

**The Influence of Social Media Marketing on Purchase Intentions for RUCAS
Brand with Brand Image as a Mediating Variable**

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Bachelor of
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APPROVAL PAGE

Thesis

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INTENTIONS FOR RUCAS BRAND WITH BRAND IMAGE AS A
MEDIATING VARIABLE**

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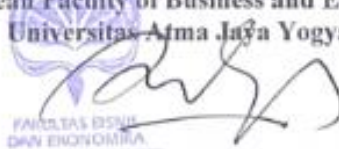


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I, Emmanuel Henry Yona Respati, hereby declare that I have complied and completed the thesis with the title:

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Declare that it is fully my work and does not contain the work of others except for some parts that require references with the proper procedures for writing scientific papers and are stated in the bibliography in this thesis.

Yogyakarta, January 8, 2026

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PREFACE

The author gives thanks to God Almighty because thanks to him, I was able to complete this thesis as required by my undergraduate degree in Universitas Atma Jaya Yogyakarta. The proposed title for this thesis is **"The Influence of Social Media Marketing on Purchase Intentions for RUCAS brand with Brand Image as a Mediating Variable"** compiled with the aim of fulfilling the requirements to obtain a Bachelor's degree (S1) in Management at the Faculty of Business and Economics, Universitas Atma Jaya, Yogyakarta.

The author realizes that in the preparation of this thesis will not be completed without support, guidance, and prayers from various parties. Therefore, with all humility, the author expresses his greatest gratitude to:

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The author acknowledges that this thesis is far from perfect and recognizes the room for improvement. All criticism, suggestions, and input that can further enhance the study are welcomed by the author. The author hopes that this thesis has made a valuable contribution in the research field and will have a positive impact on the readers and other stakeholders.

Yogyakarta, 22 December 2025

Author,



Emmanuel Henry Yona Respati

MOTTO

"Sometimes the hardest thing is to keep going."

- Tommy Shelby

This stands as proof that I did not give up, and so should you.

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ABSTRACT

This study aims to analyze the influence of social media marketing on purchase intention for RUCAS products, with brand image as a mediating variable. Businesses are depending more on online marketing strategies to reach customers and affect their choices as a result of the increasing popularity of social media. Therefore, it becomes crucial to comprehend how social media marketing influences buy intention. This study employs a survey method in conjunction with a quantitative approach. An online survey was used to gather information from respondents who were aware of RUCAS products but had not yet made a purchase. With the use of SmartPLS software, partial least squares structural equation modeling was used to analyze the data. The results indicate that purchase intention is positively and significantly impacted by social media marketing. Furthermore, brand image is significantly impacted by social media marketing, and purchase intention is positively influenced by brand image. Brand image is found to have a complimentary mediating effect in the interaction between social media marketing and purchase intention, according to Zhao et al.'s mediation research. This indicates that social media marketing affects purchase intention through brand image, both directly and indirectly. These results show that successful social media marketing campaigns can contribute to the development of a favorable brand image, which in return motivates customers to be more likely to buy RUCAS products. It is expected that this study would help businesses create social media marketing strategies that are more successful.

Keywords: Social media marketing; Brand image; Purchase intention; Consumer behavior