

The Influence of Brand Image and Social Media on Purchase Decision Cognition with Interest to Buy as Intervening Variable (Study on Multivitamin Imboost Products)

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Abstract

During the COVID -19 pandemic, people were enthusiastic about consuming vitamins, with the aim of increasing body resistance, especially to protect the body from COVID-19. Therefore, this study seeks to determine the factors that influence cognitive purchasing decisions, especially for Imboost products, such as the role of social media, brand image, and buying interest. Research respondents are boost consumers in the Yogyakarta area. The number of samples is 90 with online questionnaire distribution techniques, but the data that can be processed is 81. Data analysis using Smart PLS. The results of the analysis show that Brand Image has a significant positive effect on Purchase Interest and Purchase Decision Cognition. Social Media has an effect on Buying Interest. Meanwhile, Social Media has no effect on Cognitive Purchase Decisions, but is mediated by buying interest. Furthermore, the buying interest hypothesis is proven to have a positive influence on Cognitive Purchase Decisions. The results of this study provide managerial implications, especially for the marketing strategy of boost products. Cognitive purchasing decisions on imboost products require complete learning of imboost products because these products involve physical health.

Keywords: Social Media, Brand Image, Purchase Interest, Purchase Decision Cognition, Imboost.

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I. Introduction

The rapid development of technology in the modern era has provided many benefits in progress in various aspects including the health sector. During this COVID-19 pandemic, it is necessary to apply restrictions in various fields, including health services (Dispernaker, 2020). The crisis due to the COVID-19 pandemic can be felt in various aspects of life, including in the healthcare industry. To combat this invisible enemy, technology is needed that can assist the medical treatment process so that it can be carried out more effectively and efficiently. Especially considering the number of patients and victims due to viral infections. With the development of technology to help people in maintaining the health of their bodies and the health of family members.

Information about the COVID-19 virus can be easily accessed by the public through television media or gadgets. Starting from knowing what the corona virus is, where it comes from, and what the symptoms are, to being able to know how the process of spreading and how to handle it, because until now positive cases continue to increase every day. With these conditions, maintaining health and increasing body immunity during a pandemic is an obligation so as not to contract Covid-19. Clinical nutrition specialist Juwalita Surapsari said, based on the recommendation of the Health Agency, According to the World Health Organization (WHO), to maintain immunity, it is necessary to eat food with balanced nutrition or a well-balanced diet and adequate and not excessive exercise. Vitamin and mineral needs must also be met to help boost immunity.

One of the vitamin intakes that must be considered is vitamin C. Doctor Juwalita said vitamin C is rich in antioxidants that can fight the effects of free radicals so it can increase the body's immune system. Vitamin C also plays a role in helping the production of collagen in the skin. This collagen can maintain healthy skin as the front layer that protects the body's health power. However, the amount of vitamin C consumed should not be arbitrary. On average, each person needs 75-90 milligrams of vitamin C per day. Excessive consumption of vitamin C, such as from high-dose vitamin supplements, often causes side effects, such as diarrhea, nausea, headaches, heartburn, and insomnia. In meeting this amount of intake, Juwalita recommends consuming natural vitamin C sourced from fruits. Because, fresh fruit not only contains vitamins, but also minerals, fiber, and other content that is beneficial to the body. To build a strong immunity it is not enough just to take vitamin C alone, but the strength of immunity as a whole depends on the optimal supply of vitamins and minerals, especially: Vitamin A as a quick booster for the body's defenses, Vitamin B complex where vitamin B6 which functions as a T cell is very important. affects the production of antibodies important to fight any infection, Vitamin C as the main immune-boosting nutrient or mask immune-boosting nutrient that helps immune cells mature, enhances antibody performance, and is antibacterial Vitamin E In addition, a number of minerals are also associated with antioxidants and have been proven to positively affect the immune system, including: Iron Manganese Copper Selenium, Zinc which is the most important mineral besides selenium (Widiarni, 2020).

In addition to consuming adequate vitamins, a large study has shown that light to moderate exercise performed about three times a week can reduce the risk of death during the Hong Kong flu epidemic in 1998. Meanwhile, people who do not exercise at all or exercise too much (more than five days of exercise per week), were at the greatest risk of death compared to people who exercised moderately (Makarim, 2020). A specialist in physical medicine and rehabilitation at Siloam Hospitals Balikpapan, Dr. Stephanie Theodora, stated that maintaining physical fitness is very important during the pandemic. Given the vaccine for this virus is still not found. In fact, in addition to maintaining fitness, exercise is useful for maintaining cell aging in the body and increasing immunity (Alamsyah, 2020).

To meet the needs of vitamins and minerals that the body needs, it is not necessary to consume a variety of foods, this is because now there are many kinds of multivitamins and supplements on the market. Coupled with the condition of the COVID-19 pandemic which is getting worse in Indonesia. Many people are competing to spend deeply to increase their immune system by consuming food supplements that contain substances that can increase the body's immunity..

Based on the phenomenon described above, people flock to buy multivitamins regardless of the efficacy or benefits of choosing a multivitamin product to buy. This buying behavior creates a panic buying situation for multivitamin products. This is reinforced by data obtained (Cahyadi, 2020, Rochmaedah et al. 2022) that the phenomenon of panic buying or buying goods in large quantities occurs in anticipation of the community during an outbreak or disaster. Especially at the beginning of March 2020, Indonesia is one of the countries that have been affected by the coronavirus. This is evident from the surge in purchasing activity at a number of retailers, especially for products such as hand sanitizers, masks, medicines, and multivitamins to various staple foods, which was also followed by an increase in the price of these goods. Alexander Adrianto Tjahyadi, Audit & Assurance Partner Grant Thornton (2020) explained that Indonesia revealed that this panic buying phenomenon could cause financial losses not only personally but also widely. Grant Thornton Indonesia describes at least 3 (three) losses from panic buying. The first will increase inflation, the second will disrupt household finances and the third according to Grant Thornton will be a waste. Even though people buy products, especially multivitamins, there is no purpose, they only follow trends to prevent exposure to the Covid-19 virus.

The explanation of the phenomenon and the accompanying data made the authors interested in conducting research. The main topic is about cognition purchasing decisions in people who buy multivitamins. Coupled with the factors that influence the purchase decision of cognition including, brand image, social media, and buying interest. This research was conducted with a case study on a multivitamin boost product.

Imboost is one of the special multivitamins to increase immunity. Dr. Aswin explained that what is contained in the boost has benefits such as increase in endurance. That is, Echinacea can regulate the work of the body's immune system and enhance purpurea plays a function that can adjust the body's needs when healthy and when suffering from infection. According to dr. Jessica Florencia, echinacea is one of the herbs that grow in North America and Europe.

All parts of this plant can be used as a whole, both flowers, leaves, and roots. Echinacea plants contain active substances that can boost the immune system and reduce inflammation or inflammation. The immune system can improve because echinacea can increase production, improve function, and increase the movement of immune cells that play a role in fighting germs and infections. In addition, echinacea also contains alkamide compounds that function as antioxidants to help strengthen the immune system. In addition, the echinacea plant has been widely used by Native Americans to treat headaches, colds, or the common cold, infected wounds. Widely, echinacea has been used in traditional medicine to treat toothache, seizures, chronic arthritis, and seizures (Savitri, 2020).

Meanwhile, VP Marketing Healthcare SOHO Global Health, Sylvia Rizal, as the producer of imboost which is the market leader for immune supplements in Indonesia, and imboost force is the most recommended immunostimulant supplement. The content of echinacea purpurea extract has been clinically proven to modulate the immune system and prevent further spread of infection. While zinc picolinate plays an active role and works synergistically on the immune system. Dr. Raphael confirmed that the content contained in imboost is an immunomodulatory product that is immunostimulant from SOHO Global Health. In addition, there is also an imboost force which has more power in immunostimulants because there is an additional content of blackelderberry extract which can prevent virus replication and stimulates an increase in the immune system by increasing the production of monocytes, which are white blood parts that play a role in the immune system (Handayani, 2020).

In terms of nutritional composition, multivitamins available in the market have almost the same composition. So that theoretically it will have the same impact and effect on improving the quality of health and immunity for consumers who consume it. Even so, consumers have a tendency to choose certain products that are considered to have more quality than other similar products. Therefore, to encourage a good level of sales, manufacturers need to brand the products they make. The term branding comes from the word brand which means brand. Branding is an image so that a product can attract and stick in the minds of consumers. Branding can be interpreted as a form of company communication with targeted consumers.

The main purpose of branding is to introduce the company's brand. In addition, branding also aims to build a positive image and reputation of the company so that it is always good in the eyes of consumers. This company's image can build consumer confidence in the company. In a simple sense, what is branding can be seen from a name, logo, and slogan of a company that is attached to the minds of consumers (Mahpudin and Suseno, 2022). It can be said that branding tends to always attract consumers to return to a product marketed by the company. Generally, branding is done by new companies whose names are not well known to the public.

Along with the development of the technological era, the internet now seems to be a necessity for everyone, there are more than three billion active users of social media. Looking for information (one of which is related to branding), exchanging information, communicating, shopping, doing business and many other activities that can be done via the internet. Currently, there are lots of social media available that can be used to run an online business, such as Facebook, Twitter, Instagram. Each social media has its own characteristics in its use.

In order to get customers who match the target, it is necessary to apply different treatments in each social media. In addition to buying and selling transactions, building interaction relationships, social media can also be used for branding. The many features provided make entrepreneurs or companies create interesting content. Of course all of that is so that the company's branding is getting stronger in the eyes of consumers.

In the current pandemic atmosphere, where the need for multivitamins as an effort to prevent disease has increased, many community activities are carried out online, including obtaining information about multivitamin products, as well as the emergence of new multivitamin products with different brands. On the other hand, producers also need to promote their products online as well, including using social media. One of the things that many manufacturers do is do branding. Branding efforts carried out by manufacturers are considered to have a positive correlation with purchasing decisions by consumers (Putra and Suseno, 2022).

According to Ayuni (2019) and Suseno (2019), In today's technological era, a new business model has emerged as an innovation from conventional marketing to modern marketing using digital media. The conventional buying and selling process that requires sellers and buyers to meet face to face can now be mediated by digital media, resulting in new marketing trends. The emergence of online shops, online trading groups, e-commerce platforms, and other e-business models is proof that today's society wants convenience in getting what they want.

Indonesia has a large market potential, according to a 2017 survey by the Association of Indonesian Internet Service Providers, the penetration of Indonesian internet users is 143.26 million or 54.68% of the total population of Indonesia. Utilization of economic activity is used to check prices, buy and sell goods. The use of digital media for business is not only an additional marketing activity, but also an integrated communication mechanism that strengthens the impact of every function within an organization by leveraging the power of human networks through a platform (Blanchard 2015, Suseno, 2018).

Several studies have shown a link between the use of digital media such as social media and sales volume. The increase in sales was mostly felt by SMEs by 10-50% after using social media as a marketing tool (Purwiantoro, et al., 2016). The same thing is shown by research (Pane 2014) that of the 67% of SMEs who have used social media to market their products, 75% have benefited from increased sales and better known finished products. This is supported by statistical data, the highest internet usage activity is opening social networking sites 73.30%, seeking information about goods or services 53.7% and sending messages via instant messaging (including chat) 52.7% (KOMINFO, 2016).

In addition to social networking, brand image is also able to increase the decision to buy. Research conducted by Foster, B. (2017), Magfiroh, A., (2016), Hapsoro, B. B., (2018), Rommy, A. S. N., (2018)., proves that brand image influences purchasing decisions. According to Amron's research (2018), in addition to brand image, brand trust, product quality, and affordable prices, it has also been shown to influence consumer decisions, but the price variable has a great influence and a better level of significance compared to other variables in

influencing purchasing decisions. However, other research results found empirical evidence that brand image has no effect on purchasing decisions (Monica et al., 2020). Based on the differences in the results of the studies above, the researchers tried to fill the research gap in the form of a buying interest variable as a mediating variable (intervening variable).

Based on all the explanations above regarding phenomena, related research, and research gaps, the authors are interested in conducting research in order to compile a thesis with the main theme of purchasing decisions with two independent variables Brand Image and Social Media, with buying interest mediation. Buying Interest Variable is expected to be able to bridge the causal relationship between Brand Image and Purchase Decision.

II. Literature Review

2.1 The influence of brand image on cognition purchasing decisions

Brand image has an influence on cognition purchasing decisions. This means that brand image can increase consumers to decide to buy a product. Brand image is a collection of ideas, impressions and representations owned by individuals or consumers as well as an understanding of a brand (Kotler & Keller, 2012). In a study conducted by (Yasmin, 2017) with the title "Impact of Advertisements and Brand image on Purchase Decision" stated that brand image has a very strong positive effect on laptop purchasing decisions in Bangladesh. Subsequent research by (Lusiah et al., 2018) with the title "The Effect of Endorsement and Brand Image on Purchase Decisions of Online Culinary Products" also states that brand image has a significant effect on purchasing decisions on online culinary products. Another study conducted by (Rommy et al., 2018) with the title "Effect of Brand Image and Price Perception on Purchase Decision" states that brand image has a partial and simultaneous effect on purchasing decisions.

Research conducted also by (Hapsoro & Hafidh, 2018) under the title "The Influence of Product Quality, Brand Image on Purchasing Decisions through Brand Trust as Mediating Variable" states that brand image has a positive effect on purchasing decisions. Previous research conducted by (Novansa & Ali, 2017) under the title "Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study of SMECO Indonesia SME products)" states that brand image has a positive effect on purchasing decisions. Based on previous research, the first hypothesis can be obtained, namely:

Hypothesis 1: There is a positive influence between Brand Image on Purchase Decision Cognition.

2.2 The influence of brand image on buying interest

Brand image has an influence on buying interest. This means that brand image can increase consumer buying interest before deciding to buy a product. Buying interest is the response behavior of individuals in forming a choice to make a purchase on a brand or product (Kotler & Keller, 2011). Brand image is a collection of ideas, impressions and representations owned by individuals or consumers as well as an understanding of a brand (Kotler & Keller, 2012). In a study conducted by (V. Putri, 2018) with the title "The Effect of Brand Image and Perceived Price on Smartphone Purchase Interest (Case Study on Samsung Brand)" stated that brand image is very important in influencing buying interest in Samsung products. Another

study conducted by (Romadhona et al., 2018) under the title "Influence of Packaging Design, Promotion and Brand Image on Consumer Buying Interest, states that brand image has a significant influence on buying interest in Glek-Glek Tea Nganjuk.

Research (Wijaya & Oktavianti, 2019) under the title "The Effect of E-Commerce Brand Image on Consumer Buying Interest (Survey of Tokopedia Customers)" states that brand image has a strong significant influence in influencing buying interest in Tokopedia customers. Research conducted by (Negara et al., 2018) under the title "The Effect of Product Quality and Brand Image on Buying Interest (Survey of Buyers at Starbucks Outlets in Surabaya)" states that brand image has a dominant influence in influencing buying interest. Research conducted by (Dewi et al., 2017, Suseno, et al.2019) with the title "The Effect of Brand Image on Interest in Buying Bata Shoes (A Survey of Bata Shoes Consumers at the Bandung Citylink Festival)" states that brand image influences on consumer buying interest. Based on previous research, the second hypothesis can be obtained, namely:

Hypothesis 2: There is a positive influence between Brand Image on Buying Interest

2.3 The influence of social media on cognitive purchasing decisions

Social media has an influence on cognitive purchasing decisions. This is because social media has a role to provide information to consumers about a product for public consumption. Social media is a means for users in their activities to share information with each other and is useful for consumers in knowing a product (Kotler & Keller, 2013). Research conducted by (Meslat, 2018) with the title "Impact of social media on customers' purchase decisions" states that social media affects decisions.

Research (Kwahk & Kim, 2017) with the title "Effects of social media on consumers' purchase decisions: evidence from Taobao" results that Social Media has a positive effect on purchasing decisions. Another study conducted by (Gaudel, 2019) under the title "Effects of Social Media Networking on Consumer Purchase Decision in Nepal" resulted that Social Media had a positive effect on purchasing decisions. Another study conducted by (Caecilia et al., 2017) under the title "The Effect of Maybelline Social Media Marketing (Facebook, Youtube, Instagram) on Consumer Purchase Decision (Case Study: Sam Ratulangi University Students)" resulted that Social Media had a positive effect to purchasing decisions. Another study conducted by (Kurniasari & Budiatmo, 2018) under the title "The Effect of Social Media Marketing, Brand Awareness on Purchase Decisions with Purchase Intention as an Intervening Variable at J.Co Donuts & Coffee Semarang" resulted that Social Media affected purchasing decisions. Based on previous research, the third hypothesis can be obtained, namely:

Hypothesis 3: There is a positive influence of Social Media on Cognition purchasing decisions

2.4 The influence of social media on buying interest

Social media has an influence on buying interest. This is because social media has a role to provide information to consumers about a product for public consumption so that public

interest arises to buy a product that is distributed through social media. Buying interest is the response behavior of individuals in forming a choice to make a purchase on a brand or product (Kotler & Keller, 2011). Social media is a means for users in their activities to share information with each other and is useful for consumers in knowing a product (Kotler & Keller, 2013). In a study conducted by (Renu et al., 2020) under the title "The influence of social media on consumer purchase intention" states that social media is very effective in influencing buying interest.

Research (Larasati & Oktivera, 2019) with the title "Instagram Social Media Affects Wardah Product Purchase Intention" results in a positive influence on Wardah's use of Instagram social media on Wardah consumers' buying interest. Another study conducted by (S. D. Putri & Tresnati, 2018) under the title "The Influence of Social Media Marketing on Buying Interest (Customer Survey at Hijab Kembar Shop Bandung)" resulted in the influence of social media marketing on buying interest. Another study conducted by (Raheni, 2018, Suseno, et al. 2019) under the title "The Effect Of Social Media On Consumer Buying Interest Case Study" resulted in the influence of Social Media on buying interest. Another study conducted by (Alnsour, 2018) under the title "Social Media Effect on Purchase Interest: Jordanian Airline Industry" states that there is an influence of Social Media on buying interest. Based on previous research, the fourth hypothesis can be obtained, namely:

Hypothesis 4: There is a positive influence of Social Media on Buying Interest

2.5 The effect of buying interest on cognition purchasing decisions

Buying interest has an influence on cognition purchasing decisions. This means that before leading to a cognitive purchase decision, the consumer passes an interest in buying the product so that there is an influence of buying interest on the cognitive purchase decision. Purchasing decision cognition according to (Kotler & Keller, 2011) is the knowledge that consumers have to determine decision actions in purchasing a product. Buying interest is the response behavior of individuals in forming a choice to make a purchase on a brand or product (Kotler & Keller, 2011). In a study conducted by (Yabing et al., 2018) under the title "The Impact of Purchase-Decision Involvement on Purchasing Intention: The Mediating Effect of Customer Perceived Value Yabing Liu, Hongliang Yu and Haiwei Huang" stated that buying interest has a positive influence to purchasing decisions.

Research conducted by (Magfiroh et al., 2016; Kartika, et al. 2022) under the title "The Influence of Brand Image on Purchase Intentions and Purchase Decisions (Survey of Business Administration Study Program Students 2013/2014 Faculty of Administrative Sciences Universitas Brawijaya Malang Buyers of Indosat Ooredoo)" shows that The influence of the buying interest variable on the purchasing decision variable is significant. Research conducted by (Nafilah et al., 2015) with the title "The Influence of Product Quality and Price on Purchase Decisions and Purchase Intentions as Intervening Variables (Case Study on FEB Students, Islamic University of Malang Consuming Instant Noodles)" stated that the direct influence of interest variables buying on purchasing decisions have a significant effect. Research conducted by (Irzandy et al., 2017) with the title "The Influence of Brand Equity on Purchase

Intention and Its Impact on Purchase Decisions (Survey of Internet-Specific SimPATI Prime Card Users at GraPARI Telkomsel Malang City Branch)" states that buying interest affects decision variables purchase. Research conducted by (Rahmawati, 2018) with the title "The Influence of Price and Buying Interest on Shopee Consumer Purchase Decisions" states that there is a simultaneous and partial influence between buying interest on purchasing decisions. Based on previous research, the fifth hypothesis can be obtained, namely:

Hypothesis 5: There is a positive effect of Purchase Interest on Purchase Decision Cognition

3 Methodology

3.1 Population, Sample, and Research Data

This research was conducted by distributing online questionnaires. Respondents used in this research are Imboost Users in the Yogyakarta Province Region. The general description of the respondents was obtained from the self-identity listed in each of the Answers to the Questionnaire. The number of respondents determined as a sample is 81 respondents who have several characteristics, including Gender, Age and Education. The characteristics of respondents obtained from the results of distributing online questionnaires are described in the sub-sub below:

3.2 Characteristics of Respondents by Gender

Based on the results of distributing online questionnaires that have been collected from 81 respondents, the data about the gender of the research respondents is as follows:

Table 1: Characteristics of Respondents Based on Gender

Gender	Number of respondents	Percentage (%)
Male	21	23,3
Female	60	76,7
Amount	81	100.0

Source: Data processed with SPSS 25, 2021

Based on table 1, it is known that the characteristics of the most respondents in this study were female with 60 respondents or 76.7% of the total 81 respondents, while respondents with male sex were 21 people or 23.3%.

3.3 Characteristics of Respondents by Age

Based on the results of distributing online questionnaires that have been collected from 81 respondents, the data about the age of the research respondents is as follows:

Table 2: Characteristics of Respondents Based on Age

Age (Years)	Number of respondents	Percentage (%)
10 – 20	5	5,6
21 – 30	31	34,4
31 – 40	15	16,7
41 – 50	25	32,2
51 – 60	5	11,1
Amount	81	100,0

Source: Primary data processed, 2021

Based on table 2, it can be seen that there are 5 respondents aged 10-20 years or 5.6%. Respondents aged 21-30 years amounted to 31 people or 34.4%. Respondents aged 31-40 years amounted to 15 people or 16.7%. Respondents aged 41-50 years were 29 people or 32.2% and the last respondents aged 51-60 years were 10 people or 11.1%. It can be concluded that the majority of respondents in this study were aged between 21-30 years (34.4%).

3.4 Characteristics of Respondents based on Last Education

Based on the results of distributing online questionnaires that have been collected from 81 respondents, data on the education of research respondents were obtained as follows:

Table 3: Characteristics of Respondents based on Last Education

Education	Number of respondents	Percentage (%)
SMA	29	32,2
D1	1	1,1
D3	4	4,4
S1	28	36,7
S2	18	24,4
S3	1	1,1
Jumlah	81	100,0

Source: Data processed with SPSS 25, 2021

Based on Table 3 shows that respondents with high school education level are 29 people or 32.2%. Respondents with a D1 education level were 1 person or 1.1%. Respondents with a D3

education level were 4 people or 4.4%. Respondents with an undergraduate education level were 33 people or 36.7%. Respondents with a master's education level were 22 people or 24.4% and respondents who had a doctoral education level were 1 person or 1.1%. It can be concluded that the majority of respondents in this study had a master's degree education level (36.7%).

3.5 Data Analysis

1. Validity Test

The results of the validity test show that of all the questions on the Brand Image (X1), Social Media (X2), Purchase Interest (X3) and Cognition Purchase Decision (Y1) questionnaires, all of them have a value of r arithmetic $> r$ table 0.2079 and a value of $\text{sig} < 0.05$. This explains that all statement items on Brand Image (X1), Social Media (X2), Purchase Interest (X3) and Cognitive Purchase Decision (Y1) can be declared valid.

2. Reliability Test

The results of the reliability test using the Cronbach Alpha coefficient test are known that the Cronbach Alpha value for the Brand Image questionnaire (X1) is 0.876, Social Media (X2) is 0.943, Purchase Interest (X3) is 0.952 and Purchase Decision Cognition (Y1) is 0.970. All Cronbach's alpha values in each of these variables are greater than 0.60, this means that all questionnaires can be declared reliable, so all instruments (questionnaires) can be used as research measuring tools.

4 Results and Discussion

The discussion of this analysis is carried out based on the research objective to determine Brand Image and Social Media Analysis on Cognitive Purchase Decisions through Purchase Interest as Intervening Variables. Therefore, this discussion is the result of an analysis that refers to the research results as previously presented.

1. Brand Image has a positive effect on Purchase Decision Cognition

The phenomenon of marketing strategy increased significantly, narrowed from variables to dimensional analysis, and narrowed to variable indicators. Based on the results of the second construct path coefficient test, it shows that brand image has a positive and significant effect on cognition purchasing decisions, this can be proven from the results of data processing, the t -statistic value is $2.592 > 1.96$ and has a p -value of $0.010 < 0.05$ which is marked with the original sample value (parameter coefficient) of 0.191. This result can also be interpreted when the Brand Image increases, the Purchase Decision Cognition will also increase.

The brand image received by consumers will be manifested in an attitude, which is then distributed in an activity or behavior, especially in the decision to purchase goods/services. Empirically this research supports the results of research conducted by (Amron, 2018) that brand image has a significant positive effect on purchasing

decisions. In line with the results of this study and the research that has been done (Amran, 2018), (Monica et al., 2020; Sudaryanto et al., 2021; Sutiyati et al., 2020) *brand image has a positive and significant influence on purchasing decisions by consumers.*

2. The Influence of Brand Image on Buying Interest

Business firms use various means to obtain persuasive appeals that affect customers emotionally, influence their choices, and facilitate persuasive processes. Its main purpose is to provoke some desired mental image to influence the interest of the customer/consumer. As in this study in pharmaceutical companies, it proves that brand image has a positive and significant effect on buying interest, this can be proven from the processed data, the t-statistic value is $2,340 > 1.96$ and has a p-value of $0.020 < 0,05$ which is marked with the original sample value (parameter coefficient) of 0.315. The results of this analysis can be interpreted that when the brand image increases, the buying interest will increase.

The results of this study are in line with other research conducted by Wijaya, V. A., & Oktavianti, R. (2019) with the title "The Effect of E-Commerce Brand Image on Consumer Buying Interest (Survey of Tokopedia Customers)" in which it says the brand image variable, based on the t-test of 15,083 and the level of significance = 0.000 < 0.05 . Because the p value < 0.05 , it means that there is an influence of brand image on consumer buying interest at Tokopedia. The influence is positive, so that the higher the Tokopedia brand image, the higher the consumer's buying interest, on the contrary, the lower the Tokopedia brand image, the lower the consumer's buying interest. The results of this study are in line with previous research conducted by (Wijaya, V. A., & Oktavianti, R, 2019; Setio Putri & Tiarawati, 2021) find empirical evidence that brand image affects buying interest.

3. Influence of Social Media on Purchase Decision Cognition

Social media is able to increase the growth of online commerce, and in the business world it is known as e-commerce-based marketing. E-commerce can use online short message media, websites, market places, and social media such as Instagram, Facebook, Twitter, and many more.

This study focuses on the influence of social media on consumer buying interest in pharmaceutical companies. Based on the results of the fourth construct path coefficient test, it shows that social media has no significant effect on cognition purchasing decisions, this can be proven from the processed data, the t-statistic value is $0.216 < 1.96$ and has a p-value of $0.829 > 0.05$ which means marked with the original sample value (parameter coefficient) of -0.021. So it can be concluded that social media analysis (X2) has no significant effect on Cognitive Decisions (Y1), there are several factors that can influence it, including:

- a. It takes direct consumer communication to a competent person (pharmacist) so that consumers become more confident or confident to make a purchase.

- b. The content provided on existing social media uses sentences that are difficult to understand and catch by potential consumers.
- c. The existence of social media content that is less attractive so that it is not remembered by potential consumers.
- d. Lack of information about the products on the social media used.
- e. The unavailability of a place to provide comments as well as criticism and suggestions on the social media used which makes the level of interaction with consumers low.

4. The Influence of Social Media on Buying Interest

The growing consumer awareness of sustainability and the desire to pursue sustainable products has caused the company's social capital to make sustainability a priority and a core management goal in fostering business growth. The era of digital technology has increased the company's activities in its business operations, especially in online marketing. The results of this study provide an in-depth overview of the effect of utilizing social media in an effort to increase sales.

Based on the results of the third construct path coefficient test, it shows that social media has a positive and significant effect on buying interest, this can be proven from the processed data, the t-statistic value is $4.554 > 1.96$ and has a p-value of $0.000 < 0.05$ which means marked with the original sample value (parameter coefficient) of 0.572. With the results of this analysis, it can be interpreted that when the use of social media as a promotional tool increases, the buying interest will increase.

The results of this study are also in line with other research conducted by Putri, S. D., & Tresnati, R. (2018) with the title "The Influence of Social Media Marketing on Buying Interest (Customer Survey at Hijab Kembar Shop Bandung)" where it says social media variables have an effect on increasing the buying interest variable, with the results showing a t-test value of 6.738, thus $t_{count} > t_{table}$ because $6.738 > 1.984$ and with a probability of $0.000 < 0.05$, there is a significant influence between social media marketing on buying interest in Twin Shop.

5. The Influence of Purchase Interest on Cognitive Purchase Decisions

Consumer behavior means the behavior of people as final consumers, which are related to the acquisition, use and storage of products (Čvirik, 2020). Research result (Grace et al., 2020, Worogati & Suseno, 2022) prove that if consumers engage in behavior/cognition (as defined on the brand loyalty scale), then the consumer/brand relationship tends to be stable and predictable; In addition, the measured brand loyalty dimension provides specific directions in which corrective marketing actions can be implemented. Penelitian ini menggali peran minat beli terhadap keputusan pembelian koknisi.

This is considered because the object of the research is related to health, namely consumers on pharmaceutical products, so that consumer cognition becomes a strong consideration in determining the outcome variable, namely cognition purchasing

decisions.

Based on the results of the fifth construct path coefficient test, it shows that buying interest has a positive and significant impact on cognitive purchasing decisions, this can be proven from the processed data, the t-statistic value is $8.867 > 1.96$ and has a p-value of $0.000 < 0.05$ which is marked with the original sample value (parameter coefficient) of 0.770. These results can be interpreted if buying interest increases, then cognitive purchasing decisions will increase.

The results of this study support the research conducted by Irzandy, M. A. H., Suharyono, & Arifin, Z. (2017) with the title *The Effect of Brand Equity on Buying Interest and Its Impact on Purchase Decisions (Survey of Internet-Specific SimPATI Prime Card Users at GraPARI Telkomsel City Branch Malang)*, in which it is said that the social media variable purchasing has an effect on buying interest. Based on the results of path analysis, it shows the effect of Purchase Interest on Purchase Decisions with a beta coefficient of 0.399 or 39.9% while the remaining 59.1% is influenced by other variables outside this research and is significant because the probability is 0.000 ($p < 0.05$). The magnitude of tcount is 4,517, this means that buying interest affects the purchasing decision variable. The magnitude of the influence of Purchase Interest which consists of Transactional Interest and Referential Interest as a whole can be seen from the R-square of 0.551 or 55.1% while the contribution of other variables outside the research model is 44.9%.

6. Influence of Brand Image on Purchase Decision Cognition through Purchase Interest

Based on the results of the indirect construct path coefficient test (mediation analysis) shows that brand image has a positive and significant effect on purchasing decisions cognition through buying interest as an intervening variable, this can be proven from the processed data, the t-statistic value is $2.257 > 1.96$ and has a p-value of $0.024 < 0.05$ which is marked by the original sample value (parameter coefficient) of 0.315. Based on the results of the analysis of direct influence, as well as direct tidal influence, it shows that buying interest partially mediates the influence of brand image on cognition purchasing decisions. Mediating partially has an understanding that the influence of brand image does not necessarily have to go through buying interest first, but can be directly.

The results of this study are in line with research conducted by Kurniasari, M & Agung Budiarmo (2018), with the title "The Effect of Social Media Marketing, Brand Awareness on Purchase Decisions with Purchase Intentions as Intervening Variables at J.Co Donuts & Coffee Semarang" where in it is said that the Brand Awareness variable has a moderate level of closeness to purchasing decisions, which is 0.559, because it is located in the interval 0.40 - 0.599. Judging from the value of the coefficient of determination, the contribution given by the brand image variable to purchasing decisions is 31.3%. According to Aaker and Keller (1990) the higher brand awareness (brand awareness), higher brand trust will affect a person's buying interest.

There is a positive and significant influence between brand awareness on buying interest seen from the value of the regression coefficient analysis of 0.541 and the t value count (6.678) > t table (1.984) with a significance level of less than 0.05.

7. Effect of Social Media on Purchase Decisions Cognition through Purchase Interest

Based on the results of the indirect construct path coefficient test (mediation analysis) shows that social media has a positive and significant effect on purchasing decisions cognition through buying interest as an intervening variable, this can be proven from the processed data, the t-statistic value is $4.039 > 1.96$ and has a p-value of $0.000 < 0.05$ which is marked by the original sample value (parameter coefficient) of 0.572. As a mediating variable, buying interest plays a full role in mediating the effect of using social media on cognition purchasing decisions. Mediate fully because the direct use of social media has no significant effect on cognition purchasing decisions, but fully through increasing buying interest first.

Imboost must maintain the use of social media in marketing strategies so that buying interest increases, and will improve cognition buying decisions. The results of the study are in line with research conducted by Nurrokhim, A (2021), with the title "The Influence of Social Media Marketing, Online Customer Reviews, And Religiosity on Shopee Consumer Purchase Decisions During the Covid-19 Pandemic With Purchase Intentions As Intervening Variables" from processing Path analysis data shows that the value of t count is $3.4971 > t$ table 1.98397 , it can be interpreted that the variable (Z) Buying Interest is able to mediate the Variable (X1) Social media marketing on purchasing decisions (Y).

5 Conclusion

Based on the results of the analysis and discussion that has been described regarding "The Influence of Brand Image and Social Media on Purchase Decisions of Cognition With Purchase Intention as an Intervening Variable" it can be concluded as follows:

1. Brand Image has a positive and significant effect on cognitive purchasing decisions on Multivitamin Imboost Products in the City of Yogyakarta, Sleman Regency, Bantul Regency, Kulonprogo Regency and Gunung Kidul Regency.
2. Brand image has a positive and significant effect on buying interest in Multivitamin Imboost Products in the City of Yogyakarta, Sleman Regency, Bantul Regency, Kulonprogo Regency and Gunung Kidul Regency.
3. Social media has a negative and insignificant effect on purchasing cognition purchasing decisions on Multivitamin Imboost Products in the Yogyakarta City Region, Sleman Regency, Bantul Regency, Kulonprogo Regency and Gunung Kidul Regency.
4. Social media has a positive and significant effect on buying interest in Multivitamin Imboost Products in the City of Yogyakarta, Sleman Regency, Bantul Regency, Kulonprogo Regency and Gunung Kidul Regency.

5. Purchase intention has a positive and significant impact on cognition purchasing decisions on Multivitamin Imboost Products in the City of Yogyakarta, Sleman Regency, Bantul Regency, Kulonprogo Regency and Gunung Kidul Regency.
6. Brand image has a positive and significant effect on cognition purchasing decisions through buying interest as an intervening variable on Multivitamin Imboost Products in the Yogyakarta City Region, Sleman Regency, Bantul Regency, Kulonprogo Regency and Gunung Kidul Regency.
7. Social media has a positive and significant effect on purchasing decisions cognition through buying interest as an intervening variable on Multivitamin Imboost Products in the Yogyakarta City Region, Sleman Regency, Bantul Regency, Kulonprogo Regency and Gunung Kidul Regency.

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