ARTICLE

Innovating Brand Image: Mediating The Impact of Social Media Advertising Content and Social Media Sales Promotion Content on Behavioral Intentions for Clothing Distros in Bandar Lampung (A Study on Otsky Store Distro Products, Lampung)

Tinezia Sri Cendani[1*], Mahrinasari MS[2*], Mudji Rachmat Ramelan[3*]

[1,2,3] University of Lampung | [1,2,3] St. Prof. Dr. Ir. Sumantri Brojonegoro No.1, Bandar Lampung City, Lampung 35141

✉ kanezyoriahuy@gmail.com[1], mahrina.sari@feb.unila.ac.id[2], muji@feb.unila.ac.id[3]

Abstract: 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, Product Innovation.

1. Preliminary

In line with progress in the economic sector, innovation is also developing in the business world which is also experiencing growth and progress. 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. As a business actor, of course it can see that there are large projections for economic development which are currently accelerating called as MSME. 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 (Mujahid, Begam, and Nargis 2019).
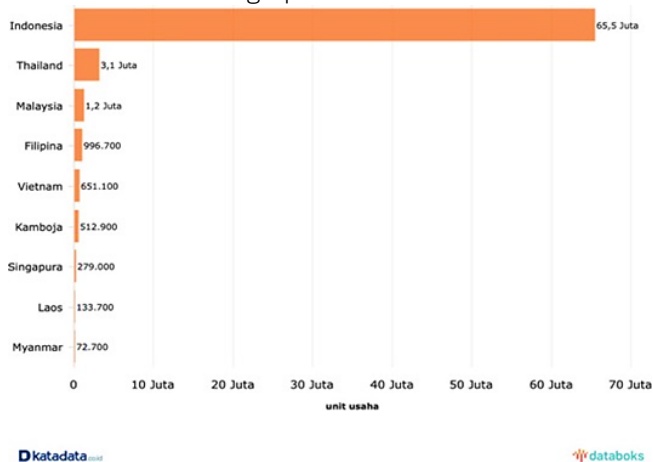
This is shown in the graph below:

Figure 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 (Bello Garcés 2022) Distro comes from the word distribution store which is usually interpreted as a place/outlet/shop that specifically distributes products from a community. Business competition, including fashion, almost all 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, MSME 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 stores, which have become the needs of young people at this time.

One brand that has used a digital platform as a means of marketing products that have good quality is Otsky Store. Otsky Store is one of the MSMEs in the field of fashion which is located at, Bandar Lampung. This distribution 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 Bandarlampung 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 has 1 head office to mediate marketing control, production, and online purchase transactions which is Instagram that have been initiated in 2021.

Figure 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 are very influential due to technological advances in the current era. The Otsky store account has reached 100k followers with circles in Indonesia however, there is indeed strong competitiveness against other distribution store such as one example, namely the Don's house has 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.

The reason why the authors use online research caused the product image in online transactions can be used as mediation for the variables that will be used 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. At several points this indicator is related to objects due to various erroneous regarding the period in 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 media platforms that are used as tools measure, namely Instagram and Tiktok which are using social media

advertising content. Measurement of this information is seen from the intensity of the content carried out in the form of product advertisements in each media platform.

In addition social media sales promotion content, it also influences the behavioural intention which have several indicators. 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. 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. Furthermore, there is another indicator for the social media sales promotion which is coupons. The reason why this indicator whould be discuss in this research. 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.

Furthermore, there are other factors that can influence the behavioural intention, one of which is brand image. Brand image is a brand image that is owned by a product. According to (Raji, Rashid, and Ishak 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. 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. In the Otsky Store, thereby increasing a good brand personality as a characteristic of Otsky Stores 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. 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. 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.

According to (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. There are several product comments with ratings that still have a low value rating in the context indicators of the variables to be used. 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.

Literature Review
A. Brand Image
According to (Raji et al. 2019) Brand image is one of the first concepts developed for explaining the influence of consumers' perceptions, attitudes, mindsets and behaviour towards their acceptance of a brand. The following sub-sections present the two dimensions of brand image examined in this study, such as Hedonic Brand Image & Functional Brand Image. According to (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:
   a)   Brand Personalities
   b)   Social Images

B.   Social Media Advertising Content

According to (Raji et al. 2019) 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. According to (Raji et al. 2019) there are several indicators on Social Media Advertising Content as follows:
   a)   Information
   b)   Creativity
   c)   Originality

C.   Social Media Sales Promotion Content

According the (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. According to (Raji et al. 2019) there are several indicators Social Media Sales Promotion as follows:
   a)   Discount
   b)   Coupons

D.   Behavioural Intention

According to According to (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. According to (Raji et al. 2019) there are several dimensions Behavioural Intention n as follows:
   a)   Brand Reference
   b)   Purchase Intention

2.   Research Methods

A.   Data Analysis Techniques
   1)   Research Instrument Test
   2)   Validity Test
   3)   Reliability Test

B.   Partial Least Square (PLS)

The steps for testing the PLS-based empirical research model with SmartPLS software (Solimun, 2011) are as follows:
   1)   Outer Models
   2)   Inner Model

3.   Results and Discussion

A.   Research Result

Respondent Characteristic

Table 1. Gender

Gender	Number	Percentage (%)
Man	46	38
Woman	75	62
Total	121	100

Source: Primary (attachment, 2023)

Table 2. Age

Age	Number	Percentage (%)
17-25 years	86	71
26-35 years	17	14
36-45 years	18	15
Total	121	100

Source: Primary (attachment, 2023)

Table 3. Profession

Profession	Number	Percentage (%)
Student	52	43
Employee	37	30
Entrepreneur	8	7
Etc.	24	20
Total	121	100

Source: Primary (attachment, 2023)
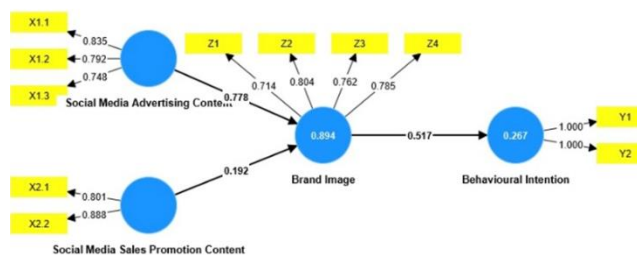
Hypothesis Testing Results

Figure 3. Results of the Research Model

Mediation Test Result

Based on the bootstrapping test conducted, it was found that the specific indirect effect indicated that the brand image variable is a mediating variable of social media sales and behavioral intentions because statistically the specific indirect effect (t value > 1.96, two tailed, p <0.05) must be taken as evidence of mediation (Raji et al. 2019). Then the brand image also

mediates between social media advertising content and behavioral intentions cause the result of t value 2.138 > 1.96, two tailed, p 0,03 < 0.05. Then, the results prove that brand image is a partial mediation between sales promotion advertising content and behavioral intentions cause of t value 5.695 > 1.96, two tailed, p 0,00 < 0.05.

B. Discussion

1) The Effect of Social Media Advertising on Brand Image

Based on the first hypothesis test, it is known that H1 is accepted. It means that when social media advertisements are packaged creatively, informative and original, this will also affect the level of brand image towards the Otsky store. In previous researcher (Raji et al. 2019) obtained positive and significant results from Social Media Advertising content on brand image. Therefore, through video advertisements, text, images and other reflective and creative information displayed on social media by brand managers, brand images can improve consumer memory. So these results are consistent with previous research.

2) The Effect of Social Media Sales Promotion Advertising on Brand Image

Based on the second hypothesis test, it is known that H2 is accepted. That is, social media sales content such as discounts and coupons will add to the good image of the company in terms of offering affordable prices to the public. In the previous researcher (Raji et al. 2019) obtained positive and significant results from Sales Promotion Advertising Content on Brand Image. Because, this implies the importance of promotional contents such as price discounts and gifts that are posted and offered by brand managers on social media platforms towards enhancing consumers' perceptions of brand images. So, these results are consistent with previous research.

3) The Effect of Social Media Advertising on Behavioral Intention

Based on the third hypothesis test, it is known that H3 is accepted. In previous research, (Raji et al. 2019) obtained negative and insignificant results from social media advertising content on behavioral intention. Therefore, these results have differences with previous researchers.

4) The Effect of Sales Promotion Advetising Content on Behavioral Intention

Based on the fourth hypothesis test, it is known that H4 is accepted. This proves that selling social media has a positive influence on behavioral intention.

Based on the previous research (Raji et al. 2019) obtained positive and significant results from Sales Promotion Advertising Content on Behavioural Intention. Therefore, these results are consistens with previous researchers.

5) The Effect Brand Image on Behavioural Intention

Based on the fifth hypothesis test, it is known that H5 is accepted. This proves that brand image is proven to have a positive influence on Behavioral Intentions. Based in the previous research (Raji et al. 2019) obtained positive and significant results from Brand Image on Behavioural Intention. Therefore, these results are consistens with previous researchers.

6) Mediation

Brand image plays a significant role as a mediator in the variables of social media advertising content, sales promotion advertising content, and behavioral intention. Therefore, these results are consistent with previous researchers (Raji et al. 2019).

4. Conclusion

a. 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.

b. This study uses descriptive analysis which measures the most dominant indicators and weak indicators from the results of the respondent's questionnaire.

c. Variable Social Media Advertising Content with the most dominant indicator, namely the statement "Otsky Store consistently provides advertisements through social media regularly with ± 3x monthly." While the weak indicator is the statement "Otsky store provides content that is distinctive with a name logo to show the originality of the content provided."

d. Variable Social Media Sales Promotion Advertising content with the most dominant indicator with the statement "Otsky Store always provides content for products with discounted prices to give intention to customers." Meanwhile, the weak indicator is the statement "Otsky Store provides content in the form of discounted coupons in giving intention to consumers."

e. Variable Brand Image as a mediation with the most dominant indicator 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 innovation 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.

Suggestion

a. 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 coupons for products when distributing content advertisements given to consumers in order to attract and increase the behavioral 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.

5. Acknowledgments

6. Bibliography

"Indonesia Punya UMKM Terbanyak Di ASEAN, Bagaimana Daya Saingnya?" Retrieved October 1, 2023 (https://databoks.katadata.co.id/datapublish/2022/10/11/indonesia-punya-umkm-terbanyak-di-asean-bagaimana-daya-saingnya).

"THE DON'S HOUSE (@thedonshouse) • Instagram Photos and Videos." Retrieved October 1, 2023 (https://www.instagram.com/thedonshouse/).

"OTSKYTM OFFICIAL (@otsky_store) • Instagram Photos and Videos." Retrieved October 1, 2023 (https://www.instagram.com/otsky_store/).

Bello Garcés, Silvia. 2022. "Pengaruh Desain Produk dan *Brand Image* terhadap Keinginan Berperilaku Setelah Pembelian Produk Distro Magnesium 137." Jurnal Riset Mahasiswa Ekonomi (RITMIK) 4(1):30–40. doi: 10.22201/FQ.18708404E.2004.3.66178.

Godey, Bruno, Aikaterini Manthiou, Daniele Pederzoli, Joonas Rokka, Gaetano Aiello, Raffaele Donvito, and Rahul Singh. 2016. "Social Media Marketing Efforts of Luxury Brands: Influence on Brand Equity and Consumer Behavior." Journal of Business Research 69(12):5833–41. doi: 10.1016/J.JBUSRES.2016.04.181.

Gusmawan, Ahmad, Satria Bangsawan, and Mudji Rachmat Ramelan. 2022. "The Influence of Consumer Value Perception and E-Ticket Service Quality on Traveloka Customer Satisfaction in Bandar Lampung." International Journal of Regional Innovation 2(4):7–15. doi: 10.52000/ijori.v2i4.73.

Mujahid, Nooreen, Azeema Begam, and Nargis. 2019. "SMEs Output and GDP Growth: A Dynamic Perspective." Journal of Asian Business Strategy 9(1):53–65.

Of, Analysis, Rural Innovation, As An, Effort To, and Community Welfare. 2021. "Ijori Journal." (6):8–21.

Raji, Ridwan Adetunji, Sabrina Rashid, and Sobhi Ishak. 2019. "The Mediating Effect of Brand Image on the Relationships between Social Media Advertising Content, Sales Promotion Content and Behaviuoral Intention." Journal of Research in Interactive Marketing 13(3):302–30. doi: 10.1108/JRIM-01-2018-0004/FULL/XML.

Solimun, 2011. Analisis Variabel moderasi dan Mediasi. Program Studi Statistika FMIPA Universitas Brawijaya.

Suryani, Melda, and Mahrinasari MS. 2022. "The Influence of Brand Image, Price and Packaging Design on ThePurchase Decision of Pixy Brand Cosmetics (Study on Users in Bandar Lampung)." International Journal of Regional Innovation 2(3):8–13. doi: 10.52000/ijori.v2i3.61.