

## The Effect of Brand Image, Social Media Marketing, Customer Engagement, and Service Quality on Purchase Intention

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### ABSTRACT

This paper sets out to investigate the influence of brand image, social media marketing, customer engagement, and service quality on purchase intention. For the collection of data, the quantitative research approach with an explanatory model was adopted. The findings from the multiple regressions revealed the positive impacts of social media marketing, customer engagement, service quality, and brand image on the purchase intention. It was revealed that the service quality exerts the strongest positive influence, followed by customer engagement, brand image, and then social media marketing. It may be concluded that the purchase intentions of the consumers have been affected not only by the promotional activities conducted by the organizations, along with the perceptions based on the marketing, but by the service quality, as well. This paper helps to bridge the existing gaps in the marketing literature by providing an empirical determination regarding the impacts exerted by the combination of marketing, digital marketing, consumer engagement, and service quality, and hence helps the marketers by providing practical knowledge for developing appropriate strategies for the enhancement of the consumers' purchase intentions.

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### Keywords:

Brand Image; Social Media Marketing; Customer Engagement; Service Quality; Purchase Intention

### INTRODUCTION

With the rise in a more competitive business environment, it has become a significant concern for firms across sectors to be aware of the factors influencing consumer purchase intentions. Purchase intention refers to the likelihood or willingness of a consumer towards acquiring a specific service or product, as it also serves as a good predictor of purchasing performance or action. With a saturated marketplace where consumers get ample choices, it has also been an essential aspect for firms across sectors to come up with effective approaches towards differentiating themselves as well as different consumers who might be their target (Nisa & Dwijayanti, 2022).

Among the most significant influencing factors of purchase intention is brand image. Brand image is defined as the perception, belief, and associations of the consumer towards the brand. Positive brand images possess the ability to produce new emotions by increasing trust and reducing risks associated with the buying process. Customers tend to show their preference for and favor those brand images which are more recognizable, reputable, and consistent with their self-concept and ideals. Several previous studies have indicated the significant business role of brand images in building attitudes and influencing buying intentions towards products and services (Fan et al., 2013).

Apart from the issue of brand image, the technology advancement in the digital sector has also affected the way businesses engage with consumers, especially in the area of social media marketing. Social media marketing platforms give businesses the

opportunity to interact and engage with consumers in real-time, market promotional and engaging contents that attract the attention of consumers, and establish online communities that interact and engage with the brands of the businesses. Unlike the previous platforms, the technology of social media marketing is a two-way form of communication that can positively influence consumer engagement and the sharing of information (Mandasari & Pratama, 2020; Ramadhani et al., 2023).

Linked closely with social media marketing is customer engagement, which pertains to “the extent of a customer’s cognitive, emotional, and behavioral involvement with a brand.” Customer engagement can be considered as a form of association between consumers and businesses over a prolonged period of time, as it exhibits a level of sophistication that surpasses mere transactions between them. Engaged customers are more likely than others to interact with a company’s content, offer feedback on it, and endorse related merchandise to others, as they will also build a high level of brand loyalty in the end. In digital marketing, customer engagement is practiced as a form of interactive communication between a business and its potential and current consumers, and studies have observed that it has a remarkable ability to improve a customer’s purchase intention due to their level of engagement with brands and businesses (Bruce et al., 2023, 2023; Nangpiire et al., 2024).

The other important factor that determines purchase intention is service quality, especially in the service sector and customer-centric sectors. Service quality represents the overall assessment of the service’s excellence or superiority by the consumer, usually measured by the dimensions of service including reliability, responsiveness, assurance, empathy, and tangible. superior service quality may result in increased customer satisfaction and trust, along with repurchase intention. However, low service quality may result in word-of-mouth communications and decreased purchase intention. With the increasing expectations of the consumers, it has become necessary to focus on delivering superior service quality to maintain the advantage (Bilgihan et al., 2016; Lin et al., 2021).

While brand image, social media marketing, customer engagement, and service quality have each been explored separately in earlier research, the dynamic interaction of these elements in shaping purchase intention is still a relevant and continuously changing area of study. The integration of digital marketing practice with traditional branding and service strategies essentially hints that the consumer’s purchase decision may be influenced by several interlinked variables. Understanding how these factors collectively affect purchase intention can provide deeper insights for businesses seeking to design more effective marketing strategies in a rapidly changing marketplace.

Despite the increasing volume of existing literature related to consumer behavior and marketing practices, there is a relative scarcity of empirical studies investigating the cumulative impact of brand image, social media marketing, customer engagement, and service quality simultaneously as factors influencing consumer purchase intention. Most existing studies tend to center on one to two variables, potentially neglecting the complexities associated with contemporary consumer choice models. Additionally, discrepancies in sectorial, consumer-level, and technological adoption trends might result in conflicting results. In this respect, there is a pathic call for a comprehensive study to consolidate these four salient factors to understand their differential and cumulative impact on consumer purchase intention.

The main objective of this research study is to determine the impact of brand image, social media marketing, customer engagement, and service quality on purchase intention. In this regard, this research study specifically tries to: (1) determine the impact of brand image on consumer purchase intention, (2) determine the impact of social media marketing on consumer purchase intention, (3) determine the impact of customer engagement on consumer purchase intention, and (4) determine the impact of service quality on consumer purchase intention. In this way, this study hopefully contributes to existing knowledge in the field of marketing and assists in developing effective marketing strategies to develop consumer purchase intention from the perspective of commercial entities

### **METHOD**

This research uses a quantitative research method with an explanatory design to investigate the impact of brand image, social media marketing, customer engagement, and service quality on purchase intentions. Using a quantitative method is ideal because it enables researchers to measure variables objectively. Additionally, it is useful because it provides researchers with opportunities to test hypotheses using statistics. In this study, the data is collected through a structured questionnaire. These measures ensure that researchers get respondent perception on each variable. The unit of analysis entails individual respondents who know or have knowledge of the specific brand on investigation.

The population of this study consists of consumers who actively use social media and have potential exposure to the marketing activities of the brand. A nonprobability sampling approach, namely purposive sampling, is used to recruit respondents through predefined criteria: following the brand on social media or previously being a customer of the focal brand. Sample size in this paper is determined according to the rule of thumb related to multivariate statistical analysis to present adequate statistical power. Measurement items of all variables are adapted from previous empirical studies and are evaluated using a Likert scale ranging from strongly disagree to strongly agree.

The data analysis is done through statistical software to test the proposed relationships among the variables. Descriptive statistics are applied to summarize respondent characteristics, whereas inferential analysis techniques, including multiple regression analysis or structural equation modeling, will be applied to test the research hypotheses. Validity and reliability tests will be done before hypothesis testing to validate the accuracy and consistency of the measurement instruments. The results of the analyses will determine whether brand image, social media marketing, customer engagement, and service quality significantly and strongly affect purchase intention.

## RESULTS AND DISCUSSION

### Descriptive Statistics

This subchapter discusses descriptive statistical results for every research variable, namely mean and standard deviation. The descriptive technique allows for the deduction of the general perception of the respondents in relation to brand image, social media marketing, customer engagement, service quality, and the intention to purchase.

**Table 1. Descriptive Statistics**

Variable	Mean	Std. Deviation
Brand Image	4.012	0.612
Social Media Marketing	3.945	0.645
Customer Engagement	3.987	0.628
Service Quality	4.058	0.590
Purchase Intention	4.021	0.603

Source: Data Analyzed

The outcome shows that each of the variables has a mean value for all variables that is greater than the scale midpoint, indicating that the respondents have a relatively positive perception towards the brand and the marketing efforts. The service quality obtained the highest mean value, indicating satisfaction with the obtained service. The social media marketing obtained a lower mean value compared to the other variables but still within the positive side.

### Validity and Reliability Testing

This subchapter provides the results of the validity and reliability tests conducted in this study to ensure that the instruments used have been accurate and reliable. The validity test ensures whether it is actually measuring the correct variables, whereas the reliability test ensures whether the instruments consist of consistent data.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha
Brand Image	0.842
Social Media Marketing	0.856
Customer Engagement	0.861
Service Quality	0.879
Purchase Intention	0.834

Source: Data Analyzed

All the variables indicate a value for Cronbach's Alpha above 0.700; therefore, there is strong internal consistency between all variables. Furthermore, evaluating item validity with Pearson correlation testifies that all correlation values are above the acceptable threshold; therefore, all the variables are valid indicators of their respective models.

### Multiple Regression Analysis

The results of multiple regression analysis, which were conducted to analyze the impact of brand image, social media marketing, customer engagement, and service quality dimension on purchase intention, have been discussed in this subchapter. The analysis uses regression to establish the strength and significance of the impact between the variables and the dependent variable.

**Table 3. Multiple Regression Results**

Variable	Beta Coefficient	t-value	Sig.
Brand Image	0.214	3.182	0.002
Social Media Marketing	0.176	2.754	0.006
Customer Engagement	0.231	3.489	0.001
Service Quality	0.298	4.216	0.000
Constant	0.912	2.405	0.017

Source: Data Analyzed

The regression analysis shows that the magnitude of the impact of all the variables on the intent to purchase is positive and significant, as their respective significance values are less than 0.05. Service quality has the largest impact on intent to purchase, followed by customer engagement, brand image, and social media marketing. These findings indicate that the intent to purchase a service has been influenced to a greater extent by consumer perceptions regarding service delivery and consumer engagement with the brand. In general, from the result of the regression analysis, it is clear that brand image, social media marketing, customer engagement, and service quality all have impacts on purchase intentions. In other words, the proposed research framework is supported.

**Coefficient of Determination**

This subchapter interprets how well the independent variables together explain the variation of purchase intention. In this research, the coefficient of determination ( $R^2$ ) will be utilized to determine the explanatory capability of the regression equation.

**Table 4. Model Summary**

R	R Square	Adjusted R Square
0.721	0.520	0.507

Source: Data Analyzed

$R$  Square = 0.520; This shows that 52.0% of the variation in purchase intention can be accounted for by brand image, social media marketing, customer engagement, and service quality, while the other factors are not taken into consideration.

**Discussion**

**The Effect of Brand Image on Purchase Intention**

The results of this research show that brand image has a significant positive impact on purchase intention. This particular outcome reveals that consumers are more likely to buy products/ services of those brands that have a stronger, more positive, and distinct brand image. A positive brand image plays an instrumental role in minimizing risk and uncertainties, resulting in purchases being more confidently undertaken by the consumers. This particular finding supports the prior stream of research that highlights the pivotal role of brand associations in defining the behavior of consumers (Cahyono, 2018; Rahmatang et al., 2019; Satria & Sidharta, 2017). Theoretically, the finding is consistent with the consumer attitude theory since one would expect positive perceptions of a brand to lead to favorable behavioral intentions. Associating quality, reliability, and credibility with a brand enhances consumers' association sets, which then influence the evaluation process and ultimately raise the likelihood of purchase. In competitive markets where functional differences between products tend to be minimal, brand image often becomes a key differentiating factor in consumer choice. This finding also underscores the importance of brand management as a factor in purchase intention. This is because those companies which have managed to convey their values through the management of their brand and which have an overall consistent brand identity in the various communication channels of the marketing of these companies have the capacity to make lasting impacts in the minds of the targeted customers. This therefore confirms the assertion that the image of the brand has significance beyond being a superficial resource since it has the capacity to influence the decisions of the targeted customers.

### **The Effect of Social Media Marketing on Purchase Intention**

The findings show that there is a significant positive relationship between social media marketing and purchase intention; however, its significance is relatively lower than the other variables. This result implied that social media marketing is an important determinant that affects the consumers' awareness, attitudes, and interest stages towards a brand, leading to their purchase intention. This result is consistent with other studies that highlighted the capability of social media as a communication platform which is able to facilitate the changes in consumer behavior (Emmanuel et al., 2022; Matin et al., 2020; SHIAN et al., 2025). Social media marketing gives an opportunity for firms to deliver timely, relevant, and interesting content that resonates with consumers. The comment, like, and share features, as well as the possibility of sending direct messages, enable him/her to reach brands through more personal, dynamic interaction, which builds familiarity and trust-leading precursors to purchase intention. User-generated content and online reviews shared through social media can create credibility and affect consumer perceptions. Nevertheless, the fact that the influence of social media marketing is relatively weaker compared to the importance of service quality and engagement with customers indicates that the marketing content may not play a significant role in purchase intentions. While the consumers may see the social media marketing content as informative or entertaining, the key factor affecting their purchasing decisions might be the experience with the actual service. This indicates that the social media marketing should be done with the use of other marketing strategies or channels.

### **The Effect of Customer Engagement on Purchase Intention**

The results show that customer engagement has a very strong and positive influence on purchase intention, and it is one of the most important variables in this study. The finding shows that customers who engage with a brand, both cognitively and behaviourally, have a higher tendency to develop a purchase intention. The finding supports current theories which suggest that customer engagement is a crucial factor which drives a long-term relationship between consumers and brands (Nangpiire et al., 2024; Tarabieh et al., 2024; Zahra et al., 2020). Engaged consumers also tend to exhibit a sense of attachment or feeling of being associated with the brand, which helps to build or foster greater trust or attachment. These types of consumer attitudes or behaviors influence consumers to engage or commit to the brand when it comes to purchases. In online or digital settings, consumer engagement is experienced as interaction with online content on platforms such as social media, among other channels. From a managerial point of view, it is clear that the implication of this discovery means doing away with the transactional character of the marketing process and adopting a more relationship-driven methodology altogether. Getting customers engaged with these activities would be a great aspect of developing consumer purchase intentions while also promoting consumer loyalty.

### **The Effect of Service Quality on Purchase Intention**

Service Quality stands out as the most influential factor in determining purchase intention. The importance of service quality in shaping consumer behavior could not be overemphasized by this study. Perceived service quality has a direct impact on building consumer trust and influencing their level of satisfaction, thereby contributing to a significant degree to purchase intention. This also confirms the age-old theory in service marketing, which reveals a direct relationship between service quality and

favorable service behavior (Bilgihan et al., 2016; Khan et al., 2021; Lin et al., 2021). A high level of service quality decreases perceived risk and builds confidence among consumers in the brand. Factors like responsiveness, reliability, and empathy are important in developing perceptions. Both offline and online, timely responses, clarity of communication, and assuredness of service delivery lead to positive assessments resulting from purchase intention. The pre-eminence of service quality within this study indicates that for consumers, it is the overall experience that is highly valued, rather than promotional messages or a brand's image. This is a very significant result, and it has many definite takeaways for the business world. Even though brand development and marketing communication are very essential for consumer attraction, service excellence is imperative for bridging the intent and actual buying. Businesses that do not deliver service excellence may find it very challenging to hold the attention of consumers, even with effective brand development and social media attraction.

### **Integrated Discussion of Findings**

Taken collectively, the results from this study clearly illustrate the fact that purchase intention is a function of various perceptual, relationship, and experiential constructs. Brand image and social media marketing play an important role in creating the initial perception as well as awareness, whereas customer engagement and service play an important role in improving purchase intention. Overall, the findings point towards the use of an integral approach in the marketplace by the company. This is because the company may not be doing enough in relation to only one of the variables. It is likely therefore that by using the brand image of the company and being active on social media and providing quality service to the customers, the company may reap the benefits of the synergistic factor. Therefore, this study contributes to the marketing literature in a holistic way by showing the combined effects of brand image, social media marketing, customer engagement, and service quality on purchase intention. The findings carry valuable implications for academics and practitioners who aim to holistically understand and influence consumer behaviour in an increasingly digital and competitive environment.

### **CONCLUSION**

Conclusion of the study reveals that overall, brand image, social media marketing, customer engagement, and service quality are important variables which have a substantial impact on influencing consumers' purchase intentions. The findings of this research work clearly show that having a positive brand image and proper social media marketing is important to create consumer awareness, but customer engagement and service quality have a more substantial impact as they create consumer emotions, satisfaction, and trust. Of all variables, it is noticeable that service quality is the most important variable which emphasizes the importance of providing consistent services to create consumer buying intentions. Overall, it is clear from the findings of this study that creating buying intentions is not a single concept but requires a proper mix of branding, interaction, engagement, and service delivery.

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