

# **USING BRAND IMAGE AS A MEDIATOR, THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AMBASSADORS ON FLIMY'S INTENTION TO BUY**

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## **ABSTRACT**

*In the era of globalization, it has had many impacts on human life and the world. For that, it is not only technology that brings changes to people today, but there are still many other things that are considered, such as one of them is appearance. An ideal body is everyone's dream, not only women who crave an ideal shape and weight, men certainly want to have an ideal shape and weight by consuming fiber drink products. From this research, there is a research objective, namely to test the influence of brand ambassador variables, social media marketing variables on the variable of interest in purchasing Flimty Fiber beverage products in DKI Jakarta which is mediated by brand image. The sample consisted of 200 respondents. The research data was processed using SmartPLS version 4.0.9.9. Brand ambassadors, social media marketing, and brand image certainly have a positive and significant effect on purchasing interest in flimty fiber beverage products in DKI Jakarta. The research written here is expected to help fiber beverage companies in increasing purchasing interest even more.*

**Keywords:** Brand Ambassador, Social Media Marketing, Brand Image, Purchase Intention.

## **1. INTRODUCTION**

An ideal body is everyone's dream, not only women who crave the ideal shape and weight, men certainly also want to have an ideal shape and weight. Usually the average appearance described by the media makes people feel like they have a weight figure that does not meet the appearance standards. This is what makes individuals continue to be obsessed with meeting the average appearance in various ways such as following a strict diet by consuming lots of fiber, exercising, and using health drinks to improve their appearance.

Based on data from dietary habits carried out by people in Indonesia, there are 45% of people who consume a lot of fiber, 53% of people who exercise, and 28% of people who use health drinks. In this data, there are also 54% of people who say that they find it difficult to be consistent in following a diet (Good Stats, 2022).

Factors that influence purchase intention are Brand ambassadors according to the opinion put forward by Jannah & Fatdilla (2022). One way to utilize social media Instagram and TikTok appropriately as a marketing strategy, for example by carrying out marketing activities using artists or singers or better known as brand ambassadors. In line with the high use of social media by the Indonesian people, it makes Indonesian people want to use the same products as the brand ambassadors they admire. One way to increase sales through social media is by utilizing brand ambassadors.

Brand ambassador is a planned activity where a brand or product agrees with a public figure that aims to represent the results of their brand or product. Brand ambassadors are used by businesses to interact with and persuade customers to utilize their products. Products utilized

by well-known people who have the power to affect purchase intention to buy will pique their attention more.

A brand ambassador is a person who uses a well-known brand name to promote a business to the general public. Since their behaviors are based on the public's perception of well-known items, this brand ambassador is usually employed to persuade people to buy the product (Dewi et al., 2020). According to Lestari et al. (2021), brand ambassadors have a favorable impact on purchase intention to make purchases. According to Nurunnisha et al. (2021), consumers will be more interested in products used by public individuals who have the power to affect their purchasing intention.

Social media marketing is the next element influencing purchase intention. Businesses can use social media marketing to implement marketing strategies. Social media marketing, according to Atshaya & Rungta (2016), is centered on creating original content that draws people in and motivates them to share it with others. Engaging social media marketing might draw in new customers or visits. According to Damayanti, Chan, and Barkah (2021), social media marketing is a strategy used by prosperous businesspeople to connect with online customer networks. Through the use of social web technology, social media marketing is also utilized as a direct and indirect marketing strategy to raise awareness, recognition, and action toward a company, product, person, brand, or other organization.

Brand image is the next element that affects purchase intention. Brand image may also be defined as a representation and perspective that consumers see in relation to information and various experiences that a brand generates (Yohana et al., 2020). Susanti et al. (2020) support this view by stating that brand image is one of the elements that influences customer behavior when making purchases, particularly when consumers struggle to differentiate between goods and services based on intangible characteristics. The aim is to investigating how social media marketing and brand ambassadors work based on the characteristics listed, which are mediated by brand image, affect purchase intention to buy high-fiber drink products in DKI Jakarta.

### **Brand Ambassador**

Brand ambassador is a well-known public figure who advocates for a particular brand. According to Dewi et al., (2020), brand ambassadors are typically utilized to persuade consumers to use a product by drawing their attention to a celebrity. A brand ambassador is a person chosen to promote a product in a particular industry with the goal of enhancing the product's reputation in order to generate interest and encourage potential customers to purchase it. However, the industry selected Safitri & Rahmat (2024), a well-known musical group that has a significant impact on its fans, to serve as the product's brand ambassador.

### **Social Media Marketing**

Djakasaputra, Refaldy, and Chandra (2022), explain social media is an interactive platform similar to Facebook and Twitter that allows businesses to post information about their brands and products while also allowing customers to contact and share content with others. According to Suwarsih (2021), social media marketing is an organization's endeavor to attract visitors to its official website so that they can learn about new products, successes, and promotions.

### **Brand Image**

According to Kuncoro and Windyasari (2021), brand image is a measure the subjective perception of a brand and can be used as a determinant to influence consumers' subjective perceptions and previous behavior, as well as an extrinsic signal when buyers make suggestions

on products or services before purchasing a product. Brand image refers to someone engaged by a company to represent and promote its brand to a larger audience. Adisak (2022) believes that brand image is critical to business success.

### **Purchase Intention**

According to Khan (2021), purchase intention is desire from someone to acquire something that adds value to the consumer. It encompasses buyers' ideas, desires, and interests in a product that will inspire them to make a conscious purchase of the product. Schiffman and Kanuk, as cited in Susianawati and Nurtaniono (2022), define purchase intention as the likelihood of a consumer taking behavior to purchase a product.

### **The relationship between Brand Ambassador and Purchase Intention**

Nurunnisha et al. (2021), explain that who discovered the brand ambassadors significantly impact consumers' intentions to make purchases. Purchase intentions are positively impacted by brand ambassadors, according to a research by Safira et al. (2020). Purchase intentions are positively influenced by well-known brand ambassadors who are known for their positive personality and ability to engage with customers.

H1: Brand Ambassador has a positive effect on Purchase Intention

### **The relationship between Social Media Marketing and Purchase Intention**

Businesses cannot overlook social media marketing because it positively affects consumers' propensity to make purchases, according to Alfeel and Ansari's research (2019). Social media marketing raises interest in making purchase intention, according to Karman (2015). A category of consumer behavior that encompasses actions and propensities to purchase an item is known as purchase intention.

H2: Social Media Marketing has a positive effect on Purchase Intention

### **The relationship between Brand Image and Purchase Intention**

Companies can no longer avoid social media marketing because of its beneficial impact on consumer intention to buy, according to research given by Alfeel and Ansari (2019). Customers will be more inclined to buy a product when social media marketing is utilized, per data presented by Karman (2015). Purchase intention, then, is described as a consumer behavior that encompasses inclinations and actions associated with acquiring a product.

H3: Brand Image has a positive effect on Purchase Intention

### **The relationship between Brand Ambassador and Brand Image**

Furthermore, a great brand image might elicit a strong urge to buy, enhancing consumer incentive to select products that fit their needs, according to Dash (2021). The brand image variable shown to have a favorable and significant influence on the findings of this purchase intention variable, same with Dash (2021). Additionally, it was discovered that the brand ambassador variable had a significant beneficial impact on the brand image variable, in accordance with the viewpoint presented by Riski (2016). Consumers regard celebrities as parties who influence their thoughts and attitudes toward products. Hutaaruk's 2021 research found that brand ambassadors can enhance a business's standing. This research is supported by the findings of Fawwas and Indrawati's (2018) research, which shown that brand ambassadors significantly and favorably affect brand image.

H4: Brand ambassador has a positive effect on Brand Image

### **The relationship between Social Media Marketing and Brand Image**

Haudi (2022) claims that his research findings demonstrated a sizable and advantageous

correlation between brand image and social media marketing. The results are clearly in line with Anantasiska, Moslehpour, and Salhab (2022), which discovered that brand image variables are positively and significantly impacted by social media marketing variables. With its many features, including paid advertising, viral content, and direct customer interaction, social media marketing has emerged as a crucial instrument for enhancing a business's reputation.

H5: Social Media Marketing has a positive effect on Brand Image

### **Brand Image Mediates Brand Ambassador with Purchase Intention**

In line with this research, Oktaviani and ZA (2021) found that brand image has a favorable and substantial effect in mediating the influence of brand ambassadors on intention to buy. The result same with previous study Kurniawan & Achmad's (2021), the brand image variable actually plays a significant role in reducing the impact of the brand ambassador variable on purchase intention. The results of this research are in line with those of a research by Wulandari, Oktaviani, and Zainurrossalmia (2021), which discovered that brand ambassadors' influence on purchase intention can be lessened by brand image.

H6: Brand image has a negative effect mediation on brand ambassadors with purchase intention

### **Brand Image Mediates Social Media with Purchase Intention**

According to Pramudita and Sitinjak's (2021) research, social media marketing has a substantial impact on purchase intention because it changes how customers perceive bold merchant brands. According to the opinion expressed by Semuel and Setiawan (2018). According to Apprianti's (2023) assertion that the purchase interest is positively and significantly impacted by the social media marketing. Nurhasanah and Karyaningsih (2021) suggest that the brand image variable can be positively and significantly impacted by the purchase intention variable.

H7: Brand image has a positive effect mediation on brand ambassadors with purchase intention

## **2. RESEARCH METHOD**

In order to understand how brand ambassadors and social media influence consumers' interest in buying Flimty fiber drink products in DKI Jakarta, the research employs a quantitative descriptive research methodology that is mediated by brand image.

According to Jannah (2023), quantitative research is used to find characteristics and phenomena in categories, and classify symptoms that have the same characteristics. The population in this research used in this research was all people who know the Flimty fiber drink product who live in Jabodetabek.

A cross-sectional design is used in this research to collect data. Data is only gathered once throughout a specific time frame in order to address the research topic formulation. Additionally, a non-probability sampling technique is used in this investigation. Purposive sampling is another method used in this research to restrict the quantity of samples according to particular factors or traits. The criteria for selecting samples in this research are because people often see advertisements for Flimty products advertised by Dr. Richard Lee using social media. This is one of the prerequisites for the purposive sampling method that the researchers employed in this research. Two hundred respondents provided samples for this research. The variable operationalizations can be seen in these tables as follows:

Table 1. Variable Operationalization of Brand Ambassador

Variable	Indicator	Code	Source
Brand Ambassador	Dr. Richard Lee is a brand ambassador for Flimty fiber drink products known to many people.	BA1	(Safira dan Raflah (2021); Utami dkk. (2020))
	I intend to buy Flimty fiber drink products because Dr. Richard Lee provides reliable information.	BA2	
	Dr. Richard Lee has charisma that can influence me to buy Flimty fiber drink products.	BA3	
	Dr. Richard Lee speaks honestly according to the facts when promoting Flimty fiber drink products.	BA4	
	I intend to buy Flimty fiber drink products because Dr. Richard Lee has a confident appearance when he becomes Flimty's brand ambassador.	BA5	

Table 2. Variable Operationalization of Social Media Marketing

Variable	Indicator	Code	Source
Social Media Marketing	Social media provides information about the flimty product that I am looking for.	SMM1	(Zekiri dkk. (2024))
	I like to notify my friends about lightweight products via social media.	SMM2	
	Social media advertisements capture my attention to flimsy things.	SMM3	
	Social media marketing provides opportunities to share information about flimty products.	SMM4	
	I like to use social media to post content about lightweight items that I enjoy.	SMM5	

Table 3. Variable Operationalization of Brand Image

Variable	Indicator	Code	Source
Brand Image	This flimty product designs products with high quality standards.	BI1	Firmanza dan Artanti (2022); Jalilvand dan Samiei (2012))
	This flimty product has different advantages from its competitors.	BI2	
	Compared to other products, this flimty product has high quality.	BI3	
	This flimty product has a good reputation compared to its competitors.	BI4	
	Customers can predict how the flimty product will perform.	BI5	

Table 4. Variable Operationalization of Purchase Intention

Variable	Indicator	Code	Source
Purchase Intention	I have a high intention to become a customer of flimty products.	PI1	(Choedon & Lee (2020); Zekiri dkk. (2024))
	Interacting with the flimty brand helps me make better decisions before purchasing their products.	PI2	
	I intend to purchase flimty products that I like.	PI3	
	Interacting with the flimty brand increases my purchase intention to purchase their products and services.	PI4	
	I consider choosing flimty products among other brands.	PI5	

Respondents who lived in DKI Jakarta and had seen commercials for low-fiber beverage items on social media provided the data for this research, which employed a Likert scale with five possible responses: disagree, less agree, neutral, somewhat agree, and agree. All respondents who lived in DKI Jakarta were given questionnaire, which was made using Google Form. After the data was gathered, SmartPLS software version 4.0.9.9 was used to analyze it. The analysis tool used structural equation modeling (SEM), which is composed of an inner model and an outer model, for data analysis. Validity and reliability are tested using the outer model, and the inner model is utilized to test *R-square* ( $R^2$ ), *Q-square* ( $Q^2$ ), *effect size* ( $f^2$ ), *path coefficient*, *goodness-of-fit* (*GoF*), research hypotheses test and mediation test.

### 3. RESULTS AND DISCUSSIONS

According to the findings presented by Hair et al. (2019), validitas konvergen is a threshold at which a certain ukuran berkorelasi positiva dengan ukuran alternatif dari penggunaan konstruk yang sama utilizing model pengambilan sampel domain. This indicator is a component of a constructivist that is used as a method (alternative) that differs and is used to measures a construct that is similar. According to the Findings outlited by Hair et al. (2019), an indicator is an item from the part of a specific construct that must be convergent or have a high correllation with a number of variables, where is an external variable that has already characterized by a few variables in The indicator I and also originates from a specific construct that is characterized by a m indicator. A construct is considered to be able to explain more than half of the variance of its indicators with an average result if the AVE value is 0.50 or greater, using the same logic as the indicator's dependence. Table 5 and Table 6. show the average results of the AVE.

Table 5. Analysis Loading Factor (Convergent Validity)  
 Source: Data Processed by Using SmartPLS Version 4.0.9.9

<i>Item</i>	<b>BA</b>	<b>SMM</b>	<b>BI</b>	<b>PI</b>
BA2	0.886			
BA3	0.872			
BA4	0.828			
BA5	0.830			
SMM1		0.703		
SMM2		0.782		
SMM3		0.823		
SMM5		0.808		
BI1			0.802	
BI2			0.777	
BI3			0.829	
BI4			0.791	
BI5			0.750	
PI1				0.872
PI2				0.808
PI3				0.904
PI4				0.867
PI5				0.843

Conclusion: *Brand Ambassador* (BA), *Social Media Marketing* (SMM), *Brand Image* (BI), *Purchase Intention* (PI).

Every indicator employed in this research had a value greater than 0.7, according to the loading factor data in Table 5. As can be observed, a number of indicators, including BA1 and SMM4, have been removed due to their value being below 0.7. The right findings were obtained for each indicator in each variable after retesting without these indications.

Table 6. Convergent Validity Test  
 Source: Data Processed by Using SmartPLS Version 4.0.9.9

<b>Variabel</b>	<b>Average Variance Extracted (AVE)</b>
Brand Ambassador	0.730
Social Media Marketing	0.609
Brand Image	0.625
Purchase Intention	0.738

It can be said that convergent validity (convergent validity) if there are results that are in accordance with the data processing of Sekarn et al. (2010). Loading Factor which is considered valid with the recommended value results, namely above 0.7 Hair et al. (2019) and the average variance Extracted (AVE) which is considered valid with the recommended value results, namely 0.5 or above 0.5 Hair et al. (2019). So, all variables used have met the convergent validity criterion based on the AVE score.

In this research, the findings of the discriminant validity analysis can be observed in the results of the cross loadings analysis in Table 7, heteroit-monotrait ratio (HTMT) in Table 8, and Fornell-Lacker in Table 9.

Table 7. Cross Loadings  
 Source: Data Processed by Using SmartPLS Version 4.0.9.9

	Brand Ambassador	Brand Image	Purchase Intention	Social Media Marketing
BA2	0.888	0.611	0.732	0.599
BA3	0.872	0.592	0.639	0.582
BA4	0.828	0.600	0.621	0.548
BA5	0.830	0.614	0.593	0.575
BI1	0.513	0.802	0.555	0.533
BI2	0.583	0.777	0.575	0.589
BI3	0.600	0.829	0.655	0.562
BI4	0.563	0.791	0.548	0.616
BI5	0.528	0.750	0.552	0.595
PI1	0.681	0.629	0.872	0.580
PI2	0.577	0.546	0.808	0.568
PI3	0.698	0.661	0.904	0.656
PI4	0.649	0.615	0.867	0.636
PI5	0.648	0.685	0.843	0.636
SMM1	0.435	0.547	0.425	0.703
SMM2	0.515	0.526	0.584	0.782
SMM3	0.549	0.587	0.601	0.823
SMM5	0.591	0.625	0.610	0.808

Conclusion: *Brand Ambassador* (BA), *Social Media Marketing* (SMM), *Brand Image* (BI), *Purchase Intention* (PI).

Table 7 demonstrates that the cross loadings values for each variable are bigger than the cross loadings values for other indicator constructs, implying that the research findings are genuine. The results of the discriminant validity analysis were then applied to the heteroit-monotrait ratio (HTMT) research, as shown in Table 8.

Table 8. Heteroit-Monotrait ratio (HTMT)  
 Source: Data Processed by Using SmartPLS Version 4.0.9.9

	Brand Ambassador	Brand Image	Purchase Intention	Social Media Marketing
Brand Ambassador				
Brand Image	0.818			
Purchase Intention	0.845	0.828		
Social Media Marketing	0.808	0.898	0.841	

Table 8 demonstrates that the heteroit-monotrait ratio values for each variable are less than 0.9, indicating the research validity. The discriminant validity analysis's findings are then applied to the Fornell-Lacker research, as shown in Table 9.

Table 9. Fornell-Lacker  
 Source: Data Processed by Using SmartPLS Version 4.0.9.9

	<b>Brand Ambassador</b>	<b>Brand Image</b>	<b>Purchase Intention</b>	<b>Social Media Marketing</b>
<b>Brand Ambassador</b>	0.855			
<b>Brand Image</b>	0.707	0.790		
<b>Purchase Intention</b>	0.759	0.732	0.859	
<b>Social Media Marketing</b>	0.674	0.733	0.717	0.780

Table 9 demonstrates that the Fornell-Lacker value of each construct in the first column table must be greater than its highest correlation with other constructs for the research findings to be considered genuine. Thus, based on all of the analysis results presented in Tables 7, 8, and 9, namely the measurement of discriminant validity using cross loading analysis, heterot-monotraid ratio analysis, and Fornell-Lacker, each indicator or variable is suitable for usage.

Reliability testing, according to Marzuki, Armereo, and Rahayu (2020), is used to assess a questionnaire's reliability, which is helpful in determining whether the indications on the questionnaire can be used to explain the research being done. Cronbach's alpha and composite reliability were used to evaluate the debate in this research. Hair et al. (2019) state that an indicator is deemed reliable if data analysis demonstrates that its Cronbach's alpha value is greater than 0.6, with a maximum value of 0.95, and its composite reliability value is greater than 0.7. The results of this research are shown in Table 10's reliability test with Cronbach's alpha and composite reliability.

Table 10. Analysis *Cronbach's Alpha* dan *Composite Reliability*  
 Source: Data Processed by Using SmartPLS Version 4.0.9.9

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_c)</b>
<b>Brand Ambassador</b>	0.877	0.915
<b>Brand Image</b>	0.849	0.893
<b>Purchase Intention</b>	0.911	0.934
<b>Social Media Marketing</b>	0.785	0.861

The cross-loading value of each construct variable must have a higher value compared to the value of other indicator constructs and the heteroit-monotrait ratio (HTMT) value can be said to be valid or meet the validity requirements if it has a value of less than 0.9 according to Hair et al. (2019). It can be said that there is no discriminant validity if the heteroit-monotrait ratio (HTMT) value is greater than this cutoff. According to Kline et al. (2011), a number of authors recommend a threshold of 0.85.

Furthermore, it was rejected by Malhotra et al. (2001), who suggested a value of 0.90 instead. According to the rationale of the Fornell-Lacker method (1981), each construct's Fornell-Lacker value in the first column table must be higher than its highest correlation with other constructs in order for the research findings to be considered legitimate.

According to the viewpoint expressed by Hair et al. (2019), the purpose of path coefficient analysis is to determine how the link between variables is utilizing a research model. According



to Table 11's interpretation of the coefficient values, a strong and positive relationship between the variables in the research can be said to exist if the coefficient values approach +1, and a strong and negative relationship can be said to exist if the coefficient values approach -1.

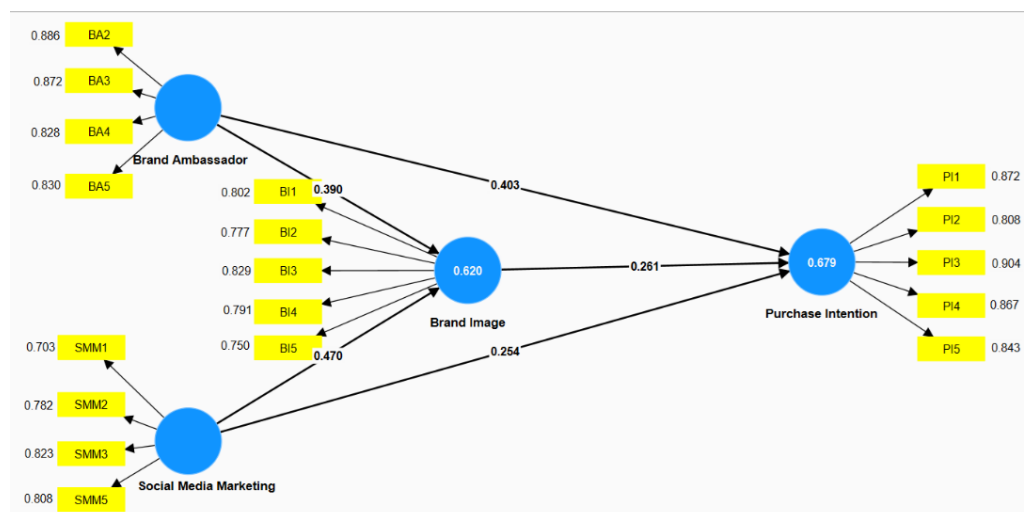


Figure 1. path coefficient

Table 11. path coefficient

Source: Data Processed by Using SmartPLS Version 4.0.9.9

Variable	Path Coefficient	Conclusion
<i>Brand Ambassador → Purchase Intention</i>	0,403	Positive
<i>Brand Image → Purchase Intention</i>	0,261	Positive
<i>Social Media Marketing → Purchase Intention</i>	0,254	Positive
<i>Brand Ambassador → Brand Image</i>	0,390	Positive
<i>Social Media Marketing → Brand Image</i>	0,470	Positive

Purchase intention is positively impacted by brand ambassadors, social media marketing, and brand image, according to the research findings for the path coefficient analysis test shown in Table 11.

Variable, as indicated by the coefficient values with the corresponding routes of 0.403, 0.254, and 0.261. The brand image variable has the biggest impact on changes in the purchase interest variable, according to the data analysis value of 0.261. The brand image variable is then positively impacted by the social media marketing and brand ambassador variables, with path coefficient values of 0.470 and 0.390 for each variable, respectively. According to this value, the variable that has the biggest impact on the changes that take place is social media marketing.

Hypothesis testing according to Ghozali (2018) to find out whether each independent variable has an influence on the dependent variable used in this research, is used. Finding out if the research hypothesis is accepted or denied is the goal of this test. To view the t-statistic in this investigation, bootstrapping was employed at a 95% level. The research hypothesis is rejected if the t value is less than 1.96 and the p value is more than 0.05, in accordance with the perspective put forward by Hair et al. (2019), which is fully detailed in Table 12. On the other hand, if the t value is higher than 1.96 and the p value is less than 0.05, the research is deemed acceptable.

Table 12. Hypothesis Testing  
Source: Data Processed by Using SmartPLS Version 4.0.9.9

Variable	t-statisticp-values		Conclusion
Brand Ambassador ~> Purchase Intention	5.296	0,000	t-statistic & p-values accepted
Social Media Marketing ~> Purchase Intention	2.046	0,041	t-statistic & p-values. accepted
Brand Ambassador ~> Brand Image	5.623	0,000	t-statistic & p-values accepted
Social Media Marketing ~> Brand Image	6.294	0,000	t-statistic & p-values accepted
Brand Image ~> Purchase Intention	2.019	0,044	t-statistic & p-values accepted
Brand Ambassador ~> Brand Image ~> Purchase Intention	1.648	0,100	t-statistic & p-values rejected
Social Media Marketing ~> Brand Image ~> Purchase Intention	2.184	0,029	t-statistic & p-values accepted

Table 12. show that the brand ambassador variable used in this research has a significant and positive effect on the purchase intention variable. With a p value 0.000 ( $\leq 0.05$ ) also t-statistic value of 5.296 ( $\geq 1.96$ ), the following describes the testing in this research. Therefore, this indicates that the initial hypothesis of this research is accepted. The purchase intention variable in this research can undoubtedly be favorably and considerably impacted by the social media marketing variable as well. The t-statistic value in this second hypothesis research, it is 2.046 ( $\geq 1.96$ ), and the p value with t value of 0.041 ( $\leq 0.05$ ), therefore the results of these values are in accordance with the results of the previous hypothesis test.

Therefore, it may be concluded that the research second hypothesis is likewise accepted. The research findings suggest a strong and favorable correlation between the brand ambassador and brand image characteristics. So based on the results of the hypothesis test, this research produced a large t-statistic value of 5.623 ( $\geq 1.96$ ) and a p-value of 0.000 ( $\leq 0.05$ ). This indicates that the third research hypothesis is likewise accepted. The brand image variable in this research can be positively and significantly impacted by the social media marketing variable. This hypothesis test research can be proven based on the results of the data test where the results of the hypothesis test show that the p value is 0.000 ( $\leq 0.05$ ) and the t-statistic value is 6.294 ( $\geq 1.96$ ). Consequently, this research fourth hypothesis is likewise accepted. Additionally, the purchase intention variable in this research can be favorably and considerably impacted by the brand image variable. The t-statistic value is 2.019 ( $\geq 1.96$ ) and the p value is 0.044 ( $\leq 0.05$ ) which shows the results of this research. Therefore, it can be determined that the fifth hypothesis of this research is accepted. Furthermore, the brand image variable that mediates brand ambassadors in this research turns out to have a negative influence on the purchase interest variable in this research. This is shown by a p value of 0.100 ( $\geq 0.05$ ) and a t-statistic value of 1.648 ( $\leq 1.96$ ). Therefore, this research s sixth hypothesis is disproved. The purchase intention variable contained in this research can be seen that the variable is positively and significantly influenced by the social media marketing variable mediated by the brand image variable. Based on this, it is explained by the t-statistic value of 2.184 ( $\geq 1.96$ ) and the p value of 0.029 ( $\leq 0.05$ ). Thus, the sixth research hypothesis is accepted.

The most common theoretical application of mediation, according to Hair et al. (2019), is to "explain" the link between exogenous and endogenous dimensions. For instance, a researcher will undoubtedly observe a relationship between two constructs, but they may not be positive of the nature of that relationship or whether it is the only one. However, mediation is divided into three analysis models according to Subagyo (2018), namely full mediation, partial mediation, and Unmediated. Full mediation is a situation when the independent variable does not directly significantly affect the dependent variable without using a mediating variable according to the opinion put forward by Subagyo (2018). According to the opinion put forward by Hair et al (2017) that full mediation will be said to occur if it produces a path coefficient with a p-value on the direct effect having an insignificant variable relationship but on the

indirect effect of course the variable relationship will change to significant. Partial Mediation can be said to occur if after the variables that have been calculated between the mediating variables, the regression coefficient of the relationship between the independent variables decreases, but the results are still significant according to the opinion put forward by Subagyo (2018). According to Hair et al (2017), partial mediation can occur if the results of the path coefficient p-value on the direct effect and also the indirect effect both have a significant relationship between variables. According to the opinion put forward by Subagyo (2018), unmediated is a model of mediation variables without involving mediation variables, but the independent variables are directly able to influence the dependent variable can be seen in the Table 13.

Table 13. Results of Social Media Marketing Variable Mediation Test  
 Source: Data Processed by Using SmartPLS Version 4.0.9.9

Variable	p-value	Result	Mediation Status
Direct Effect SMM ~ PI	0.041	Significant	Partial Mediation
Indirect Effect SMM ~ BI ~ PI	0.029	Significant	

From the results of the mediation test the social media marketing variables, it also shows that there is a direct relationship that has a significant between social media marketing variables and purchase interest (p value = 0.041), in addition there are also results from the mediation test of indirect relationship variables which produce that brand image mediates the effect of social media marketing on purchase intention with (p value = 0.029). The findings of the social media marketing factors mediation test are categorized as partial mediation.

Table 14. Results of Brand Ambassador Variable Mediation Test  
 Source: Data Processed by Using SmartPLS Version 4.0.9.9

Variable	p-value	Result	Mediation Status
Direct Effect BA ~ PI	0.000	Sig	(No Mediation Effect)
Indirect Effect BA ~ BI ~ PI	0.100	Not sig	

From the results of mediation test the brand ambassador variable in Table 14., it was shown that the direct relationship with p-value 0.000 and the indirect relationship with p-value 0.100) were stated to have not significant influence between the brand ambassador variable and the purchase intention variable. It means that from the brand image variables that mediate the relationship between the brand ambassador variables and the purchase intention variables, it is stated to be insignificant. So that was no mediation effect.

#### 4. CONCLUSIONS AND SUGGESTIONS

The right marketing of fiber drink products can certainly increase purchase intention to buy products higher. Based on this research, it can be said that social media marketing and brand ambassadors have a beneficial impact on purchase intention to buy Flimty fiber drink products through brand image mediation. Therefore, it is recommended that Flimty fiber drink products can maintain it and even increase purchase intention to buy even more.

This effort can be seen from the brand ambassador used who has been able to convince that this fiber drink product is able to overcome diet and smooth digestion, besides that there is also social media marketing of products which is usually done on social media such as Instagram and TikTok and distributed to social media users and also the product brand image by designing products with high quality standards so that they have a good reputation and are able to compete with other products.

In addition, purchase intention to buy flimty fiber beverage products has a high value for consumers domiciled in DKI Jakarta. Therefore, it is recommended for flimty fiber beverage products to maintain the brand image of the product and the selection of the right ambassador brand so that purchase intention in the future will continue to soar high.

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