

The Influence Of Corporate Image And Social Media Marketing On The Purchase Decision Of Pt. Yusuf Mamlaka Mubarakah Products In Bojonegoro

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Abstract

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Corporate Image, Social Media
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PLS

This study aims to analyze the extent to which corporate image and social media marketing influence purchasing decisions at PT. Yusuf Mamlaka Mubarakah, an agribusiness company based in Bojonegoro Regency. Employing a quantitative approach with Partial Least Squares–Structural Equation Modeling (PLS-SEM) analysis, the research involved 108 active consumer respondents. The findings indicate that both corporate image and social media marketing have a positive and significant effect on purchasing decisions. Corporate image is shaped by elements such as impression, trust, and attitude, while social media marketing is supported by dimensions of content, audience engagement, and digital interaction. These results highlight the importance of optimizing corporate communication strategies and strengthening digital promotion efforts to enhance consumer loyalty and purchase intention.

INTRODUCTION

The advancement of digital technology has profoundly shaped modern marketing strategies. Social media, once limited to communication, has become a critical instrument for strengthening corporate image and influencing consumer purchasing decisions (Kotler & Keller, 2021). With over 190 million users in Indonesia, social media platforms represent substantial potential for promotion and consumer interaction (We Are Social & Hootsuite, 2024).

Corporate image plays a vital role in shaping consumer behavior, as a positive reputation enhances trust, loyalty, and perceptions of product or service quality (Astari & Rahmanto, 2023). Likewise, social media marketing has proven effective in fostering two-way interaction, creating emotional bonds, and building digital communities that drive consumer engagement (Ashley & Tuten, 2021).

PT. Yusuf Mamlaka Mubarakah, an agribusiness company established in 2015 in Bojonegoro, East Java, specializes in livestock products, animal feed, farming equipment, and agribusiness consulting. Despite its use of platforms such as Instagram, Facebook, and TikTok, internal records reveal a 31.4% sales decline between 2020 and 2023, suggesting that digital marketing efforts and corporate image management remain suboptimal.

Accordingly, this study investigates the influence of corporate image and social media marketing on purchasing decisions at PT. Yusuf Mamlaka Mubarakah. Theoretically, it contributes to the growing body of literature on digital marketing within the agribusiness sector. Practically, it

offers strategic insights to enhance corporate image, optimize social media utilization, and improve sales performance.

Corporate image represents the overall perception formed in consumers' minds through a series of experiences, communications, and both direct and indirect interactions with the company, which significantly influence their interest, preferences, and purchase decisions (Salsabila & Purwanto, 2024). The formation of corporate image does not occur instantly but is the accumulation of interrelated strategic elements, such as consistent product quality, satisfactory service levels, effective communication in delivering values and advantages, as well as commitment to social responsibility implemented through Corporate Social Responsibility (CSR) programs (Nasution & Cahyani, 2022). Furthermore, the main indicators used to measure corporate image include consumer impressions from brand interactions, the level of trust formed through the company's credibility and integrity, and consumer attitudes reflected in their tendency to choose and recommend the brand (Suroya & Lestari, 2020). A consistently positive image can increase consumer trust, strengthen customer loyalty, and create sustainable differentiation in an increasingly competitive market (Kotler & Keller, 2021). Therefore, corporate image can be regarded as a strategic intangible asset that, if managed properly, not only directly influences consumer purchase behavior but also determines the company's long-term sustainability and growth.

Social media marketing is a form of digital marketing strategy that leverages popular platforms such as Instagram, Facebook, and TikTok to build brand awareness, enhance audience engagement, and establish long-term valuable relationships between companies and consumers (Felix et al., 2020). This strategy does not merely focus on disseminating product information but also on creating two-way interactions, thereby fostering strong emotional bonds with the target audience. Its implementation involves careful planning, creation of relevant and consistent content, active user interaction, and comprehensive evaluation of campaign effectiveness (Kumar & Bharati, 2022). The primary objectives of social media marketing include increasing brand awareness, strengthening engagement through active user participation, and improving purchase conversion that directly impacts sales performance (Chaffey & Ellis-Chadwick, 2022). The success of this strategy can be measured using indicators such as reading (read) to understand market trends and consumer needs, creating (create) attractive and audience-specific content, sharing (share) information strategically to broaden reach, and discussing (discuss) constructively to strengthen brand communities (Wijaya, 2021). With proper implementation, social media marketing functions not only as a promotional tool but also as a medium for building a positive corporate image, expanding market networks, and fostering long-term customer loyalty.

Purchase decision is a complex and multidimensional selection process involving the interaction of rational and emotional considerations before consumers choose a specific product or service (Pranata & Wibowo, 2020). This process is influenced by internal factors such as motivation, perception, attitudes, and personal preferences, as well as external factors such as market conditions, social and cultural influences, and company marketing strategies. Positive value perception, brand trust, social experiences gained through community or social media interactions, and relevant personalized digital content are key factors driving consumers toward purchase decisions (Wibowo & Sari, 2024). Within the framework of consumer behavior, the purchase decision process generally consists of five main stages: need recognition, where consumers identify a problem or desire; information search involving the collection of data from multiple sources; evaluation of alternatives by comparing strengths and weaknesses; purchase as the realization of

the decision; and post-purchase evaluation, which determines satisfaction and influences future customer loyalty (Hartono & Prasetya, 2021). A deep understanding of this process is essential for companies, as marketing strategies that manage value perception, strengthen brand trust, and provide positive experiences are more effective in encouraging favorable purchase decisions and ensuring business sustainability.

Corporate image reflects consumer perceptions of the company's reputation, values, and integrity expressed in its business activities (Astari & Rahmanto, 2023). A positive image not only shapes consumers' initial impressions but also enhances trust, which ultimately fosters loyalty and purchase intention (Hafid & Prameswari, 2023). A consistent and well-managed image serves as a signal of product reliability, thereby increasing the likelihood of consumers making purchase decisions (Farhan & Yulianto, 2021). In the agribusiness sector, consumer perceptions of professionalism and social responsibility are also key determinants of purchase decisions.

Social media marketing is an interactive and participatory digital strategy aimed at creating long-term relationships between companies and consumers (Felix et al., 2020). Effective social media marketing does not only deliver promotional messages but also fosters emotional engagement and builds loyal digital communities (Ashley & Tuten, 2021). Attractive visual content, two-way interaction, and active brand presence on platforms such as Instagram, TikTok, and Facebook have been proven to increase purchase intention and directly influence consumer purchase decisions (Nuruni & Aninditya, 2021). In trust-based agribusiness sectors, responsive and authentic social media strategies can accelerate the conversion process from awareness to purchasing action.

The combination of a strong corporate image and a structured social media marketing strategy has a significant impact on consumer purchase decisions. Digital marketing through social media can reinforce corporate image through visual narratives, testimonials, and direct interactions that highlight the company's core values (Wulandari & Prasetyo, 2024). When a positive image is integrated with consistent social media activities, consumers are more likely to form favorable perceptions and purchase based on trust and closeness to the brand. Thus, the synergy between these two factors serves as a vital strategy for enhancing purchase intentions and realization, particularly in industries such as agribusiness, where reputation and emotional relationships are critical (Herlina & Darmawan, 2023).

METHODS

This research employed a quantitative, causal-comparative design to examine the influence of corporate image and social media marketing on purchase decisions. Data were obtained from 108 respondents, selected using purposive sampling, with criteria including: minimum age of 17 years, active social media use, and prior purchase experience with PT. Yusuf Mamlaka Mubarakah either directly or through digital platforms.

A structured questionnaire, developed from validated indicators in previous studies, was applied using a five-point Likert scale. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis procedure involved three stages: assessment of the measurement model (outer model) for validity and reliability, evaluation of the structural model (inner model) through R-square and path coefficients,

and hypothesis testing to identify the direct effects of corporate image and social media marketing on purchase decisions.

RESULTS AND DISCUSSION

1. Outer Model

This study aims to empirically examine the influence of corporate image and social media marketing strategies on purchase decisions at PT. Yusuf Mamlaka Mubarakah using Partial Least Squares–Structural Equation Modeling (PLS-SEM).

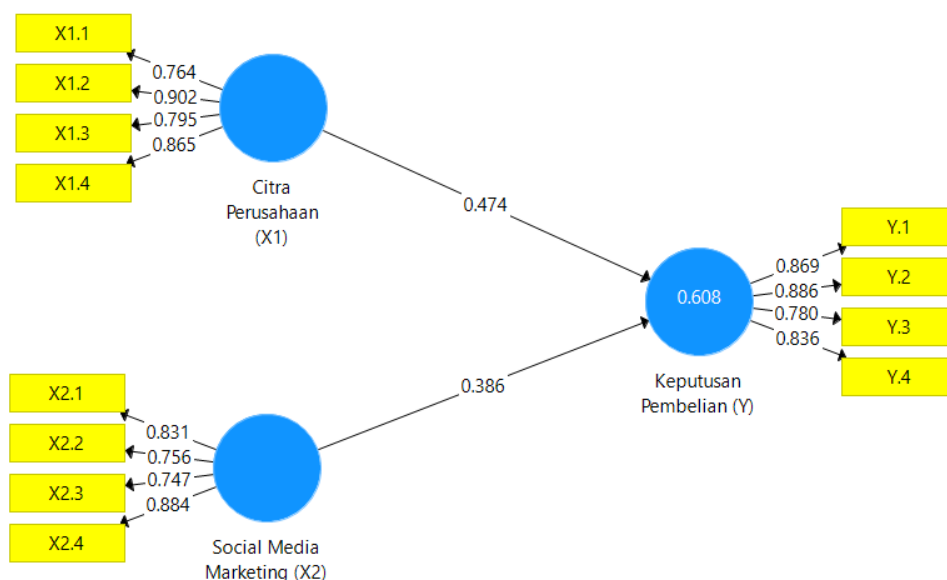


Figure 1: Outer Model

2. Convergent Validity

The convergent validity test was conducted to assess the extent to which each indicator of a construct significantly contributes to representing and explaining the latent variable it measures. Convergent validity is evaluated based on several criteria: (1) the outer loading of each indicator should exceed 0.70, indicating that the indicator adequately reflects the construct; (2) the Average Variance Extracted (AVE) should be greater than 0.50, demonstrating that the construct explains more than half of the variance of its indicators; and (3) the Composite Reliability (CR) value should be above 0.70, ensuring internal consistency reliability of the construct.

Table 1: *Outer Loading (Loading Factor)*

	<i>Citra Perusahaan (X1)</i>	<i>Keputusan Pembelian (Y)</i>	<i>Sosial Media Marketing (X2)</i>
X1.1	0,764		
X1.2	0,902		
X1.3	0,795		
X1.4	0,865		
X2.1		0,831	

<i>Citra Perusahaan (X1)</i>	<i>Keputusan Pembelian (Y)</i>	<i>Sosial Media Marketing (X2)</i>
X2.2	0,756	
X2.3	0,747	
X2.4	0,884	
Y.1		0,869
Y.2		0,886
Y.3		0,780
Y.4		0,836

Source: Research Findings (Processed Data), 2025

The validity test results through cross-loading analysis indicate that all indicators have the highest loading values on their respective intended constructs. For the Corporate Image construct (X1), indicators X1.1 to X1.4 show loading values above 0.70, suggesting that each indicator consistently and significantly reflects the construct being measured. A similar pattern is observed in the Social Media Marketing construct (X2), where all indicators demonstrate strong and discriminant loadings on X2 compared to other constructs.

Furthermore, the indicators of the Purchase Decision construct (Y) also exhibit high factor loadings (≥ 0.78), confirming that the instruments are valid in representing the purchase decision variable. All loading values for each construct are higher than their loadings on other constructs, thereby fulfilling the criteria for discriminant validity.

These findings demonstrate that the measurement model in this study meets both convergent and discriminant validity, indicating that the indicators employed are valid, accurate, and reliable in measuring their respective latent variables.

3. Discriminant Validity

As shown in the table, all constructs have AVE values exceeding the threshold of 0.50, indicating that each latent variable possesses adequate convergent validity and that the indicators effectively capture the variance explained by their respective constructs.

Table 2: Average Variance Extracted

	Average Variance Extracted (AVE)
<i>Citra Perusahaan (X1)</i>	0,695
<i>Keputusan Pembelian (Y)</i>	0,712
<i>Sosial Media Marketing (X2)</i>	0,651

Source: Research Findings (Processed Data), 2025

Based on the results of the Average Variance Extracted (AVE) test, all constructs in this study show AVE values exceeding the minimum threshold of 0.60. Specifically, the Corporate Image construct (X1) obtained an AVE value of 0.695, Social Media Marketing (X2) 0.651, and Purchase Decision (Y) 0.712. These values indicate that each construct can explain more than

65% of the variance of its respective indicators.

Accordingly, it can be concluded that all constructs in the research model have met the criteria for convergent validity. This means that the indicators used have successfully measured the intended constructs consistently, accurately, and with a high correlation to their respective latent variables.

4. Reliability Test

If the composite reliability value of a construct exceeds 0.70, the construct can be categorized as having a high level of reliability. This indicates that the indicators used to measure the latent variable are stable and consistent. A high composite reliability value reflects that the indicators possess adequate internal consistency and reliability, and are effectively able to represent the latent construct being analyzed.

Table 3: *Composite Reliability*

	Cronbach's Alpha	rho_A	Composite Reliability
<i>Citra Perusahaan (X1)</i>	0,852	0,861	0,901
<i>Keputusan Pembelian (Y)</i>	0,864	0,867	0,908
<i>Sosial Media Marketing (X2)</i>	0,821	0,847	0,881

Source: Research Findings (Processed Data), 2025

The evaluation of construct reliability in this study was carried out using three statistical measures, namely Cronbach's Alpha, rho_A, and Composite Reliability. A construct is considered reliable if all three values exceed the minimum threshold of 0.70, indicating that the indicators within the construct demonstrate a high level of internal consistency in measuring the latent variable.

The results show that the Corporate Image construct (X1) and Social Media Marketing construct (X2) both achieved Cronbach's Alpha, rho_A, and Composite Reliability values above the threshold. Based on these findings, it can be concluded that each construct in the model has met the criteria for internal reliability, thereby confirming that the measurement instruments used are reliable in consistently representing their respective latent variables.

5. R-Square

The R-Square (R^2) test is a coefficient of determination used to measure the extent to which the variance of the dependent variable can be explained by the independent variables in a research model. A higher R^2 value indicates that the model has strong predictive power, thereby suggesting that the analysis results are reliable and representative in explaining the relationships among the variables under study.

Table 4: *R-Square*

	R Square	R Square Adjusted
<i>Keputusan Pembelian (Y)</i>	0,608	0,600

Source: Research Findings (Processed Data), 2025

The structural analysis results show an R-square (R^2) value of 0.608, indicating that the

combination of Corporate Image (X1) and Social Media Marketing (X2) explains 60.8% of the variance in Purchase Decision. This means that the model demonstrates a strong explanatory power for the endogenous variable, although 39.2% of the variability is influenced by other factors outside the model.

Thus, the model developed in this study not only possesses adequate explanatory strength but also meets the criteria of being a predictively relevant model.

6. Hypothesis Testing

Table 5: *Hypothesis Test*

	Original Sample	T Statistics	P Values	Keterangan
<i>Citra Perusahaan (X1) -></i>				
<i>Keputusan Pembelian (Y)</i>	0,474	6,565	0,000	Diterima
<i>Sosial Media Marketing (X2) -></i>				
<i>Keputusan Pembelian (Y)</i>	0,386	3,965	0,000	Diterima

Source: Research Findings (Processed Data), 2025

From the table above, the results of the hypothesis testing can be summarized as follows:

1. Corporate Image (X1) has a positive effect on Purchase Decision (Y) at PT. Yusuf Mamlaka Mubarakah, and the hypothesis is accepted. This is supported by a path coefficient value of 0.474, with a t-statistic of 6.565, which is greater than the critical value of 1.96 (at a 5% significance level), and a P-value of 0.000, which is smaller than 0.05. Thus, the relationship between the two variables is statistically significant and positive.
2. Social Media Marketing (X2) has a positive effect on Purchase Decision (Y) at PT. Yusuf Mamlaka Mubarakah, and the hypothesis is accepted. This is indicated by a path coefficient value of 0.386, a t-statistic of 3.965 > 1.96, and a P-value of 0.000 < 0.05, confirming that the effect is statistically significant and positive.

DISCUSSION

The analysis using PLS-SEM demonstrates that Corporate Image has a positive and significant effect on Purchase Decisions. A favorable perception of reputation, product quality, corporate value, and social responsibility contributes to strengthening consumer trust and purchasing intentions. These results are consistent with Rachmawati and Soesilowati (2022), who confirmed that corporate image plays a crucial role in shaping purchase intention and customer loyalty. The implication is that corporate image should be managed as a strategic asset through consistent brand communication, high-quality service delivery, and sustainable social responsibility initiatives. Such efforts may enhance competitive advantage and increase consumer purchase conversion.

The second hypothesis testing reveals that Social Media Marketing also exerts a positive and significant influence on Purchase Decisions. The findings highlight that active, interactive, and relevant social media strategies increase consumer engagement and purchasing behavior. Social media functions not only as a promotional channel but also as a two-way communication platform

that enables relationship-building, informative content sharing, and audience expansion. These findings are aligned with Setyaningrum et al. (2023), who emphasized that social media marketing generates both emotional and functional impacts on consumer behavior, particularly when delivered through visual content, direct interaction, and personalized approaches. In the context of PT. Yusuf Mamlaka Mubarakah, platforms such as Instagram, TikTok, and WhatsApp Business have been effective in enhancing engagement and purchase decisions.

The managerial implication is that companies need to optimize digital content strategies that go beyond providing information by offering communication, interaction, and added value. Social media should be developed as a platform for long-term relationships with consumers, moving from one-way promotion to a dynamic and customer-oriented communication ecosystem.

This study, however, has several limitations. The research sample was limited to local consumers of PT. Yusuf Mamlaka Mubarakah in Bojonegoro, restricting the generalizability of the findings. Furthermore, the model only focused on two independent variables, without considering other relevant factors such as product quality, price, user experience, or customer loyalty, which may also influence purchase decisions. In addition, mediating variables such as brand trust or electronic word of mouth (e-WOM), which have been shown in prior studies to play a significant role in consumer behavior, were not included. Future studies are recommended to expand the sample to a broader geographical area, include additional constructs, and examine mediating or moderating mechanisms to enrich the understanding of consumer purchase behavior.

CONCLUSION

Based on the results of the analysis and model testing using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach, it can be concluded that both corporate image and social media marketing have a positive and significant influence on consumer purchase decisions at PT. Yusuf Mamlaka Mubarakah in Bojonegoro.

The corporate image variable was proven to play an important role in shaping consumer perceptions, trust, and attitudes toward the company. When the image built is perceived positively through reputation, social responsibility, and professionalism, consumers become more confident in making purchasing decisions.

Meanwhile, the social media marketing variable also demonstrated a significant contribution. Promotional activities conducted actively through platforms such as Instagram, TikTok, and WhatsApp Business, along with direct engagement with the audience through informative and interactive content, were found to be effective in increasing consumer tendencies to purchase the company's products.

These findings affirm the importance of strategically managing brand communication and strengthening digital marketing platforms as means of building long-term relationships with consumers. The implications provide a strong foundation for the company to continue developing digital-based marketing approaches, particularly in the increasingly competitive and digitized agribusiness sector.

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