The Mediating Effect of Brand Image on Behavioral Intention, Social Media Sales Promotion Content, and Corporate Reputation (Study on Lion Air Customers)

Original Article

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Abstract

The use of social media has change companies began to build communications with customers through social media. Lion Air is one of the companies who used social media to introducing the products. This study focused to investigate the effect of social media sales promotion content (SMSPC) and corporate reputation (CR) on behavioral intention (BIY) through brand image (BI). There are 7 hypotheses on this research and analysis using Partial Least Square (PLS). The samples for this research were respondents who followed Instagram @lionairgroup and has used Lion Air Airlines service using non-probability sampling technique. The result of this research shows that brand image as a mediation can decrease the value of consumers behavioral intention on Lion Air customers. The results of this investigation offer both theoretical insights and empirical evidence that can be beneficial for marketing teams looking to enhance their communication strategies with customers through social media platforms.

Keywords: Social Media Sales Promotion Content, Corporate Reputation, Brand Image, Behavioral Intention.

1. Introduction

The use of social media has change to be people basic necessity, it gives an idea for marketing division to utilize social media platforms to communicate with the customers. The development of technology also encourages consumer to search for the information they need regarding the product that they want to buy. The products company can share on social media is not only goods but also services. The growth of online shops and the increasing use of social media can change people spending behavior. One of the reasons is because consumer can directly communicate with the company through social media (Olyvia, 2017).

From this phenomenon, companies began to build communication with consumers through social media. In 2016, Indonesia Internet Services Providers Association shows that 82,2 percent of 132,7 million internet users in Indonesia admitted visiting online shops more often if the companies which sell their products through the media social, such as Facebook and Instagram. The communication via social media is considered possible to build closeness between sellers and consumers (Olyvia, 2017).
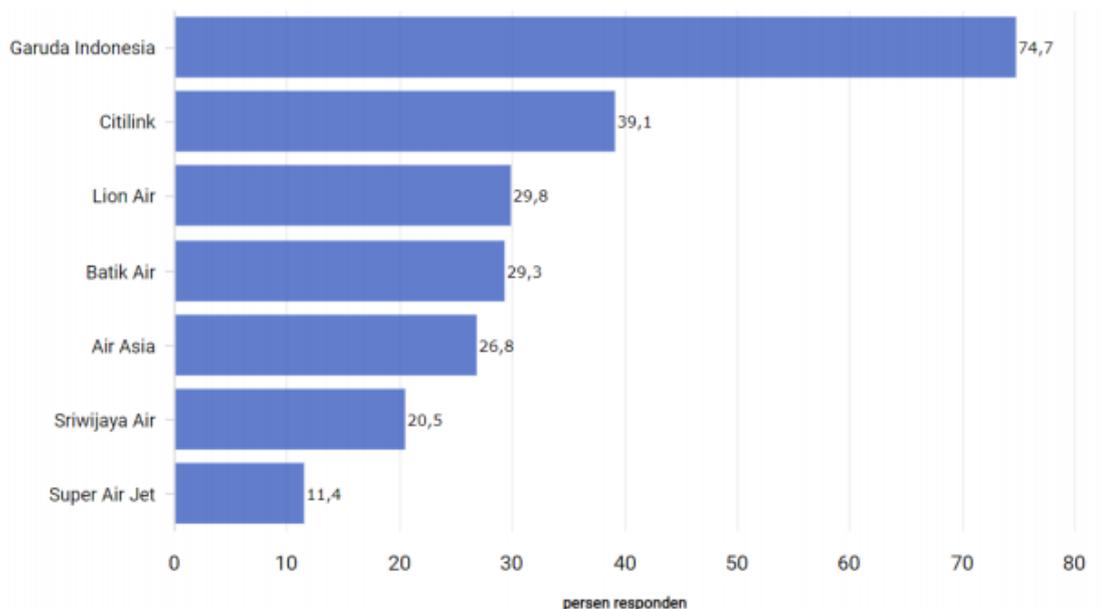
Figure 1. Indonesian Citizen's Favorite Airlines
Source: katadata.com

Airlines company also utilizes the use of social media to introducing the products. Based on Indonesia citizen's favorite airline data by katadata.com there are seven airlines become the choice of Indonesian citizens. As the data shows that Lion Air got 3rd rank. Lion Air known as relatively cheap prices and has more flight routes from 36 destinations. Lion Air continues to innovate by creating short flight routes and international flight route.

However, in the midst of this battle, Lion Air received a lot of bad news related to sudden schedule changes. Reporting from detiknews (2015) on readers' voices reveal Rio as a consumer of Lion Air share his bad experienced related to schedule changes (Rio, 2015). Reporting from merdeka.com, Lion Air also received complaints due to a sudden change in schedule with the excuse of operational reasons (Harahap, 2022).

From all the consumer's complaints from 2015 and 2022 indicates that the airline has not following up on complaints regarding sudden changes in flight schedules. 7 years is not a short time to be able to give good service to consumers. However, the use of these air vehicles is one of the consumers need and Lion Air is still there on the top 3 airlines that choose by Indonesian citizens.

Based on the description above, this is related to behavioral intention. Behavioral intention is a condition where customers want to be loyal to the products, brand, companies and are available to tell other parties about their advantage (Kotler & Keller, 2016). According to Godey (2016) behavioral intention is consumer behavior that arises from the appeal of marketing communications, consumer knowledge, perceptions, and attitudes. Priyamanagam (2020) defines behavioral intention as an individual's tendency towards certain actions and conditions.

Technology Acceptance Model (TAM) is a theory of technology admision which is used as the basic theory in this research. TAM is based on user sentiment and aims to measure acceptance of new technology. This concepts states that the successful acceptance of the use of technology which come from two measures, namely perceived usefulness and perceived ease of use (Davis, 1989). TAM is recognized as a leading model in explaining technology user behavior. In this research, ease of use of social media is becoming a new way to communicate online between consumers and company.

Factor that can influence behavioral intention in the internet era is a utilize of social media and the existence of a content on social media. Social media sales promotion content is a marketing communication tool by creating content for promotion on social media (Marlina et al., 2023; Okazaki & Taylor, 2013; Raji et al., 2019). To attract consumer attention, useful content is needed for social media users and brands (Kotler & Amstrong, 2018). Li et al. (2020) the promotion created is information with unique content to stimulate consumer intentions and behavior towards the brand.

The next factor is the company's reputation. Company reputation is an important things that influences consumer decisions to continue to interact actively or passively with the company (Wang, 2019). According to Wang (2019) corporate reputation is an overall perception towards a company based on its reactions to products, activities communication with the company and its representative. According to Agmeka (2019) reputation is a perception from the consumers by the quality of a product and its role in improving social status. Reputation company is a product evaluation over a long period of time (Seo & Park, 2016).

Brand image also turn out to play an important role as a reason consumers choose to buy a product. According to Kotler & Keller (2016a), a brand is a name, symbol, signal, design or a compound of these which differentiate the company from other companies. Brand image is a combination from what consumers see and feel regarding names, design, symbols, performance of a company (Kotler & Keller, 2016). Raji et al. (2019) also explained, brand image is a consumer perception, attitude, way of thinking, habits based on acceptance of the associations and attributes of a brand. Brand image is very important intangible assets (Agmeka et al., 2019).

There is a research gap in previous research by Raji et al. (2019), brand image mediates social media sales promotion content and behavior intention. Similar to this research, social media sales promotion has an indirect effect on behavioral intention (Han et al., 2019). However, on the research of Hassan et al. (2019) brand image cannot mediate sales promotion and behavioral intention. Promotion on social media cannot influence consumer's decision to be loyal to the product. There is also inconsistent research result about brand image can mediate between corporate reputation and behavioral intention (Baumgartner et al., 2022). Supported by Cham (2021) also explains the influence of brand image mediating corporate reputation and behavioral intention. However, in Horng (2018) stated that company reputation has no effect on behavioral intention by way of brand image.

From the background explanation above, we feel that this topic interesting to research more deeply due to the inconsistency of the previous research. The object we choose is Lion Air Airlines customers which look to have a good behavioral intention although the service of Lion Air Airlines have a bad habit on flight schedule.

2. Methods

There are 3 variables on this research, namely the independent variable social media sales promotion content (X1), corporate reputation (X2), dependent variable behavioral intention (Y), and brand image (Z) as mediating variable. The connection between these variables is described in the following figure:
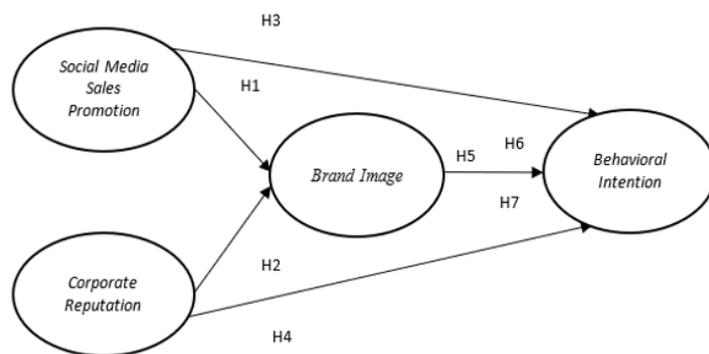
Figure 2. Research Design
Source: Data Processed by Researcher

Technique which used for this research was on probability sampling and purposive sampling. The criteria of the respondent are (1) respondents are at least 17 years old, (2) respondents are followers of Lion Air's Instagram, (3) respondents have used Lion Air services. The considerable of the samples in this research was determined using sample size calculator via calculator.net and get 384 for sample respondents. The data collected by distributing the questionnaire with Google form format via Instagram and WhatsApp for two month (July 2024-September 2024). Technique which used for this analysis is descriptive statistical analysis utilizing SPSS 25 and PLS-SEM using Smart PLS 4.0 version. PLS-SEM analysis utilize to test and analyze whether there is a direct and indirect effect on the independent variable and dependent variable through mediating variable.

3. Results and Discussion

3.1. Research Results

3.1.1. Descriptive Statistics

Respondents for this research was 384 respondents. All the respondents are followers of Instagram @lionairgroup.

Table 1. Descriptive Statistics

Respondent Profile		Frequency	Percentage
Gender	Male	159	41,4%
	Female	225	58,6%
Age	17 years– 20 years	29	7,6%
	21 years – 24 years	75	19,5%
	25 years – 28 years	182	47,4%
	29 years – 32 years	66	17,2%
	33 years – 36 years	19	4,9%
	37 years – 40 years	11	2,9%
	> 40 years	2	0,5%
Education Level	Junior High School	1	0,3%
	Senior High School	7	1,8%
	Bachelor	262	68,2%
	Magister	114	29,7%
Occupation	Entrepreneur	100	26,0%
	Private Sector Employee	140	36,5%
	Government Employee	11	2,9%
	House Wife	43	11,2%
	Others	90	23,4%
Salary	Rp 1.000.000 – Rp 3.000.000	32	8,3%

On table above, there are total 159 males and 225 females. There are 47,4% of the samples are people aged 25 years – 28 years, 68,2 % are bachelor's degree, 36,5 % are private sector employees, and 74,2% of their salaries are more than Rp 3.000.000 – Rp 6.000.000.

3.1.2. Evaluation of the Measurement Model (Outer Model)
The outer model test were purposes to assign the relationship between latent variables and their indicators. The outer model measured using validity and reliability testing.

A) Convergent validity
1)   Loading Factors

Table 2. Loading Factors

	BEHAVIORAL INTENTION	BRAND IMAGE	CORPORATE REPUTATION	SOCIAL MEDIA SALES PROMOTION CONTENT	DECISIONS
AVE_BI.1		0.911			VALID
AVE_BI.2		0.955			VALID
AVE_BI.3		0.943			VALID
AVE_BIY.1	0.884				VALID
AVE_BIY.2	0.930				VALID
AVE_BIY.3	0.815				VALID
AVE_BIY.4	0.937				VALID
AVE_CR.1			0.921		VALID
AVE_CR.2			0.967		VALID
AVE_CR.3			0.938		VALID
AVE_SMSPC.1				0.930	VALID
AVE_SMSPC.2				0.954	VALID
AVE_SMSPC.3				0.925	VALID

*AVE = Average, SMSPC = Social Media Sales Promotion Content, CR = Corporate Reputation, BI = Brand Image, BIY = Behavioral Intention
Source: Data Processed by Researcher, 2024

On Table 2, all the loading factors are more than 0,70 point and it concluded that all the statement instrument on the variable social media promotion content, corporate reputation, brand image, and behavioral intention are valid.

2)   Average Variance Extracted (AVE)

Table 3. Value of AVE

	Average Variance Extracted (AVE)
Social Medias Sales Promotion Content (X_1)	0.877
Corporate Reputation (X_2)	0.888
Behavioral Intention (Y)	0.797
Brand Image (Z)	0.877

As we can see on Table 3, all the AVE number more than 0,50 it means all the variable statement are valid.

B) Discriminant Validity

Table 4. Fornell-Larcker Criterion

	Behavioral Intention	Brand Image	Corporate Reputation	Social Media Sales Promotion Content
Behavioral Intention	0.893			
Brand Image	0.872	0.937		
Corporate Reputation	0.895	0.888	0.942	
Social Media Sales Promotion Content	0.723	0.618	0.689	0.936

Table 4 concludes that all the statement instrument on variable above are valid.

C) Reliability
a.   Composite Reliability

Table 5. Composite Reliability

Variable	Composite Reliability (rho_c)
Social Media Sales Promotion Content (X_1)	0.940
Corporate Reputation (X_2)	0.955
Behavioral Intention (Y)	0.959
Brand Image (Z)	0.955

Table 5 shows the result of composite reliability on all the variables. The result can be concluded that all of the variables are more than 0,60 and it means reliable.

b.   Cronbach's Alpha

Table 6. Cronbach's Alpha

	Cronbach's Alpha
Social Medias Sales Promotion Content (X_1)	0.914
Corporate Reputation (X_2)	0.930
Behavioral Intention (Y)	0.937
Brand Image (Z)	0.930

Table 6 indicates that all the values more than 0,60 and it means that all the instrument statement are reliable.

3.1.3. Structural Model Evaluation (Inner Model)
The inner model used to know the relationship between the variables by seeing how much variance can be explained and knowing the significance of the P Value.
1)   R-Square
The R-Square test in this research aims to determine strength predictions in a variable structural model, endogenous latent.

Table 7. R-Square

Endogeneus Variable	R-Square	R-square adjusted	Decision
Behavioral Intention (Y)	0,789	0,788	Strong
Brand Image (Z)	0,853	0,851	Strong

On Table 7, we can conclude that R-Square result greater than >0,75 and it means that the relationship between variables is strong.

2) Q-Square

The Q-Square is used to quantify how good the observation value is generated by the research model.

Table 8. Q-Square

Endogeneus Variable	Q-Square	Decision
Behavioral Intention (Y)	0,825	Strong model
Brand Image (Z)	0,788	Strong model

Table 8 shows that the Q-Square between variables is a strong model.

3) Goodness of Fit Index Model (GoF)

The GoF is utilized to decide suitability between the observed value and the value expected in the research model.

Table 9. GoF Values

AVE Mean	R-Square Mean	GoF Index	Decision
0.859	0.821	0.839	Strong

Based on Table 9, concluded that the GoF calculation produces value of 0,839, the value is more than 0,1 and means large effect.

4) F-Square

The F-Square value in this research is to assign the influence of a variable exogeneous to endogenous variables.

Table 10. F-Square on Direct Effect

Variable	F-Square
Social Media Sales Promotion Content -> Brand Image	0,000
Social Media Sales Promotion Content -> Behavioral Intention	0,145
Corporate Reputation -> Brand Image	1,908
Corporate Reputation -> Behavioral Intention	0,242
Brand Image -> Behavioral Intention	0,176

Based on Table 10, the effect size produced by the social media sales promotion content (X1) on brand image (Z) is 0,000, meaning the influence between the two variables are ignored. Effect size between social media sales promotion content (X1) on behavioral intention (Y) is 0,145 > 0,02, meaning medium effect. Effect size produced by the corporate reputation (X2) on the brand image (Z) of 1,908 > 0,35, means large effect. The resulting effect size of variable corporate reputation (X2) on behavioral intention (Y) is 0,242 > 0,15 means medium effect. The effect size between variable brand image (Z) and behavioral intention (Y) is 0,176 > 0,15 means medium effect.

Table 11. F-Square on Indirect Effect

	Specific indirect effects
Corporate Reputation -> Brand Image -> Behavioral Intention	0.308
Social Media Sales Promotion Content -> Brand Image -> Behavioral Intention	0.004

Based on Table 11, the effect size resulting from the social media sales promotion content (X1) on behavioral intention (Y) through brand image (Z) is 0,004 meaning that the influence between those variables is ignored. The size effect resulting from the corporate reputation (X2) on behavioral intention (Y) through brand image (Z) is 0,308 > 0,15, means medium effect.

5) Hypothesis Testing

Hypothesis testing is utilized to test the effect of exogenous variables on endogenous variables. This hypothesis testing is carried out to test whether there is or not a direct and indirect influence from the variables. The stronger relationship if the P Value <0,05. So it means that there is a significant influence between the variables exogenous to endogenous variables (Ghozali, 2018).

Table 12. Result of The Hypothesis Testing

Eksogeneus Variable	Mediation Variable	Endogenous Variable	Path Coefficient	P Value	Decision
Social Media Sales Promotion Content		**Brand Image**	0.013	0.566	Rejected
Corporate Reputation		**Brand Image**	0.879	0.000	Accepted
Social Media Sales Promotion Content		**Behavioral Intention**	0.202	0.000	Accepted
Corporate Reputation		**Behavioral Intention**	0.446	0.000	Accepted
Brand Image		**Behavioral Intention**	0.350	0.000	Accepted
Social Media Sales Promotion Content	**Brand Image**	**Behavioral Intention**	0.004	0.560	Rejected
Corporate Reputation	**Brand Image**	**Behavioral Intention**	0.308	0.000	Accepted

Source: Data Processed by Researcher, 2024

Based on Table 12, path coefficient and P Value of H1 is 0,566 > 0,05 and H6 is 0,560 > 0,05 means the hypothesis rejected, P Value of H2, H3, H4, H5, H6 is 0,000 < 0,05 meaning that the following hypothesis is accepted. the result shows that the hypothesis test of H6 exists an unmediated mediation model, this is because there is no effect on independent variable (social media sales promotion content) to dependent variable (behavioral intention) when there is a mediating variables, namely brand image. Meanwhile, H7 represented a partial mediation model due to the effect of the independent variable on the dependent variable both directly and through brand image mediators.

3.2. Discussion

3.2.1. Effect of Social Media Sales Promotion Content on Brand Image

Based on the analysis result above, it shows that social media sales promotion content does not have an effect on the brand image of Lion Air customers. The result of this study are similar to those of research previously stated that social media sales promotion content is not has a positive and significant effect on brand image (Hassan et al., 2019). This research shows that sales promotion on social media which include price promotion, interesting discount is not influence on brand image. Respondent's assessment of social media sales promotion content has no effect on the rise and fall of Lion Air's brand image value.

3.2.2. Effect of Corporate Reputation on Brand Image

Based on the previous chapter, corporate reputation has a positive and significant directly effect on brand image to Lion Air customers. This illustrates that the results accepted. The results are similar to previous research which told that corporate reputation has a positive and significant effect on brand image (Agmeka et al., 2019; Chen et al., 2017; Seo & Park, 2016). This shows that if the reputation and consumers impression of using Lion Air Airlines services increases, it can add value to the airlines's brand image.

3.2.3. Effect of Social Media Sales Promotion Content on Behavioral Intention

Based on the results, the social media sales promotion content has a positive and significant directly effect to behavioral intention on Lion Air customers. These results show that the hypothesis is fulfilled. The results are similar to previously research that concluded social media sales promotion content has a positive influence on behavioral intention (Miah et al., 2022; Raji et al., 2019). These results indicate that the more sales promotion content on Instagram @lionairgroup such as lots of promotions and attractive price offers can improve consumers behavioral intention to Lion Air.

3.2.4. Effect of Corporate Reputation on Behavioral Intention

The research analysis result shows that corporate reputation has a significant directly influence on behavioral intention on Lion Air consumers. These results indicate that hypothesis testing accepted. The results are similar to previous research which states that corporate reputation has an effect on behavioral intention (Baumgartner et al., 2022; Cham et al., 2021; Chiu et al., 2016; Kijpanjasub & Jitkuekul, 2019; Seo & Park, 2016; Su et al., 2014). It shows that a good reputation can improve brand image value on Lion Air consumers.

3.2.5. Effect of Brand Image on Behavioral Intention

The previous results shows that brand image has a positive directly influent to behavioral intention on Lion Air consumers. This shows that the results testing accepted. This research results similar to the previous research, that brand image has an effect on behavioral

intention (Agmeka et al., 2019; Li & Liu, 2019; Piramanayagam et al., 2020; Raji et al., 2019; Wilson Nicholas, 2018; Xu et al., 2018). The research results show that the better services given by the Lion Air's employee can improve consumers behavioral intention.

3.2.6. The Indirect Effect of Social Media Sales Promotion Content on Behavioral Intention through Brand Image

The results of the analysis show that social media sales promotion content does not have a significant effect on behavioral intention through brand image as a mediating variable. These results show that hypothesis testing is rejected. The findings in this study are alike to research that concluded social media sales promotion content is not influence behavioral intention through brand image (Hassan et al., 2019). The results of this study represent that without going through brand image there are many promotions and price offers are able to increase Lion Air consumers intention to be loyal. This means that the image of Lion Air which related to luxurious and prestigious for consumers can not influence consumers to intention to be loyal.

3.2.7. The Indirect Effect of Corporate Reputation on behavioral Intention through Brand Image

Based on the analysis score above, it shows that corporate reputation has a positive effect on behavioral intention through brand image as a mediating variable. These results indicate that testing hypothesis accepted. This research are alike to previous research state that brand image mediates between corporate reputation and behavioral intention (Baumgartner et al., 2022; Cham et al., 2021). In this study, it was found that if the value of brand image as a mediation is disruptive due to can reduce the influence of corporate reputation on behavioral intention on Lion Air Airlines consumers. Lion Air image considered quite luxurious and prestige decrease the value of the corporate reputation and behavioral intention.

4. Conclusion

Based on the analysis result of this research indicate that social media sales promotion content and corporate reputation influences customers behavioral intention. However, if through brand image as mediating variable will reduce the customer interest to become loyal to Lion Air Airlines. Theoretically, this strengthens the theory of technology acceptance model (TAM) which explains convenience communication between the company and Lion Air customers in obtaining information to make a decision.

This research explains the importance of building communication between companies and consumers via social media. Lion Air marketing team carrying out duties well through being active in providing promotional content such as attractive price offers, discounts, and information related to the services provide by Lion Air. Lots of promotions, good service from Lion Air can increase consumers behavioral intention. The intention to being repurchase the Lion Air Airlines services and recommended the airlines to other people such as share the promotional price by Lion Air on social media they have.

4.1. Acknowledgments

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