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

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Abstract The creative industry, particularly the fashion sector, has significantly impacted Indonesia's economy, with sports sneakers serving not only as footwear but also as an essential part of fashion and global trends. Adidas, as one of the leading sneaker manufacturers, ranked first in the sports shoes category at the 2024 Top Brand Award. This research aims to examine and explain the role of brand image in mediating the influence of social media marketing on purchase intention among prospective Adidas sports sneaker consumers in Denpasar. The sample size in this study was 112 respondents, and data collection was conducted through a questionnaire. The collected data were analyzed using classical assumption tests, path analysis techniques, and mediation role testing. The results of this study indicate that social media marketing has a positive and significant effect on purchase intention, social media marketing positively and significantly influences brand image, brand image positively and significantly affects purchase intention, and brand image can partially mediate (complementary partial mediation) the influence of social media marketing on purchase intention among prospective Adidas sports sneaker consumers in Denpasar. The implications of this study are divided into theoretical and practical aspects. Theoretically, the results support consumer behavior theory, suggesting that consumer behavior in developing purchase intention is influenced by various received information. Practically, if consumer perceptions of social media marketing for Adidas sports sneaker products are favorable, the brand image will improve, thereby increasing the purchase intention of prospective Adidas sports sneaker consumers in Denpasar.

Keywords: Purchase Intention, Social Media Marketing, Brand Image

1. INTRODUCTION

The development of creative industries in the free market era has had a significant impact on the Indonesian economy. One prominent sector in the creative industry is fashion, which includes a variety of products including *sports sneakers* . *Sneakers* no longer only function as footwear, but also as an important part of fashion style and a trend among *sneaker lovers* . The *sneaker* industry , in particular, is targeting markets in countries with high consumption levels such as Indonesia, where *sneaker products* play an important role in determining appearance according to global trends (Bahrunsyah, 2018; Dharmawan & Handoyo, 2017; Dindadasari & Sukawati, 2022). In the increasingly competitive context of globalization, the sports industry is also not left behind in adapting. Exercising is not only about maintaining a healthy body, but has also become a fashion phenomenon in itself. Every active sports person finds sports equipment, including *sports sneakers* , an integral part of their modern lifestyle. The use of *sports sneakers* is no longer just about technical functions, but also reflects personal style and tendencies in dressing while exercising (Bahrunsyah, 2018; Dharmawan & Handoyo, 2017; Dindasari & Sukawati, 2022).

Thus, in both the fashion and sports industries, trends and innovation go hand in hand. *Sports sneakers* not only support physical performance, but also play a role in expressing the wearer's fashion identity in an ever-changing global era. There are several *sneaker* brands that are compared through the Top Brand Award, including Adidas, Ardiles, Diadora, Nike, and Reebok. These *brands* are *brands sneakers* that are well known and have a large market share throughout the world.

One of the large companies that produces *sneakers* in the running sport sector is Adidas. Adidas is a German shoe company that started producing *sneakers* in the 1920s. The company's shirt and *sneaker designs* usually feature three parallel stripes of the same color, and the same motif is used as the official Adidas logo. Adidas is the largest sportswear company in Europe and the second largest in the world after Nike (Wardhana & Seminari., 2022). Adidas managed to occupy first place as Top Brand in the sports shoes category. Top Brand is an award given to the best brands chosen by consumers (Top Brand Award, 2024). Results can be seen in Table 1.1

Table 1. Top Brand Award for Sports Shoes Category in Indonesia 2020-2022

No.	Brand Name	Note.	2020 TBI (%)	2021 TBI (%)	2022 TBI (%)	2023 TBI (%)	2024 TBI (%)
1.	Adidas	Top	34.70	32.80	33.60	31.20	22.40
2.	Nike	Top	16.60	22.00	19.90	23.30	16.70
3.	Diadora		8.60	6.60	7.30	5.60	10.70
4.	Ardiles		11.50	10.40	11.10	8.30	10.60
5.	Reebok		9.00	9.20	9.10	6.70	6.20

Source: Top Brand Award, 2024

Seeing the many *brands sneakers* which causes tight competition, in Table 1 data which states that there will be a significant decline in the Adidas brand in 2022-2024, where there will be a decrease of 2.40 percent in 2023 and 8.80 percent in 2024. Based on this data, it states that there is Problems with consumer *purchase intention towards* Adidas brand *sports sneakers* .

limited pre-survey was first conducted on 20 potential consumers in Denpasar City who had never bought Adidas brand *sports sneakers.* The aim of this limited survey is to obtain an initial picture of consumer behavior, especially their intention to purchase Adidas brand *sports sneaker products.*

Based on the results of a pre-survey conducted on 20 potential Adidas *sports sneaker consumers* in Denpasar City, there were 8 respondents who answered in the affirmative regarding their intention to buy *sneakers.* Adidas brand *sports sneakers* if needed, but there were 12 respondents who disagreed with their intention to buy Adidas brand *sports sneakers* if needed. There were 14 respondents who answered agree regarding their intention to buy Adidas brand *sports sneakers after seeing advertisements on social media* , and 6 respondents answered disagree regarding their intention to buy Adidas brand *sports sneakers* after seeing advertisements on *social media* . Apart from that, 17 respondents answered in the affirmative regarding their intention to buy *sneakers sports* brand Adidas because it is known for having the best quality *sports sneakers* , and 3 respondents answered that they disagreed with their intention to buy *sneakers* Adidas brand *sports* because it is famous for having the best quality *sports sneakers* . Even though it has advantages over competitors, that doesn't mean Adidas never faces problems.

The above phenomenon shows that there has been a decrease in *purchase intention* among potential consumers towards Adidas brand *sports sneakers* in general. The decrease *in purchase intention* is due to the fact that many competitors have emerged with differentiated *sports sneaker products* which are still unable to satisfy market share compared to their competitors who have their own differentiation in their products and have more attractive *purchase intention* for these products, made easier by *online access to information.*

This is in line with previous research where *purchase intention* has been carried out by many previous researchers. *Purchase intention* is a prospective consumer's desire to make a purchase which is demonstrated through the behavior of prospective consumers that appears in response to an object (Antari & Nurcaya, 2022). The next process after responding to the object is information processing carried out by potential consumers, and ends with the evaluation stage by potential consumers of the product or brand (Bahroni & Manggala, 2023). Many factors influence consumer intentions when choosing a product and the final decision will depend on consumer desires. Regarding *purchase intention* , it is very important for management to know the factors that influence *purchase intention* . In research by Semuel & Setiawan (2018), Sutariningsih & Widagda (2021) stated that *social media* increases consumer *purchase intention on sports sneakers* , and Apprilianti *et al.* (2023) state *Social media marketing* has a positive and significant effect on *purchase intention* for Sensatia Botanicals products in Denpasar City, because sellers create various creative content to attract the attention of potential consumers with the aim of inviting potential consumers to buy their

products. Based on empirical studies, it is stated that *Purchase intention* can be influenced by *social media marketing.*

Through various *social media methods In marketing* , it is hoped that a product can be known with good strategies and creative ideas which are important in determining the success or preventing the decline of a product (Dindasari & Sukawati, 2022). *Social media* is a tool or method used by companies to share information in the form of text, images, audio and video with consumers or vice versa (Narayana & Rahanatha, 2020). Good, unique and interesting content tends to be able to add value that can change potential consumers' views of a product . Semuel & Setiawan (2018) stated that *social media* increases consumer *purchase intention* on sports shoes, while different results were obtained by research by Puta & Aristana (2020) which stated that *social media marketing* had no effect on *purchase intention* , this was shown in this research. It is known that there is *research gap* between the influence of *social media marketing* on *purchase intention.*

Based on the existing *research gap , it provides an opportunity to add variables which in this research are mediating variables, namely brand image. Brand image* is also formed through *social media marketing,* this is shown in research by Fahmi *et al.* (2020) which states that *social media marketing* has proven to have an influence on *brand image* . These results can be explained that marketing through *social media* by providing services in answering questions from potential consumers patiently and using polite language can improve *brand image* , as well as *brand image* being able to encourage *purchase intention.* This is also supported by research by Chang (2020) which states that an important part of a company's marketing program is to maintain *brand image* and brand strategy. Having a positive *brand image will help the brand* be more easily remembered by consumers and of course can influence consumer purchasing decisions (Sari *et al* ., 2023). Therefore, it is important to carry out maximum *social media marketing , so that Adidas can grow its brand image* in consumer perception. Based on this statement, *the brand image* variable was added as a mediating variable.

H $_1$: *Social media marketing* has a positive and significant effect on *purchase intention* . Research Results of Semuel & Setiawan (2018) and Sutariningsih & Widagda (2021) stated that *social media* increases consumer *Purchase Intention* on sports shoes. Apprilianti *et al.* (2023) *social media marketing* has a positive and significant effect on *purchase intention* for Sensatia Botanicals products in Denpasar City.

H $_2$: *Social media marketing* has a positive and significant effect on *brand image*

Research Results of Fahmi *et al* . (2020), Budiarsi *et al.* (2021), and Pratama & Yasa (2023), stated that *social media marketing* has a significant influence on *brand image* and Adriana *et al* . (2022), also shows that *Social Media Marketing* has a positive and significant effect on *Purchase Intention* through *Brand Image,* so that the better the value of *Social Media Marketing , the* better *the Brand Image will be.*

H $_3$: *Brand image* has a positive and significant effect on *purchase intention*

The research results of Prawira & Yasa (2014), Asdiana & Yasa (2020), Anwar *et al.* (2022), Prayoga & Yasa (2023), and Patrisia & Yasa (2024), shows that *brand image* has a positive and significant effect on *purchase intention* . This means that *brand image* has an impact on *purchase intention* among the Young Generation of Prospective Thrift Product Consumers in the Special Region of Yogyakarta. This supports previous research by Chen *et al.* (2021) and Lopulalan & Yasa (2024), which show that *brand image* has a positive and significant influence on *purchase intention* . The results of this research are strengthened by research by Nurhasanah & Karyaningsih, (2021), Diva *et al.* (2019), Temaja & Yasa (2019), Hakim (2019), Rohman & Indaryadi, (2020), and Wedari & Yasa (2022), and Kusuma *et al* . (2023), who stated something similar.

H $_4$: *Brand image* is able to significantly mediate the influence of *social media marketing* on *purchase intention* .

Semuel & Setiawan (2018), Sutariningsih & Widagda (2021), and Apprilianti *et al.* (2023) stated that *social media* has a positive and significant influence on *purchase intention* . Nurhasanah & Karyaningsih, (2021), Diva *et al.* (2019), Hakim (2019) and Rohman & Indaryadi, (2020) stated that *brand image* has a positive and significant effect on *purchase intention* . *Social media marketing* influences *purchase intention* which is mediated by *brand image* (Aditya & Yasa, 2024). This shows that *brand image* as an *intervening variable* is a good intermediary because it mediates between *social media marketing* and *purchase intention*. The results of this research are also in line with the results of research conducted by Triatmaja & Ekawati (2023), Savitri *et al.* (2022) and Ridwan & Hasbi (2023) which show that *social media marketing* has a positive and significant effect on *purchase intention* through *brand image*.

2. RESEARCH METHODS

The research used is associative causality research with a questionnaire tool given to respondents to obtain the required data. This research uses a quantitative approach because the data that will be used to analyze the relationship between variables is expressed in numerical form. the role of *brand image* (M) in mediating *social media marketing* (X) on *purchase intention* (Y). The location of this research was Denpasar City. Denpasar City is the capital of Bali Province which is the center of tourism and economic activities in Bali. As the capital of Bali Province, Denpasar has a fairly high level of cultural acculturation and *fashion trends* . So the culture of wearing shoes such as *sports sneakers* from various brands has become commonplace. The population in this study are people who live in Denpasar City who have never bought *sneakers sport Adidas* brand . Research that carries out *multivariate* analysis (multiple regression), the number of samples will be determined based on the results of sample calculations, namely the number of indicators in the variables multiplied by 5-10. By using parameter estimates for 14 indicators, the number of respondents that will be used in this research is 8 times the number of research indicators, namely 112 (8x14) respondents. So the respondents taken were 110 people. selected using the purposive sampling method. Research data was obtained through distributing questionnaires via Google Form. The research questionnaire was measured using a Likert scale with a score of 1-5 so it was necessary to test the feasibility of the data in the form of a validity test and a reliability test. The collected data was analyzed using the SPSS application.

3. RESULTS AND DISCUSSION

Table 2. Characteristics of Respondents

Source: Primary data processed, 2024

No.	Characteristics	Classification	Number of people)	Percentage (%)
1.	Gender	Man	58	51.79
		Woman	54	48.21
	Total		**112**	**100**
2.	Age	18 - 23 years old	61	54.46
		24 - 29 years old	17	15.18
		30 - 35 years old	8	7.14
		36 - 40 years old	10	8.93
		> 40 years	16	14.29
	Total		**112**	**100**
3.	Last education	High School/Equivalent	59	52.68
		Diploma	6	5.36
		Bachelor	41	36.61
		Postgraduate	6	5.36
	Total		**112**	**100**
4.	Work	Student	57	50.89
		Private employees	25	22.32
		Government employees	7	6.25
		Self-employed	18	16.07
		Other	5	4.46
	Total		**112**	**100**

Based on the data obtained from Table 2, it can be seen that in this study the respondents were dominated by male respondents with a percentage of 51.79 percent and followed by female respondents with a percentage of 49.21 percent. The majority of respondents according to the age criteria were 18-23 years with a percentage of 54.46 percent, which shows that most Adidas shoe users are young adults. The data shows that the most recent education is dominated by respondents with a high school/equivalent education with a percentage of 52.89 percent and the occupation of the respondents shows that the respondents are dominated by students. This shows that more students have *purchase intention* towards Adidas brand shoes.

Table 3. Validity Test Results

Variable	Pearson Correlation	Keterangan
Conten Creation (X_1)	0,841	Valid
Interaction (X_2)	0,808	Valid
Trendness (X_3)	0,731	Valid
Credibility (X_4)	0,796	Valid
Share (X_5)	0,708	Valid
Keterkenalan Produk (M_1)	0.739	Valid
The brand has an attractive appearance (M_2)	0.920	Valid
Trusted brand (M_3)	0.920	Valid
Advantages of brand association (M_4)	0.739	Valid
Uniqueness of brand association (M_5)	0.920	Valid
Interested in finding information about the product (Y_1)	0.880	Valid
Considering buying (Y_2)	0.889	Valid
Interested to try (Y_3)	0.845	Valid
Desire to own the product (Y_4)	0.781	Valid

Source: Primary data processed, 2024

Based on the data obtained from Table 3, it can be seen that all research instruments in *the social media marketing, brand image* and *purchase intention variables* have *Pearson Correlation results* that are greater than 0.3. Therefore, it can be concluded that all instruments in this research are valid so they can be said to be suitable as research instruments.

Table 4. Reliability Test Results

Variable	*Cronbach's Alpha*	Information
Social Media Marketing	0.831	Reliable
Brand Image	0.906	Reliable
Purchase Intention	0.858	Reliable

Source: Primary data processed, 2024

Based on the data obtained from Table 4, it can be seen that all research instruments in *the social media marketing, brand image* and *purchase intention variables* have *Cronbach Alpha results* greater than 0.6. Therefore, it can be concluded that all of these research instruments are reliable or have consistency and reliability so that they can be said to be suitable as research instruments.

Table 5. Description of Respondents' Assessment of *Social Media Marketing*

No.	Statement	Respondents' Answers					Total Score	Average	Criteria
		1	2	3	4	5			
1.	Adidas has interesting *sports sneaker content on Adidas' official social media accounts* .	0	14	5	50	43	458	4.09	Good
2.	Adidas often interacts via *social media* .	0	0	9	56	47	486	4.34	Very good
3.	Adidas markets sports sneaker products by following trends on social media.	0	0	8	59	45	485	4.33	Very good
4.	Adidas provides detailed information about Adidas brand sports sneaker products through social media	0	0	15	62	35	468	4.18	Good
5.	Adidas actively shares content on Adias brand sports sneaker products via social media.	0	0	26	59	27	449	4.01	Good
Average score of *social media marketing variables* (X)								4.18	Good

Source: Primary data processed, 2024

interaction indicator gets the highest average results on the *social media marketing variable* with statements. "Adidas often interacts via *social media* .", an average score of 4.34 was obtained which was included in the very good criteria, this means that in general respondents felt happy interacting via *social media* carried out by Adidas. The *share* indicator gets the lowest average results on *the social media marketing variable* with the statement " Adidas actively shares Adias *sport sneaker product content* via *social media* ". obtained an average value of 4.01 which is included in the good criteria, but having a low average value compared to the other statements means that there are still some respondents whose expectations do not match the results obtained.

Table 6. Description of Respondents' Assessment of *Brand Image*

No.	Statement	Proportion of Respondents' Answers					Total Score	Average	Criteria
		1	2	3	4	5			
1.	*sports sneaker* products already have a high level of popularity.	0	1	16	59	39	469	4.19	Good
2.	Adidas brand *sports sneaker* products have a simple *design* .	0	0	11	73	28	465	4.15	Good
3.	*sports sneaker* products are a trusted brand.	0	0	19	71	22	451	4.03	Good
4.	*sports sneaker* products have a strong connection to the world of sports	0	2	35	50	25	434	3.88	Good
5.	Adidas brand sports sneaker products have their own distinctive designs.	2	7	38	39	26	416	3.71	Good
Average score of *social media marketing variables* (X)								3.99	Good

Source: Primary data processed, 2024

The product fame indicator gets good average results on *the brand image variable* with the statement " Adidas brand *sports sneaker* products already have a high level of popularity ", an average value of 4.19 was obtained which is in good criteria, this means that in general respondents feel that Adidas brand *sports sneakers* have a high and good level of popularity. The indicator of uniqueness of brand association obtained the lowest average result on *the brand image variable* with the statement " Adidas brand *sports sneaker* products have their own distinctive *design* . ". obtained an average value of 3.71 which is included in the good criteria, but having a low average value compared to the other statements means that there are still some respondents whose expectations do not match the results obtained.

Table 7. Description of Respondents' Assessment of *Purchase Intention*

No.	Statement	Proportion of Respondents' Answers					Total Score	Average	Criteria
		1	2	3	4	5			
1.	I am interested in the innovative information carried out by Adidas.	0	1	4	59	48	490	4.37	Very high
2.	I considered buying an Adidas brand *sports sneaker product* after studying the features of the *sneaker* .	0	0	8	69	35	475	4.24	Very high
3.	I was interested in trying Adidas brand sneakers after learning about the benefits of Adidas brand sports sneakers.	0	2	35	44	31	440	3.93	Tall
4.	I want to own Adidas brand *sports sneakers* after knowing the benefits of these *sneakers* .	0	3	45	43	21	418	3.73	Tall
Average score of *purchase intention variable* (Y)								4.07	Tall

Source: Primary data processed, 2024

The indicator of interest in seeking information about products got the highest average results on *the purchase intention variable* with the statement " I am interested in the innovative information provided by Adidas ", obtained an average value of 4.37 which is included in the very high criteria, this means In general, respondents were happy with the innovative information provided by Adidas. The expectation confirmation indicator obtained results with the lowest average on the *customer satisfaction variable* with the statement " I want to have an Adidas brand *sports sneaker after knowing the benefits of* the *sneaker* ". obtained an average value of 3.73 which is included in the high criteria, but has a low average value compared to the other statements, this means that there are still some respondents whose expectations do not match the results obtained.

Table 8. Normality Test

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Substructural 1	0,200
Substructural 2	0,200

Source: Primary data processed, 2024

Based on the normality test using *the One-Sample Kolmogorov-Smirnov Test* which is shown in Table 8. Asymp value . *Sig.* (2-tailed) Kolmogorov -*Smirnov* of 0.200 and 0.200 . Asymp value . *Sig.* (2-tailed) *Kolmogorov-Smirnov* is greater than the *alpha value* of 0.05, indicating that the data used in this study is normally distributed, so it can be concluded that the model meets the normality assumption.

Table 9. Multicollinearity Test

Equality	Model	*Tolerance*	VIF
Substructure 2	*Social Media Marketing*	0.828	1. 208
	Brand Image	0.828	1. 208

Source: Primary data processed, 2024

Based on Table 9, it is shown that there are no independent variables that have a *tolerance value* of less than 0.10 and there are also no independent variables that have a VIF value of more than 10. Therefore, the regression model is free from symptoms of multicollinearity.

Table 10. Heteroscedasticity Test

Equality	Model	Q	Sig.
Substructure 1	*Social Media Marketing*	1,230	0.221
Substructure 2	*Social Media Marketing*	1,422	0.158
	Brand Image	- 0.497	0.621

Source: Primary data processed, 2024

Based on T able 10 shows the results of statistical calculations using the *glesjer method* . Table 10 shows that each model has a significance value that is greater than 0.05. This shows that the exogenous variable used in this research does not have a significant effect on the endogenous variable, namely *absolute residual* so it can be concluded that this research is free from symptoms of heteroscedasticity .

Table 11. Results of Substructural Equation Path Analysis 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	*Std. Error*	*Beta*		
(*Constant*)	2,197	0.377		5.823	0,000
Social media marketing	0.428	0.0 90	0.415	4,778	0,000
R ^{2} : 0.172					

Source: Primary data processed, 2024

Based on the results of the path analysis in Table 11, the structural equation formed can be formulated as follows :

$M = \beta_2 X + e_1$

$M = 0.415 X + e_1$

This structural equation means that the *social media marketing variable* has a coefficient of 0.415, which means that *relationship marketing* has a positive influence on *brand image* , this means that if *social media marketing* increases then *the brand image* can increase, and vice versa.

Table 12. Results of Substructural Equation Path Analysis 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	*Std. Error*	*Beta*		
(*Constant*)	0.111	0.385		0.288	0.774
Social Media Marketing	0.417	0.088	0.353	4.748	0.000
Brand Image	0.554	0.085	0.485	6.517	0.00 0
R ^{2} : 0.501					

Source: Primary data processed, 2024

From the results of the path analysis in Table 4.10, the structural equation formed can be formulated as follows .

$Y = \beta_1 X + \beta_3 M + e_2$

$Y = 0.353 X + 0.485 M + e_2$

This structural equation can be interpreted if the *social media marketing variable* has a coefficient of 0.353, which means *brand image* has a positive influence on *purchase intention* . This means that if *social media marketing* increases, *purchase intention* can increase, and vice versa. *The brand image* variable has a coefficient of 0.485 , which shows

that *brand image* has a positive influence on *purchase intention* . This means that if *brand image* increases, *purchase intention* can increase, and vice versa.

Direct influence occurs if a variable influences another variable without any mediating variable. The influence of *social media marketing* on *purchase intention* is 0.353 . Influence of *social media marketing* on *brand image* of 0.415 . Influence of *brand image* on *purchase intention* of 0.485 .

An indirect effect *occurs* if there is another variable that mediates the relationship between the two variables . Influence *social media marketing* on purchase *intention* with *brand image mediation* of 0.415 x 0.485 = 0.2 01.

The total influence occurs if this is done by adding the direct influence *of social media marketing* on *purchase intention* of 0.353 and the indirect influence *of social media marketing* on *purchase intention* through *brand image* of 0.2 01 , the result is 0.353 + 0.2 01 = 0.5 54 .

Based on the calculations above, the calculations of direct influence, indirect influence and total influence can be summarized in the following table.

Table 13. Direct Influence, Indirect Influence *of Social Media Marketing* **(X), on** *Brand Image* **(M) and** *Purchase Intention* **(Y)**

Influence of variables	Direct influence	Indirect influence via M	Total Influence	Significant	Results
X→M	0.415		0.415	0,000	Significant
M→Y	0.485		0.485	0.0 00	Significant
X→Y	0,353	0.2 01	0.5 54	0.00 0	Significant

Source: Primary data processed, 2024

The Sobel test is an analytical tool to test the significance of the indirect relationship between exogenous variables and endogenous variables which are mediated by the mediator variable. The Sobel test is carried out by testing the strength of the indirect influence of the exogenous variable (X) on the endogenous variable (Y) through the mediating variable (M). Mediation hypothesis testing can be done with the Sobel Test. The Sobel test is used to test the strength of the indirect influence of social *media marketing variables* (X) on *purchase intention* (Y) through *the brand image variable* (M). Indirect influence of *social media marketing* (X) on *the purchase intention variable* (Y) through *the brand image variable* (M) is calculated by multiplying the path coefficient of X on M (a) with the path coefficient of

M on Y (b) or ab. *The standard errors* of coefficients a and b are written as Sa and Sb, the magnitude of the indirect *standard error (indirect effect)*. If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediating variable is considered to significantly mediate the relationship between the dependent variable and the independent variable, indicating that H o is rejected and H 4 is accepted.

H $_0$: *Brand image* does not mediating the influence of social *media marketing* on *purchase intention.*

H $_4$: *Brand image* mediates the influence of social *media marketing* on *purchase intention.*

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + s_a^2 s_b^2}}$$

Information :

a = 0.415   b = 0.485

S $_a$ = 0.0 75   Sb = 0.085

$$Z = \frac{0{,}415.0{,}485}{\sqrt{(0{,}485^2 0{,}075^2) + (0{,}415^2 0{,}085^2) + (0{,}075^2 0{,}085^2)}}$$

$Z = \frac{0{,}201}{0{,}051}$ Z = 3.941

Based on the results of the Sobel test, it shows that the results Z = 3.941 > 1.96, it can be said that Ho is rejected and H 4 is accepted, which means that *the brand image variable* is a variable that mediates the influence of social *media marketing.* on purchase *intention* on potential consumers of Adidas brand *sports sneakers* , so that the fourth hypothesis in this research can be accepted .

Variance Accounted For (VAF) is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. The formula for calculating the VAF value is as follows .

$$\text{VAF} = \frac{\text{Pengaruh tidak langsung}}{\text{Pengaruh langsung} + \text{Pengaruh tidak langsung}}$$

$$= \frac{0{,}201}{0{,}353 + 0{,}201}$$

$$= 0{,}3628 \ (36.28 \ \%)$$

There are criteria for the form of mediation influence using the VAF value (Sholihin & Ratmono, 2013: 82), namely:

1) If the VAF value is above 80%, it shows the role of mediation as full *mediation* .

2) If the VAF value is between 20% - 80%, it can be categorized as partial *mediation* .

3) If the VAF value is less than 20%, it shows almost no mediation effect.

Based on the VAF test, the calculated value is 36.28 percent, which is between 20 percent - 80 percent, so it can be categorized as partial mediation *(* Sholihin & Ratmono, 2013: 82), so it can be concluded *that brand image* partially mediate *social media marketing* on *purchase intention* to potential consumers of Adidas brand *sports sneakers*

4. CONCLUSIONS AND SUGGESTIONS

Based on the results of the data analysis and discussion previously presented, several conclusions can be drawn as follows.

1. *Social media marketing* has a positive and significant effect on *purchase intention* among potential Adidas brand *sports sneaker consumers.* This shows that the better the *social media marketing strategy* carried out by Adidas, the greater *the purchase intention* of Adidas brand *sports sneakers* .

2. *Social media marketing* has a positive and significant effect on *the brand image* of potential Adidas brand *sports sneaker consumers.* This shows that the better the *social media marketing strategy* carried out by Adidas, the more it can improve *the brand image* of Adidas brand *sports sneakers* .

3. *Brand image* has a positive and significant effect on *purchase intention* among potential Adidas brand *sports sneaker consumers.* This shows that the better *the brand image* perceived by potential consumers, the greater *the purchase intention* of Adidas brand *sports sneakers* .

4. *Brand image* is able to mediate the influence of *social media marketing* on *purchase intention* , where *brand image* plays a partial role (*partial mediation*) in the influence of *social media marketing* on *purchase intention* among potential consumers of Adidas brand *sports sneakers* . This shows that the influence of *social media marketing* can increase *purchase intention if the potential consumer's perception of the brand image* is better Adidas brand *sports sneakers* .

Based on the research that has been carried out, there are several suggestions that can be of concern to Adidas , namely: Adidas can increase *purchase intention* by paying attention to *social media marketing* and *brand image* . What can be taken into consideration is that Adidas is expected to be more active in sharing Adidas *sports sneaker product content*

via *social media* so that potential consumers can be more interested in buying, creating more unique designs. and has its own characteristics, as well as providing more information to consumers about the benefits of using Adidas brand shoes. The suggestions that can be given for further research are that further research is expected to be able to add variables that can influence *purchase intention* , as well as being able to expand the scope of research which is not only limited to Adidas brand *sports sneakers* considering that there are many other business fields, thereby providing an insight. more and capable of being implemented in general.

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