



## The Role of Brand Image in Mediating the Influence of Social Media Marketing and Product Quality on Purchase Decision Uniqlo in Indonesia

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**ABSTRACT:** Based on the implication that brand image serves as a mediator between social media marketing and purchase decisions, Uniqlo can maximize their social media approach. This could be improved online communication, marketing that tell stories, or the application of unique social media platform characteristics that improve brand perception. This study aims to investigate the relative influence of social media marketing, product quality, and brand image on purchasing decisions. The research design chosen was causal research with purposive sampling technique. A questionnaire given to participants who met the requirements was used in this study. In this survey, a 5-point Likert scale was used (1 meaning strongly disagree and 5 meaning strongly agree). The large sample collected and surveyed in this research consisted of 200 respondents. The samples involved were Uniqlo consumers based in Indonesia. Structural Equation Modeling (SEM) with the AMOS 24 statistical tool will be used to construct and assess the measurement model and structural model of the research design. This research has shown how social media marketing, product quality, and brand image all have a big relationship on consumers' purchase decisions to buy, both on direct influence or indirect influence mediated by brand image.

**Keywords:** Brand Image, Social Media Marketing, Product Quality, Purchase Decision



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## INTRODUCTION

Social media has become a major communication channel in marketing activities over the last decade ([Rialti et al., 2017](#)). Social media are internet-based applications characterized by accessibility, bidirectionality (two-way communication), and interoperability (exchange of information) ([Kaplan & Haenlein, 2010](#)). Image-based social networking sites, such as Instagram, have increased in popularity in recent years ([Choi & Sung, 2018](#)). As a social media platform, Instagram has reached 1 billion active users recently ([Casaló et al., 2021](#)). The platform has achieved higher engagement rates than Facebook and Twitter, and receives more interactions per post ([Casaló et al., 2017](#)). Additionally, Instagram has revolutionized the fashion industry, making a quality Instagram presence essential for fashion brands to succeed. This is because Instagram

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gives fashion brands a greater opportunity to gain followers and interact with their audience than other brands ([Ha et al., 2019](#)).

According to ([K. H. Kim et al., 2012](#)), the fashion business is a significant worldwide industry that is always evolving due to the constant creation of new trends. Customers look for trendy, fashionable apparel that reflects their originality and allows them to follow trends and express their status ([J. E. Kim et al., 2016](#)). Social media platforms allow users to get inspired ([Aragoncillo & Orús, 2018](#)), share their personal style, ([Phua et al., 2017](#)), and converse with others about the newest trends in fashion ([Brandão et al., 2019](#)). In this context, Uniqlo, a global fashion brand from Japan, has emerged by marketing products through social media Instagram with high-quality and simple styles that attract the hearts of consumers. Uniqlo was founded in 1949 under the name "Ogori Shoji" by Tadashi Yanai, and later adopted the name "Uniqlo" in 1984, with a focus on simple, functional and affordable clothing ([Uniqlo, 2023](#)).

**Tabel 1. Fast Fashion Sales in 2020**

No	Brand	Sales
1	Nike	USD 34.8 Billion
2	Gucci	USD 28.5 Billion
3	Adidas	USD 26.4 Billion
4	Luis Vuitton	USD 26.2 Billion
5	Cartier	USD 25 Billion
6	Zara	USD 24.5 Billion
7	H&M	USD 23.8 Billion
8	Chanel	USD 23.7 Billion
9	Uniqlo	USD 18.8 Billion
10	Hermes	USD 11.9 Billion

Source: SPA (*Specialty Store Retailer of Private Label Apparel*)

With a percentage of 36%, Uniqlo's sales percentage is in 9th place; in 2019, its percentage is 48%, placing it in 7th place. This indicates a drop in sales for Uniqlo in 2020.

**Table 2. Uniqlo Development in 2021**

Year	Profit	Store
2021	121.4%	2,358

Source: Finfolk, 2021

In November 2021, 2,358 stores worldwide and profit growth reaching 121.4% in 2021, Uniqlo has become a leader in the innovative and sustainable fashion industry. The high-quality clothing collection means Uniqlo remains the top choice for comfortable and reliable styles ([Finfolk, 2021](#))

Over the past decade, studies of social media marketing (SMM) have revealed new insights into the nature of interactions with consumers ([Yadav & Rahman, 2017](#)). The development of social media marketing, businesses can reach a wide audience while spreading information about their

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business ([Yong et al., 2019](#)). ([Hanaysha, 2018](#)), explains that social media can be used as a marketing communication tool that varies over time and plays a role in building customer engagement. The use of social media for advertising is relatively new but has become an effective way to connect with consumers ([Fattah AL-AZZAM & Al-mizeed, 2021](#)). Additionally, for businesses of all sizes, developing a social media marketing strategy is essential ([Tarsakoo & Charoensukmongkol, 2020](#)). Online marketing strategies have been developed to take advantage of social media because consumers often research products and make comparisons before making a purchase ([Sun & Wang, 2020](#)). There is an explanation that social media activities directly influence purchasing decisions, as stated by ([Angelyn, 2021](#)). According to ([Erlangga, 2021](#)), ([Ardiansyah & Sarwoko, 2020](#)) and ([Evania et al., 2023](#)), research explains that SMM has a beneficial effect on consumer decisions in choosing purchasing alternatives. Research conducted with further support for this theme by ([Suharyanto & Rahman, 2022](#)) and ([Fattah AL-AZZAM & Al-mizeed, 2021](#)). Social media allows businesses to communicate with customers quickly and easily. Businesses can create a positive impact consistent with traditional advertising by participating in social media. Interaction with existing customers, both new and existing, allows businesses to convey positive customer feedback ([Seo & Park, 2018](#)). Relevant marketing content and good techniques can influence customer engagement and purchasing decisions ([Evania et al., 2023](#)).

What consumers value, among other things, is quality ([Yuen & Chan, 2010](#)). Through marketing carried out on social media, companies can promote and highlight the superior quality of their products. According to ([Malini, 2021](#)), Quality, in this context, includes the general attributes and properties of a good or service that determine the extent to which expected needs are always met. A company's competitive strategy often involves operational management practices focused on improving product quality ([Yu Lin, Biwei Liang, 2017](#)). According to ([Jasin & Firmansyah, 2023](#)), reliability, accuracy, ease of use, and other valuable attributes are generally understood as part of product quality, which is the characteristic of a good or service that is capable of meeting consumer needs. Product quality is the main factor in determining whether a purchase will be made or not. The higher the quality of the product, the more likely consumers will want to buy it. This finding is the same as the opinion of ([Irfan et al., 2022](#)), ([Wang et al., 2020](#)), and ([Steven et al., 2021](#)), which claims that product quality plays an important role in influencing buyers' decisions. Other studies also validate these results, such as the opinion of ([Waluya et al., 2019](#)), ([Simbolon et al., 2020](#)) and ([Ali, 2019](#)), which show that product quality has a significant impact in encouraging potential buyers to make a purchase.

Superior product quality can make a positive contribution to improving a company's brand image. Consumer perception of a product is always related to the brand image ([Malini, 2021](#)). One definition of brand image is the mental associations that come to a person's mind when they think about a particular brand ([Rindell & Iglesias, 2014](#)). Brand image is also considered one of the most crucial intangible assets and has a huge impact on the way consumers view a company ([Martínez et al., 2014](#)). Customers' external view of a brand, or brand image ([Chakraborty & Bhat, 2018](#)), is crucial because it makes a company stand out from the competition. According to ([Zhou et al., 2021](#)) Understanding customer attitudes towards a product brand is an important factor

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influencing their purchasing decisions compared to similar products on the market. Having a positive brand image has great potential to influence customer purchasing behavior.

Having a good brand image, a company has the potential to attract consumers' attention and influence their purchasing decisions. According to ([Rachmawati et al., 2022](#)), The term "purchase decision" refers to the stages chosen by consumers when selecting alternative products to purchase to meet their needs. Consumers make many decisions on a continuum, starting with the desire to satisfy a need. This involves considering place of purchase, brand, model, quantity, price, quality, and payment method ([Hanaysha, 2018](#)). In addition, purchasing decisions also include the desire to purchase a product and loyalty aspects such as post-purchase behavior ([Prasad et al., 2019](#)). Purchasing decisions are defined as a thought process that has an important role in meeting consumer needs, including considering alternative choices of various products and brands before finally choosing one ([Salem et al., 2020](#)). This is the stage where consumers make the final decision about what they will buy or not ([Asnawati et al., 2022](#)). Research conducted by ([Malini, 2021](#)), confirms the existence of a positive and significant effect of brand image on purchasing decisions. According to further views expressed by ([Kausuhe et al., 2021](#)), ([Nguyen et al., 2020](#)) and ([Mbete & Tanamal, 2020](#)), customers' opinions about a company's brand, especially their level of trust in it, affect their ultimate purchasing decisions. Further research confirmed these results, as shown by ([Iskuntianti et al., 2020](#)), ([Hermiyenti & Wardi, 2019](#)) and ([Waluya et al., 2019](#)), which shows that a positive brand image has an important role in motivating consumer behavior. This purchasing decision is the result of many interrelated factors. In addition to personal preferences, brand and product impact, product quality, and social media engagement all contribute to influencing a consumer's final purchasing decision. The consumer decision-making process becomes more complex with all of these factors.

This research investigates how social media marketing and product quality, two important elements in the modern digital era, influence consumers' decisions to purchase well-known brands such as Uniqlo in the Indonesian market. This research is very relevant and interesting. As technology grows in the world, social media marketing and product quality are becoming increasingly influential factors in consumer decisions, and brand image plays a critical role as an intermediary that can change consumers' views of brands. Apart from contributing to the understanding of consumer behavior and marketing, this research will help businesses that want to increase the appeal of their brands in the digital era and in a highly competitive market such as Indonesia, especially for Uniqlo.

## METHOD

The research design chosen is causal research. A questionnaire given to participants who met the requirements was used in this study. In this survey, a 5-point Likert scale was used (1 meaning strongly disagree and 5 meaning strongly agree). Seven items adapted from ([Erlangga, 2021](#)) used in social media marketing. Nine items used to determine product quality were taken from ([Armstrong, G., Adam, S., Denize, S., & Kotler, 2014](#)). Five items were modified from ([Kotler, P.,](#)

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[& Keller, 2016](#)) used to measure brand image. Four items were used to measure purchasing decisions, with modifications from ([Asnawati et al., 2022](#)).

The large sample collected and surveyed in this research consisted of 200 respondents. The samples involved were Uniqlo consumers based in Indonesia. The sampling technique in this research used a purposive sampling technique. The respondent criteria include: 1) the respondent is at least 17 years old and lives in Indonesia, 2) the respondent has watched Uniqlo's social media marketing on social media, 3) the respondent acts as a decision maker to purchase Uniqlo clothing, 4) the respondent has purchased Uniqlo brand clothing at least twice in the last six months. Sample locations were obtained through an online questionnaire in Indonesia.

Structural Equation Modeling (SEM) with the AMOS 24 statistical tool will be used to construct and assess the measurement model and structural model of the research design. Chi Square ( $\chi^2$ ), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), Root mean squared residual (RMR), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normed Fit Index (NFI) will be used to evaluate the fit test model. Standardized Load Factor (SLF) Value  $\geq 0.50$  (Hair et al., 2014) will be utilized to evaluate construct reliability, and tabulated values for Construct Reliability (CR) and Average Variance Extracted (AVE) will be utilized to evaluate validity. Subsequently, SEM structural model analysis was used to assess the research hypothesis and decide whether to accept or reject it. A high degree of significance  $\alpha$  (often  $\alpha = 0.05$ ) in the p-value obtained from SEM analysis allows the hypothesis to be expressed as having a cause-and-effect relationship.

## Social Media Marketing

Through online media platforms, social media marketing allows individuals to promote their goods and services and reach a much wider audience ([Yong et al., 2019](#)). Among other things, this research uses five indicators related to research ([Erlangga, 2021](#)), namely 1) online communities, 2) interaction, 3) sharing of content, 4) accessibility, 5) credibility.

## Product Quality

Product quality is the ability of a product or service to meet customer needs, determining its quality level ([Armstrong, G., Adam, S., Denize, S., & Kotler, 2014](#)). The eight indicators in this research, among others, refer to research ([Armstrong, G., Adam, S., Denize, S., & Kotler, 2014](#)): 1) performance, 2) reliability, 3) features, 4) conformance, 5) durability, 6) serviceability, 7) aesthetics, 8) perceived quality.

## Brand Image

Brand image refers to how a customer views a brand as a representation of the associations they have made with that brand in their minds ([Kotler, P., & Keller, 2016](#)). In this research, three

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indicators, among others, are used to refer to the research ([Kotler, P., & Keller, 2016](#)): 1) strength, 2) uniqueness, 3) favorable.

## Purchase Decision

The selection, purchase, and consumption of a product is known as the "purchase decision" stage ([Angelyn, 2021](#)). In this research, there are four indicators related to research ([Angelyn, 2021](#)), namely: 1) decided to choose, 2) priority, 3) willingness to sacrifice, 4) like the product.

## Social Media Marketing on Brand Image

Research result ([Barreda et al., 2020](#)) and ([Raji et al., 2019](#)) shows that social media advertising has a big impact on advertising success. The results are proven by previous expert opinions ([Sanny et al., 2020](#)) and ([Hanaysha, 2018](#)), which further confirms the importance associated with social media marketing in increasing product recognition. These results are also supported by other research, such as ([Momen et al., 2020](#)), ([Cheung et al., 2019](#)), ([Martín-Consuegra et al., 2018](#)) and also ([Hermanda et al., 2019](#)). All this shows the importance of social media marketing in creating a positive image for a brand.

H<sub>1</sub>: There is a positive and significant influence between Social Media Marketing on Brand Image

## Product Quality on Brand Image

Explanation by ([Diputra & Yasa, 2021](#)), that there is a correlation between the internal quality of the product and brand perception. This finding is in line with ([Saraswati & Giantari, 2022](#)) and ([Rybaczewska et al., 2020](#)), who also noted that consumers tend to give high ratings to brands whose products have high quality. Research that provides further support for this conclusion, such as ([Arifin et al., 2022](#)), ([Nawi et al., 2019](#)) and ([Simbolon et al., 2020](#)), claims that high-quality brands significantly benefit a company's public image.

H<sub>2</sub>: There is a positive and significant influence between Product Quality on Brand Image

## Brand Image on Purchase Decision

Research conducted by ([Malini, 2021](#)), confirms the existence of a positive and significant effect of brand image on purchasing decisions. According to further views expressed by ([Kausuhe et al., 2021](#)), ([Nguyen et al., 2020](#)) and ([Mbetete & Tanamal, 2020](#)), customers' opinions about a company's brand, especially their level of trust in it, affect their ultimate purchasing decisions. Further research confirmed these results, as shown by ([Iskuntianti et al., 2020](#)), ([Hermiyenti & Wardi, 2019](#)) and ([Waluya et al., 2019](#)), which shows that a positive brand image has an important role in motivating consumer behavior.

H<sub>3</sub>: There is a positive and significant influence between Brand Image on Purchase Decision

### **Social Media Marketing on Purchase Decision**

There is an explanation that social media activities directly influence purchasing decisions, as stated by ([Angelyn, 2021](#)). According to ([Lena Ellitan, 2022](#)), ([Erlangga, 2021](#)), ([Ardiansyah & Sarwoko, 2020](#)) and ([Evania et al., 2023](#)), research explains that SMM has a beneficial effect on consumer decisions in choosing purchasing alternatives. Research conducted with further support for this theme by ([Suharyanto & Rahman, 2022](#)) and ([Fattah AL-AZZAM & Al-mizeed, 2021](#)).

H<sub>4</sub>: There is a positive and significant influence between Social Media Marketing on Purchase Decision

### **Product Quality on Purchase Decision**

Product quality is the main factor in determining whether a purchase will be made or not. The higher the quality of the product, the more likely consumers will want to buy it. This finding is the same as the opinion of ([Irfan et al., 2022](#)), ([Wang et al., 2020](#)), and ([Steven et al., 2021](#)), which claims that product quality plays an important role in influencing buyers' decisions. Other studies also validate these results, such as the opinion of ([Waluya et al., 2019](#)), ([Simbolon et al., 2020](#)) and ([Ali, 2019](#)), which show that product quality has a significant impact in encouraging potential buyers to make a purchase.

H<sub>5</sub>: There is a positive and significant influence between Product Quality on Purchase Decision

### **Social Media Marketing on Purchase Decision Mediated by Brand Image**

Social media marketing offers incentives that can help consumers select a brand and help the business along the buying process. According to ([Tauran et al., 2022](#)), significantly, brand image mediates the relationship between online media marketing strategies and consumer decisions. Other opinions, among others, support this finding, as done by ([Pratama I Putu Agi, 2023](#)) and ([Asyhari, 2021](#)), it clarifies why purchases based on brand image are positively impacted by social media marketing. Similar conclusions are also produced by research by ([Kinasih et al., 2023](#)) and ([Prastiwi et al., 2023](#)), which confirm the mediating role of brand image by having a relationship between social media marketing and consumer choice.

H<sub>6</sub>: There is a positive and significant influence between Social Media Marketing on Purchase Decision which is mediated by Brand Image

### **Product Quality on Purchase Decision Mediated by Brand Image**

As stated by ([Widiastiti et al., 2020](#)). These findings agree with research ([Yasa, 2018](#)) and ([Sihombing et al., 2023](#)), both found that a good brand image can influence product value perceptions and consumer choices. Other research by ([Arifin et al., 2022](#)) and ([Saraswati & Giantari, 2022](#)), also shows the same findings, explaining that brand image mediates the close relationship between product quality variables and consumer choice.

H<sub>7</sub>: There is a positive and significant influence between Product Quality and Purchase Decision which is mediated by Brand Image

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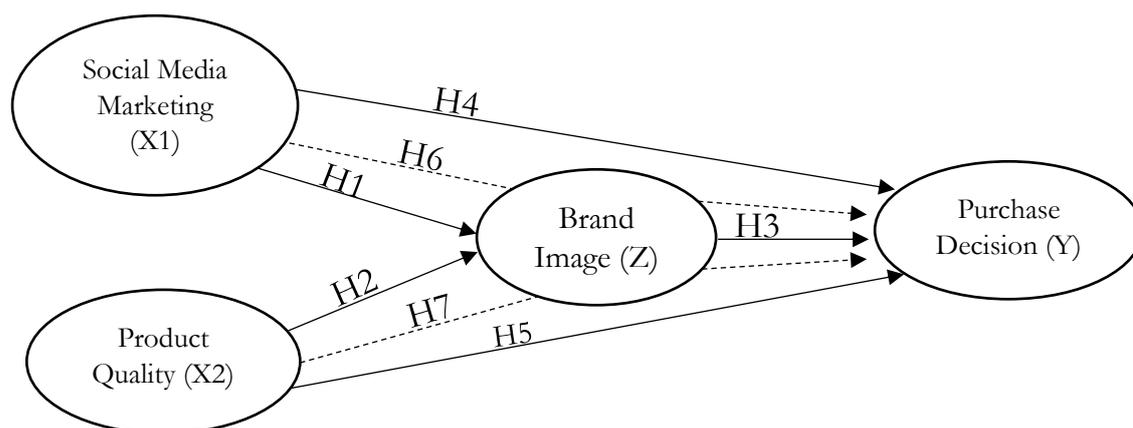


Figure 1. Research Framework

## RESULT AND DISCUSSION

### Respondent Characteristics

The analysis of respondent profiles in this survey is based on the following demographics:

Table 3. Characteristics of Respondents

Categories	Items	f	%
<b>Gender</b>	Man	86	43
	Woman	114	57
	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Age</b>	17-21 years old	74	37
	22-30 years old	101	50.5
	31-40 years old	23	11.5
	Over 41 years old	2	1
	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Domicile</b>	Kalimantan	54	27
	Java	62	31
	Papua	0	0
	Sulawesi	12	6
	Sumatra	51	25.5
	Bali	9	4.5
	Nusa Tenggara	7	3.5
	Maluku	5	2.5
	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Last education</b>	Elementary school	0	0
	Middle/Junior High School	1	0.5
	Senior High School	99	49.5
	D1/D2/D3/D4	33	16.5
	Bachelor degree	65	32.5
	Postgraduate (S2/S3)	2	1
	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Work</b>	Student	11	5.5
	College Student	67	33.5

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	Civil servants	21	10.5
	Police/Soldier	0	0
	Businessman	38	19
	Private sector employee	45	22.5
	BUMN	15	7.5
	BUMD	3	1.5
	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Income Per Month (For those who are already working)</b>	Less than 2 million	10	5
	IDR 2 million to IDR 4 million	33	16.5
	More than IDR 4 million to IDR 6 million	27	13.5
	More than IDR 6 million to IDR 8 million	17	8.5
	More than IDR 8 million to IDR 10 million	13	6.5
	More than IDR 10 million	2	1
	Not yet working	98	49
	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Pocket money per month (for those who have not worked)</b>	Less than IDR 1 million	17	8.5
	IDR 1 million to IDR 1.5 million	41	20.5
	More than IDR 1.5 million to IDR 2 million	15	7.5
	More than IDR 2 million to IDR 2.5 million	8	4
	More than IDR 2.5 million	17	8.5
	Already working	102	51
	<b>Total</b>	<b>200</b>	<b>100</b>

Based on the description above, it can be seen that women dominate the respondents as much as 57%, with an average age of 22-30 years, 50.5%. Most of the respondents' domiciles were from Java, 31% and Kalimantan, 27%. Apart from that, in terms of educational background, respondents are generally high school/high school graduates and undergraduates (S1) and the average job is dominated by students 33.5% and private employees 22.5% and the average income for those already working is around at IDR 2 million to IDR 4 million 16.5% and more than IDR 4 million to IDR 6 million 13.5% and the average pocket money for all respondents is at IDR 1 million to IDR 1.5 million 20.5%

**Table 4. Characteristics of Respondents**

Category	Items	f	%
<b>How often do you open Instagram</b>	Routine every day	135	67.5
	Pretty routine, but not every day	37	18.5
	Rarely, only occasionally / completely / only about once a week	22	11
	Very rarely, even only once a month	6	3
	<b>Total</b>	<b>200</b>	<b>100</b>
	Routine every day	102	51
	Pretty routine, but not every day	62	31

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<b>What are your habits (activity) in accessing Uniqlo's IG social media</b>	Rarely, only occasionally / completely / only about once a week	24	12
	Very rarely, even only once a month	12	6
	<b>Total</b>	<b>200</b>	<b>100</b>

Table 4. shows the sample's frequency of use of the Instagram application. This data shows that the largest number of participants, namely 135 (67.5%) participants, said that they access Instagram regularly every day. The question of how often respondents access Uniqlo's IG social media, reviewed from the results of respondents, shows that the highest data is 102 (51.5%).

## Measurement Models

The results of the suitability, validity, and reliability tests are as follows.

**Table 5. Value of Standardized Loading Factor, Average Variance Extracted (AVE), and Construct Reliability (CR) in Overall Model Fit**

	Items	SLF	AVE	CR
Social Media Marketing	I believe the truth of the information about Uniqlo product reviews/descriptions posted on its IG social media.	0.805	0.606	0.788
	Uniqlo's Instagram account makes it easy for me to find information about Uniqlo products on social media.	0.782		
	Uniqlo's Instagram account caught my attention because it is able to represent Uniqlo's advantages.	0.775		
	The Uniqlo Instagram account actively communicates with its following fueled my interest in Uniqlo.	0.752		
	Uniqlo's IG can encourage its audience to exchange valuable information/knowledge/experiences about Uniqlo products.	0.751		
	In my opinion, Uniqlo's IG can encourage intensive communication/chat among its audience.	0.794		
	Uniqlo IG can form a community among people who listen to Uniqlo product content on social media.	0.792		
Product Quality	Uniqlo clothing tends to lead to my belief that Uniqlo has quality with high competitiveness.	0.742	0.560	0.794
	Uniqlo caught my attention because of its design and aesthetic factors, both in terms of color, pattern and design.	0.764		
	In my opinion, Uniqlo's after-sales service, which provides recommendations about maintaining the durability of clothing, shows	0.762		

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	that Uniqlo cares about the economic benefits for its consumers.			
	In my opinion, Uniqlo's clothing designs are flexible to follow trends over time.	0.749		
	In my opinion, Uniqlo brand clothing is durable, the colors do not fade easily.	0.746		
	I feel that Uniqlo branded clothing will always live up to the high quality standards I have come to expect from the brand.	0.746		
	I know Uniqlo as a clothing brand that has innovative designs.	0.711		
	I am confident that the quality of Uniqlo clothing is as promised.	0.714		
	In my opinion, Uniqlo brand clothing is a clothing brand that excels in material quality.	0.802		
Brand Image	Many people in my social circle like Uniqlo.	0.644	0.554	0.762
	I know Uniqlo as a clothing brand that is popular with many people.	0.774		
	Uniqlo brand clothing has its own uniqueness, so I can easily differentiate it from other branded clothing.	0.818		
	I know Uniqlo as a clothing brand that excels in trendy and stylish designs.	0.72		
	I know Uniqlo brand clothing is a superior clothing brand on the market.	0.755		
Purchase Decision	I feel confident when I decide to buy Uniqlo brand clothing.	0.779	0.575	0.780
	Uniqlo is my priority brand when deciding to buy clothes.	0.747		
	I am more willing to choose Uniqlo than other brands when buying branded clothing.	0.709		
	There are many things that I like about Uniqlo brand clothing, which became the basis of consideration that strengthened my decision to buy Uniqlo.	0.797		

Table 5. displays the overall model's validity and reliability. The indicator variable's standardized loading factor (SLF) has a value larger than 0.50 throughout the whole model. This demonstrates that the overall indicator is regarded as legitimate and capable of measuring all developed models. All in all, the equipment is thought to be dependable and able to measure any model design generated consistently. This is demonstrated by the construct reliability (CR) value, which yields a value of  $\geq 0.70$ , and the overall tool indicator variance extraction value (AVE), which yields a value  $\geq 0.50$ .

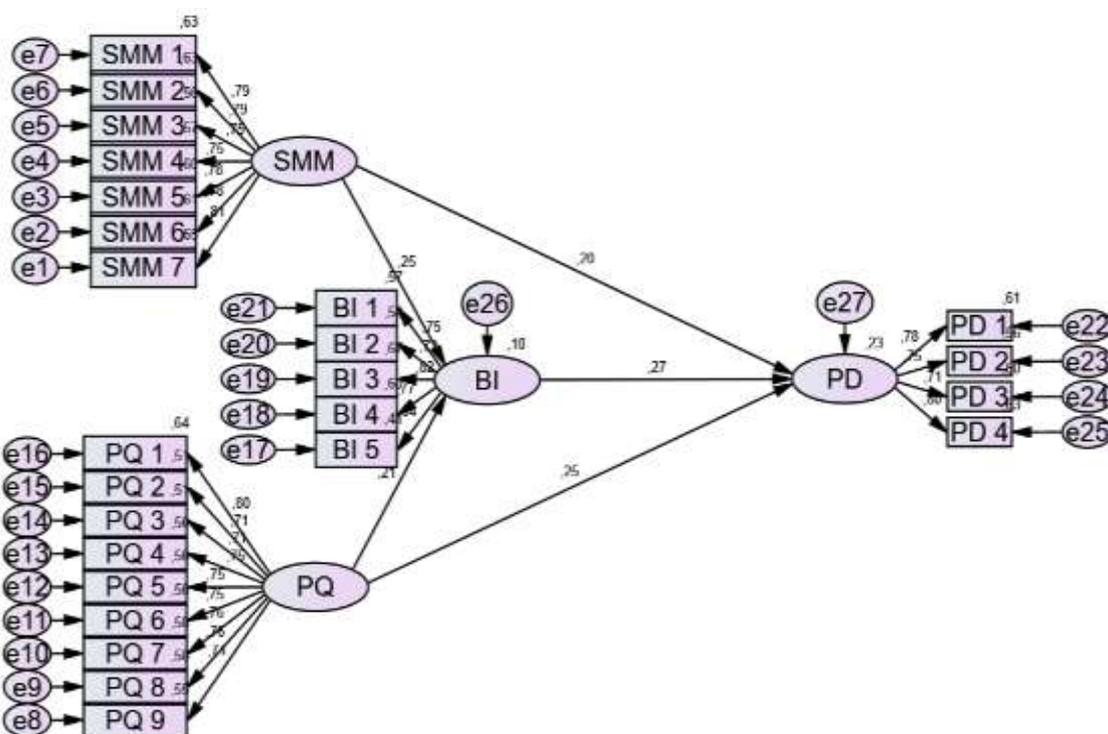
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**Table 6. Goodness of Fit Index**

Goodness of Fit Index	Cut off Value	Results	Description
$\chi^2$	Expected to be low	393.171	
Df		270	
$\chi^2$ - Significance Probability	$\geq 0.05$	0,000	
CMIN/DF	$\leq 3.00$	1,477	Good Fit
RMSEA	$\leq 0.08$	0.049	Good Fit
RMR	$< 0.05$	0.047	Good Fit
NFI	$\geq 0.90$	0.867	Not Fit
IFI	$\geq 0.90$	0.953	Good Fit
TLI	$\geq 0.90$	0.947	Good Fit
CFI	$\geq 0.90$	0.952	Good Fit

The outcome of the model fit test is shown in Table 6. Six measures show that the degree of fit is good. As per (Hair et al., 2014), a research model is deemed appropriate and adequate if it generates a good fit level or above a predetermined threshold after three or four measurements.



**Figure 2. Full Model Structural Test**

## Hypotheses Testing

The results of testing the relationship between the variables in the study configuration are constructed as follows.

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**Table 7. Hypothesis testing**

Hypothesis	Path	Estimate	S.E	CR	P	Description
H1	Brand Image <-- Social Media Marketing	0.195	0.066	2,941	0.003	Positive, Significant
H2	Brand Image <-- Product Quality	0.198	0.079	2,520	0.012	Positive, Significant
H3	Purchase Decision <-- Brand Image	0.322	0.099	3,256	0.001	Positive, Significant
H4	Purchase Decision <-- Social Media Marketing	0.190	0.075	2,544	0.011	Positive, Significant
H5	Purchase Decision <-- Product Quality	0.276	0.090	3,064	0.002	Positive, Significant

Significant findings have been discovered based on analysis of AMOS 24 data, which are listed in. The first hypothesis, which addresses how social media marketing affects brand image, Table 7. was discovered. A P-value of 0.003, less than the significance level of  $\alpha = 0.05$ , indicates a substantial and favorable impact of social media marketing on brand image. The second hypothesis, which has a p-value of 0.012, focuses on how product quality affects brand image. This research supports the hypothesis that product quality significantly improves brand image. The third hypothesis, which discusses how brand image influences purchasing decisions, has a p-value of 0.001. This demonstrates how brand image and purchase decisions are strongly associated. The fourth hypothesis discusses how social media marketing affects consumers' decisions to buy. With a p-value of 0.011, this finding lends credence to the hypothesis that social media marketing influences customer decisions in a significant and profitable way. Finally, a p-value of 0.002 was found for the fifth hypothesis, which tested the impact of product quality on purchasing decisions. This confirms the strong and positive impact that product quality has on purchasing decisions. The research's findings, which demonstrate a strong positive outcome variable association between social media marketing, product quality, and brand image, and purchase decisions, support each of the research's hypotheses.

In table 8. shows the indirect influence on the influence of the constructed mediating variables obtained from the results of the Sobel test.

**Table 8. Sobel Test - Significance of Mediation**

	Sobel test statistics	Two-tailed probability	Description
Social Media Marketing --> Brand Image --> Purchase Decision	2,186	0.028	Significant
Product quality--> Brand Image --> Purchase Decision	1,985	0.047	Significant

The Sobel test findings, which are displayed in Table 8., demonstrate several important implications. The Sobel p-value test, which used brand image as a mediator, produced a statistical value of 0.028, below the predetermined  $\alpha = 0.05$  threshold, indicating an indirect relationship between social media marketing and purchase decisions. Second, the p-value of 0.047 for the

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product quality variable is below the significance level ( $\alpha = 0.05$ ). These results support the substantial indirect influence of brand image as a mediator on purchase choice variables, resulting from product quality. Thus, this study provides strong evidence in favor of the indirect impacts of product quality and social media marketing on purchasing decisions, all of which are mediated by the critical function of brand image.

According to the first hypothesis about social media marketing, brand image is influenced positively and significantly ( $p$ -value  $< 0.05$ ). The favorable and significant impact on Uniqlo's brand image is the result of the efficient use of social media marketing. This means a strong and positive brand image can be enhanced through a skilled social media marketing plan, and this can influence consumer views and purchasing decisions. In this case, the findings demonstrate the importance of social media marketing in creating and maintaining Uniqlo's positive brand image. This statement is proven by the opinion of a previous expert by (Barreda et al., 2020; Cheung et al., 2019; Hermanda et al., 2019; Martín-Consuegra et al., 2018; Momen et al., 2020; Raji et al., 2019; Sanny et al., 2020).  $P$ -value statistically test less than 0.05, the second hypothesis showing that product quality is related to brand image is also proven to be true. Uniqlo's brand image has been positively and significantly influenced by the exceptional quality of its products. This shows that a positive brand is strengthened and maintained with the help of Uniqlo's superior products. Customers generally identify the Uniqlo brand with reliable, high-quality goods. Many previous studies were carried out by ([Diputra & Yasa, 2021](#); [Martínez et al., 2014](#); [Nawi et al., 2019](#); [Rybczewska et al., 2020](#); [Saraswati & Giantari, 2022](#); [Simbolon et al., 2020](#)) also supports this claim.

In the third hypothesis, the  $p$ -value is less than 0.05, brand image has a significant positive relationship between purchasing decision variables. Consumers are more likely to choose and purchase products from Uniqlo when they have a favorable opinion about the brand and believe that the brand is a trustworthy and high-quality brand. Several previous studies by ([Hermiyenti & Wardi, 2019](#); [Iskuntianti et al., 2020](#); [Kausuhe et al., 2021](#); [Mbete & Tanamal, 2020](#); [Nguyen et al., 2020](#); [Waluya et al., 2019](#)) also supports this claim. The  $p$ -value is less than 0.05, the fourth hypothesis that social media marketing influences purchasing decisions positively and significantly is also supported. Consumer perspective is an important part of purchasing choices that is positively and significantly influenced by Uniqlo's successful use of social media marketing. Customers are more likely to choose to purchase Uniqlo products when they are informed through social media marketing initiatives. Research conducted by ([Angelyn, 2021](#); [Ardiansyah & Sarwoko, 2020](#); [Erlangga, 2021](#); [Evania et al., 2023](#); [Fattah AL-AZZAM & Al-mizeed, 2021](#); [Lena Ellitan, 2022](#); [Suharyanto & Rahman, 2022](#)) consistent with this statement.

The fifth hypothesis is validated by a  $p$ -value of less than 0.05, showing that product quality is closely related to purchasing decisions. Customers' decisions to purchase products from Uniqlo are influenced positively and significantly by the excellent product quality they offer. Proven by previous expert opinions ([Ali, 2019](#); [Irfan et al., 2022](#); [Simbolon et al., 2020](#); [Steven et al., 2021](#); [Waluya et al., 2019](#); [Wang et al., 2020](#)) support this statement. The sixth hypothesis,  $p$ -value  $< 0.05$  indicates a strong indirect influence of social media marketing on purchasing decisions through

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brand image. It can be said that social media marketing, which works indirectly to influence consumer choices about what to buy, has a huge and beneficial impact on brand image. Proven by previous expert opinions ([Asyhari, 2021](#); [Kinasih et al., 2023](#); [Prastiwi et al., 2023](#); [Pratama I Putu Agi, 2023](#); [Tauran et al., 2022](#)) support this statement.

The seventh hypothesis states that there is a significant indirect relationship at  $p$ -value  $< 0.05$ , between product quality and purchasing decisions through brand image. Thus, it can be concluded that brand image has a profitable and significant indirect relationship to purchasing decisions based on product quality. Proven by previous expert opinions ([Arifin et al., 2022](#); [Saraswati & Giantari, 2022](#); [Sihombing et al., 2023](#); [Widiastiti et al., 2020](#); [Yasa, 2018](#)) also supports this statement. In this context, it can be said that this research has shown how social media marketing, product quality, and brand image all have a big relationship with consumers' purchasing decisions, both in direct influence and indirect influences that mediate brand image.

### CONCLUSION

This study is to investigate the mediating function of brand image in customer purchase decisions by examining and analyzing the use of Uniqlo's social media marketing and product quality. According to structural equation modeling, every hypothesis was validated. Based on the study's findings, it can be said that social media marketing is one of the things that modern businesspeople need to be aware of in the business world, particularly in the fashion sector. In comparison to traditional media, social media marketing can reach a larger market to sell goods and services, which makes it a modern marketing strategy, according to ([Perumal Prasath & Archchana Yoganathen, 2018](#)). To give customers the most recent, pertinent, and up-to-date information, businesses need to make use of social media and other internet resources. Customers are inspired and motivated to choose their brand by this information ([Ebrahim, 2020](#)). This claim is also supported by earlier study, which found that effective marketing can raise sales ([Ardiansyah & Sarwoko, 2020](#); [Lena Ellitan, 2022](#); [Suharyanto & Rahman, 2022](#)).

Therefore, in addition to social media marketing, businesses also need to consider how product quality affects customer decisions. Businesses can use social media marketing to showcase and advertise the superior quality of their items, which influences consumers' decisions to buy. Consumer decisions to buy apparel are significantly influenced by the quality of the Uniqlo brand. According to ([Wijayanti & MH Nainggolan, 2023](#)), high product quality can increase consumer satisfaction and trust in the brand. Consumers prefer Uniqlo brand clothing because it has good quality in terms of materials. This statement is based on several studies conducted by ([Simbolon et al., 2020](#); [Steven et al., 2021](#); [Wang et al., 2020](#)). Good product quality can help consumers develop a favorable opinion of Uniqlo, which in turn affects their decision to buy and enhances the company's reputation.

This research also tests the role of brand image as a mediating variable for whether the test is accepted. Brand image in this study plays an important role in linking social media marketing and product quality with purchasing decisions. Consumers who have a positive perception of the brand

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image of a particular Uniqlo are more likely to choose that brand of clothing, regardless of social media marketing aspects and product quality. This proves that Uniqlo's brand image has an important role in connecting the influence of social media marketing and product quality with purchasing decisions. In several studies, improving brand image can be an effective strategy in increasing purchasing decisions ([Hermiyenti & Wardi, 2019](#); [Kausuhe et al., 2021](#); [Mbetete & Tanamal, 2020](#); [Nguyen et al., 2020](#)). In this context, it can be said that this research has shown how social media marketing, product quality, and brand image all have a major relationship with consumers' purchasing decisions, both in direct influence and indirect influence mediated by brand image

In order to achieve success in increasing consumer purchasing decisions and strengthening its brand image, Uniqlo in Indonesia should always prioritize effective marketing strategies on social media in order to promote its products. In addition, excellent product quality should also be the main focus, which will help improve Uniqlo's brand image. Uniqlo can ensure that its brand remains firmly embedded in consumers' minds and is able to face competition from competing brands without being replaced. In the future, the author advises researchers to consider adding variables that have never been explored before. This will help in identifying other things related to purchasing decisions. It is intended that the findings of this study will serve as a basis for more in-depth research on subjects pertaining to the decision-making process involved in purchases.

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