	21	11	5	245	51%	Enough
X2-3	1	3	14	37	45	422	88%	Strong
X2-4	0	37	62	1	0	264	55%	Enough
X2-5	2	3	10	40	45	423	88%	Very Strong
X2-6	1	5	9	40	45	423	88%	Very Strong
X2-7	2	3	6	52	37	419	87%	Very Strong
X2-8	1	2	65	31	1	329	69%	Strong
X2-9	1	5	17	30	47	417	87%	Very Strong
X2-10	1	1	9	29	60	446	93%	Very Strong
X2-11	1	2	9	68	20	404	84%	Very Strong
Total Statement	7	18	115	250	210	2438		77%
%	1.17	3.00	19.17	41.67	35.00	222		Strong
Standard Deviation	0.16							
Score Range	245-446							
Criteria	Enough - Very Strong							

Source: Data processing results, 2025

Tabel 4. 2 Percentage Interpretasi Skor Variable Buying Decision

Response Statement	STS	TS	S	SS	SSS	Total Score	Rata-rata (%)	Standard Deviation
	1	2	3	4	5			
Y1	3	1	38	56	2	353	74%	Strong
Y2	1	2	15	34	48	426	89%	Very Strong
Y3	2	1	67	27	3	328	68%	Strong
Y4	1	3	10	32	54	435	91%	Very Strong
Y5	3	9	11	36	41	403	84%	Very Strong
Y6	1	8	15	31	45	411	86%	Very Strong
Y7	1	2	10	31	56	439	91%	Very Strong
Y8	2	8	15	34	41	404	84%	Very Strong
Y9	1	4	7	24	64	446	93%	Very Strong
Y10	1	3	7	26	63	447	93%	Very Strong
Total Statement	16	41	195	331	417	4092		85%
%	1.60	4.10	19.50	33.10	41.70	372		Very Strong
Standard Deviation	0.08							
Score Range	328-447							
Criteria	Strong - Very Strong							

Source: Data Processed by Researchers, 2025

Furthermore, classical assumption tests were conducted to ensure that the regression model met statistical requirements. The normality test results showed that the data were normally distributed, while the multicollinearity and heteroscedasticity tests indicated that there were no significant violations in the regression model.

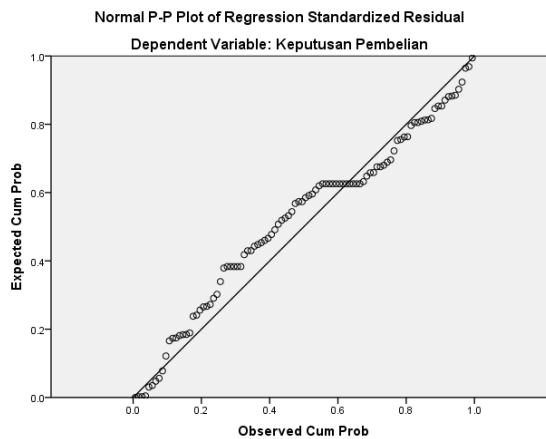
Classical Assumption Test
Normality Test

Normality Test Results Table

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.91343833
Most Extreme Differences	Absolute	.118
	Positive	.063
	Negative	-.118
Kolmogorov-Smirnov Z		1.178
Asymp. Sig. (2-tailed)		.125
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Results of SPSS 18 data processing, 2025

Figure Results of Data Normality Test (P-P Plot Graph)



Source: Results of SPSS 18 data processing, 2025

Multicollinearity Test

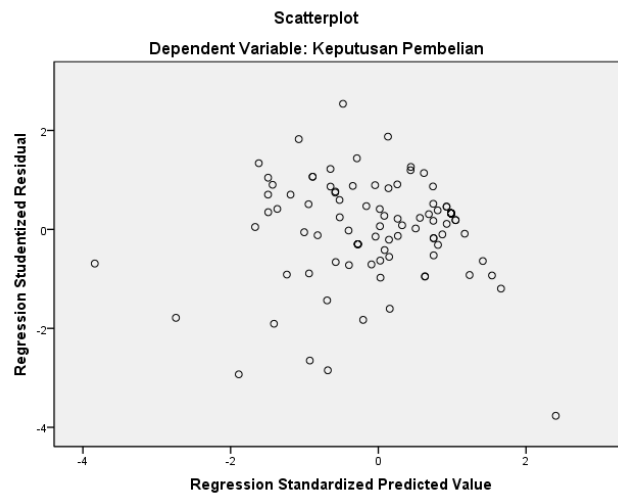
Table Multicollinearity Test

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.389	1.995		5.206	.000		
	Brand Image	.425	.050	.481	8.499	.000	.540	1.851
	Social Media Marketing	1.124	.055	1.167	20.608	.000	.540	1.851

a. Dependent Variable: Buying Decision

Source: Results of SPSS 18 data processing, 2025

Figure Heteroscedasticity Test



Source: Results of SPSS 18 data processing, 2025

Multiple linear regression analysis revealed that both brand image and social media marketing positively influenced purchase decisions. The coefficient of determination analysis showed that the independent variables contributed significantly to explaining variations in consumer purchase decisions.

Multiple Linear Regression Analysis

Table Multiple Linear Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.389	1.995		5.206	.000		
	Brand Image	0.425	.050	0.481	8.499	.000	.540	1.851
	Social Media Marketing	1.124	.055	1.167	20.608	.000	.540	1.851

a. Dependent Variable: Buying Decision

Source: Results of SPSS 18 data processing, 2025

Coefficient of Determination

Table Determination Coefficient Value

Model Summary ^b					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0	1	.912 ^a	.832	.828	2.943

a. Predictors: (Constant), Brand Image, Social Media Marketing
 b. Dependent Variable: Buying Decision

Source: Results of SPSS 18 data processing, 2025

Hypothesis testing using the t-test demonstrated that brand image partially had a positive and significant effect on purchase decisions. Similarly, social media marketing also showed a positive and significant partial effect on purchase decisions. In addition, the F-test results indicated that brand image and social media marketing simultaneously had a significant influence on purchase decisions at BambooSela MSME.

Partial Hypothesis Test (T-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.231	4.073		5.458	.000
	Brand Image	.433	.085	.457	5.080	.000

a. Dependent Variable: Y

Source: Results of SPSS 18 data processing, 2025

Partial Hypothesis Test Table (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.956	2.484		1.995	.049
	Social Media Marketing	.810	.053	.841	15.369	.000

a. Dependent Variable: Y

Source: Data processed by researchers, 2025

Simultaneous Hypothesis Test Table (F Test)

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3785.919	2	1892.959	151.226	.000 ^a
	Residual	1214.191	97	12.517		
	Total	5000.110	99			

a. Predictors: (Constant), Social Media Marketing (X2), Brand Image (X1)
 b. Dependent Variable: Buying Decision (Y)

Source: Results of SPSS 18 data processing, 2025

Discussion

The findings of this study demonstrate that brand image plays an important role in influencing consumer purchase decisions. A positive brand image increases consumer trust, strengthens emotional attachment, and enhances perceptions of product quality and uniqueness. These findings support the theory proposed by Keller (2016), which states that a strong brand image can create positive consumer perceptions and encourage purchasing behavior. The results are also consistent with previous studies that found a significant relationship between brand image and purchase decisions. Social media marketing was found to significantly influence consumer purchase decisions. The use of social media platforms such as Instagram

helps BambooSela communicate product information, attract consumer attention, and increase engagement through visual content. However, the findings also indicate that BambooSela still needs to improve the consistency and intensity of its digital marketing activities to maximize consumer engagement and market reach. These findings are in line with Kim and Ko (2012), who argued that social media marketing enhances brand awareness and customer interaction. Brand image and social media marketing significantly influenced purchase decisions, indicating that both variables complement each other in shaping consumer behavior. A strong brand image supported by effective social media marketing strategies can enhance consumer confidence and encourage purchasing intentions. Therefore, BambooSela should focus on strengthening its brand identity while optimizing social media marketing strategies to improve competitiveness and expand its market opportunities.

CONCLUSION

This study concludes that brand image and social media marketing have positive and significant effects on consumer purchase decisions at BambooSela MSME, both partially and simultaneously. A strong brand image contributes to increasing consumer trust and positive perceptions of product quality, while effective social media marketing enhances customer engagement and product awareness through digital platforms. The findings indicate that improving brand identity and optimizing social media marketing strategies are essential to strengthening consumer purchasing decisions and increasing business competitiveness. Therefore, BambooSela is recommended to develop more consistent branding strategies, improve the quality and frequency of social media content, and maximize digital interaction with consumers to expand market reach and enhance customer loyalty.

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