Determinants of Purchasing Decisions at Warung Baleganjur: Moderated by Celebrity Endorsement

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Abstract. Purchasing decisions are one of the actions based on several alternative choices to make a purchase of a product based on awareness of needs and desires. Analysis of purchasing decisions is very important because there is a phenomenon of consumer visits to Warung Baleganjur remaining busy but there is a decrease in sales. This study aims to test the role of brand image in mediating the influence of social media marketing on purchasing decisions moderated by celebrity endorsements. The population in this study were buyers at Warung Baleganjur in Denpasar City. The sample used in this study was 108 respondents. The sampling method used in this study was the non-probability method with the purposive sampling technique. Data collection was carried out by distributing questionnaires online via Google Forms. The collected data were analyzed using classical assumption test, path analysis technique, Sobel test and VAF test and Moderated Regression Analysis (MRA) with the help of SPSS 25 application. The results of this study indicate that social media marketing has a positive and significant effect on purchasing decisions, social media marketing has a positive and significant effect on brand image, brand image has a positive and significant effect on purchasing decisions, brand image is able to partially mediate the effect of social media marketing on purchasing decisions, and celebrity endorsement is unable to moderate the effect of social media marketing on purchasing decisions at Warung Baleganjur. The implications of this study can be used as consideration and input for Warung Baleganjur in improving consumer purchasing decisions by considering the variables of social media marketing, brand image, and celebrity endorsement.

*Keywords:* Purchasing Decision, Social Media Marketing, Brand Image, Celebrity Endorsement

INTRODUCTION

The culinary industry is currently growing rapidly in Indonesia, especially restaurants that are easy to find with various dishes (Muhammad & Kalsum, 2023). New entrepreneurs continue to emerge, triggered by the development of the business world, especially in the culinary field. Human daily needs make the culinary business a promising business, accompanied by the many food stalls, coffee shops, and new restaurants that cause the growth of the culinary business to grow rapidly (Ageng et al., 2020). With the many culinary industries that are currently developing, a person has considerations regarding the stages starting from recognizing needs, searching for information, evaluating alternatives to purchasing decisions.

Purchasing decisions are an unpredictable situational factor. Consumers can form purchasing intentions based on factors such as expected income, expected price, and expected product benefits (Kotler & Armstrong, 2018:176). Purchasing decisions are also interpreted as one of the actions based on several alternative choices to make a purchase of a product based on awareness of needs and desires (Mardani et al., 2020). Purchasing decisions are very important for businesses because understanding this process allows companies to design more effective and targeted marketing strategies. One thing that companies need to pay attention to

in marketing products to be sold is to understand consumer needs, know consumer desires and tastes of consumers. In addition, important factors that can influence purchasing decisions must also be considered by the company (Hartin, 2023). Analysis of purchasing decisions is very important because it can help companies increase sales volume, namely through analyzing what factors or attributes consumers consider in buying products (Beddu & Bhakti, 2023).

Warung Baleganjur is one of the restaurants that emerged along with the growth of the culinary business in Denpasar City, built in 2018 by Gede Dharmawan. Warung Baleganjur sells a variety of food and beverage variants, which is one of the efforts of the management to be able to compete amidst the onslaught of large restaurants. Warung Baleganjur positions its image as a restaurant that has fairly large portions at relatively affordable prices. This restaurant has a strategic location and is easily accessible to the public on Jl. Nangka No. 184, Tonja, Denpasar City.
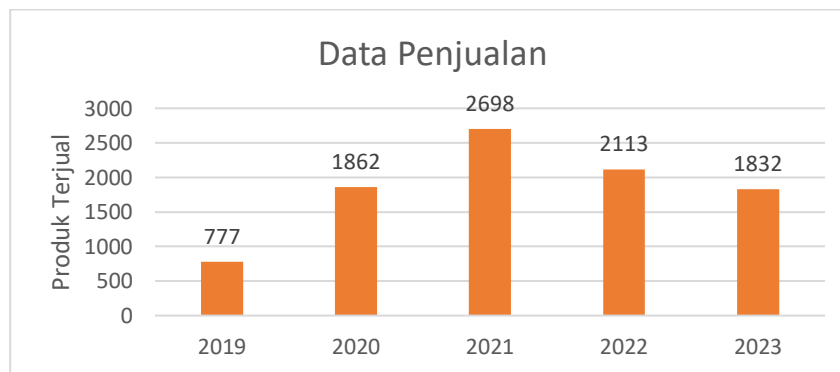
Source: Warung Baleganjur, 2024
Figure 1. Sales Data of Baleganjur Stall

Given the large number of other restaurants that cause tight competition, Warung Baleganjur is challenged to compete with other restaurants which causes consumer purchasing decisions to decrease. The data in Figure 1 shows that there has been a decrease in the number of sales. This can be seen in 2021, namely 2698 products sold at Warung Baleganjur and has increased from the previous year, where in 2019 there were 777 products sold and in 2020 there were 1862 products sold. However, in 2022 to 2023, Warung Baleganjur experienced a very significant decline, where 2113 products were sold in 2022 and only 1832 products were sold in 2023. Referring to the picture, Warung Baleganjur should be more serious in dealing with this problem so that it can continue to compete with other restaurants in terms of maintaining sales.

One of the factors that can influence purchasing decisions is social media marketing or what is commonly known as marketing through social media. Social media marketing is the use of social media technology, channels, and software to create, communicate, deliver and

exchange offerings that have value for organizational stakeholders (Mukuan et al., 2023). Social media marketing is also defined as marketing communication activities that involve using social media to market products or services and package them into creative content to attract and convince consumers of products or consumers of services marketed online (Jamil et al., 2022). Social media marketing is a form of marketing that uses social media to market a product, service, brand or issue by utilizing the audience participating in social media (Kusherawati et al., 2023). Social media consists of blogs, internet forums, consumer review sites, social networking websites. Social media is one of the places for promotion because it has the main function of sharing photos and videos so that the content of Social Media becomes an attraction for consumers.

Social mediamarketing is one of the effective ways because most of its users can spend relatively longer time on the platform (Refiani 2020). Marketers use social media in a business for their promotional activities because it can be more effective and successful (Syaipudin & Awwalin, 2022). Marketers can share preferences or share information about marketed products more closely and quickly so that customers get considerations to decide to buy a product (Dilasari & Yosita, 2020). Another impact of social media marketing on business According to (Narottama, 2022), social media marketing has changed the way companies and customers interact and influence each other, including the ability to influence other people's choices and consumption behavior, as well as the collection of social media marketing information and customer communities, allowing companies to manage better business relationships, and improve accuracy in decision making.

Social mediawhich is one of the promotional media because it has the main function of sharing photos and videos so that the content of Social Media becomes an attraction for consumers. Currently, Warung Baleganjur uses several social media platforms, including Instagram, Tik Tok, and Facebook to promote with the latest activity content to be used as promotional material from the owner. According to Asrul et al., (2022) promoting business products using social media such as Instagram is one of the effective ways to get more and wider potential consumers, even throughout the world. With the widespread implementation of social media marketing which has created competition from many business actors not only in the real world, but also in cyberspace by competing with each other's social media marketing strategies. social media platforms owned by Warung Baleganjur such as Instagram, Tik Tok, and Facebook where Instagram has 17.9 thousand followers, Tik Tok has 4,911 followers, and Facebook has 371 followers. This social media platform is utilized by Warung

Baleganjur to provide various information about Warung Baleganjur, such as location, menu, and various promotions currently running at Warung Baleganjur.

This study is based on the research gap conducted by Purwaningsih (2021), Hanaysha (2022), and Narottama (2022) which stated that social media marketing has a positive effect on Purchasing Decisions. However, it is different from the research of Kusherwati et al., (2023) which states that social media marketing does not have a direct influence on the purchasing decisions of DHC MSMEs.

The results of the study contradict several previous studies, there are several variables that can influence purchasing decisions, including brand image, customer satisfaction, price, product quality. The variable that can influence Purchasing Decisions in this study is brand image. Warung Baleganjur is perceived well by consumers as very good, seen from the Google Maps rating, Warung Baleganjur has a rating of 4.9 out of 5 stars. Warung Baleganjur is also perceived as a comfortable restaurant, good service and affordable prices with large portions of food. Brand image is an important factor in building consumer views with the company. In the context of food purchases, brand image can be interpreted as things that are perceived regarding the taste, enjoyment, price and quality of the food purchased. This is in line with the research results of Nandaika & Respati (2021) and Uttari & Giantari (2022) with their research showing that Brand Image is able to mediate Social Media Marketing on Purchasing Decisions. Similar results were also obtained by Narayana & Rahanatha (2021) who stated that Brand Image is able to mediate Social Media Marketing on purchasing decisions. So this shows that the implementation of Social Media Marketing has an effect on purchasing decisions if reinforced by Brand Image as a mediating variable. In addition to mediation being able to increase purchasing decisions, moderating variables are also able to increase purchasing decisions.

The moderating variable used in this study is celebrity endorsement. Celebrity endorsement is the use of a source as a popular or attractive figure in an advertisement, this is a creative way to convey a message so that the message conveyed can achieve higher attention and can be remembered (Kotler & Keller 2021:304). This credibility consists of the customer's perspective on the celebrity's attractiveness, his expertise in explaining the product he will market, and can be trusted (Andriani & Jusuf 2021). Domestic brand products endorse celebrities and public figures in the hope of attracting consumer attention by creating a sense of emotional connection between the celebrity and the product offered, as well as the hope of being able to reach a global market share. Celebrities with great influence and good reputations have followers who are almost entirely dominated by women (Gandhioda &

Tanjung 2024). Putri et al., (2024) stated that consumers feel that the celebrities chosen to market products on Instagram make consumers feel satisfied and comfortable when viewing the content provided both in terms of appearance and credibility. Celebrity endorser is a supporter of a product who acts as a messenger to strengthen the image of a brand (Purbohastuti & Hidayah 2020). Based on the previous explanation, it can be concluded that a celebrity endorser is an individual used in marketing a product, while celebrity endorsement is a marketing practice or strategy that involves the use of celebrities to promote a brand or product. Warung Baleganjur implements celebrity endorsement by using the services of Ni Luh Jelantik as an advertising star for online marketing carried out by Warung Baleganjur. Ni Luh Jelantik is a public figure and politician who works in the social sector with followers who mostly seek information about current politics, this application Warung Baleganjur expects high engagement on social media.

RESEARCH METHODS

This study uses a quantitative approach that is included in the type of causal associative research. This study discusses and tests the relationship between variables, Brand Image which is a mediating variable, which mediates the influence of Social Media Marketing which is an independent variable (free) on Purchasing Decisions which is a dependent variable (bound) and the role of Celebrity Endorsement as a moderating variable at Warung Baleganjur. This research was conducted at Warung Baleganjur. The location of this restaurant has a strategic location and is easily accessible to the public on Jl. Nangka No. 184, Tonja, Denpasar City.

The population in this study were residents of Denpasar City who had eaten at Warung Baleganjur with an infinite number or not known for sure because restaurant visitors can change every day depending on the time, day, and season.

The best sample size recommended for measuring multivariate is 5-10 times the number of indicators used. Estimation based on the parameters of 12 indicators obtained a sample size of 5 x 12 = 60 and 10 x 12 = 120, from these results obtained a total of 60 to 120 respondents. Based on these considerations, the number of samples used in this study is 9 times the number of indicators, namely 108 respondents. The method used in this study is non-probability sampling, then the technique used in this study is purposive sampling, which is a sample determination technique with certain considerations (Sugiyono, 2018). The use of this sample determination technique is used because the number of populations determined is not yet known, so in this case the researcher must really know and assume that the respondents he chooses can provide information used in accordance with the problem being studied.

RESULTS AND DISCUSSION

Inferential Analysis Results

Inferential statistical analysis is a technique or process of drawing general conclusions or inferences about several populations based on information obtained from samples. Inferential statistical analysis is a statistical technique used to analyze sample data and the results of the analysis are then generalized (averaged) in the population from which the sample was taken (Sugiyono, 2018).

Path analysis

This study uses path analysis techniques to see the influence of the causal relationship of exogenous variables (Social Media Marketing) on endogenous variables consisting of brand image variables and purchasing decisions, and to test the role of mediating variables (brand image) on purchasing decisions. The following are the stages of the results of path analysis in this study.

1) **Formulating hypotheses and structural equations**

The first step of path analysis is to formulate a research model hypothesis based on existing theories:

a) Social media marketinghas a significant positive influence on purchasing decisions at Warung Baleganjur.

b) Social media marketinghas a significant positive effect on the brand image of Warung Baleganjur.

c) Brand imagehas a significant positive influence on purchasing decisions at Warung Baleganjur.

d) Brand imageis a mediating variable of the influence of social media marketing on purchasing decisions at Warung Baleganjur.

Based on the hypothesis that has been formulated, the substructural equation 1 can be formulated as follows.

$Y1 = \beta2X + e1$

Meanwhile, the substructural equation 2 can be formulated as follows:

$Y2 = \beta1X + \beta3\ Y1 + e2$

This study calculated the influence of social media marketing on brand image through the IBM SPSS program. Table 4.7 shows the results of the first sub-structural calculation.

Table 1. Results of Sub-Structural Path Analysis 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,663	0.244		6,822	0.000
Social media marketing	0.562	0.059	0.679	9,528	0.000
R2 : 0.461					

Source: Appendix 9 (Processed Data, 2024)

Based on the results of the path analysis in table 1, the structural equation formed can be formulated as follows:

Y1= β2X+ e1

Y1= 0.679X

The structural equation means that if the social media marketing variable has a coefficient of 0.679, it means that social media marketing has a positive influence on brand image. This means that if social media marketing increases, brand image will increase, and vice versa.

Table 2. Results of Sub-Structural Path Analysis 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.582	0.391		1,489	0.139
Social media marketing	0.331	0.107	0.316	3,080	0.003
Brand image	0.480	0.130	0.379	3,700	0.000
R2 : 0.406					

Source: Appendix 9 (Processed Data, 2024)

This study calculates the influence of social media marketing and brand image on purchasing decisions through the IBM SPSS program. Table 2 shows the results of the second sub-structural calculation. The results of the path analysis in Table 4.8 can be formulated as follows.

Y2= β1X + β3 Y1+ e2

Y2= 0.316X+0.379 Y1

The structural equation can be interpreted if the social media marketing variable has a coefficient of 0.316 which means that brand image has a positive influence on purchasing decisions, this means that if social media marketing increases, purchasing decisions will increase, and vice versa. The brand image variable has a coefficient of 0.379 which shows that brand image has a positive influence on purchasing decisions, this means that if brand image increases, purchasing decisions will increase, and vice versa.

2) **Path coefficient diagram form**

(1) **Direct effect**

Direct influence occurs when a variable influences another variable without any mediating variable.

a) The influence of social media marketing on purchasing decisions is 0.316.

b) The influence of social media marketing on brand image is 0.679.

c) The influence of brand image on purchasing decisions is 0.379.

(2) **Indirect effect**

Indirect influence occurs when there is another variable that mediates the relationship between the two variables.

(1) The influence of social media marketing on purchasing decisions with brand image mediation is 0.679 x 0.379 = 0.257.

(3) **Total effect**

The total influence occurs if it is done by adding the direct influence of social media marketing on purchasing decisions of 0.316 and the indirect influence of social media marketing on purchasing decisions through brand image of 0.257, then the result is $0.316 + 0.257 = 0.573$.

3) **Testing the value of the coefficient of determination (R2) and the error variable (e)**

This test can show the value of each determination coefficient for substructure 1 and substructure 2 as well as the value of each error variable in each structure with the aim of compiling the following final path diagram model which is the result of calculating the value of the error variable in each structure.

$$ei = \sqrt{1 - R_i{}^2}$$

$$e1 = = \sqrt{1 - R_1{}^2}\sqrt{1 - 0{,}461} = 0.734$$

$$e2 = = \sqrt{1 - R_2{}^2}\sqrt{1 - 0{,}406} = 0.770$$

The calculation of the influence of error (e) then obtained the results for the influence of error structure 1 (e1) of 0.734 and the influence of error structure 2 (e2) of 0.770. Next, the total determination coefficient will be calculated as follows.

$$R^2m = 1 - (e1)2 \ (e2)2$$
$$= 1 - (0.734)2 \ (0.770)2$$
$$= 1 - (0.539) \ (0.594)$$
$$= 1 - 0.320 = 0.678$$

The calculation of the total determination coefficient value obtained was 0.678, so the conclusion is that 67.8% of the purchasing decision variables at Warung Baleganjur are influenced by social media marketing and brand image, while the remaining 32.2% are influenced by other factors that are not included in the research model or outside the research model.

4) **Summarize and conclude**

Table 3. Direct Influence, Indirect InfluenceSocial Media Marketing(X), againstBrand Image(Y1) and purchasing decisions (Y1)

Influence of variables	Direct influence	Indirect influence throughY1	Total Influence	Significant	Results
X→Y1	0.679		0.679	0,000	Significant
Y1→ Y2	0.379		0.379	0,000	Significant
X→Y2	0.316	0.257	0.573	0.003	Significant

Source: Appendix 9 (Processed Data, 2024)

(1) The influence of social media marketing on brand image

The results of the calculation of the influence of social media marketing on brand image, show that social media marketing has a direct influence on positive brand image of 0.679 and a significance value of 0.000.

(2) The influence of brand image on purchasing decisions

The results of the calculation of the influence of brand image on purchasing decisions show that brand image has a direct influence on positive purchasing decisions of 0.79 and a significance value of 0.000.

(3) The influence of social media marketing on purchasing decisions

The results of the study on the influence of social media marketing on purchasing decisions, showed that social media marketing has a direct influence on positive purchasing decisions of 0.316 and a significance of 0.003.

(4) Brand imagein mediating the influence of social media marketing on purchasing decisions

The results of the calculation of brand image in mediating the influence of social media marketing on purchasing decisions, then get the results that social media marketing has a direct influence on purchasing decisions is positive at 0.316 and a positive indirect influence of 0.257 with a total positive influence of 0.573.

Sobel test

According to Utama (2016:169), testing the mediation hypothesis can be done using a procedure developed by Sobel (1982) and known as the Sobel Test. This Sobel Test is done by testing the strength of the indirect influence of the exogenous variable (X) on the endogenous variable (Y2) through the mediating variable (Y1). Testing the mediation hypothesis can be done using the Sobel Test. The Sobel test is used to test the strength of the indirect influence of the social media marketing variable (X) on purchasing decisions (Y2) through the brand image variable (Y1). The indirect effect of social media marketing (X) on the purchasing decision variable (Y2) through the brand image variable (Y1) is calculated by multiplying the path coefficient of X to Y1 (a) by the path coefficient of Y1 to Y2 (b) or ab. The standard error of the 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 95 percent confidence level), then the mediating variable is considered to significantly mediate the relationship between the dependent variable and the independent variable, indicating that Ho is rejected and Ha is accepted..

Ho: Brand image does not mediate the influence of social media marketing on purchasing decisions.

Ha: Brand image mediates the influence of social media marketing on purchasing decisions.

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

Information :

a = 0.679

Sa = 0.059

b = 0.379

Sb = 0.130

$$Z = \frac{0{,}679.0{,}379}{\sqrt{(0{,}379^2 0{,}059^2) + (0{,}679^2 0{,}130^2) + (0{,}059^2 0{,}130^2)}}$$

$$Z = \frac{0{,}257}{0{,}009}$$

Z = 2.82

According to the Sobel Test results, which indicate that Z = 2.82 > 1.96, Ho is rejected and Ha is accepted. This indicates that the brand image variable is a mediating variable that significantly influences the relationship between social media marketing and Warung Baleganjur customers' decisions to buy, proving the validity of the fourth hypothesis in this study.

VAF Test

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 usedto 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.

$$VAF = \frac{\text{Indirect Influence}}{\text{Direct Influence} + \text{Indirect Influence}}$$

$$= \frac{0{,}257}{0{,}316 + 0{,}257}$$

$$= 0.4488 \ (44.88\%)$$

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

1) If the VAF value is above 80%, it indicates the role of mediation as a full mediator (full mediation).
2) If the VAF value is between 20% - 80%, then it can be categorized as partial mediation.
3) If the VAF value is less than 20%, it indicates almost no mediation effect.

Based on the VAF test, the calculated value is 44.88%, which is between 20 percent - 80 percent, so it can be categorized as partial mediation (Sholihin & Ratmono, 2013: 82), so it can be concluded thatbrand imagemediate partiallysocial media marketingon purchasing decisions at Warung Baleganjur.

Moderated regression analysis (MRA) test

Table 4. Results of Moderated Regression Analysis Test

Model		Standardized Coefficients	
		Beta	Sig.
1	(Constant)		.097
	Social Media Marketing	1,280	.004
	Celebrity Endorsement	1,229	.002
	Interaction (X*Z)	-1,788	.018
a. Dependent Variable: Purchasing decision			

Source: Appendix 11 (Processed Data, 2024)

Based on the results obtained from the MRA test presented in Table 4.10, the following regression equation was obtained:

$$Y=\beta 1X+\beta 2Z+\beta 3XZ+\varepsilon \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots (1)$$

$$Y= 1.280X + 1.229Z - 1.788XZ \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots (2)$$

The interpretation of the above equation is as follows:

1) The coefficient of regression of social media marketing variables ($\beta 1$) with a value of 1,280 means that if the social media marketing variable increases, purchasing decisions will also increase.

2) The regression coefficient of the celebrity endorsement variable ($\beta 2$) with a value of 1.229 means that if the celebrity endorsement variable increases, the purchasing decision at Warung Baleganjur will also increase.

3) The regression coefficient of interaction between the social media marketing variable and the celebrity endorsement variable ($\beta 3$) with a value of -1.788 means that the interaction between the social media marketing variable and the celebrity endorsement variable weakens the purchasing decision.

Results of the determination coefficient test (R2)

Table 5. Results of the Determination Coefficient Test (R2)

Adjusted R Square
0.390
a. Predictors: (Constant) XZ Celebrit Endorsement Social Media Marketing

Source: Appendix 11 (Processed Data, 2024)

Based on Table 5, the magnitude of the influence of the independent variables on the dependent variables indicated by the total determination value (Adjusted R Square) of 0.390 means that the variation of the social media marketing variables and the interaction of the social media marketing variables with celebrity endorsements are able to explain 39 percent of the variation in the purchasing decision variables, while the remaining 61 percent is explained by other factors or variables not included in the research model.

Classical assumption test

1) Classical assumption test in path analysis test

(1) Normality test

Table 6. Normality Test (One-Sample Kolmogorov-Smirnov) (Mediation)

Equality	Asymp. Sig. (2-tailed) Kolmogorov-SmirnovZ
Substructural 1	0.200
Substructural 2	0.200

Source: Appendix 8 (Processed Data, 2024)

According to Table 6, the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov value for the normalcy test utilizing the One-Sample Kolmogorov-Smirnov Test is 0.200. It can be inferred that the model satisfies the normality assumption if the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov value is greater than the alpha value of 0.05, which signifies that the data utilized in this study is normally distributed.

(2) Multicollinearity test

Table 7. Multicollinearity Test (Mediation)

Equality	Model	Tolerance	VIF
Substructure1	Social Media Marketing	1,000	1,000
Substructure 2	Social Media Marketing	0.539	1,856
	Brand Image	0.539	1,856

Source: Appendix 8 (Processed Data, 2024)

(3) Heteroscedasticity test

Table 8. Heteroscedasticity Test (Mediation)

Equality	Model	T	Sig.
Substructure1	Social Media Marketing	-1,740	0.085
Substructure 2	Social Media Marketing	-0.091	0.928
	Brand Image	-1,741	0.085

Source: Appendix 8 (Processed Data, 2024)

According to table 8, which displays the outcomes of statistical computations using the Park technique, a suitable regression model is one that does not exhibit heteroscedasticity symptoms if the significance value is higher than alpha 0.05. Every model has a significance value greater than 0.05, as Table 8 demonstrates. This indicates that there are no signs of heteroscedasticity in this study because the exogenous factors utilized in it have no discernible impact on the endogenous variables, specifically the LN value of the residual squared.

2) Classical assumption test in moderated regression analysis (MRA) test

(1) Normality test

Table 9. Normality Test (One-Sample Kolmogorov-Smirnov) (Moderation)

Equality	Asymp. Sig. (2-tailed) Kolmogorov-SmirnovZ
Substructure 3	0.200

Source: Appendix 10 (Processed Data, 2024)

According to Table 9, the One-Sample Kolmogorov-Smirnov Test's normalcy test result is Asymp. Sig. Kolmogorov-Smirnov (2-tailed) at 0.200. The Asymp. One can conclude that the model satisfies the normality assumption if the sig. (2-tailed) Kolmogorov-Smirnov value is greater than the alpha value of 0.05, which shows that the data utilized in this study is normally distributed.

(2) Multicollinearity test

Table 10. Multicollinearity Test (Moderation)

Model	Tolerance	VIF
Social Media Marketing	0.337	2,963
Celebrity Endorsement	0.337	2,963

Source: Appendix 10 (Processed Data, 2024)

(3) Heteroscedasticity test

Table 11. Heteroscedasticity Test (Moderation)

Model	T	Sig.
Social Media Marketing	-0.410	0.682
Celebrity Endorsement	-0.583	0.561

Source: Appendix 10 (Processed Data, 2024)

According to table 11, which displays the outcomes of statistical computations using the Glesjer method, a decent regression model is one that does not exhibit heteroscedasticity symptoms if the significance value is higher than alpha 0.05. Every model has a significance value greater than 0.05, as Table 11 demonstrates. This suggests that there are no signs of heteroscedasticity in this study because the exogenous factors employed have no discernible impact on the endogenous variables, specifically the absolute value of the residual.

Research Discussion Results

The influence of social media marketing on purchasing decisions at Warung Baleganjur

The results of the first hypothesis in this study indicate that social media marketing has a positive and significant effect on purchasing decisions, in other words, the better the social media marketing strategy carried out by Warung Baleganjur, the higher the purchasing decisions of Warung Baleganjur consumers. So the first hypothesis in this study is accepted.

Social media marketingis a marketing activity through communication involving social media to market products or services and package them into creative content to attract and convince consumers of products or consumers of services marketed online (Jamil et al., 2022). Social media consists of blogs, internet forums, consumer review sites, social networking websites. Social media is one of the places for promotion because it has the main function of sharing photos and videos so that the content of Social Media becomes an attraction for consumers so that social media marketing can be one form of marketing that uses social media to market a product or service (Kusherawati et al., 2023).

These results are in accordance with the consumer behavior model, consumers who have shopped at Warung Baleganjur feel the implementation of social media marketing strategies carried out by Warung Baleganjur. The trust given by consumers to Warung Baleganjur is the result of social media communication carried out by Warung Baleganjur with consumers so that it can increase purchasing decisions. The results of this study are in accordance with research conducted by Syarifah (2022) which states that social media marketing variables influence purchasing decisions for local Kerjodalu t-shirts. In addition, Hanaysha (2022) and Narottama (2022) also concluded that social media marketing has a positive and significant effect on purchasing decisions.

The influence of social media marketing on brand image at Warung Baleganjur

The results of the second hypothesis in this study indicate that social media marketing has a positive and significant influence on brand image, in other words, the better the social media marketing strategy carried out by Warung Baleganjur, the better the brand image in the eyes of consumers. So the second hypothesis of this study is accepted.

Brand ImageIt is a consumer's view of a product that can influence purchasing decisions (Astaki and Purnami 2019). Social media marketing is an effective means to expand reach and build closer relationships with consumers, as well as stimulate their participation (Khairani et al., 2023). Interacting with consumers well will also create a good view from consumers towards business information. Consistent branding on various social media platforms is the key to building a brand image that sticks and can be recognized by the audience.

The results of this study are in accordance with research conducted by Putri & Jatra (2024) which shows the influence of social media marketing on brand image has positive and significant results because Revlon can present interesting content on social media. In addition, the results of research conducted by Narayana & Rahanatha (2020) and Uttari & Giantari (2022) stated that social media marketing has a positive and significant effect on brand image.

The influence of brand image on purchasing decisions at the Baleganjur stall

The results of the third hypothesis in this study indicate that the brand image variable has a positive and significant effect on purchasing decisions at Warung Baleganjur. In other words, the higher the brand image at Warung Baleganjur, the higher the purchasing decisions of Warung Baleganjur consumers. The third hypothesis of this study is accepted.

Consumers view a brand as part of a product and can add value to a product. Brand image has become an important strategy for a product. Consumers who always buy the same brand will know that every time they buy, they will get the same quality. One of the strategies regarding brands that can be done to maintain the integrity of the brand image in the eyes of consumers is to carry out brand extension (Fatmaningrum 2020). In many cases, purchasing decisions are based on the views and experiences offered by the brand. Thus, a good brand image will increase purchasing decisions.

The results of this study are in accordance with research conducted by Nandaika & Respati (2021) which shows that brand image has a positive and significant effect on purchasing decisions for Uniqlo brand fashion products in Denpasar City. In addition, the results of research conducted by Fatmaningrum (2020) and Miati (2020) stated that brand image has a positive and significant effect on purchasing decisions.

The role of brand image in mediating the influence of social media marketing on purchasing decisions at Warung Baleganjur

The results of the fourth hypothesis in this study show that the role ofbrand imagesignificantly mediates the relationship between social media marketing and purchasing decisions at Warung Baleganjur. Brand image in the study as a mediating variable between the influence of social media marketing on purchasing decisions with a mediating role, namely

partial mediation, meaning that brand image has a direct effect between the social media marketing variable and the purchasing decision variable. The results of this study mean that the better the social media marketing strategy carried out by Warung Baleganjur, the better the brand image in the minds of respondents which can then influence purchasing decisions at Warung Baleganjur. So that the fourth hypothesis in this study is declared accepted.

The results of this study are in accordance with research conducted by Nandaika & Respati (2021) and Uttari & Giantari (2022) who found that brand image is able to mediate related variables. Also in line with research conducted by Narayana & Rahanatha (2021) with their research showing results that brand image is able to mediate social media marketing on Purchasing Decisions.

The role of celebrity endorsement moderates the influence of social media marketing on purchasing decisions at Warung Baleganjur

The results of the fifth hypothesis in this study indicate that the role of celebrity endorsement significantly weakens the relationship between social media marketing and purchasing decisions at Warung Baleganjur. This is caused by several factors, namely changes in consumer trends that are more selective towards celebrities who explain Warung Baleganjur food products from social media, the incompatibility between the celebrity endorsement used and the Warung Baleganjur brand, and customers.mperhaps more focus on other aspects ofsocial media marketing, such as authentic content or other customer testimonials, rather than onendorsementfrom celebrities. the fifth hypothesis in this study is declared rejected.

The results of this study are in accordance with research conducted by Farid & Hammad (2019) who found that celebrity endorsement was unable to moderate related variables. This is also in line with research conducted by Hadisa et al., (2024) with their research showing that celebrity endorsement was unable to moderate Islamic Branding and Lifestyle on Decisions to Purchase Muslimah Fashion Products.

CONCLUSION

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

1) Social media marketinghas a positive and significant effect on purchasing decisions at Warung Baleganjur. This shows that the better the social media marketing strategy carried out by Warung Baleganjur, the better the purchasing decisions of Warung Baleganjur.

2) Social media marketinghas a positive and significant effect on the brand image of Warung Baleganjur. This shows that the better the social media marketing strategy carried out by Warung Baleganjur, the better the brand image of Warung Baleganjur.

3) Brand imagehas a positive and significant effect on purchasing decisions at Warung Baleganjur. This shows that the better the consumer perception of Warung Baleganjur, the better the purchasing decision from Warung Baleganjur..

4) Brand imageable to mediate the influence of social media marketing on purchasing decisions, where brand image plays a partial mediation role in the influence of social media marketing on purchasing decisions at Warung Baleganjur. This shows that the influence of social media marketing will increase purchasing decisions if consumers have a good perception of Warung Baleganjur.

5) Celebrity endorsementunable to strengthen the influence of social media marketing on purchasing decisions, where the use of celebrity endorsement failed to strengthen the influence of social media marketing on consumer decisions. Although celebrity endorsement is an effective strategy to increase the attractiveness of Warung Baleganjur, in the context of social media marketing, the celebrity endorsement variable does not have a significant impact on influencing consumer purchasing decisions.

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