

**Brand Image as a Mediation for the Influence of Social Media Advertising Content
and Social Media Sales Promotion Content on Behavioral Intention for Clothing
Distributions Outlet in Bandar Lampung**

(Study on Otsky Store Distributions Outlet Products, Lampung)

(Undergraduate Thesis)

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**MANAGEMENT DEPARTMENT
BUSINESS AND ECONOMICS FACULTY
UNIVERSITY OF LAMPUNG
BANDAR LAMPUNG
2023**

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**As One of the Requirements for a Degree
BACHELOR OF MANAGEMENT**

On

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**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG
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ABSTRACT
BRAND IMAGE AS A MEDIATION FOR THE INFLUENCE OF SOCIAL MEDIA
ADVERTISING CONTENT AND SOCIAL MEDIA SALES PROMOTION
CONTENT ON BEHAVIORAL INTENTION FOR CLOTHING DISTRIBUTIONS
OUTLET IN BANDAR LAMPUNG

(STUDY ON OTSKY STORE DISTRIBUTIONS OUTLET PRODUCTS, LAMPUNG)

By:

Tinezia Sri Cendani

The development of the business sector in MSMEs in the fashion sector has become widespread in society. The Otsky Store is one of the MSMEs in the fashion sector which is famous for its good quality t-shirts on the market. This study will analyze the effect of the influence of social media advertising and social media sales promotion content with brand image as a mediating variable on behavioral intention for Clothing Distro Otsky Store. By doing branding on social media platforms which are very influential due to using a content. Brand Image is needed as a mediating role in this research. This research is to test the positive and significant values of the variables. The method in this research uses quantitative descriptive. In this study using descriptive analysis that measures dominant indicators and weak indicators to draw conclusions and provide advice on the object being examined using PLS. The results of this research produced 121 respondents, the hypothesis value and the role of mediation were accepted with a p value <0.05 so the value was positive and significant for the variable. The mediation results revealed the significant role of brand image in explaining the relationship between social media advertising content, social media sales promotion content and behavioural intention.

Keywords: Otsky Store, Social Media, Content, Brand Image

ABSTRAK
BRAND IMAGE SEBAGAI MEDIASI PENGARUH KONTEN IKLAN MEDIA
SOSIAL DAN KONTEN PROMOSI PENJUALAN MEDIA SOSIAL TERHADAP
NIAT PERILAKU PADA DISTRIBUSI OUTLET DI BANDAR LAMPUNG

(STUDI PADA PRODUK DISTRIBUSI OUTLET OTSKY STORE, LAMPUNG)

By:

Tinezia Sri Cendani

Perkembangan dunia usaha pada UMKM bidang fashion sudah meluas di masyarakat. Otsky Store merupakan salah satu UMKM di bidang fashion yang terkenal dengan kualitas kaos yang bagus di pasaran. Penelitian ini akan menganalisis pengaruh iklan media sosial dan konten promosi penjualan media sosial dengan citra merek sebagai variabel mediasi terhadap niat perilaku pada Clothing Distro Otsky Store. Dengan melakukan branding pada platform media sosial yang sangat berpengaruh karena penggunaan suatu konten. Brand Image diperlukan sebagai peran mediasi dalam penelitian ini. Penelitian ini untuk menguji nilai positif dan signifikan dari variabel-variabel tersebut. Metode dalam penelitian ini menggunakan deskriptif kuantitatif. Dalam penelitian ini menggunakan analisis deskriptif yang mengukur indikator dominan dan indikator lemah untuk menarik kesimpulan dan memberikan saran terhadap objek yang diteliti menggunakan PLS. Hasil penelitian ini menghasilkan 121 responden, nilai hipotesis dan peran mediasi diterima dengan nilai $p < 0,05$ sehingga nilai tersebut positif dan signifikan terhadap variabel. Hasil mediasi mengungkapkan adanya peran signifikan citra merek dalam menjelaskan hubungan antara konten iklan media sosial, konten promosi penjualan media sosial dan niat berperilaku.

Kata Kunci: Otsky Store, Media Sosial, Konten, Citra Merek

The title of undergraduate thesis

: **BRAND IMAGE AS A MEDIATION FOR THE INFLUENCE OF SOCIAL MEDIA ADVERTISING CONTENT AND SOCIAL MEDIA SALES PROMOTION CONTENT ON BEHAVIORAL INTENTION FOR CLOTHING DISTRIBUTIONS OUTLET IN BANDAR LAMPUNG (STUDY ON OTSKY STORE DISTRIBUTION OUTLET PRODUCT, LAMPUNG)**

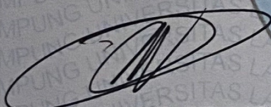
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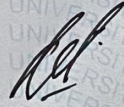
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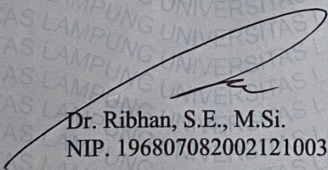
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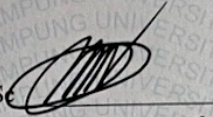

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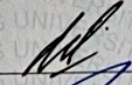
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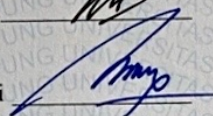

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Hereby declare that this research is the own work of the author, not a duplicate or work on others except in parts that have been referred and mentioned in the bibliography. If in the future it is proven there are deviations in this work, the full responsibility lies with the researcher.

Thus I make this statement so that it can be understood.

Bandar Lampung, 12 December 2023

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BIOGRAPHY

The author named Tinezia Sri Cendani was born on March 8, 2001 at Prabumulih, South Sumatra. The author was born as the fourth of four children. The child of the couple Raesul and Syafariani.

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MOTTO

"Allah does not burden a person but according to his ability."
(QS. Al Baqarah 286)

"It's never too late to start something to achieve success"
(Tinezia Sri Cendani)

DEDICATION

Praise be to Allah SWT, the Most Gracious and Merciful, I dedicate this very meaningful work to:

My beloved parents who never stop providing support and motivation to me to stay enthusiastic every day. Thank you for your continuous prayers and love for me, so that the author able to be strong and strong in living life and completing this undergraduate thesis.

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The learning process that the author has experienced so far gives a deep impression and meaning for the knowledge and knowledge of the author is still very limited. The guidance, example and assistance obtained by the author from various parties made the learning process easier. For this reason, with all unpretending, the author would like to express her deepest gratitude to:

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Finally, the author realize this thesis still far from perfect, but has a little hope that this undergraduate thesis can be useful. Thank you for all the prayers, support and encouragement that have been given to the author in completing this undergraduate thesis.

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Author

Tinezia Sri Cendani

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I. INTRODUCTION

1.1 Background

In line with progress in the economic field, the development of business world is also experiencing growth and progress. All evidenced by the birth of new businesses. All of them strive to produce goods and services to meet the ever-increasing needs and wants of consumers. One of the goals in starting a company is to get much profit as possible, because with these profits the company can develop its business and maintain the company's survival. The company's profit achievement is carried out through sales of production activities. According to Hendra and Tri (2018) the point of comparison of sales results can be seen from the number of products or services that can be sold to consumers. The more products are marketed or sold it can be said that the more successful the company in carrying out sales activities.

As a business actor, of course it can be seen, there are large projections for economic development which are currently accelerating called as MSME. Several countries have also implemented the MSME system which is growing rapidly to date. One of them is the continent of Asia, which is a very rapidly developing economic sector in terms of trade. Especially in Indonesia, which is very diverse in culture and assets, which makes this country the largest sector for the development of MSMEs on the Asian continent. In Indonesia, micro, small and medium enterprises (MSMEs) were introduced to increase income by providing many easier jobs to boost economic growth. They are also reported to generally support local industries (Srinivas, 2013; Mujahid, & Begam, 2019). This is shown in the graph below:

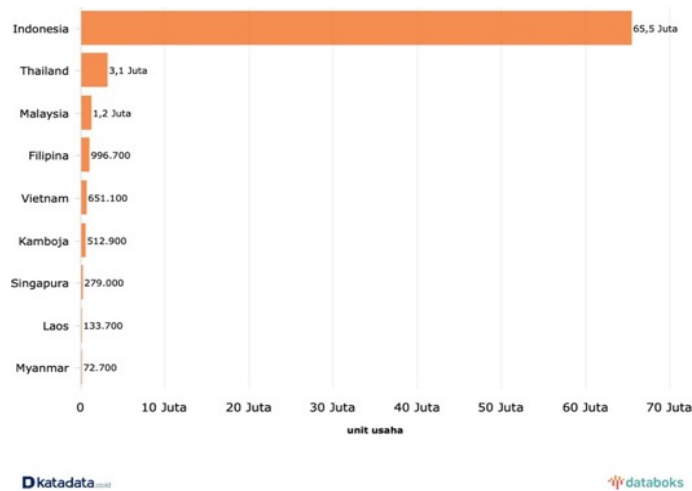


Figure 1.1 Data on MSME Actors in ASEAN Countries 2022
Source: ASEAN Secretariat, September 2022

The figure shows that Indonesia as the first ranks in the total number of MSME actors in ASEAN countries with a total of 68.5 million. So many MSME business actors developing in Indonesia, of course many types of businesses are currently developing, one of which is MSME in the fashion industry. Clothing produced by the Clothing Company from the work of talented young designers, which are distributed and marketed in distribution outlets. It called as Distro. According to Edo Trismi Raharjo (2022) distro comes from the word distribution which is usually interpreted as a place/outlet/shop that specifically distributes products from a community. Distribution outlet has become a new phenomenon which is present in the modern era. Distribution outlet has many advantages among others. The design of distribution outlet clothes are unique and exclusive, affordable prices, and the materials used are made of high quality. Generally, distribution outlet is one type of Micro, Small and Medium Enterprises (MSME) in the fashion sector by highlighting independent brands developed by young people. According to Edo Trismi Raharjo (2022) products sold or produced by distros are do not try to be mass-produced, so that the special value of these products was maintained.

Distribution outlet must have characteristics that can be highlighted, so it has own charm for customers. However, this is not easy to achieve, because currently the competition between companies has reached a very competitive stage. This market competition arises when a particular product or service was selling well in the market, then in the next stage, there is sales competition from other companies (Raji Et al,2019). Increasingly fierce business competition forces entrepreneurs to compete the market their products using various strategies to maximize sales. In achieving the goals, companies often encounter obstacles to achieving these goals. In general, the obstacle faced by companies is competition between similar companies. Competition among similar firms appears to create a buyer's market, in which buyers create more power than sales.

Business competition, including fashion, almost well-known brands are starting to take advantage of advances in marketing strategies which must maintain a good brand image in the eyes of consumers. So, business actors can stabilize the company's flow of production. By using digital platforms in the current era, MSMEs players can find information and reviews on product quality that can maintain a good brand image in the eyes of consumers. In the case of distribution outlet, which have become the needs of young people at this time, they are no longer considered trivial because of the progress in the modern era which makes fashion a top priority in style outside the home. This is because both men and women cannot miss the latest trends by producing t-shirts which are cheap and good quality when worn.

Supporting MSMEs does not only have direct interaction between sellers and buyers. Various kinds of supporting platforms such as Instagram. Instagram and Tiktok are access to support MSMEs in selling products. Also by reading reviews and directly using these products, consumers really enjoy the trends which are being used. Based on information published by IDN Times Lampung, in 2022 there will be 7 distribution outlets that have good quality and original production in the Bandar Lampung area, namely Otsky, The Don's House, Scommer, Golygus, 420father, Kaway Lampung, Speakout. One of brand that has used a social media platform as a means of marketing products for have good quality is Otsky store.

Otsky store is one of the MSMEs in the field of fashion which is located at Jendral Sudirman Street Number 81 Enggal, Bandar Lampung, Lampung. This distribution outlet has been running safely for 6 years starting in 2016. The owner of Otsky store is Novian Linardi. Otsky store has 1 branch for the Bandar Lampung area and 2 district branches in Pringsewu and Metro. There are also outside the Lampung region which have 1 branch in Tangerang regency. Meanwhile, this distribution outlet has 1 head office to mediate marketing control, production, and online purchase transactions which is Instagram that have been initiated in 2021. The Otsky store is one of the MSMEs in the fashion sector which is famous for its good quality anime and plain t-shirts on the market. After going through all the processes from starting up until now, Otsky has created a product that makes the characteristics of the product which is the result of the production that Otsky issued.

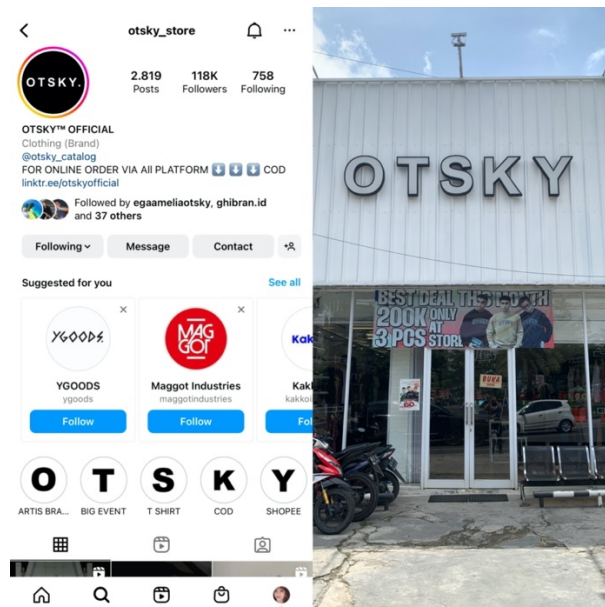


Figure 1.2 Official store & Otsky store official account @Otsky_store
Source: Researcher documentation & Instagram of Otsky Official Store, 2022.

One of Otsky's strategies in introducing products to consumers is by doing branding on digital platforms which is very influential due to technological advances in the current era. The Otsky store account has reached $\pm 100k$ followers with circles in Indonesia. However, there is indeed strong competitiveness against other distribution outlet such as one example, namely the Don's house has $\pm 100k$ followers (Instagram, The Don's House, 2023) both of them have a good reputation in the field of clothing in Lampung but have different characteristics according to the indicators that will be explained in this research. Each post shows Otsky's signature products that can attract customers' eyes to own these products. The Instagram and Tiktok as the social media platform indirectly influence product marketing which is very profitable for the Otsky store. The reason why the authors use online research caused the brand image in social media can be used as mediation for the variables that will be used as variable in this study.

On the other hand, this research will focus on several point indicators that will be examined through the digital platform that are very popular with consumers. Entrepreneurs are required to develop because currently marketing strategies through digital platforms or social media influence someone have behavioral intention. According to Ridwan Adetunji Raji et al, (2019) there are several indicators on Social Media Advertising Content as follows:

1) Information

The advertising information provided can attract consumer interest in the contents of the contest.

2) Creativity

The design given is made creative with lots of colors and creations in writing that attract consumers' interest in viewing advertisements.

3) Originality

The content provided is not made based on plagiarism or violates copyright.

At several points this indicator is related to objects due to various erroneous regarding the period run by the Otsky store such as Social Media Advertising Content which can only be seen if we follow the official Otsky store account, there are 2 social

media platforms that are used as tools measure, namely Instagram and Tiktok which are using social media advertising content. Measurement of this information will be seen from the intensity of the content carried out in the form of product advertisements in each media platform.

Table 1.1 Frequency of posting content as social media advertising content from Otsky Store

No.	Promotion Media	Link Address	Content	Frequency
1.	Instagram	@Otsky_store	1.Video Promotion Product 2. Photo Product	5x post/day 1x post/day On Instagram Story and feeds
2.	Tiktok	https://www.tiktok.com/@otsky_official Otsky_Official	1. Video of Promotion Product 2. Photo of promotion product	2x post/day 1x post/day On feeds and Story

Source : Otsky store official, 2023.

From the table 1.1 it is explained that the social media advertising content used on 2 different platforms have different frequencies in carrying out the advertising used by making content on social media. This affects behavioural intention on different platforms for consumers. This can be seen in the different number of followers and the

lack of responsiveness between sellers and consumers. In this study, measurements will be used in the form of whether it has been effective in using the advertising on social media platforms as social media advertising content. Because this research wants to test whether the consistency of the advertisements given by Otsky has created a positive value on behavioural intention with the mediation of the existing brand image.

On the other hand, there are other indicators used, namely creativity and originality. Regarding the both subject, it seems that the meaning is different. That can be seen from creativity which responds to consumers regarding interest to see the content especially focus on products through advertising carried out by distributing content in Instagram story and Tiktok videos. This advertising has been carried out regularly at the Otsky store (Attachment 2). In this creativity research will be carried out which is measured by how effective the influence of the Otsky brand content dissemination method in determining behavioural intention on the social media platform used and it has a positive value on behavioural intention with mediation of the existing brand image.

Furthermore, regarding information indicators, this indicator will lead to originality that explains the content not used by plagiarism. There is a prove that the content always used originality. There are different explanations of the content originality bt Otsky on both platform. On the Instagram and Tiktok platforms, it always used the Otsky name on their content. On the Instagram platform, it can be seen there is a name of Otsky also the Logo, unlike the case with Tiktok, consumers only can see find out the Otsky name on content (Attachment III). This indicator will measure how familiar the content of Otsky store in providing the originality on the platform and how effective of the originality in influencing the behavioural intention.

Based on the explanation above, this research can be explained by research according to Ridwan Adetunji Raji et al, (2019) which results is significant results between Social Media Advertising in behavioural intention through mediation of brand image. However, Otsky's possibility does proven through testing, the results given will not be significant compared to previous research because the three indicators above do not yet have consistency with the targets to be achieved. So it is necessary to research

these variables to help provide opinions on companies to be able to achieve consistency with the existence content with the existence of brand image as mediation as a formulation problems will exist.

In addition social media sales promotion content, it also influence the behavioural intention which have several indicators; According to Ridwan Adetunji Raji et al, (2019) there are several indicators social media sales promotion as follows:

1) Discount

Discounts applied in the presence of adverse content offerings at problematic prices thereby increasing buyer intent to view of sales promotion.

2) Coupons

Coupons are given as consumer appreciation for meeting the content provided due to the time limit given through the content.

The first indicator is discount, at Otsky store there is a price discount routine for attract intention to the consumers. This can be seen from Otsky content that focus on the sales of product which provides the discount according to their target consumers based on event sales.

Table 1.2 The intensity of sales promotion content for discount at Otsky store

No.	Platform	Content	Intensity
1.	Instagram	- Flash Sale Daily - Flash Sale Monthly	- 3x Post/day on Instagram Story - 2x Post/Month on Instagram story
2.	Tiktok	- Live Tiktok 24 Hours	- 24 Hours/all day

Source: Otsky store official, Instagram and Tiktok 2023.

Based on the table 1.2 there is the frequency of sales promotion content for discounts. According to Kotler (2016) discount is savings offered to consumers from the normal price of a product, which is stated on the label or packaging of the product.

In Otsky the discount given a label up to 50%. This discount is given at a certain time according to the schedule given which is advertised on 2 different platforms. The two platforms used by Otsky have differential content. On Instagram there is content that has a different time period and a promotion model based on the image posted in the story.

In contrast to TikTok, which uses the live streaming method with a frequency of times throughout the day. Therefore, this research wants to prove whether Otsky always provides discounted content that attracts the behavior of consumer intentions in creating content that is always posted on social media sales promotion content. Furthermore, there is another indicator for the social media sales promotion which is coupons. The reason why this indicator should be discussed in this research. From the content of sales promotion by Otsky store can be shown in (Attachment IV). In this image there is content containing coupons to attract customers to be interested in seeing the product and increase the brand image at the Otsky store. There are differences in the content provided by each platform where on Instagram it is in the form of image content containing vouchers but on TikTok there is a coupon claim during live streaming. Both have continuity as an indicator on Social media sales promotion content.

From the several indicators this still affects the behavioural intention for social media sales promotion. Based on the explanation above, this research can be explained by research according to Ridwan Adetunji Raji et al, (2019) which results in significant results between Social media sales promotion contents in behavioural intention through mediation of brand image. On the other hand, based on the predecessor journal from Sulaiman Helmi & Bakti Setyadi (2022), sales promotion has a significant effect on purchase decisions and its almost similar to the temporary suspicion regarding Sales promotion content having an effect on behavioral intention, Otsky's possibility needs to be proven through testing, because the results given will unlikely to be significant compared to previous research because the two indicators above have not used the limited time frequency of the Instagram post period which only takes 24 hours a day so that followers do not necessarily open social media in an instant provided time. It is

necessary to do research on these variables to help provide opinions on companies to be able to prove whether sales promotion content on behavioral intention and sales promotion content with the presence of brand image as mediation has significant and positive value for the existing problem formulation.

There are other factors that can influence the behavioural intention, one of which is brand image. Brand image is owned by a product. According to Ridwan Adetunji Raji Et al, (2019) Brand image is one of the first concepts developed for explaining the influence of consumers' perceptions, attitudes, mind-sets and behaviour towards their acceptance of a brand. Accordingly, brand image has been defined in various ways. Otsky has a product image that is quite popular among young people. This is evidenced by the number of followers on all social media platforms deployed by Otsky reaching >100k followers. With the running of local brands originating from Lampung. This has made Otsky one of the MSME holders in the fashion sector that already exists on a large scale.

This can be proven from articles published by IDN. Times Lampung, where Otsky is the most popular Distro Brand in Lampung. Brand image indicators according to Ridwan Adetunji Raji et al, (2019) there are 2 dimensions which are used as research material as measurements and then have different indicators as follows, in hedonic brand image and functional Brand image there are indicators, namely:

1) Brand personalities

Brand personality is one part of the strength of the brand created in order to introduce the product and maintain it in the market. Brand Personality is built by taking into account the characteristics of existing consumers, so that later it will attract the attention of consumers in the market both physically and emotionally.

2) Social images

On operationalized social image as consumer perception of how brands improve social acceptance and social approval.

Furthermore, in the functional brand image dimension, there are several indicators, namely as follows:

1) Perceived quality

Its an assessment given by consumers to a product.

2) Customer satisfaction

Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception or impression of performance that is below expectations, the customer is not satisfied.

In the first dimension, there are indicators in the form of brand personalities. In the Otsky store, thereby increasing a good brand personality as a characteristic of Otsky store for consumers by providing product images through 2 different platforms based on different content concepts in order to indicate that these 2 platforms will build the brand personality given by Otsky to have a good brand image. On attachment V where it is shown that stories on Instagram have Otsky's characteristics which are found in creativity and product names and on tiktok there is video interaction with consumers to see the content conveyed so that marketing can be channeled. For the second indicator, there is social image which gives a good image to consumers so that it can be accepted in all circles so as to create a good image for the product towards consumers. At the Otsky store social images are seen by consumers namely being accepted by various groups because the promotions given can be in accordance with well-reached prices. So that the image of the product is known equally regardless of circles (Attachment VI).

For the next dimension, there are indicators that act as mediation in this study, namely firstly perceived quality, where the evaluation of a product is given through content, customers can provide an assessment based on perspective in the likes column in every post issued by Otsky. So that the product image can be well known to consumers through social media as the main ingredient in product marketing (Attachment VII). Therefore, the number of likes must be seen whether it has a positive value related to Otsky's brand image as a mediating variable in this study.

The last indicator of brand image is customer satisfaction, for this indicator on Otsky confirms regarding consumer satisfaction with the product provided, it has similarities to perceived quality in terms of assessment, but here there is a difference where this satisfaction can be reviewed through the comments column on Otsky's post issued so that consumers can review and show consumer satisfaction contained in the content provided. For several points the products of Otsky Store already fulfill the good news for brand image itself. This is relevant to the research that has been conducted by Ridwan Adetunji Raji et al (2019) stating that social media advertising and social media sales promotion can influence the behavioural intention and brand image can as a mediation and also influences positive and significant values, on the other hand, from the journal of previous researchers Fanni Agmeka et al (2019) stated that brand image has a significant and positive value in actual behavior, and this research focuses on MSME companies that are currently operating, namely The Otsky Store Lampung which will determine significant and positive results for the brand image variable as mediation.

Entrepreneurs are required to develop because currently marketing strategies through digital platforms or social media influence someone in making behavioural intention. According to Ridwan Adetunji Raji et al, (2019) on Godey et al, (2016) behavioural intention mirrors the types of consumer behaviours that are aroused by the appeals of marketing communication messages and consumers' knowledge, perceptions and attitudes. These things are processes when a person (consumer) searches, selects, purchases, uses, and evaluates products and services to meet needs and wants. Seeing the increasingly tight market conditions, there must be a strategy to win the competition by providing products that can satisfy the needs and desires of consumers so that these products are sold in the market.

Based on the information provided directly to the research object of this undergraduate thesis, there are several problems that affect sales value at the Otsky store by influencing behavioral intention towards consumers. For example, in the year of its establishment from 2016 to 2021, the use of social media at the Otsky Store has not shown a good value for consumer behavioral intentions due to the low intensity and

consistency of the distribution of advertising content on social media. So that in 2022, the strategy will be implemented that has developed rapidly compared to before, which is expected to show positive and significant value so that it can be carried out even better than before. There are several product comments with ratings that still have a low value rating in the context indicators of the variables to be used. This information was obtained from researchers by conducting interviews with the owner during field observations. With regard to mediation on brand image on the object of this research to overcome unsatisfactory responses to products. Related to social media as a trigger to minimize negative things that enter sales by increasing the use of social media on the Shopee, Instagram, and Tiktok platforms. This is evidenced by insight from Otsky Store's social media.

For behavioral intention as the dependent variable used in this study has not had significant results because there are various ambiguous answers that must be proven directly by implementing the questionnaire results distributed to consumers in order to obtain valid results so that they can provide conclusions and suggestions that will be given to the owner for running a business that remains stable and achieves the appropriate target. In addition, brand image mediation is very influential in this study. Based on the background of the problem above, the author is interested in conducting research with the title: **"Brand Image as a Mediation for the Influence of Social Media Advertising Content and Social Media Sale Promotion Content on Behavioural Intention for Clothing Distributions Outlet in Bandar Lampung (Study on Otsky Store Distribution Outlet products, Lampung)."**

1.2 Problem Formulation

Based on the background written by the author, there are several problem formulations as follows:

- 1) Does social media advertising content have a positive and significant effect on brand image at Otsky store (Study on Otsky store products in Bandar Lampung)?
- 2) Does social media sales promotion content have a positive and significant effect on brand image at Otsky Store (Study on Otsky Store products in Bandar Lampung)?
- 3) Does social media advertising content have a positive and significant effect on behavioural intention at Otsky store (Study on Otsky store products in Bandar Lampung)?
- 4) Does social media sales promotion content have a positive and significant effect on behavioural intention at Otsky store (Study on Otsky Store products in Bandar Lampung)?
- 5) Does brand image as mediation have a positive and significant effect on Behavioural Intention at Otsky store (Study on Otsky store products in Bandar Lampung)?

1.3 The Purpose of The Research

Based on the formulation of the problem that has been described, this study has several objectives as follows:

- 1) To determine social media advertising content has the positive and significant effect on brand image at Otsky store (Study on Otsky store products in Bandar Lampung).
- 2) To determine social media sales promotion content has the positive and significant effect on brand image at Otsky store (Study on Otsky store products in Bandar Lampung).

- 3) To determine social media advertising content has the positive and significant effect on behavioural intention at Otsky store (Study on Otsky store products in Bandar Lampung).
- 4) To determine social media sales promotion content has the positive and significant effect on behavioural intention at Otsky store (Study on Otsky store products in Bandar Lampung).
- 5) To determine brand image as mediation have a positive and significant effect on behavioural intention at Otsky store (Study on Otsky store products in Bandar Lampung).

II. LITERATURE REVIEW, HYPOTHESIS, AND FRAMEWORK

2.1. Brand Image

2.1.1 The Definition of Brand Image

According to Boris & Tavera (2018) Brand is a name, term, sign, symbol, or design or a combination of these, which are intended to identify the goods and services of a seller or group of sellers and to differentiate them from competing products brand is one of the keys to the success of a product, without a brand, products can only rely on luck. According to Wirawan & Morisada (2019) although paying attention to brand formation, companies must also combine various aspects of the brand itself and if the company only focus on one aspect of the brand, the company's goals of brand formation in the minds of consumers will not be achieved. Promoting a brand based on one or several benefits will be risky for the companies in brand formation.

According to Ridwan Adetunji Raji Et al, (2019) brand image is one of the first concepts developed for explaining the influence of consumers' perceptions, attitudes, mind-sets and behaviour towards their acceptance of a brand. Accordingly, brand image has been defined in various ways. Meanwhile, others defined a brand image as the perceptions generated by brand associations and attributes. Therefore, brand image represents the meaning that consumers associate with brand attributes. The following sub-sections present the two dimensions of brand image examined in this study, such as hedonic brand image & functional brand image.

2.1.2 Hedonic Brand Image

According to Ridwan Adetunji Raji Et al, (2019) the hedonic brand image explains the non-functional attributes of brands which signify how the brands are perceived and held in consumers' minds. The hedonic brand image involves perceptions, feelings, or Mediating effect of brand image any form of symbolic meaning consumers create from abstract or imaginary convictions that are not

necessarily related to the functional or physical attributes, performance and utility of the brand which that argued the hedonic brand image is also referred to as the consumers' beliefs, which explain how consumers personify the symbolical representation of brands. For instance, when consumers perceive an automotive brand as prestigious, such perception reflects consumers' emotional attachments and disposition towards a brand. These types of consumer beliefs about a brand make the brand distinctive and strong in their minds. These beliefs are formulated beyond the quality, performance or product-related attributes. Rather, the hedonic brand image is generated from the intangible properties of a brand. concluded that the true meaning of a brand exists in consumers' minds and it is formulated by consumers' knowledge, feelings, experiences or social influences.

2.1.3 Functional Brand Image

According to Ridwan Adetunji Raji Et al, (2019) functional brand image refers to brand meaning, perception and impressions of consumers that are related to the functional attributes, quality and performance of a brand. In other words, the functional brand image refers to the consumers' perception of the functionality, quality and reliability of a brand's performance added that functional brand image refers to the consumer's perception and evaluation of a brand based on the tangible, functional and task-related value of the brand. On the other hand, functional brand image has to do with what consumers perceive or think a brand can do or cannot do. For instance, consumers evaluate a brand based on its convenience, cost-effectiveness, benefits and quality. In their study measured functional brand image with constructs such as practical, sensible, necessary and functional. Impliedly, the terms used in measuring functional brand image are directly related to the attributes, values and functionality of the brand.

2.1.4 The Indicator Of Brand Image

According to Ridwan Adetunji Raji et al, (2019) there are 2 dimensions which are used as research material as measurements and then have different indicators as follows, in hedonic brand image and functional brand image there are indicators, namely:

1) Brand personalities

Brand Personality is one part of the strength of the brand created in order to introduce the product and maintain it in the market. Brand personality is build by taking into account the characteristics of existing consumers, so that later it will attract the attention of consumers in the market both physically and emotionally.

2) Social images

On operationalized social image as consumer perception of how brands improve social acceptance and social approval.

Furthermore, in the functional brand image dimension, there are several indicators, as follows:

1) Perceived quality

It's an assessment given by consumers to a product.

2) Customer satisfaction

Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception or impression of performance that is below expectations, the customer is not satisfied.

2.2. Social Media Advertising Content

2.2.1 The Definition of Social Media Advertising Content

Traditional media has taken a few steps back since the advent of the internet and its only growing more irrelevant with time. Internet availability made social networking sites which widely used. Millions of internet users throughout the world now rely on social media. According to Indrajeet, (2022) social media advertising is defined as a form of digital advertising that serves paid ads to the target audience using

social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and Pinterest. According to Ridwan Adetunji Raji et al, (2019) based on Keller (2009) social media advertising content refers to the brand related creative and persuasive contents that are posted or shared on either fan pages or general social media account.

2.2.2 The Purpose of Social Media Advertising Content

According Ridwan Adetunji Raji et al, (2019) base on the purpose of social media advertising content the advertisements deployed on social media are otherwise referred to as social media advertising. Social media advertising content is important in building successful brands because repeated and frequent exposure to advertisements increases the chances of brand recognition and brand recall in consumers' minds. According to Okazaki, (2016) noted that advertising is used to create additional value for brands across industries, especially considering its recent predominance on social media pages. Social media advertising content refers to the brand-related creative and persuasive contents that are posted or shared on either fan pages or general social media accounts.

2.2.3 The Indicator of Social Media Advertising Content

According to Ridwan Adetunji Raji et al, (2019) there are several indicators on social media advertising content as follows:

1) Information

The advertising information provided can attract consumer interest in the contents of the contest.

2) Creativity

The design given is made creative with lots of colors and creations in writing that attract consumers' interest in viewing advertisements.

3) Originality

The content provided is not made based on pelagiicism or violates copyright.

2.3 Social Media Sales Promotion Content

2.3.1 The Definition of Social Media Sales Promotion Content

According to Kotler, (2017) sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. But for the research it used social media to give the sale promotion content. According to Ridwan Adetunji Raji Et al, (2019) sales promotion is one of the most common and effective marketing communications that are disseminated on social media platforms and for the contents are promotional information that is posted on social media or deployed for building. With the recent predominance of social media as a marketing platform, it has become an important vehicle for promotional information otherwise known as social media sales promotion content.

2.3.2 The Indicator of Social Media Sales Promotion Content

According to Ridwan Adetunji Raji et al, (2019) there are several indicators social media sales promotion as follows:

1) Discount

Discounts applied in the presence of adverse content offerings at problematic prices thereby increasing buyer intent to view a sale promotion.

2) Coupons

Coupons are given as consumer appreciation for meeting the content provided due to the time limit given through the content.

2.4 Behavioural Intention

2.4.1 The Definition of Behavioural Intention

According to Kotler, (2017) behavioural intention is a condition where customers have the intention or attitude of being loyal to a brand, product and company and willingly share their superiority with other parties. According to Ridwan Adetunji

Raji et al, (2019) on Godey et al, (2016) behavioural intention mirrors the types of consumer behaviors that are aroused by the appeals of marketing communication messages and consumers' knowledge, perceptions and attitudes. So from the two expert explanation above, the author concludes that behavioral intentions refers to the desire or interest to do specific behaviors, which means like someone willingness to perform the behavior.

2.4.2 The Indicator of Behavioural Intention

According to Ridwan Adetunji Raji et al, (2019) there are several dimensions behavioral intention as follows:

1) Brand reference

A reference brand is something that is used as a weight comparison for consumers in evaluating consumer product brands, because the brand is compared to all competing brands. Brand preferences mirror consumers loyal behavior and it helps to differentiate consumers' habitual brand purchase from the purchase which is motivated by the consumers' perceived and experiential brand benefits.

2) Purchase intention

Purchase intention means planning to buy goods or obtain services. It refers to the desire of customers to buy certain products from certain brands. Purchase intention is used to measure consumers' likelihood of purchasing a brand. A higher purchase intention represents consumers' favourable response to a successful brand image or brand communications like advertising and promotions.

2.5 Previous Research Recapitulations

Table 2.1 Previous Research

No	Title of Journal	Research Name	The Journal Result	Linkages With The Research
1	<p>“The mediating effect of brand image on the xrelationships between social media advertising content, sales promotion content and behaviuoral intention”</p> <p>Journal of Research in Interactive Marketing</p> <p>Vol. 13 No. 3, 2019 pp. 302-330</p> <p>Emerald Publishing Limited</p> <p>2040-7122, Q1</p>	<p>Ridwan Adetunji Raji, Sabrina Rashid and Sobhi Ishak</p>	<p>Research conducted by Ridwan Adetunji Raji, Sabrina Rashid and Sobhi Ishak discusses the mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioral intention. using a purposive sampling method with the result that there is a significant influence between variables X and Y on variable Z.</p>	<p>This is a researcher using the same variables, namely Social Media Advertising Content (X1) & Social Media Sales Promotion Content (X2) (independent variable) and Hedonic Brand Image (Y1) & Functional Brand Image (Y2) (independent variable) and Behavioral Intention on (the dependent variable). Another equation in this study is to discuss topics regarding</p>

No	Tittle of Journal	Research Name	The Journal Result	Linkages With The Research
				Otsky Store Lampung products using a purposive sampling technique.
2	<p>“The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behavior in e-commerce”</p> <p>Procedia Computer Science</p> <p>161 (2019) 851–858</p> <p>Published by Elsevier B.V; Q2</p>	Fanni Agmeka, Ruhmaya Nida Wathoni, Adhi Setyo Santoso	Research conducted by Agmeka, et al discussed Brand Image and Brand Reputation on Purchase Intention for products using a purposive sampling method with the result that there was a significant influence between the Discount Forwards and actual behavior variables in E-commerce.	This journal has links to hypotheses that are relevant to research based on the role of Brand Image as a mediation in other variables that have continuity.
3.	“Mediation Role of Brand Image and Brand Quality on the Effect of Sales	Sulaiman Helmi & Bakti Setyadi	Research conducted by Sulaiman Helmi	This journal has links to hypotheses that

No	Tittle of Journal	Research Name	The Journal Result	Linkages With The Research
	Promotion on Purchase Decisions: Study of Indonesian MSMEs” Central European Management Journal ISSN:2336-2693 E-ISSN:2336-4890 Vol. 30 Iss. 4 (2022);		and Bakti Setyado discussed Brand Imagege and Brand quality Sales Promotion on product purchasing decisions using the purposive sampling method with the result that there was a significant influence between the variables used.	are relevant to research based on the role of Brand Image as a mediation in other variables that have continuity.

2.6 Hypothesis Development

A hypothesis is a temporary guess on a problem that has not been proven true through a study. It is said temporarily, because the answers are still based on relevant theory, not yet based on empirical facts. Previous studies on brand development have demonstrated that consumers' evaluations of marketing communication contents influence their perception and mind-sets. Based on the explanation of the theory above, the hypotheses used in this study are temporary assumptions, namely:

2.6.1 The Influence of Social Media Advertising On Brand Image

Thus, justifying the enormous body of studies on the effect of marketing communications including advertising and sales promotion on brand image. It found that advertising is a useful tool for increasing customer loyalty, creating brand awareness and reinforcing other brand-related associations and attitudes, which subsequently lead to the successful and favourable brand image in consumers' memories. It is reiterated that marketing communications influence the creation of and enhance brand equity, as they are primarily deployed to generate positive and favourable associations with the functional and hedonic brand images in consumers' minds. Previous studies which are Ridwan Adetunji Raji et al, (2019) & Fani et al, (2019) have all demonstrated that social media communications and marketing activities that are disseminated and anchored on social media platforms contribute to the development of brand equity. Among these communications are advertising contents. Therefore, this study formulates the following hypotheses to examine the consumers' evaluations of social media advertising influence on brand image At Otsky store, Lampung:

H1. Social media advertising content is positive and significant on brand image.

2.6.2 The Influence of Social Media Sales Promotion Content On Brand Image

Another important point that has been proffered according to the theory, the importance of sales promotion is that the contents of a sales promotion can differentiate a brand from its competitors and can be used to communicate the unique attributes of a brand to enhance its image. In addition, previous research shows that sales promotion is part of marketing activities that are anchored in social media to enhance brand image development in the minds of consumers (Ridwan Adetunji Raji et al, (2019). Although the literature agrees on the importance of sales promotion in building a strong brand image, empirical findings have not clearly explained the relationship between sales promotion and brand image.

In addition, given the emergence of social media as a strategic channel for disseminating marketing communications, many studies have not delved deeply to determine the effect of consumer evaluation of social media sales promotions on brand image. As a result, this study formulates the following hypothesis:

- H2. Social media sales promotion content is positive and significant associated on brand image.

2.6.3 The Influence of Social Media Advertising Content on Behavioural Intention

In another context, social media advertising and social media sales promotion content can be used to increase brand acceptance, which in turn leads to different types of responses and consumer behavioral intentions, such as purchase intentions and brand preferences. For example, social media advertising is used to raise awareness and build emotional connections between consumers and brands. Studies also argue that advertising content on social media platforms provides consumers with original, creative and accurate information about a brand. Therefore, when consumers assess advertising content on social media as informative, creative and accurate content, it will have a positive impact on their attitudes and behavior towards the advertised brand (Ridwan Adetunji Raji et al, (2019); Fani et al, (2019); Sulaiman & Bakti (2022)). Therefore, the following hypothesis is proposed to test how consumers evaluate the content of advertisements on social media influence their behavioral intention towards the brands advertised on social media:

- H3. Social media advertising content is positively related to their behavioral intention.

2.6.4 The Influence of Social Media Sales Promotion of Behavioural Intention.

Examining the relationship between sales promotion and consumer behavioral intention which is consistent with the premise that sales promotion is a highly continuous, brand image-related act of communication that confronts consumers to try and persuade them to perceive a brand. In addition, social media sales promotion

content, including product displays, price cuts, and discounts are mainly used to improve Fanmi's purchasing decisions, et al (2019). The findings of previous researchers have shown that social media communication and marketing activities are a significant effort in building strong and successful brands, which can influence consumer preferred attitudes, behaviors, and responses (Ridwan Adetunji Raji et al, (2019) social on behavioral intention consumers on a piecemeal basis. Keeping this in mind, the following hypotheses are presented:

H4. Social media sales promotion content is positively associated with their behavioural intention.

2.6.5 The Influence Brand Image On Behavioural Intention

This research has conjectures while arguing that understanding the role of image especially behavioural intention of a brand is important because brand image of a brand offers a better understanding of consumer mindset and behavior by revealing multisensory, fantasy, and emotional aspects of consumer, because these attributes influence consumers to form a good impression of the product. (Ridwan Adetunji Raji et al, (2019). In other words, hedonic brand image reflects consumers' assessment of brand quality and the representation of all brands in the minds of consumers. The results of consumer assessments of brand performance and representation of a brand's image in the minds of consumers attitudes and behaviors. Mediation on this hypothesis will be taken based on the brand image of the Otsky brand which can lead to positive and significant opinions on variables X1 and X2 that influence research.

In addition, this mediation will affect the behavioral intention value which is expected to provide a positive and significant value. Therefore, this study examines the relationship between brand image and consumer behavior intention by making the following hypothesis:

H5. Brand image is content is positive and significant for mediated the behavioural intention.

2.7 Frame Work

Based on the literature review explained by the researcher with various explanations regarding the framework of thinking that will be studied as follows:

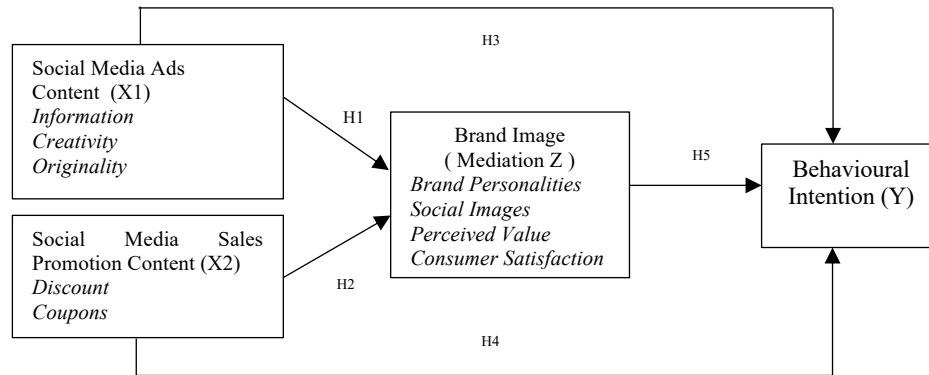


Figure 2.1 Frame Work

Source : Ridwan Adetunji Raji Et al , 2019.

III. RESEARCH METHODOLOGY

3.1 Population and Sample

3.1.1 Population

Population is a generalize area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to study and then draw conclusions (Sugiyono, 2019). The population in this study are all consumers who following the social media of the Otsky Store Lampung distro.

3.1.2 Sampling Techniques

The sample in this study are social media users, especially Instagram, Tiktok who have following the Clothing distribution outlet. The sampling technique to be used for the method described by Hair et al. (2016: 638) namely the Maximum Likelihood Estimation (MLE) technique. Satisfactory total samples according to MLE ranged from 100 to 200 samples. Therefore, researchers expect at least 100 samples. The sampling technique used in this research was the non-probability sampling method (non-random sampling) using purposive sampling technique. Sugiyono (2016: 85), purposive sampling is a sampling method with certain characteristics or considerations purposive sampling has two types of sample research, namely sampling based on certain considerations (judgment sampling) and quota sampling (quota sampling). However, this research will only explain the judgment sampling used as the basis for taking a sample of 100 consumers who have purchase and follow Otsky store social media especially Instagram and Tiktok. In addition, researchers used questionnaires for research, where the distribution of questionnaires in this study was carried out online. In this research, the sampling parameters were determined by the researchers as follows men and women who have shopped and follow Otsky social media Instagram in Otsky, at least 17 years old with many types of profession which are student, employee, entrepreneur, etc. that will be included in the questionnaire.

3.2 Types and Sources of Data

This research uses quantitative research methods. The quantitative method approach a research method with mathematical calculations, the phenomenon is measured by performing statistical or computational techniques. This study will analyze the effect of the influence the social media advertising and social media sales promotion content with brand image as a mediating variable on behavioural intention for clothing distribution outlet Otsky store. The data was taken from distributing questionnaire data on social media of Otsky store official account Instagram in responding, both for those who have know clothing distribution outlet and those who followed Otsky store social media account especially in Bandar Lampung region.

3.3 Data Collection Techniques

The data collection method used in this research is to distribute questionnaires to respondents. Respondents will answer each question by selecting one of the answers provided in the questionnaire. In this study, the technique used in measuring the questionnaire used agree-disagreement using a Likert scale of 1-5 in measuring respondents' answers, filling in using a Likert scale. For example, score 1 for strongly disagree, score 2 for disagree, score 3 for neutral, score 4 for agree, score 5 for strongly agree.

3.4 Operational Definition of Research Variables

Variables are research objects determined by the research to be study in order to obtain important information about the objects, then a conclusion can be drawn. In this study using two types of variables, namely dependent variable and independent variable.

1) Dependent variable

The dependent variable is a variable that influenced or explained by the independent variable (Suratno, 2016). The dependent variable in this study is Brand image as a mediation variable (Z) and Behavioural intention (Y).

2) Independent variable

Independent variables or independent variables are variables that influence or explain other variables (Suratno, 2016). The independent variables in this study consist of Social media advertising content (X1), Social media sales promotion content (X2).

Table 3.1 Definition of Research Operational Variables

Variable	Dimension	Indicator	Scale
Social media advertising content (X1)	Social media advertising content refers to the brand-related creative and persuasive contents that are posted or shared on either fan pages or general social media accounts. Such contents are an important brand communication tool that can be used to promote ideas, goods or services. Substantial amounts of marketing efforts across industries are exerted on advertising to build successful brands.	1. Information 2. Creativity 3. Originality <i>Source : Previous Research Ridwan Adetunji Raji Et al, 2019</i>	<i>Likert</i>
Social media sales promotion content (X2)	Sales promotion contents are promotional information that is posted on social media or deployed for building Mediating effect of brand image and generating sales.	1. Discount 2. Coupons <i>Source : Previous Research Ridwan Adetunji Raji Et al, 2019</i>	<i>Likert</i>

Variable	Dimension	Indicator	Scale
Brand image (Z)	Brand Image represents the meaning that consumers associate with brand attributes. The following sub-sections present the two dimensions of brand image examined in this study, such as Hedonic Brand Image & Functional Brand Image.	1. Brand Personality 2. Social Image 3. Perceive quality 4. Costumer Satisfaction <i>Source : Previous Research Ridwan Adetunji Raji Et al, 2019</i>	Likert
Behavioral intention (Y)	Behavioural Intention mirrors the types of consumer behaviours that are aroused by the appeals of marketing communication messages and consumers' knowledge, perceptions and attitudes.	1. Brand reference 2. Purchase Intention <i>Source : Previous Research Ridwan Adetunji Raji Et al, 2019</i>	Likert

3.5 Data Analysis Techniques

3.5.1 Research Instrument Test

In this study, it will be carried out by calculating the validity and reliability tests in accordance with the results of the questionnaire that has been distributed to respondents to conduct research, the following are some of the elaborations of the tests that will be used by researchers as follows:

1) Validity test

Validity according to Sugiyono (2018) shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher to find the validity of an item, it correlate the item scores with the total of these items. If the coefficient between the items and the total item is

equal to or above 0.7 then the item is declared valid, but if the correlation value is below 0.7 then the item is declared invalid. The minimum requirement to be considered a valid instrument item is a valid index value that is a validity index value ≥ 0.7 (Sugiyono, 2018: 179). Therefore, all statements that have a correlation level below 0.7 must be corrected because its considered invalid.

2) Reliability test

The reliability test is the extent to which measurement results using the same object will produce the same data (Sugiyono, 2018). The reliability test is the extent to which measurement results using the same object will produce the same data (Sugiyono, 2018). The reliability test of the questionnaire in the study used the split half item method which was divided into two groups, namely the odd item group and the even item group. Then each group's score for each item is added up so as to produce a total score. If the correlation is 0.7, it is said that the item provides a sufficient level of reliability, conversely, if the correlation value is below 0.7, it is said that the item is less reliable.

3.6 Data Analysis Method

Data analysis according to Sugiyono (2018) is the process of systematically searching for and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing them into units, synthesizing them, compiling them into patterns, choose which ones are important and which will be studied, and draw conclusions so that they are easily understood by themselves and others. Meanwhile, according to Moleong (2017) data analysis is the process of organizing and sorting data into patterns, categories, and basic descriptive units so that themes can be found and working hypotheses can be formulated as suggested by the data. In this study using descriptive analysis that measures dominant indicators and weak indicators to draw conclusions and provide advice on the object being examined.

3.7 Partial Least Square (PLS)

Using Partial Least Square (PLS), which is a variant-based SEM (Structural Equation Model) analysis that can simultaneously test the measurement model as well as test the structural model. Partial Least Squares (PLS) is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables. PLS is a variant-based SEM statistical method designed to solve multiple regression when specific problems occur in the data (Jogiyanto and Abdilah, 2015). PLS is a powerful analytical method because it can be applied to all data scales, it doesn't require a lot of assumptions and the sample size doesn't have to be large.

The reason behind choosing the PLS analysis model in this study is the model formed in the conceptual framework of this study, showing a tiered causal relationship, namely brand image, then social media advertising content variables affect behavioral intention and also social media sales promotion content variables that affect behavioral intention . This study uses latent variables that are measured through indicators. PLS is suitable for confirming indicators of a concept/construct/factor. Variance-based SEM with the PLS method is a multivariate analysis technique that allows a series of analyzes of several latent variables simultaneously to provide statistical efficiency. The steps for testing the PLS-based empirical research model with SmartPLS software (Solimun, 2012) as follows model specifications which path analysis of the relationship between variables consists of:

- 1) Outer models

The measurement model used to describe the relationship between indicator blocks and their latent variables is the outer model (Abdillah and Jogiyanto, 2015). In this model, it connects latent variables with their indicators. In other words, the outer model defines how each indicator relates to other variables.

2) Inner model

The inner model is the specification of the relationship between latent variables (structural model), also known as the inner relation, which describes the relationship between latent variables based on the substantive theory of research.

3.8 Hypothesis Test

Hypothesis testing is intended as a way to determine whether the hypothesis to be proposed should be accepted (significant) or rejected by the author. The formulation of the hypothesis as follows:

3.8.1 T-Test

The partial hypothesis is needed to find out the extent of the relationship between one variable and another, whether the relationship influences each other or not. The partial hypothesis is explained in statistical form as follows:

$H_0 : \rho_0 = 0$: there is no influence of social media advertising content (X1) on brand image (Z) for distribution outlet Clothing consumers (study on Otsky store in Bandar Lampung).

$H_a : \rho_1 \neq 0$: there is no the influence of social media advertising content (X1) on Brand Image (Z) for Distro Clothing consumers (study on Otsky store in Bandar Lampung).

$H_0 : \rho_1 = 0$: there is no influence of social media sales promotion content (X2) Brand Image (Z) on Distribution outlet clothing consumers (study on Otsky store in Bandar Lampung).

$H_a : \rho_2 \neq 0$: there is no influence of social media sales promotion content (X2) brand image (Z) on distribution outlet clothing consumers (study on Otsky store in Bandar Lampung).

Based on the elaboration above, the same statement will be made regarding the hypotheses in this study, if the test has been carried out, then the arithmetic test results are compared to the table, with the following conditions:

- 1) If $t_{\text{count}} > t_{\text{table}}$ then H_0 is rejected.
- 2) If $t_{\text{count}} < t_{\text{table}}$ then H_0 is accepted.

3.9 Mediation Test

The mediation test aims to detect the position of the intervening variable. To test the mediating role of brand image in the relationships between social media advertising content, social media sales promotion content and behavioural intention, this study follows the approach of Ridwan Adetunji Raji et al (2019), who performing mediation with the bootstrapping technique will determine the mediating variable's effect in a structural model. A bootstrap samples was performed with indirect effect.

V. CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of research on brand image as a mediation for the effect of social media advertising content and social media sales promotion content on the behavioral intentions of clothing distribution outlet in Bandar Lampung (study on Otsky store Lampung distribution outlet products) it can be concluded that:

- 1) The first hypothesis accepted, namely a positive and significant effect on the variable social media advertising effect on brand image. The second hypothesis accepted, namely a positive and significant effect on the social media sales promotion advertising content on brand image. The third hypothesis accepted, namely a positive and significant effect on the social media advertising content on behavioral intention. The fourth hypothesis accepted, namely the positive and significant effect on the social media sales promotion advertising content on behavioral intention. The fifth hypothesis accepted, namely a positive and significant effect on the brand image on behavioral intention variable. Also The results of this quantitative study obtained positive and significant results. The mediation results revealed the significant role of brand image in explaining the relationship between social media advertising content, social media sales promotion content and behavioural intention.
- 2) This study uses descriptive analysis which measures the most dominant indicators and weak indicators from the results of the respondent's questionnaire.
 - a) Variable social media advertising content with the most dominant indicator of the information, namely the statement "Otsky store consistently provides advertisements through social media regularly with $\pm 3x$ monthly." This shows that the consistent time given by the Otsky company in advertising has a positive impact by providing advertising information that attracts consumer intention behavior with

brand image time and has a positive impact on the level of user behavioral intention $\pm 3x$ in monthly. While the weak indicator is originality with the statement "Otsky store provides content that is distinctive with a name logo to show the originality of the content provided." So it can be concluded that the logo contained in Otsky is increasingly recognized by consumers so that the content created maximizes the product's image to be better in the eyes of consumers. So it can be concluded that the social media advertising content variable in the information indicator has a dominant indicator because it has the largest percentage value of 98% and has a positive and significant effect on behaviour attention.

- b) Variable social media sales promotion content with most dominant indicator coupons with the statement "Otsky store provides content in the form of discounted coupons in giving intention to consumers". This shows that giving coupons on products through advertisements in the form of content provided by the Otsky company in advertising has a positive impact by providing low prices that attract consumer intention behavior. Meanwhile, the weak of the discount with the statement "Otsky store always provides content for products with discounted prices to give intention to customers." So it can be concluded that the social media sales promotion content variable in the coupon indicator has a dominant indicator because it has the largest percentage value of 98% and has a positive and significant effect on behavioral intentions
- c) Variable brand image as a mediation with the most dominant indicator is brand personalities, with the statement "Otsky store has brand personalities (adding consumer interaction for characteristics) that are good in product image." This shows that the Otsky store has a brand personality with character, so that it has a positive impact with the content advertisements provided, which has the advantage of attracting consumer behavioural intention.

5.2 Suggestion

Based on the results of the research conducted, the researchers put forward the following suggestions:

- 1) For the Otsky store in Bandar Lampung.
 - a) From the conclusion that the social media advertising content variable has a weak indicator, the researchers suggest that through the results of this study, companies can provide content that provides a company logo so that consumers can be more familiar with it while increasing advertisements made in order to attract consumer interest and consistently create content within the allotted time. carried out to maintain the behavior of consumer intentions in viewing content advertisements posted through Otsky Store social media.
 - b) From the conclusion that the social media sales promotion variable has a weak indicator, the company should increase the discount price for products when distributing content advertisements given to consumers in order to attract and increase the behavioural intention of consumers to increase.
 - c) From the conclusion, brand image as a mediating variable for companies must maintain quality, interesting and useful social media content for consumers, especially those who already follow social media at Otsky store. Then when the Otsky store wants to increase the level of behavioral intention from customers to shop at the Otsky, they must increase social media advertising, social media sales content. and a good brand image towards customers.

- 2) For further researchers

For further research, it is hoped that researchers can add independent variables in research that may have an influence on brand image, social media advertising content, social media sales promotion advertising content or behavioural intentions and can enrich theories related to more in-depth research instruments to find stronger evidence about the direction as well as the relationship between each variable.

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