The Impact Of Social Media Marketing On Purchase Intention At PT. Nomaden Cipta Mahardika

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***Abstract**.*

Along with the development of information technology, consumers' need to seek information is increasingly greater. Consumers in the architectural services sector also look for information about aesthetic and functional housing via social media. Using Instagram, companies like Nomaden leverage social media marketing to drive consumer purchase intent. This research analyzes how social media marketing influences the architectural services sector to increase purchasing intentions.This research also uses independent variables, namely social media marketing and distribution intensity, which are mediated by the variables brand awareness, quality perception, brand association, brand trust, consumer brand involvement (CBE), and the dependent variable, namely purchase intention. This variable refers to a research titled The Impact of Social Media Marketing on Brand Awareness, Brand Involvement and Purchase Intention in Developing Countries and The Impact of Social Media Communication on Consumer-based Brand Equity and Purchase Intention during the Pandemic. The population in this research is followers of the Nomaden Architect's Instagram account (@nomaden.designstudio). The sample that will be studied is a minimum of 385 respondents using non-probability sampling. This research instrument uses a validity test based on the Product Moment Correlation or Pearson Correlation formula, reliability using the Cronbach alpha technique, descriptive analysis using a continuum line, and verification analysis using a structural equation model with the help of SMART-PLS 4.0.

Keywords: *Social Media Marketing; Customer-based Brand Equity; Consumer Brand Engagement, and Purchase Intention.*

I.   INTRODUCTION

Digital technology has changed the landscape of companies in terms of marketing products, especially in utilizing social media platforms [1]. Digital technologies help companies identify products and services that can contribute to society [2]. Implementing digital technology services by companies can also increase productivity by up to 15% and cost efficiency by more than 5% [3]. Companies that carry out digital transformation can increase business growth and change how they market products and services. In addition, companies can also improve customer experience and work process efficiency, and create new ways of working [4]. Digital technology allows companies to communicate effectively with consumers, so marketed products can increase significantly [3]. Social media is part of the development of digital technology that can facilitate interaction with consumers, such as the presence of Facebook, Twitter, Instagram, TikTok, WhatsApp, and Snapchat platforms [5]. Companies that use social media to market their products will significantly positively influence consumers on brand equity [6]. The level of consumer involvement in social media can influence consumer perception when purchasing products or services the company offers [6]. This social media is a communication tool for companies to engage directly with consumers, enabling companies to create a positive image [7]. Digital technology and social media development have been utilized well by a company engaged in architectural services (PT. Nomaden Cipta Mahardika/Nomaden) by utilizing Instagram social media in marketing products and services. Although Instagram promises great potential to benefit Nomaden's business, the main challenge faced is the lack of implementation of sound marketing strategies on Instagram carried out by Nomaden.

The content produced also did not get many impressions from followers @nomaden.designstudio; this indicates that no interaction or communication was created on Nomaden's Instagram. Instagram has become one of the fastest-growing social media platforms with high user engagement. High engagement refers to users who actively interact on social media, such as posting, liking, and commenting on posts. [8]. Social media marketing in Nomaden has not met the company's expectations. Sales data shows a significant increase in sales made by Nomaden. The achievement of sales figures that have been unable to reach the company's target is caused by several factors influencing people's purchasing intentions for Nomaden's service products. These factors are that Instagram does not influence Nomaden's sales increase but is also influenced by other offline marketing activities, such as participating in architect exhibitions and recommending products from consumers who have used it. In addition, many old consumers reuse the services of this architect, so the increase cannot be interpreted as the presence of new consumers. Analytics from the Instagram account @nomaden.designstudio shows 13,401 followers with an engagement rate of 0.52% and one weekly post. This shows that the conditions are insufficient to convince consumers of Nomaden's service product marketing strategy. Consumers often find brands through information, watching videos used by companies through features available on Instagram, such as QnA features, hashtags, tags, voting, Instagram Adsense, and educational and fun content, so that it can increase consumer memory of the company's service products [9].

The use of the Instagram Adsense feature by Nomaden helps introduce service products to a broader range of consumers. Still, its implementation is considered less effective due to interactions from consumers, such ad comments on posts. On the other hand, the use of Instagram Adsense supports consumers to ask questions directly via direct message regarding content uploaded by Nomaden. Based on the achievement of these data, the marketing strategy on Instagram @nomaden.designstudio is not yet effective. This shows that there is still room to increase the effectiveness of marketing through social media to encourage consumers purchasing intentions. Previous research identified that marketing through social media can influence consumer purchase intention[9]. However, other studies also show that marketing on social media does not influence consumer purchase intention[10]. Creating effective and relevant content for consumers can encourage purchase intention because the content produced by the company can bring consumers closer to their emotions, increase trust, and strengthen the company's brand awareness [11]. In previous research, brand awareness and consumer brand engagement can increase consumer purchase intention [9]. Then, previous research also stated that brand awareness, perceived quality, brand associations, and brand trust, which are intervening variables, can increase consumer purchase intention [11].

II.   BASIC THEORY
1.1 Social Media Marketing
Social media marketing is a strategy carried out on a digital platform, where someone can build interactions and reach a wide audience to share information [12]. The use of social media marketing encourages consumers to be actively involved with brands online for marketing activities, such as creating content [13]. The importance of implementing social media marketing in companies can create positive relationships with consumers and ultimately create consumer loyalty [14]. Social media marketing has five key elements that can influence consumer purchasing intentions. First, entertainment creates a valuable consumer experience and can build emotional closeness to the brand. Second, customization of services and messages that suit consumer preferences to strengthen trust and increase consumer satisfaction. Third, two-way interactions are carried out on social media to encourage consumers to create a positive impression of the brand. Fourth, e-WOM (electronic Word of Mouth) involves communication between consumers about brands on social media to create a positive perception. Fifth, the current (current) importance of delivering updated and relevant information through social media [15].

1.2 Distribution Intensity
Distribution intensity is the reach chosen for a particular product by a company in the context of how the content produced can engage on various social media platforms chosen by the company [16]. The number of products in each store will help reduce the time consumers spend searching for the product [17].

1.3 Brand Theory

A brand is a name, term, sign, symbol, design, or a combination of these things that are intended to identify goods or services so that consumers can distinguish them from competitors' products [18]. Implementing a strategy to improve a product's brand, the company must focus on efforts to maintain good relations with consumers, so that consumers can voluntarily remember the brand [19].

1.4 Brand Equity

Brand equity is a collection of brand assets and liabilities related to the brand, name, and symbol that can add or reduce the value given by the company to consumers [20]. This can also reflect the added value given to consumers, which is reflected in subsequent actions towards the company. Brand equity can help companies in creating a brand identity that has a unique value from competing brands. Positive brand equity also plays an important role in shaping consumer behaviour, thus having an impact on increasing purchase intention [21].

1.5 Brand Awareness

Brand awareness refers to how easily consumers can remember the brand, especially on social media [22]. Brand awareness is a primary step in building a brand, so that it can create brand equity and the opportunity for consumer involvement in purchasing products from the company [23].

1.6 Perceived Quality

Perceived quality is highly influenced by individual factors because the assessment varies depending on the perception ability and level of experience possessed by the consumer [24]. Quality is a characteristic and feature of a company's product or service that can affect its ability to meet needs [25]. In the field of marketing, perceived quality is a customer's perception of the general quality of a product, with the goal that the product can be assessed by users and is different from products on the market [26].

1.7 Brand Associations

Brand associations are consumer perceptions and experiences that aim to help process and collect information, differentiate or position one brand from another, and create a positive perception of the brand [27]. The main indicator of brand associations is brand equity, where a series of brand obligations are related to the name or logo to increase or decrease the value given by the brand to consumers [28]. The stronger the association is formed, the more the brand identity will stick in the eyes of consumers [29].

1.8 Brand Trust

Brand trust is a consumer attitude that shows that the consumer relies on a particular brand based on the belief and hope that the brand can meet their needs [14]. Brand trust plays an important role in reducing the risk felt by consumers and can increase consumer trust, so that consumer loyalty can be formed [30].

1.8 Consumer Brand Engagement

Consumer brand engagement (CBE) is a form of consumer behaviour regarding the brand as the main object in their involvement in making purchases. CBE is driven by motivational factors such as consumer satisfaction [31]. CBE is a dynamic relationship and can form interactions between consumers and brands, so that there is emotional involvement with consumers [32]. In CBE, there are three stages, namely how consumers consume content on social media, share content, and create content to form relationships with brands [33].

1.9 Purchase Intention

Purchase intention is the level of consumer desire to buy a product after making careful considerations of all the information obtained. This information includes product quality, price, reviews, experiences, and comparisons with competing products [14]. In the context of social media marketing, purchase intention refers to the level of consumer probability to plan and buy a product or service in the future that is recommended when using social media [33]. Purchase intention occurs when there is a positive interaction between consumers and brands on social media that contributes to consumer satisfaction [34]. Purchase intention occurs after consumers evaluate various brand choices based on the information they have received. After that, consumers can make their level of preference for each brand based on an assessment of the quality, benefits, and value of the brand [35].

III.   RESEARCH HYPOTHESIS AND FRAMEWORK

Social media marketing has an important role in determining consumer purchasing intentions, so that the implementation of social media marketing can also create positive relationships with consumers and ultimately create consumer loyalty [14]. Previous research identified that marketing through social media can influence consumer purchasing intentions [9]. Previous research also stated that brand awareness, perceived quality, brand association, and brand trust as intervening variables can increase consumer purchasing intentions [11]. Therefore, the researcher proposed the following hypothesis:

H1: There is positive and significant influence between Social Media Marketing and Brand Awareness

Social media contributes to the formation of brand awareness, where this platform can connect directly with a wider audience. In social media marketing, social media can help companies introduce brands to a wider range of consumers [33]. Social media marketing can produce firm-generated content (FGC) and user-generated content (UGC) to strengthen consumer interaction on various platforms such as Facebook, Instagram, TikTok, and so on, so that it can increase brand awareness [14]. This is supported by previous research, that social media marketing has a positive and significant influence on brand awareness [36].

H2: There is positive and significant influence between Social Media Marketing and Perceived Quality

The creation of content on social media carried out by companies that is relevant and tailored to the needs of consumers has the potential to increase their perception of product quality, which, in the end, enables the brand can be recognized and trusted by consumers for the quality offered [37]. The influence of social media marketing on perceived quality is also seen through the authenticity of the content delivered, so that it can increase the clarity of a form of communication on social media. This can be a basic element in strengthening the content produced and can increase perceived quality in the eyes of consumers [38]. Research shows that the influence of social media not only gives a positive impression but can also affect the quality of the content produced by the company [39].

H3: There is positive and significant influence between Social Media Marketing and Brand Associations

Brand associations are the strength of a brand in the eyes of consumers, which includes information about the product and is obtained through social media marketing [40]. According to Zhang & Hung, (2020) that brands with high relationships with consumers from content creation can produce positive brand associations. Therefore, social media platforms can make consumers participate in the company so that positive interactions are also formed on social media [14].

H4: There is positive and significant influence between Social Media Marketing and Brand Trust

Brand trust is built on the basis of customer interaction with the brand through social media marketing, thus creating a positive relationship [37] Content created from social media marketing can increase in-depth knowledge about the product through specifications, policies, and usage guides, which can ultimately affect brand trust [42].

H5: There is positive and significant influence between Social Media Marketing and Consumer Brand Engagement

Effective social media marketing can increase consumer brand engagement, so trends on the company's social media need to be updated to motivate consumers [33]. A study by Gomez, et al (2019) also stated that social media marketing can encourage consumers to get involved in the brand through likes, shares, posts, and interesting content to establish an emotional relationship between consumers and the brand.

H6: There is positive and significant influence between Distribution Intensity and Brand Awareness

Distribution intensity has a direct impact on consumers regarding the brand, so the more brands available, the easier it will be for consumers to access and try the brand directly [15]. Companies that have many distribution channels can increase brand awareness among potential consumers. In the context of social media, product information distributed through social media platforms is an important source for consumers to find information and easily get information from the social media marketing strategy implemented by the company [43].

H7: There is positive and significant influence between Distribution Intensity and Perceived Quality

Perceived quality is an important factor in choosing a brand or product from a company, where consumers tend to judge the quality of a product from various information obtained [45]. Previous research found that distribution intensity has a positive impact on perceived quality [44].

H8: There is positive and significant influence between Distribution Intensity and Brand Associations

Brand associations show that brands can depend on the information in consumers' minds. Thus, the more content is distributed, the stronger the consumer's memory will be [14]. If there is interaction between the company and consumers, continuously, it will positively affect the impact of the brand [45].

H9: There is positive and significant influence between Distribution Intensity and Brand Trust

Brand trust can come from consumer interaction with the company through social media communication. Thus, consumers can consider whether the brand can benefit them or not when they use or buy [46]. When a company uses a lot of social media platforms, the information content from the company can be disseminated to consumers appropriately and easily in various formats [47]. This can build two-way communication, and a positive relationship can be established between customers and brands regarding content that has been distributed through various social media platforms [14].

H10: There is positive and significant influence between Distribution Intensity and Consumer Brand Engagement

Distribution intensity has a significant influence on brand image and perceived quality. In the context of consumer brand engagement, it can be seen as an indicator of improving the brand image, so that distribution intensity can be said to have a positive relationship with consumer brand engagement [48] Consumer brand engagement also reflects how consumers can interact with companies that are able to involve consumers [49].

H11: There is positive and significant influence between Brand Awareness and Purchase Intention

Brand awareness and purchase intention have a positive relationship that is built on social media on sales in physical stores. Brand awareness can influence consumer purchase intention through the consumer experience process. This means that the higher the level of consumer awareness of a brand, the more positive the perception of the brand, and ultimately influences purchase intention [33]. Companies that use social media platforms as a medium to promote their sales can create consumer awareness and lead to consumer purchasing behaviour [50].

H12: There is positive and significant influence between Perceived Quality and Purchase Intention

Perceived quality is a consumer assessment that is formed when consumers assess the quality of the brand, where if the quality is assessed as high, it can increase competitive advantage, preference, and brand profitability [51]. Brands with high equity dimensions will also have high purchase intentions when using social media platforms [51] Brands that use a lot of social media platforms also make them think about buying or using the product. This can be done by creating positive content so that it can influence the quality perceived by consumers and ultimately influence purchase intentions [14].

H13: There is positive and significant influence between Brand Associations and Purchase Intention

Brand associations are seen as one of the important strategies in encouraging consumer purchase intentions, where this can also play a significant role in influencing purchasing decisions [52]. According to Sedianingish, et al (2019) various attributes in brand associations such as price, marketing strategy, location, reputation, quality, and service can form perceptions in the minds of consumers and ultimately influence purchase intentions. Previous research found that brand associations have a positive impact on purchase intentions. Previous research found that brand associations have a positive impact on purchase intentions [14].

H14: There is positive and significant influence between Brand Trust and Purchase Intention

Trust is defined as how willing consumers are to return to a brand. So, this is a positive view of the brand psychologically [54]. Previous research found that brand trust influences purchase intention *[14]*.

H15: There is positive and significant influence between Consumer Brand Engagement and Purchase Intention

Consumer brand engagement is related to how consumers' minds can be directly connected to the brand, so that consumers can spend their time on information from the brand [33]. Consumer brand engagement has a positive impact on purchase intention [55]. In addition, consumer engagement is also positively related to repurchase intentions from a brand [56].

Referring to the results of previous research and the hypotheses that have been developed, then a research model is created as depicted in the following.
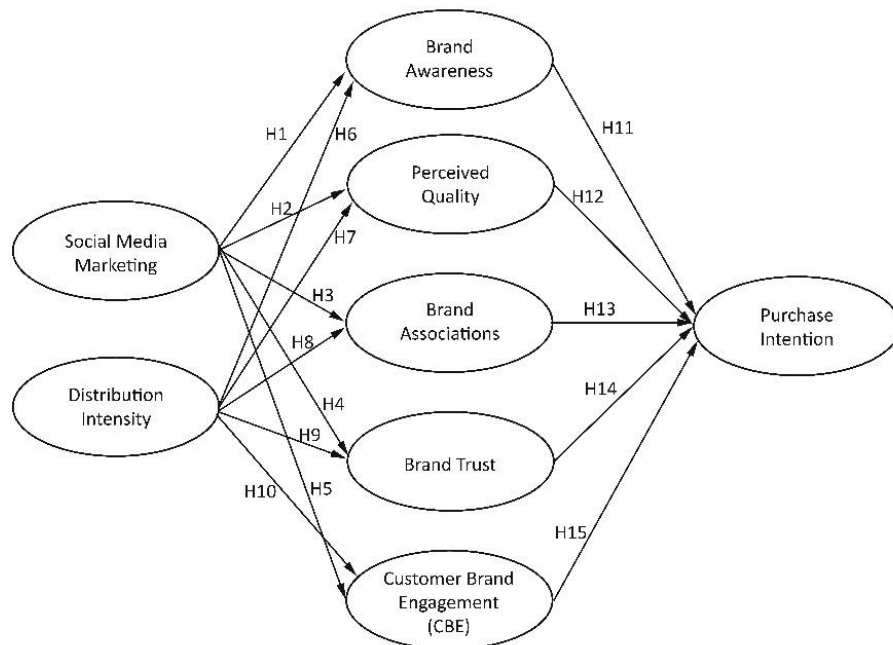

Fig 1. Framework

IV.   METHODS
1.10 Research Object and Analysis

This study took the population of followers of the Instagram account @nomaden.designstudio, which amounted to 12,900 (as of October 2024). The population refers to all analyses and has identical characteristics and is related to the research to be conducted [57]. In determining the number of samples, the population of this study is unlimited, so the researcher uses the Cochran formula, which helps determine the sample size needed to produce a population estimate that has a certain level of confidence with a certain margin of error [58]. Then, this study requires a minimum sample of 385 respondents from Instagram followers @nomaden.designstudio.

Data collection was carried out using a questionnaire distributed through Instagram followers @nomaden.designstudio by attaching an online questionnaire link that can be accessed via Google Forms. This study has been calibrated in advance to 50 respondents who have met the criteria as respondents. Then, the researcher obtained the results of the validity test through the variable statement items in the research framework, so that the calculated r> r table and all variables were declared valid. The reliability test found that the Cronbach's Alpha value of each variable was> 0.70, so that the existing data was declared reliable and could be continued for proper research.

1.11 Variable Operationalization

In this study, operating variables are defined as follows:

Tabel 1. Variable Operationalization

No	Variabel	Indicator
1	*Social Media Marketing*	I share content that I like about the architectural and interior design results of the Nomaden brand.
		I feel that Nomaden's Instagram content suits my wishes, so I share it.
		The content on Nomaden's Instagram makes me interested in sharing

		information about architectural and interior design.
		I get information about architectural and interior design through Nomaden's Instagram.
		Sharing architectural and interior design content on Nomaden is something I like.
		Nomaden's Adsense appears on my Instagram account.
		I know Nomaden from Instagram Adsense
		I like Nomaden's Instagram AdSense content
		I often share Nomaden's content with friends.
2	*Distribution Intensity*	I found out about Nomaden from the architect exhibition post.
		Nomaden is more active on Instagram compared to other companies.
		I found out about Nomaden because of its activity on Instagram.
		Nomaden uses many social media platforms.
		Nomaden uses more than one social media platform, so it is easier for me to find out.
		I can easily find information about architectural and interior design results on Nomaden's Instagram.
		I am interested in sharing Nomaden's Instagram content on my social media.
3	*Brand Awareness*	I am familiar with the Nomaden brand among other brands.
		I am familiar with the symbol or logo of the Nomaden brand.
		I am familiar with the design of the Nomaden brand.
		I am familiar with the designs made by the Nomaden brand.
4	*Perceived Quality*	I trust the quality of the architectural and interior design done by Nomaden.
		The design and quality of Nomaden's workmanship are good.
		Nomaden provides good architectural and interior designs.
		The architectural and interior designs at Nomaden are according to my wishes.
5	*Brand Associations*	Nomaden's social media has its characteristics.
		The quality of Nomaden's work is better than other companies.
		I know Nomaden's design because I often see it on Instagram.
		Nomaden's Instagram content inspired me to look for architectural services.
		The reason I chose Nomaden was that the architectural and interior designs were according to my wishes.
6	*Brand Trust*	I believe in the quality of Nomaden's architectural and interior design results.
		I believe in the promises given by Nomaden regarding the completion time of the work.
		I get good quality service from Nomaden.
		Nomaden is very responsive to my needs.
		The results of Nomaden's architectural and interior designs are in accordance with the initial agreement.
7	*Consumer Brand Engagement*	I am interested in Nomaden's social media content.
		Nomaden's design work posts on social media are my reference in determining the design.
		I actively share content activities on Nomaden's Instagram social media.
		I interact with Nomaden on Instagram.
8	*Purchase Intention*	The content created by Nomaden makes me interested in commenting.
		I intend to use Nomaden's services, which I have seen on social media
		I plan to use Nomaden's architectural and interior design services, which I saw promoted on social media.
		I prefer to use Nomaden's services, which I saw on social media from other brands.
		Seeing Nomaden's content on social media increases my intention to use their services.
		Seeing Nomaden's work on social media makes me interested in using them.

1.12 Model Analysis and Test Techniques

The data analysis method uses the Structural Equation Modelling (SEM-PLS) analysis technique processed using Smar-PLS 4.0 with a total of 390 respondents. Structural Equation Modelling (SEM) is a statistical methodology with a hypothesis testing approach to structural theory analysis, containing several phenomena. In this model, researchers also want to test the truth of the theory by conducting research in the

field. The SEM model has two main parts in the research model, namely, confirmatory factor analysis and structural model [59]. Then, Partial Least Squares (PLS) is an effective method where a research subject is an exploration or hypothesis model. PLS is considered a decomposition method because there is a low level of sharpness in analysing minor causes of causal functions. PLS-SEM can provide the ability to model variables and higher levels of significance, resulting in stronger hypotheses [60].

V. RESULTS AND DISCUSSION

This study involved 390 respondents who were followers of Instagram @nomaden.designstudio. The characteristics of most respondents were aged 30-40 years, with a total percentage of 52.8%, and continued with the age of 24-30 years, with a percentage of 35.1%. At the same time, the age of 40-50 years is with a percentage of 12.1%. Most of the respondents' gender was male, with a percentage of 66.7%, and 33.3% were female. Based on the location of the respondents, it was dominated by respondents from Jabodetabek with a percentage of 98.2% and respondents from outside Jabodetabek with 1.8%.

1.13 Evaluation of Measurement (Outer) Model

Following are the results of the outer model of this study:
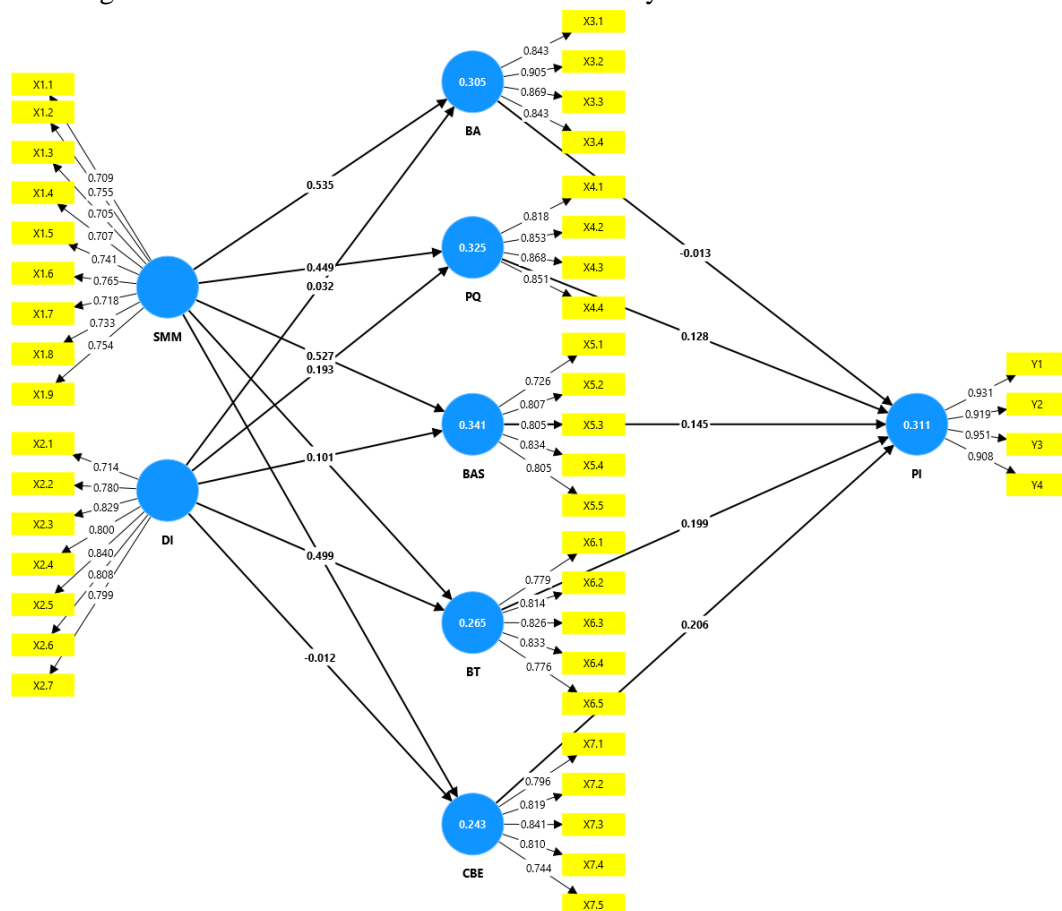
Fig 2. Model Partial Las Square
Tabel 2. Convergent Validity Result

Variable	Indicator	Factor Loading	AVE (0,5)	Informatin
Social Media Marketing	X1.1	0,709		Valid
	X1.2	0,755		Valid
	X1.3	0,705		Valid
	X1.4	0,707		Valid
	X1.5	0,741	0,536	Valid
	X1.6	0,765		Valid
	X1.7	0,718		Valid
	X1.8	0,733		Valid
	X1.9	0,754		Valid
Distribution	X2.1	0,714	0,635	Valid

Intensity	X2.2	0,780		Valid
	X2.3	0,829		Valid
	X2.4	0,800		Valid
	X2.5	0,840		Valid
	X2.6	0,808		Valid
	X2.7	0,799		Valid
Brand Awareness	X3.1	0,843	0,749	Valid
	X3.2	0,905		Valid
	X3.3	0,869		Valid
	X3.4	0,843		Valid
Perceived Qualiy	X4.1	0,818	0,718	Valid
	X4.2	0,853		Valid
	X4.3	0,868		Valid
	X4.3	0,851		Valid
Brand Associations	X5.1	0,726	0,634	Valid
	X5.2	0,807		Valid
	X5.3	0,805		Valid
	X5.4	0,834		Valid
	X5.5	0.805		Valid
Brand Trust	X6.1	0,779	0,649	Valid
	X6.2	0,814		Valid
	X6.3	0,826		Valid
	X6.4	0,833		Valid
	X6.5	0,776		Valid
Consumer Brand Engagement	X7.1	0,796	0,644	Valid
	X7.2	0,819		Valid
	X7.3	0,841		Valid
	X7.4	0,810		Valid
	X7.5	0,744		Valid
Purchase Intention	Y1	0,931	0,860	Valid
	Y2	0,919		Valid
	Y3	0,951		Valid
	Y4	0,908		Valid

The table above shows the results of factor analysis for the variables in this study, namely social media marketing (X1), distribution intensity (X2), brand awareness (X3), perceived quality (X4), brand associations (X5), brand trust (X6), consumer brand engagement (X7), and purchase intention (Y). The results show that it describes the strength of the relationship between the variables and their respective indicators. The indicator values obtained from the Smartpls results and showing 43 indicators studied, are declared valid. This can be seen from the loading factor value above 0.70.The results of the social media marketing variable indicators show that the loading factor value ranges from 0.705 to 0.765, with an Average Variance Extracted (AVE) value of 0.536. This indicates that the variable is valid because it is above 0.5. The distribution intensity variable shows that the loading factor value ranges from 0.714 to 0.840, with an average variance extracted (AVE) value of 0.635. This indicates that this variable is valid. The brand awareness variable has a loading factor ranging from 0.843 to 0.905. Then Average Variance Extracted (AVE) is 0.749. This shows that each statement indicator is considered a good and valid representation of the construct measured in the brand awareness variable. The perceived quality variable has a loading factor value of 0.818 to 0.868. Where the Average Variance Extracted (AVE) is above 0.5, with a value of 0.718, this indicates that each construct can explain the variation of each statement indicator. These results indicate that the perceived quality variable has good convergent validity.

The brand associations variable has a loading factor value ranging from 0.726 to 0.834. Then, the Average Variance Extracted (AVE) on the brand associations variable got a result of 0.634. This AVE indicates that with adequate values on each statement indicator, it has good convergent validity. The brand trust variable has a loading factor value ranging from 0.776 to 0.833. Then the Average Variance Extracted (AVE) is 0.649. This shows that each of the statement indicators is considered a good and valid representation of the construct measured in the brand trust variable. The consumer brand engagement

variable has a loading factor value of 0.744 to 0.841. Then, the Average Variance Extracted (AVE) value is 0.644. This shows that each statement indicator is considered a good representation of the construct measured in the consumer brand engagement variable and is declared valid. The purchase intention variable has a loading factor value ranging from 0.908 to 0.951. Then, the Average Variance Extracted (AVE) is 0.860, which indicates that each statement indicator is considered a good and valid representation of the construct measured in the purchase intention variable.

Tabel 3. Discriminant Validity Result

Indikator	BA	BAS	BT	CBE	DI	PI	PQ	SMM
X1.1	0.422	0.465	0.375	0.369	0.467	0.337	0.428	0.709
X1.2	0.481	0.461	0.377	0.374	0.450	0.225	0.460	0.755
X1.3	0.372	0.373	0.320	0.296	0.404	0.123	0.396	0.705
X1.4	0.362	0.384	0.311	0.262	0.400	0.078	0.395	0.707
X1.5	0.377	0.423	0.350	0.334	0.374	0.140	0.372	0.741
X1.6	0.407	0.458	0.346	0.386	0.285	0.219	0.386	0.765
X1.7	0.377	0.380	0.323	0.363	0.269	0.191	0.358	0.718
X1.8	0.411	0.405	0.353	0.406	0.287	0.165	0.418	0.733
X1.9	0.405	0.440	0.428	0.434	0.357	0.222	0.374	0.754
X2.1	0.334	0.269	0.298	0.206	0.714	0.202	0.328	0.360
X2.2	0.225	0.276	0.341	0.196	0.780	0.203	0.334	0.282
X2.3	0.229	0.312	0.289	0.188	0.829	0.135	0.347	0.422
X2.4	0.181	0.224	0.308	0.120	0.800	0.059	0.277	0.352
X2.5	0.225	0.266	0.303	0.138	0.840	0.073	0.276	0.401
X2.6	0.215	0.326	0.295	0.202	0.808	0.088	0.340	0.452
X2.7	0.244	0.337	0.339	0.248	0.799	0.081	0.395	0.497
X3.1	0.843	0.541	0.450	0.433	0.317	0.319	0.495	0.448
X3.2	0.905	0.527	0.419	0.449	0.264	0.261	0.462	0.504
X3.3	0.869	0.517	0.376	0.465	0.226	0.335	0.428	0.460
X3.4	0.843	0.528	0.387	0.471	0.233	0.281	0.455	0.495
X4.1	0.520	0.494	0.511	0.427	0.374	0.414	0.818	0.395
X4.2	0.461	0.515	0.497	0.467	0.375	0.351	0.853	0.440
X4.3	0.404	0.565	0.475	0.473	0.330	0.370	0.868	0.494
X4.4	0.420	0.534	0.450	0.496	0.338	0.351	0.851	0.517
X5.1	0.391	0.726	0.459	0.386	0.293	0.375	0.411	0.298
X5.2	0.469	0.807	0.539	0.468	0.335	0.335	0.431	0.473
X5.3	0.537	0.805	0.479	0.463	0.283	0.340	0.456	0.506
X5.4	0.504	0.834	0.483	0.527	0.294	0.388	0.577	0.491
X5.5	0.515	0.805	0.472	0.553	0.256	0.408	0.584	0.503
X6.1	0.405	0.514	0.779	0.556	0.239	0.502	0.469	0.356
X6.2	0.409	0.441	0.814	0.520	0.307	0.365	0.465	0.344
X6.3	0.374	0.497	0.826	0.479	0.324	0.384	0.475	0.400
X6.4	0.348	0.518	0.833	0.414	0.358	0.344	0.458	0.414
X6.5	0.360	0.479	0.776	0.400	0.353	0.309	0.424	0.439
X7.1	0.413	0.481	0.501	0.796	0.172	0.450	0.453	0.342
X7.2	0.424	0.492	0.479	0.819	0.171	0.354	0.478	0.373
X7.3	0.441	0.505	0.506	0.841	0.227	0.434	0.448	0.411
X7.4	0.383	0.469	0.437	0.810	0.152	0.367	0.378	0.364
X7.5	0.443	0.485	0.436	0.744	0.227	0.292	0.447	0.483
Y1	0.367	0.443	0.442	0.448	0.109	0.931	0.408	0.245
Y2	0.294	0.421	0.432	0.400	0.200	0.919	0.395	0.199
Y3	0.343	0.438	0.457	0.465	0.162	0.951	0.422	0.296
Y4	0.276	0.416	0.433	0.447	0.102	0.908	0.398	0.232

The table above illustrates that the construction loading is greater than the cross-loading and the value of the latent variable is greater than the correlation with other latent variables, so it has good discriminant validity, and all values are > 0.7.

Tabel 4. Heterotrait-Monotrait Ratio Result

	BA	BAS	BT	CBE	DI	PI	PQ	SMM
BAS	0.696							
BT	0.538	0.708						
CBE	0.600	0.701	0.680					
DI	0.332	0.413	0.442	0.262				
PI	0.377	0.515	0.523	0.524	0.164			
PQ	0.607	0.716	0.657	0.635	0.466	0.483		
SMM	0.616	0.650	0.550	0.557	0.552	0.280	0.617	

Tabel di atas menunjukan perhitungan HTMT dari variabel *distribution intensity, brand awareness, perceived quality, brand associations, brand trust, consumer brand engagement,* dan *purchase inention* di bawah 0,9. Artinya, HTMT dari variabel penelitian ini sudah dinyatakan valid.

Tabel 5. Forner Larcker Result

	BA	BAS	BT	CBE	DI	PI	PQ	SMM
BA	0.865							
BAS	0.610	0.796						
BT	0.471	0.609	0.806					
CBE	0.525	0.607	0.589	0.803				
DI	0.300	0.365	0.391	0.238	0.797			
PI	0.346	0.463	0.476	0.475	0.154	0.927		
PQ	0.532	0.622	0.570	0.550	0.418	0.438	0.847	
SMM	0.551	0.578	0.485	0.493	0.501	0.263	0.546	0.732

The table above shows the calculation of HTMT from the variables of distribution intensity, brand awareness, perceived quality, brand associations, brand trust, consumer brand engagement, and purchase intention below 0.9. This means that the HTMT of this research variable has been declared valid.

Tabel 6. Cronbach's Alpha and Composite Reability Test

Konstruk	Cronbach's Alpha (>0,7)	Composite Reliability (>0,7)	Kesimpulan
SMM	0.892	0.912	Reliabel
DI	0,904	0,924	Reliabel
BA	0,888	0,923	Reliabel
PQ	0,869	0,911	Reliabel
BAS	0,859	0,896	Reliabel
BT	0,865	0,902	Reliabel
CBE	0,861	0,900	Reliabel
PI	0,946	0,947	Reliabel

The table above shows that the Cronbach's Alpha value on all variables is >0.7, and the Composite Reliability value is also >0.7, so it can be concluded that all variables are stated as reliable. High Cronbach's alpha and Composite reliability values also indicate that each indicator can consistently measure the constructs in all variables, namely with values above 0.7.

1.14 Structural Model Evaluation (Inner Model)

Tabel 7 R-Square Result

Variabel	R-square	Keterangan
BA	0.305	*Lemah*
BAS	0.341	*Moderate*
BT	0.265	*Lemah*
CBE	0.243	*Lemah*
PQ	0.325	*Lemah*
PI	0.311	*Lemah*

The table above shows that the value of the Determination Coefficient of the purchase intention variable is 0.311. This indicates that other variables can explain 31% of the variability in purchase intention.

1.15 Hypothesis Test Result and Significance

Tabel 8. Hypothesis Test Result and Significance

Hipotesa		Original sample (O)	T statistics ($|O/STDEV|$)	P values	Keterngan
H1	**SMM -> BA**	0.535	10.351	0.000	Accepted
H2	**SMM -> PQ**	0.449	8.969	0.000	Accepted
H3	**SMM -> BAS**	0.527	10.774	0.000	Accepted
H4	**SMM -> BT**	0.386	6.312	0.000	Accepted
H5	**SMM -> CBE**	0.499	8.796	0.000	Accepted
H6	**DI -> BA**	0.032	0.423	0.673	Rejected
H7	**DI -> PQ**	0.193	3.151	0.002	Accepted
H8	**DI -> BAS**	0.101	1.695	0.090	Rejected
H9	**DI -> BT**	0.198	3.677	0.000	Accepted
H10	**DI -> CBE**	-0.012	0.172	0.863	Rejected
H11	**BA -> PI**	-0.013	0.225	0.822	Rejected
H12	**PQ -> PI**	0.128	2.087	0.037	Accepted
H13	**BAS -> PI**	0.145	2.209	0.027	Accepted
H14	**BT -> PI**	0.199	3.679	0.000	Accepted
H15	**CBE -> PI**	0.206	3.238	0.001	Accepted

Discussion

1.16 The influence of Social Media Marketing on Brand Awareness

The results of the hypothesis test indicate that there is a significant positive influence between social media marketing and brand awareness on PT Nomaden Cipta Mahardika (Nomaden). This reflects that the higher and more active the marketing strategy carried out by Nomaden on social media, the greater the impact on brand awareness among consumers regarding the company's products. Nomaden actively uses Instagram to disseminate its content so that it impacts followers' awareness. Instagram allows users to create creative, informative, and interesting content about architectural services [61]. This is in line with previous research showing that social media marketing has a positive and significant influence on brand awareness [36].

1.17 The Influence of Social Media Marketing on Perceived Quality

The results of the hypothesis test indicate that there is a significant positive influence between social media marketing and perceived quality on PT Nomaden Cipta Mahardika (Nomaden). Nomaden success in implementing marketing strategies through Instagram has an important role in shaping the perception of Nomaden quality, both for users who have used the product and those who have not used it. Indicators that show a significant positive influence on perceived quality are the number of respondents who believe that the architectural and interior designs carried out by Nomaden are of good quality. Content shared on Instagram serves to build awareness and interest in Nomaden services. Instagram Adsense and content that is relevant to the needs of followers can have a positive impact on their interest in trying to use the services of a product or service at a company [62]. Previous research says that social media marketing activities have a significant positive influence on perceived quality [63].

1.18 The Influence of Social Media Marketing on Brand Associations

The results of the hypothesis test indicate that there is a significant positive influence between social media marketing and brand associations on PT Nomaden Cipta Mahardika (Nomaden). These brand associations are included in the components of brand equity, where, according to Wardhana (2024), the main components of brand equity include brand awareness, brand loyalty, perceived quality, and brand associations. Thus, the brand associations felt by consumers start from the thoughts, feelings and experiences that are attached to them. Brand associations can influence purchasing decisions, and when consumers have a positive association with a brand, consumers are more likely to buy the product [64].

1.19 The Influence of Social Media Marketing on Brand Trust

The results of the hypothesis test indicate that there is a significant positive influence between social media marketing and brand trust on PT Nomaden Cipta Mahardika (Nomaden). Brand trust plays an important role in influencing consumers towards purchasing intentions and decisions [65]. There is an influence between trust in the brand and purchase intention, which means that if trust in the brand increases, the value of purchase intention will also increase. Consumers can strengthen their high trust in the quality of this design towards Nomaden's commitment to fulfilling the promises that have been made. Previous research also revealed that brand trust has a positive influence on purchase intentions and gives trust to Nomaden [65].

1.20 The Influence of Social Media Marketing on Consumer Brand Engagement

The results of the hypothesis test indicate that there is a significant positive influence between social media marketing and consumer brand engagement on PT Nomaden Cipta Mahardika (Nomaden). Consumer brand engagement (CBE) is an interaction between consumers and brands to make a purchase. This CBE can form an emotional relationship with consumers, thus impacting purchase intentions and creating customer loyalty [66]. Consumers are interested in the content uploaded by Nomaden on Instagram. The post is a reference for them in making decisions, consumer activities that share content and interact via direct messages on Instagram can strengthen emotional relationships with Nomaden. Supported by previous research also that there is a positive influence on social media marketing activities with consumer brand engagement [67].

1.21 No Influence of Distribution Intensity on Brand Awareness

The results of the hypothesis test indicate that the intensity of Nomaden distribution on social media does not have a significant positive effect on brand awareness. Based on the facts in the field, consumers are more familiar with Nomaden through digital media, compared to their involvement in participating in architectural exhibitions or other matters in physical distribution. Nomaden followers are more influenced by ideal visuals that show the results of designs, concepts, and projects being worked on, so that they can reach a wider audience. Nomaden routinely shares content that can be a reference for consumers, so that consumers find it easier to access the information they are looking for through Instagram than they do to come to architectural exhibitions. Therefore, further research is also needed related to brands that display diversity to reach a wider audience, so that it does not always increase engagement on social media [68].

1.22 The Influence of Distribution Intensity on Brand Perceived Quality

Distribution intensity has a significant positive effect on perceived quality. Consumers who receive too much information from content on various social media platforms will shape their experience of the brand and significantly affect the perception of the quality of the brand [69]. Nomaden continues to commit to presenting the information that consumers need. This information can be in the form of interior design results for projects that are being worked on by Nomaden. This can also make consumers interact with Nomaden often; the more often they interact, the more likely consumers are to have the perception that the quality produced by Nomaden meets their expectations. Previous research says that distribution intensity has a positive impact on perceived quality [15].

1.23 No Influence of Distribution Intensity on Brand Associations

The results of the hypothesis test indicate that distribution intensity does not have a significant positive effect on brand associations at PT Nomaden Cipta Mahardika (Nomaden). Facts in the field show that distribution only focuses on the availability of services without direct interaction with consumers, so consumers do not have a meaningful experience. Nomaden only focuses on digital media distribution without thinking about offline distribution. This is in line with previous research [70] that distribution intensity does not have a positive effect on the distribution of a store through stores, distributors, and retail to the public. So, the eighth hypothesis is rejected and is not relevant to Nomadic architectural services.

1.24 The Influence of Distribution Intensity on Brand Trust

The results of the hypothesis test indicate that distribution intensity does not have a significant positive effect on brand trust at PT Nomaden Cipta Mahardika (Nomaden). Nomaden active presence on social media makes it easier for consumers to access information and build trust in Nomaden. Thus, this can

have an impact on the quality of architectural and interior design services offered. Facts in the field also reveal that consumers know Nomaden through activities on social media, which can create consumer trust in Nomaden. Nomaden use of Instagram as a means to introduce its architectural and interior designs makes it easier for potential consumers to see the portfolio of the quality of the work. This is also reinforced by previous research [71] that distribution intensity has a positive effect on brand trust, where when a company uses a lot of social media platforms, the information content from the company can be disseminated to consumers appropriately and easily in various formats.

1.25 No Influence of Distribution Intensity on Consumer Brand Engagement

The results of the hypothesis test showed no significant positive effect between distribution intensity and consumer brand engagement at PT Nomaden Cipta Mahardika (Nomaden). Various distribution channels allow companies to increase brand awareness among potential consumers. When product information is distributed through many social media platforms, this repetition and exposure increase brand awareness among consumers and can create consumer engagement. However, in this study, the theory is not relevant, because based on the results of the study, distribution intensity does not have a significant positive effect on consumer brand engagement at Nomaden.

1.26 No Influence of Brand Awareness on Purchase Intention

The results of the hypothesis test showed no significant positive effect between brand awareness and purchase intention at PT Nomaden Cipta Mahardika (Nomaden). Although respondents have a good level of knowledge about Nomaden, this is not their main factor in driving purchase intention. Based on the facts in the field, most respondents are familiar with the Nomaden brand compared to other brands, such as symbols and logos. However, this is not a sufficient factor to drive purchasing decisions. When consumers know or have awareness of a brand, it is not a determining factor in purchasing decisions. This brand awareness only reflects the level of consumer awareness of the Nomaden brand. Still, it does not have a strong emotional attachment, so it cannot have an impact on purchase intention. The results of this study are in line with previous research byAli & Cuandra (2023) that brand awareness does not have a significant positive effect on purchase intention.

1.27 The Influence of Perceived Quality on Purchase Intention

The results of the hypothesis test show a significant positive influence between perceived quality and purchase intention at PT Nomaden Cipta Mahardika (Nomaden). Consumer assessment of the quality of the design displayed by Nomaden on Instagram reflects a positive influence on the brand so that that purchase intention can be created. Nomaden's success in showing the results of his work on social media makes it easy for them to access and strengthen their intention to use the service. The projects displayed by Nomaden visually on social media can increase their preferences and increase the possibility of making a purchase. This is also reinforced by research [73] that perceived quality has a significant positive influence on purchase intention.

1.28 The Influence of Brand Associations on Purchase Intention

The results of the hypothesis test show a significant positive influence between brand associations and purchase intention at PT Nomaden Cipta Mahardika (Nomaden). Consumers consider that Nomaden social media, especially Instagram, has characteristics that are different from its competitors' Instagram, as seen from the content produced that can attract consumer attention and have an impact on purchase intention. The majority of consumers also feel that Nomaden design is according to their wishes compared to other brands they see on Instagram. This shows the fact that brand associations formed through social media have a direct impact on purchase intention. The results of the study regarding the significant positive impact of brand associations on purchase intention at Nomaden are also supported by previous research [74] in which brand associations also have a significant influence on purchase intention.

1.29 The Influence of Brand Trust on Purchase Intention

The results of the hypothesis test show a significant positive influence between brand trust and purchase intention at PT Nomaden Cipta Mahardika (Nomaden). Trust is an important key in this study, and researchers have analysed it from various perspectives. Trust in a brand can also increase purchase intention. When consumers have trusted a brand, they will have a positive image of the brand. This positive image will

make consumers more likely to choose products from the brand and then create a long-term relationship [75]. Consistency in good service quality and responsiveness to consumer needs make consumers believe that Nomaden can provide the best. This finding is in line with previous research [76] which states that when consumers trust a brand, especially a brand that has created a positive image, it can have a positive effect on purchase intention.

1.30 The Influence of Consumer Brand Engagement on Purchase Intention

The results of the hypothesis test show a significant positive influence between consumer brand engagement and purchase intention at PT Nomaden Cipta Mahardika (Nomaden). Based on the facts in the field, Nomaden's intense interaction on social media with consumers, such as sharing uploads, comments, and liking posts, has been proven to increase consumer engagement with Nomaden, which ultimately has an impact on purchase intention. This finding also confirms that consumers who are actively involved in social media tend to compare with other brands, and consumers prefer content uploaded on Instagram @nomaden.designstudio, which has an impact on positive perceptions in the minds of consumers. This finding is also supported by research [56] that consumer engagement is positively related to purchase intention from a brand.

VI. CONCLUSIONS AND RECOMMENDATIONS

The results of the study indicate that there is a positive and significant influence between social media marketing and brand awareness, perceived quality, brand associations, brand trust, and consumer brand engagement. In the distribution intensity variable, there is a significant positive influence on perceived quality and brand trust. Then, in the intervening variable, there is a positive influence between brand awareness, perceived quality, brand associations, brand trust, and consumer brand engagement on purchase intention. In addition, this study also found that there was no positive influence between distribution intensity and brand associations, distribution intensity and consumer brand engagement, and brand associations and purchase intention.

Suggestions from the academic aspect, this study does not only focus on the variables studied in this study, but the researcher also recommends conducting research on the social media influencer experience variable as an independent variable. In addition, in further research, it does not only focus on companies engaged in architectural services but can be expanded to various other company fields. It is also hoped that the tools used are not only limited to SEM-PLS but can also use AMOS. In terms of practice, the management of social media marketing activities can be carried out actively, especially to inform a wide audience about the services of the Nomaden company. By implementing an effective social media marketing strategy, companies can increase consumer purchasing interest and ultimately achieve sustainable business growth.

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