

The Influence of Brand Image And Online Advertising of Paper Softlens on Millennial Purchase Intention In Manado

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ABSTRAK

Penelitian ini mengeksplorasi pengaruh citra merek dan iklan online pada niat pembelian, dengan fokus khusus pada generasi milenial dan industri softlens di Manado. Ini meneliti bagaimana globalisasi dan pertumbuhan pesat teknologi internet telah mengubah strategi pemasaran, menekankan peran penting citra merek dan iklan online yang menyampaikan pesan merek yang konsisten di berbagai saluran. Studi ini menyoroti karakteristik unik generasi milenial, seperti ketergantungan mereka pada platform digital, preferensi untuk konsumsi pengalaman, dan dampak pada keputusan pembelian. Selanjutnya, ini menganalisis hubungan antara citra merek, iklan online, dan niat pembelian, menunjukkan bahwa pemasaran digital yang efektif dapat meningkatkan kepercayaan dan loyalitas merek. Lanskap kompetitif pasar softlens di Manado juga dinilai, menggambarkan pentingnya diferensiasi produk, keterjangkauan, dan promosi digital interaktif dalam menangkap pangsa pasar. Penelitian ini menggarisbawahi perlunya bisnis untuk beradaptasi dengan gaya hidup konsumen yang berkembang dan tren teknologi dengan mengintegrasikan komunikasi pemasaran yang kreatif, strategis, dan komprehensif untuk berhasil dalam lingkungan yang sangat kompetitif. Penelitian ini menggunakan pendekatan kuantitatif menggunakan analisis regresi linier berganda. Data dikumpulkan melalui kuesioner yang dibagikan kepada 100 responden yang merupakan milenial yang mengetahui tentang Paper Softlens di Manado. Temuan mengungkapkan bahwa citra merek dan iklan online memiliki pengaruh yang signifikan dan positif pada keputusan pembelian, baik secara bersamaan maupun sebagian.

ABSTRACT

This research explores the influence of brand image and online advertising on purchase intention, with a particular focus on the millennial generation and the softlens industry in Manado. It examines how globalization and the rapid growth of internet technology have transformed marketing strategies, emphasizing the critical role of brand image and online advertising delivering consistent brand messages across multiple channels. The study highlights the unique characteristics of millennials, such as their reliance on digital platforms, preference for experiential consumption, and impact on purchasing decisions. Furthermore, it analyzes the relationship between brand image, online advertising, and purchase intentions, demonstrating that effective digital marketing can enhance brand trust and loyalty. The competitive landscape of the softlens market in Manado is also assessed, illustrating the importance of product differentiation, affordability, and interactive digital promotion in capturing market share. This research underscores the necessity for businesses to adapt to evolving consumer lifestyles and technological trends by integrating creative, strategic, and comprehensive marketing communications to succeed in highly

competitive environments. This study employs a quantitative approach using multiple linear regression analysis. The data was collected through questionnaires distributed to 100 respondents who are Millennials that are aware of Paper Softlens in Manado. The findings reveal that both brand image and online advertising have a significant and positive influence on purchasing decisions, both simultaneously and also partially.

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1. INTRODUCTION

Technological developments have intensified as the internet has made it easier to search for information, communicate without borders, and distance. Today the role of the internet is not only a means of information and communication, but it also has great potential as a marketing medium. As the world of marketing grows more, every business should be able to adapt to the rapid expanding conditions. With the rapid growth of the global market, business demands for growth should be much more competitive [1].

Today's globalization has had a major impact on the development of the business world. Markets are expanding and opportunities are everywhere, but instead the competition becomes more intense and unpredictable [2]. This condition requires companies to create a competitive advantage of their businesses in order to be able to compete continually in an era that is growing with stiff competition. Companies that want to grow and get competitive should be able to provide good quality goods or services and good service to customers.

The millennial generation is a large and influential demographic group, comprising individuals born between 1981 and 1996. This generation has been referred to many times as Gen-Y, Net Generation, Boomerang Generation, Peter Pan generation, and others [3]. They are called the millennial generation because they are the generation that lives in the turn of the millennium. Simultaneously in this era digital technology began to penetrate all of life's joints. Businesses are increasingly interested in understanding the factors that influence this group's purchase intention as their purchasing power grows [4].

Eye is one of the senses that are important to humans. Through the human eye, it absorbs the visual information used to carry out activities. With the rapid progress of science and technology, experts are finding an alternative to each problem encountered in the field of goggles. In addition to developing eyeglasses as a means of vision correction, experts have also introduced alternative visual aids, such as contact lenses, to serve as substitutes. Contact lenses are visual aid so that we can see without glasses. In other words contact lenses may be used in place of eyeglasses to correct refraction disorders and accommodation disorders. Now, however, contact lenses are also widely used both in therapies and in cosmetic purposes. As technology progressed, the contact lenses used today are quite different from those first made in the early 19th century [5].

Apart from the affordable and easy cost of contact lenses, contact lens has more value on the aesthetic side for most of the users. Whether from a variety of colored contact lenses and to a user with a history of farsightedness or silindris, there is no need to bother about it, since thick eyeglasses that are

thought to reduce aesthetic value to a matter of minor concern with the use of contact lenses [6]. Today, there are many softlens products with varying strengths that support the user needs. The selection of color, water content, and diameter of the softlens is often confusing to those who have little knowledge about contact lenses but want to use them [7].

Paper Softlens is a business based in Manado that specializes in the sale and distribution of various types of contact lenses. Paper softlents was established in 2019. The business operates two physical branches, located on the 1st floor of Mega Mall and the 2nd floor of Freshmart Paniki. Paper Softlens has attracted significant attention from the young people's in Manado, largely due to its extensive advertising efforts across online platforms.

The softlens industry represents a rapidly expanding segment within the broader eye care sector. This growth has been primarily driven by increasing consumer demands for comfort, aesthetic enhancement, and lifestyle-oriented products. Softlens are now utilized not only for corrective vision purposes but also for cosmetic reasons. The market comprises a mix of international and domestic brands, contributing to a highly competitive landscape. In Manado, this competition is notably evident. Numerous businesses and retailers are actively involved in the sale and distribution of softlens.

Based on a survey by the Indonesian Internet Service Providers Association (APJII) in 2024

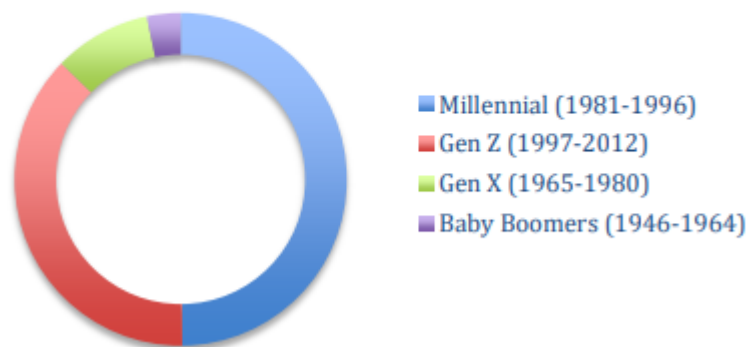


Figure 1. The number of internet users in Indonesia in 2024

The Indonesian Internet Service Providers Association (APJII) announced that the number of internet users in Indonesia in 2024 reach 221,563,479 people out of a total population of 278,696,200 people in Indonesia in 2023. From the results of the 2024 Indonesian internet penetration survey released by APJII, Indonesia's internet penetration rate reached 79.5%. An increase of 1.4% was observed compared to the preceding period.

Branding remains crucial as companies face skepticism and competition. Leading brands maintain strength through brand power rather than price. Advertising agencies aid in brand revitalization by using research methods and new models to help brands connect emotionally with their customers [8]. Creativity plays a vital role in advertising success, with major brands investing heavily in producing engaging advertisement. However, creative ideas must align with strategy and business goals to positively impact sales and brand image. Poor execution or misalignment can harm brands, and even praised campaigns don't always translate into better sales [9]. The advertising industry balances the pressure for creativity with the need for consistent, strategic messaging. When a product is introduced to the market, the presence of a brand becomes a distinct symbol and identity. With so much business competition today, every company requires a strategy for developing a strong brand image in order to compete with its competitors. A positive brand image will be profitable because customers will

Consumer purchasing decisions will be influenced by strong branding. The stronger the brand, the more likely consumers are to purchase the product. At any given time, each consumer makes a variety of decisions regarding the search, purchase, and use of various products and brands. There are five stages in the purchasing decision process: need recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior [11].

The relationship between brand image and online advertising is important because online advertising can have a significant impact on how consumers perceive and interact with a brand. By effectively leveraging online advertising, brands can enhance their brand image and increase their chances of success in the competitive marketplace [13]. From a digital marketing standpoint, brand image is one of the significant things that must be adjusted to the material that will be presented to consumers. Fundamentally, the application of brand image must indeed be applied to all forms of promotion carried out by the company [2].

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graph LR
    X1[Brand Image X1] -- "H2 (Partial)" --> Y[Purchase Intention Y]
    X2[Online Advertising X2] -- "H3 (Partial)" --> Y
    X1 -.->|H1 (Simultaneously)| Y
    X2 -.->|H1 (Simultaneously)| Y
  
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The relevant variables utilized in this paper are defined by this conceptual framework. The independent variable (X) and the dependent variable are the first two variables (Y). The hypotheses that used for this study are as follow:

- ## 2. METHOD

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and online advertising) and the dependent variable (purchase intention). The type of research used was explanatory research, which aims to explain the causal relationship among variables through hypothesis testing [14].

The population of this research consisted of millennial consumers in Manado who are familiar with or have purchased Paper Softlens products. A purposive sampling technique was applied, selecting respondents who met specific criteria such as being born between 1981 and 1996, active internet users, and potential or existing customers of Paper Softlens. Data were collected using a structured questionnaire distributed to respondents. The instrument measured perceptions of brand image, online advertising, and purchase intention using Likert-scale statements to capture the respondents' level of agreement. The sample size consists of 100 persons, including 100 members of Millennials or Generation Y, those between the ages of 29 and 44. This demographic research was conducted because Millennials or Generation Y seem to rely more on the brand image than other generations.

For data analysis, this research used multiple linear regression with the help of statistical software. Validity and reliability tests were first conducted to ensure the accuracy of the research instrument. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were also performed to confirm the appropriateness of the regression model. The hypothesis testing was then carried out through the F-test and t-test to examine both simultaneous and partial influences of the independent variables on purchase intention [15]. The results provided empirical evidence regarding the significance of brand image and online advertising in shaping millennial purchase intention in the softlens industry.

3. RESULT AND DISCUSSION

3.1. Validity and Reliability Test

The validity test employed the Pearson Product Moment correlation method to assess the correlation between each indicator and its respective total score. If the calculated correlation coefficient is less than the critical value. All indicator variables demonstrate Pearson correlation (r -count) values exceeding the r -table threshold of 0.1966. Consequently, all 15 question indicators, which represent the three measured variables, are confirmed to be valid.

This study utilizes the Cronbach's Alpha coefficient to evaluate the reliability of the instrument. Results indicates that the variables Brand Image (X_1), Online Advertising (X_2), and Purchase Intention (Y) each have a Cronbach's Alpha value exceeding 0.6, which confirms their reliability or reliable.

3.2 Classic Assumption Test

The results of the classical assumption tests demonstrate that the regression model employed in this study meets the necessary requirements for validity. The normality test, conducted using both Histogram and Normal P-P Plot of standardized residuals, showed that the residuals were approximately normally distributed. The histogram formed a bell-shaped curve centered near zero, while the P-P Plot displayed points closely aligned with the diagonal reference line. These results indicate that the normality assumption was satisfied.

The heteroscedasticity test, analyzed through a scatterplot, revealed that the residuals were randomly dispersed around the horizontal axis without forming any particular pattern. This indicates the absence of heteroscedasticity and confirms that the assumption of homoscedasticity was met.

Finally, the multicollinearity test showed Variance Inflation Factor (VIF) values of 1.509 for both independent variables (Brand Image and Online Advertising), with tolerance values of 0.663. Since all VIF values were well below 10 and tolerance exceeded 0.10, it was concluded that no multicollinearity problem existed in the model.

3.3 Multiple Linear Regression Analysis

By conducting multiple linear regression analysis, the extent to which the independent variables influence the dependent variable can be determined.

Table 1. Multiple Linear Regression Analysis

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	9.399	1.707		5.505	<.001	
	Brand Image (X1)	.346	.069	.435	5.019	<.001	.663 1.509
	Online Advertising (X2)	.315	.073	.374	4.312	<.001	.663 1.509

a. Dependent Variable: Purchase Intention (Y)

Source: Output SPSS 30, Data Processed, 2025

Based on the table above, the multiple linear regression equation is formulated as follows:

$$Y = a + B1.X1 + B2.X2 + e$$

$$Y = 9.399 + 0.346X1 + 0.315X2 + e$$

The constant value of 9.399 suggests that when both independent variables, X1 (Brand Image) and X2 (Online Advertising) are equal to zero, the predicted score for the Purchase Intention (Y) is 9.399. This value reflects the baseline level (Y) of the dependent variable in the absence of any contribution from the specified predictors.

The interpretation of the equation is:

- 1) The constant value of 9.399 indicates that if both independent variables, Brand Image (X1) and Online Advertising (X2) are equal to zero, the predicted value of Purchase Intention (Y) would be 9.399. This represents 94 the baseline level of purchase intention in the absence of any influence from the two predictors.
- 2) For Brand Image (X1), the coefficient value is positive, meaning that if there is one unit increase in Brand Image, then the value of Purchase Intention (Y) will increase by 0.346.
- 3) For Online Advertising (X2), the coefficient value is positive, meaning that if there is one unit increase in Online Advertising, then the value of Purchase Intention (Y) will increase by 0.315.

3.4 Hypothesis Test

3.4.1 Simultaneous Hypothesis Test (F-Test)

The F-test is employed to evaluate whether the independent variables collectively have a significant effect on the dependent variable.

Table 2. Simultaneous Hypothesis Test (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	279.155	2	139.578	51.992	<.001 ^b
	Residual	260.405	97	2.685		
	Total	539.560	99			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Online Advertising (X2), Brand Image (X1)

Source: Output SPSS 30, Data Processed, 2025

Based on the ANOVA results, the calculated F count is 51.992 which is greater than 3.09 as the F table with a significance level (Sig.) of < 0.001 which is less than the alpha value of 0.05. This indicates that the null hypothesis (H₀), which states that there is no simultaneous effect of Brand Image

and Online Advertising on Purchase Intention, is rejected, and the alternative hypothesis (H_a) is accepted. Therefore, it can be concluded that Brand Image (X_1) and Online Advertising (X_2) simultaneously have a significant effect on Purchase Intention (Y) in Paper Softlens among millennial. This means that the regression model used is statistically valid and the combination of both independent variables is able to explain variations in the Purchase Intention of consumers.

3.4.2 Partial Hypothesis Test (t-Test)

The t-test is employed to evaluate whether each independent variable individually exerts a statistically significant effect on the dependent variable. The critical value from the t-distribution (t-table) is determined based on the degrees of freedom (df) and a 95% confidence level. At a 5% level of significance, a value of < 0.05 indicates a substantial influence of one independent variable on the dependent variable, whereas a value of > 0.05 indicates no influence. If the t-count value surpasses the t-table value, it means that the independent variable has an effect on the dependent variable.

Table 3 Partial Hypothesis Test Result (t-Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	9.399	1.707		5.505
	Brand Image (X_1)	.346	.069	.435	5.019
	Online Advertising (X_2)	.315	.073	.374	4.312

a. Dependent Variable: Purchase Intention (Y)

Source: Output SPSS 30, Data Processed, 2025

Referring to the table above, the results of the hypothesis (H) testing are as follows:

- 1) The results of the data analysis demonstrate that Brand Image (X_1) show a positive and significant influence on Purchase Intention (Y) for Paper Softlens among Millennials. As presented in the table, the t-value for Brand Image is 5.019 which exceeds the critical t-table value of 1.661, while the significance level is 0.001, which is below the 0.05. Therefore, the second hypothesis (H_2), “Brand Image (X_1) influences Purchase Intention (Y) of Paper Softlens among Millennials” is accepted.
- 2) The results of the data analysis demonstrate that Online Advertising (X_2) show a positive and significant influence on Purchase Intention (Y) for Paper Softlens among Millennials. As presented in the table, the t-value for Online Advertising is 4.312 which exceeds the critical t-table value of 1.661, while the significance level is 0.001, which is below the 0.05. Therefore, the third hypothesis (H_3), “Online Advertising (X_2) influences Purchase Intention (Y) of Paper Softlens among Millennials” is accepted.

3.4.3 R - Square (R^2)

The R-Square (R^2) also known as the coefficient of determination, is a statistical metric used in regression analysis to indicate the proportion of variance in the dependent variable (Y) that can be accounted for by the independent variables (X) within the model. It reflects the strength of the relationship between the independent and dependent variables in the regression framework

Table 4. Results of the Coefficient of Determination of R-Square

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 ^a	.517	.507	1.638
a. Predictors: (Constant), Online Advertising (X2), Brand Image (X1)				
b. Dependent Variable: Purchase Intention (Y)				

Source: Output SPSS 30, Data Processed, 2025

Based on Table 4, the Adjusted R Square value of 0.507 indicates that 50.7% of the variance in Purchase Intention (Y) can be explained by the variables Brand Image (X1) and Online Advertising (X2). This suggests a positive and substantial relationship between the independent variables and the dependent variable, reflecting a strong model fit. Furthermore, the t-Test results confirm that both Brand Image and Online Advertising are statistically significant predictors of Purchase Intention. This highlights their influential role in shaping the Purchasing Intention of Millennial consumers of Paper Softlens. No indications of multicollinearity or overfitting were found, affirming the model's reliability. The remaining 49.3% of the variance is likely attributable to other factors not examined in this study

3.5 Discussion

3.5.1 The Influence of Brand Image and Online Advertising on Purchase Intention of Paper Softlens Simultaneously

Brand image and online advertising are important in influencing consumer purchase intentions. The findings highlight the necessity for Paper Softlens to continuously cultivate and reinforce a positive brand identity in the minds of consumers. A well-established brand identity fosters perceptions of quality and trustworthiness while also serving as a key differentiator in a highly competitive marketplace. Moreover, the implementation of a strategic and effective digital advertising approach, leveraging social media platforms, compelling visual content, and collaborations with relevant influencers can significantly enhance brand visibility and broaden the potential consumer base [16].

Based on the findings of Jasin [17], we can see that brand image and online advertising exert a positive and significant influence on purchase intention. By combining these two aspects, Paper Softlens has a greater opportunity to build emotional connections with consumers, influence positive perceptions of the product, and ultimately drive increased purchasing interest, especially among millennials who are highly responsive to brand image and digital advertising exposure.

The test results indicate that the F-count value for the Brand Image and Online Advertising variables is 51.992, which exceeds the F-table value of 3.09, with a significance level of Since the significance value is less than the alpha level of 0.05, it can be concluded that Brand Image and Online Advertising have a statistically significant effect on the Purchase Intention of Paper Softlens among Millennials in Manado. This finding confirms that both variables exert a 101 significant influence on Purchase Intention of Paper Softlens among millennial in Manado.

3.5.2 The Influence of Brand Image on Purchase Intention of Paper Softlens

This study highlights the critical role of consistently developing and sustaining a positive brand image for companies. Such an objective can be realized through multiple approaches, including enhancing product quality, delivering superior customer service, ensuring transparent brand communication, and upholding a consistent and professional visual brand identity. The findings of this study reveal that brand image exerts a positive and significant influence on purchase intention. This is evidenced by a positive regression coefficient and a significance value of 0.001, which is well below the alpha threshold of 0.05. These results suggest that a stronger brand image in consumers' perceptions

leads to a greater likelihood of purchase in Paper Softlens. Additionally, the t-value for Brand Image is 5.019, surpassing the critical t-table value of 1.661, further confirming the significance of this relationship.

Brand image refers to the consumer's perception of a brand, shaped by the brand associations stored in their memory. When these associations are positive, such as perceptions of high quality, trustworthiness, or prestige, they enhance consumer interest and motivate purchasing behavior [18]. This perspective is further supported by the findings of Chin, Salimi and Sulaiman [19], who assert that a strong brand image can bolster confidence in product quality, and elevate the emotional value attributed to the brand. Consequently, brand image serves not only as an identifier of the product but also as an emotional and psychological determinant influencing consumer intention. Collectively, these insights emphasize that investment in brand image development should be regarded not as a mere expense but as a strategic asset that fosters increased purchase intentions and sustains long-term competitive advantage.

3.5.3 The Influence of Online Advertising on Purchase Intention of Paper Softlens

Online advertising serves as a pivotal factor in influencing consumer purchase intentions. Utilizing diverse digital platforms, such as social media, websites, and search engines, online advertisements are capable of reaching a wide and targeted audience. Well-crafted advertisements that are both engaging and informative contribute to enhancing brand awareness, reinforcing perceptions of product quality, and cultivating emotional connections with the brand. Moreover, repeated exposure to such advertisements can shape favorable consumer attitudes and increase the likelihood of purchase consideration.

Online advertising exerts a positive effect on consumers' purchase intentions. Exposure to advertisements that are relevant, informative, and visually engaging can enhance consumers' interest and motivation to acquire a product. Moreover, the inclusion of interactive features, such as click-through options, user-generated reviews, and exclusive discounts, further amplifies the attractiveness and credibility of the promoted product. The results demonstrate that online advertising has a statistically significant and positive impact on purchase intention, with a t-value of 4.312 and a significance level of 0.001. These values surpass the critical t-value of 1.661 and fall below the 0.05 threshold for statistical significance, confirming the strength of the effect.

Empirical evidence by Els has shown that online advertising is primarily based on strong advertising and customer experience [20]. Customers with positive experiences in personal use and consumption engage reinforce their trust in the images presented. Business organizations need to conduct more communication campaigns to promote their brand in the marketplace and compete wisely for product differentiation. Increased exposure to online advertisements enhances the likelihood of consumers proceeding with a purchase decision [21]. A well-executed digital advertising strategy plays a vital role in stimulating purchase intention in today's digital marketing landscape. This finding indicates that the advertising efforts implemented by Paper Softlens are effective in capturing the attention of their existing followers [17].

4. CONCLUSION

This study concludes that brand image and online advertising significantly and positively influence millennial purchase intention toward Paper Softlens in Manado, both simultaneously and partially. A strong brand image builds consumer trust and credibility, becoming a critical factor in sustaining competitive advantage. Meanwhile, online advertising serves as an effective medium to expand market reach and shape consumer perceptions in the digital era. Millennials, as a highly digital and consumptive generation, process information selectively, making it crucial for Paper Softlens to maintain product quality, consistent brand identity, and engaging advertising to strengthen purchase intention.

Based on the findings, several recommendations can be proposed. For Paper Softlens management, improving business performance requires the integration of strategic digital marketing initiatives with a consistent and strong brand image. This can be achieved through optimizing product visibility with Search Engine Optimization (SEO), implementing targeted social media campaigns, and collaborating with influencers to expand market reach and consumer trust. At the same time, conducting thorough market research is necessary to better understand millennial preferences, allowing the company to tailor its products and marketing strategies more effectively in order to reinforce its competitive advantage.

For millennials in Manado as consumers, it is important to approach brand image and online advertising with a critical mindset. Rather than relying solely on promotional messages, they are encouraged to evaluate the authenticity and consistency of brand communication, while also considering credible consumer reviews and recommendations. This enables them to make more informed decisions that align with their personal values, particularly in relation to social responsibility and environmental sustainability.

For future researchers, it is recommended that subsequent studies expand the scope by involving a larger and more diverse population, as well as extending the research duration to capture more comprehensive findings. Employing qualitative or mixed-method approaches may also provide deeper insights into consumer perceptions and motivations, thereby enriching the understanding of how brand image and online advertising influence purchase intention in different contexts.

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