

## The Influence of Social Media Marketing and Brand Image on Intention to Purchase Residential Apartments

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### Abstract

The rising attraction towards the real estate sector in the Jabodetabek region, particularly apartments due to land limitations, has prompted developers to adopt social media platforms for marketing their offerings. A notable player employs Instagram as a tool for showcasing its products. This study's objective is to assess how social media marketing and brand image impact the inclination to buy residential apartment products. This research is a descriptive quantitative investigation that establishes and elucidates links between variables. It focuses on individual variables without drawing parallels or associations with others. The sampling technique comprises a questionnaire, distributed to 122 respondents. These respondents are consumers who have followed and engaged with call-to-action (CTA) on the Instagram account @ppproperty. Data analysis was facilitated through SPSS 26 software, encompassing validity, reliability, and hypothesis testing. The research findings highlight that both social media marketing and brand image, collectively and individually, wield a favorable influence on the purchase intention for residential apartment products. These findings offer valuable insights for refining strategies in Instagram-based social media marketing and brand image, aimed at nurturing purchase intention. Furthermore, the company can implement these research outcomes to heighten consumer interest in their residential apartment products in the times ahead.

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## INTRODUCTION

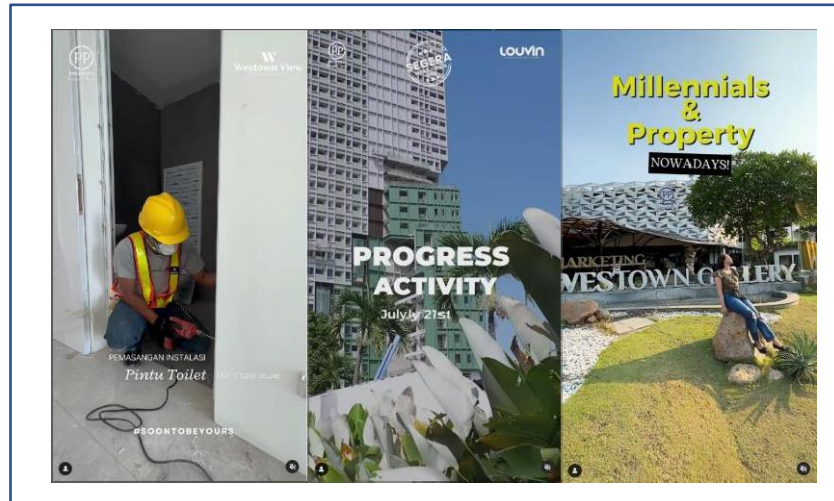
In line with the rapid development of the Internet, there has been an increase in the number of Internet users in Indonesia. This is reinforced by the number of Internet users who have reached 210 million people or 77.02% of the total 272.6 million population in Indonesia during 2021-2022. In many cases, Indonesian people tend to use the Internet to access social media. This fact is in line with the fact that social media is the content most frequently accessed by internet users in Indonesia. The widespread use of social media in Indonesia has changed the way brands or companies promote their business. This is evident from 84.75% of social media users using social media to sell goods and services (APJII, 2022).

Social media allows brands or companies to carry out promotions and marketing widely, communicate with consumers, and increase customer engagement (Troise & Camilleri, 2021; Seo & Park, 2018; Noufa et al., 2022). In addition, social media is able to change consumer behavior and the customer journey because consumers tend to make purchases and search for information online (Odame et al., 2021). According to surveys, social media is the platform that has the highest budget because the customer journey has changed (Nielsen, 2022). This provides an opportunity for brands or companies to optimize social media through social media marketing so that they can disseminate content that contains information, promotion, marketing, and information about the company (Hartanto et al., 2022). Currently, consumers tend to want to get the latest information from brands or companies without any time limits (Umair Manzoor et al., 2020). To get this information, consumers will follow the social media accounts of brands or companies.

Social media marketing is an activity carried out by companies in creating and providing content regarding information, promotions, discounts, and marketing of a brand or product through social media as a medium of dissemination (Hartanto et al., 2022). In social media marketing, there is a content marketing strategy that contains strategies to be able to make content attractive to the audience, so that the audience will be interested in seeing the content (McDonald, 2022). At the beginning of its existence, social media was only a communication link with relatives, but at that time the use of social media was increasing. This is an opportunity for brands or companies to optimize social media marketing so they can disseminate content that contains information, promotions, the latest products, and company information (Hartanto et al., 2022). Apart from that, social media marketing is used to increase interest in purchasing a product (Putra & Aristana, 2020). Social media marketing can have a positive impact on purchasing interest (Ellitan et al., 2022). Instagram has become one of the social media with impressive user growth. This mobile application managed to reach second place as the most downloaded application globally after YouTube. By early 2023, the number of Instagram users has reached 1.4 billion worldwide. In Indonesia itself, active Instagram users in 2022 will reach 84.8% of the total population (We Are Social, 2022).

It is known that 2022 has been a digital transition year for the property sector in conducting online marketing, as a result of the impact of the Covid-19 pandemic. This fact can be strengthened through the trend of property interest which has increased seven times compared to 2021 (Kompas.com, 2022). In this case, PT PP Properti Tbk is one of the leading property developers in Indonesia (InvestAsian, 2023). PT PP Properti Tbk has many superior products spread across the Greater Jakarta area, namely Gunung Putri Square (Bogor), Evenciio and Mahzoji (Depok), the Ayoma (Tangerang), as well as the Central Business District (CBD) Grand Kamala Lagoon (Bekasi) (Property PP, 2023). As one of the largest property developers in Indonesia, PT PP Properti Tbk promotes through social media in order to reach a wide audience. In carrying out marketing activities, PT PP Properti Tbk uses social media Instagram with the username @ppproperti which has 36.3 thousand followers as of August

2023. The number of Instagram followers @ppproperty has increased by 6.5 thousand followers compared to the previous year. It is noted that PT PP Properti Tbk has actively carried out social media marketing in the form of content posts and video reels on Instagram. Based on the latest data as of July 2023, it can be seen that PT PP Properti Tbk has the highest number of followers compared to other state-owned property developers such as PT WIKA Realty (Instagram: @ptwikarealty) with 32.2 thousand followers, PT Waksita Realty (Instagram: @waskita\_realty) with 24.4 thousand followers, and PT Adhi Persada Properti (Instagram @adhipersadaproperti) with 6.9 thousand followers on Instagram.



**Figure 1.** Instagram Content @ppproperty

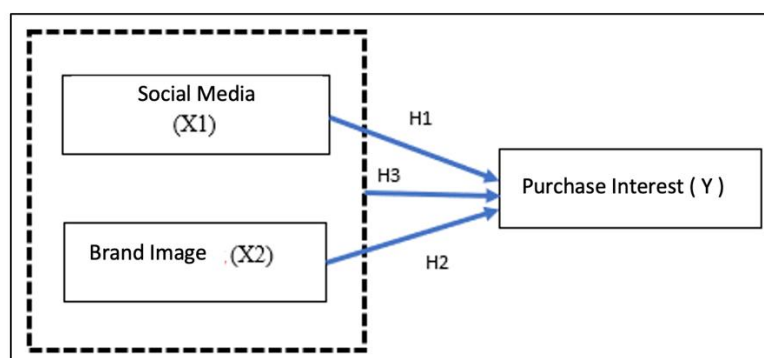
Based on an interview conducted with Muhammad Lutfi as Senior Marketing Communication of PT PP Properti Tbk, the Instagram account @ppproperty started actively marketing during the Covid-19 pandemic. This was done due to activity restrictions to prevent the spread of Covid-19. The decline in consumer buying interest in property, especially apartments is also the reason for social media marketing. This has a positive impact on purchasing interest from PT PP Properti Tbk because as many as 30% of consumers tend to find out about products through the Instagram account @ppproperty. Apart from that, there was an increase in sales after doing social media marketing, from initially only being able to sell 50 units per month to around 100 units per month.

Brand image can be explained as the perception or impression that comes to consumers' minds regarding a particular brand, both from potential consumers and existing consumers. Brand image also has meaning as part of a brand's identity that is easy to recognize, such as symbols, writing design, colors, and the perception that consumers have of the products or services related to the brand (Surachman, 2008; Benhardy et al., 2020). Brand image helps consumers more easily understand their wants and needs for the brand, and helps differentiate the brand from other competitors (Anwar et al., 2011; Mao et al., 2020). The benefits of brand image in the short term, namely being able to increase sales. The benefits of brand image in the long term are getting repeat sales by consumers and will make consumers loyal (Rahul, 2021).

Previous research by Noufa et al. (2022) have investigated the influence of marketing via social media on consumer purchasing interest in Handloom Clothes in the Eastern Province of Sri Lanka. The results of this research suggest that marketing via social media, including content customization, interaction, trending, entertainment, and electronic word of mouth has a positive impact on consumer purchasing interest. Apart from that, Hartanto et al. (2022) stated that marketing via social media has a positive impact on purchasing interest at Starbucks Indonesia outlets. Research conducted by Wibowo & Suhendro (2021) studied the positive influence of brand image on interest in purchasing a family car in Denpasar. Meanwhile, research conducted by Putra & Aristana (2020) examined social media marketing on consumer purchasing interest at Sanjiwani Health Vocational School, Gianyar. The results of this research state that social media marketing has an effect on brand awareness. However, this research shows that social media marketing has no effect on purchasing interest. Meanwhile, research conducted by Velaudham et al., (2019) regarding the influence of brand image on intention to purchase Fast Moving Consumer Goods (FMCG) products in Salem City. The results of this research suggest that brand image influences interest in purchasing FMCG products in Salem City.

Therefore, researchers are interested in analyzing whether there is an influence of social media marketing and brand image on purchasing interest in PT PP Properti Tbk apartment residential products. This is because there are two different results from previous research, namely the influence and absence of influence from social media marketing. Researchers used two independent (free) variables, namely social media marketing and brand image to analyze whether these variables had an effect on the dependent (dependent) variable, namely purchase intention. The research object in this research is the PT PP Properti Tbk residential apartment product with the research subjects, namely the audience who follow the Instagram account @pppproperti and the audience who have clicked on the call to action (CTA) from PT PP Properti Tbk's advertisement on Instagram social media. Research subjects are also limited to the areas of Jakarta, Bogor, Depok, Tangerang and Bekasi so that they are more directed and focused. Apart from that, PP Properti Tbk also has apartments spread across the Jabodetabek area, including Paladdian Square (Jakarta) with 63 units, Gunung Putri Square (Bogor) with 919 units, Evenciio with 477 units and Mahzoji with 900 units (Depok), The Ayoma Residence has 188 units (Tangerang), and Grand Kamala Lagoon (Bekasi) has 951 units.

In this research, researchers focused on finding out the extent of the influence of social media marketing and brand image on interest in purchasing PT PP Properti Tbk residential apartments. Researchers focused on the age range of 25-45 years, because this is the target market and audience of PT PP Properti Tbk based on interviews conducted with Muhammad Lutfi as Senior Marketing Communication of PT PP Properti Tbk. Apart from that, the apartment demand index in the first quarter of 2023 increased by 13.4% (Liputan6, 2023). The following is a research paradigm based on a theoretical framework :



**Figure 2.** Research Framework

## **METHODS**

The method implemented in this research is a quantitative method. This method is a type of research that can be classified, measured, and observed and explores the causal relationship between these variables. The purpose of the quantitative method is to prove that there is a relationship between variables, test existing theories, and look for generalizations that have predictive value (Sugiyono, 2013). In this research, data collection techniques were carried out through questionnaires. Questionnaire is a technique in collecting data that is used by presenting several questions or statements that are open or closed to respondents so that they can be answered (Sugiyono, 2013). The questionnaire will later contain statements that will be submitted to respondents in order to obtain the necessary data in line with the objectives of the research.

### **Validity Test**

The validity test in this research will use SPSS Statistics with the corrected item-total correlation method, which is the relationship between the item score and the total item score (value) which will be compared with the calculation rules (Machali, 2015). An instrument is declared valid if it meets the following criteria :

- $r \text{ count} > r \text{ table}$ , then the statement is declared valid.
- $r \text{ count} < r \text{ table}$ , then the statement is declared invalid.

### **Reliability Test**

The reliability test can be carried out using the Cronbach alpha method which compares  $r \text{ alpha}$  with  $r \text{ table}$  (Machali, 2015). A statement is said to be reliable if it has the following criteria :

- $r \text{ count} > r \text{ table}$ , then the statement is reliable.
- $r \text{ count} < r \text{ table}$ , then the statement is not reliable.

### **Classic Assumption Test**

Classical assumption test needs to be done to get an accurate and valid regression model. However, if only one criterion is missing, then the regression results cannot be categorized as the best linear unbiased estimator (BLUE).

### **Normality Test**

The normality test is a test used to see whether the distribution of data is close to normal or not. This test is complex because it is carried out on all variables simultaneously. However, this test can be performed on each variable, with the assumption that if each variable meets the normality assumption, then simultaneously these variables also meet the normality assumption (Aldy Purnomo, 2017). The following are the provisions of the Normality test :

- Probability value ( $\text{sig}$ )  $> 0.05$ , then the data is considered normally distributed.
- Probability value ( $\text{sig}$ )  $< 0.05$ , then the data is considered not normally distributed.

### **Multicollinearity Test**

The multicollinearity test is a test used to evaluate each independent variable in a linear regression model that is interrelated. This test can be done using the variance inflation factor (VIF) test and the tolerance test.

- **Variance Inflation Factor Test (VIF)**

The VIF test questions the multicollinearity method used to estimate the variance of certain coefficient returns. When there is no multicollinearity, VIF reduces the range of variation of the given coefficients. If VIF is greater than 10, then there is significant multicollinearity.

- **Tolerance Test**

The tolerance test is carried out to show the extent to which the variation of one independent variable can be explained by other independent variables in the regression mode. Tolerance with a low value (close to zero) means that there is significant multicollinearity.

### **Heteroscedasticity Test**

The heteroscedasticity test shows abnormal residual variance behavior in the regression model. In the context of linear regression, heteroscedasticism can occur if the residual variable is inconsistent with the range of predictors or levels of the independent variable. The following is a general method for testing heteroscedasticity :

- **Graph Test**

This method makes visual inferences about plots of relative residuals on predictors or levels of independent variables on scatter plots. The aim is to explain the existence of patterns or trains in the residual variations which indicate the presence of heteroscedasticity. If the plot has a clear line, where the residual variance changes consistently with changes in predictor values, then this indicates heteroscedasticism.

- **Specific Formula Test**

This method is used to identify the hypothesis on the existence of potential heteroscedastic variables in the regression model and evaluate the hypothesis statistics.

- **Nonparametric Test**

This test does not require assumptions about the functional form of the model. An example of this test is the Glejser, Park, and Friedman nonparametric model. This prompted the development of nonparametric regression models and led to the hypothesis that there may be a relationship between residual variability and predictor levels.

## Hypothesis Testing

### Multiple Linear Regression

Multiple linear regression is carried out to assess the influence of two or more independent variables on one dependent variable (Machali, 2015). The following is the formula for analyzing the coefficient of determination:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

$\alpha$  = Constant

$\beta_1 X_1$  = Social Media Marketing

$\beta_2 X_2$  = Brand Image  $e$  = Residual Error

### Coefficient of Determination

The coefficient of determination is used to estimate the model's ability to explain the influence of the independent variable on the dependent variable simultaneously, which is expressed in the adjusted R-square value (Machali, 2015). The value of the coefficient of determination ( $R^2$ ) is between 0 and 1, if the value of  $R^2$  is small, then the ability of the independent variable to explain the dependent variable is limited. The following is the calculation formula for the coefficient of determination:

$$KD = r^2 \times 100\%$$

Information:

$KD$  = Coefficient of Determination

$r$  = Correlation Coefficient

### Partial Test (T Test)

The following is the formula for the t statistical test :

- The significance value of the t test is  $> 0.005$ , then  $H_0$  is accepted and  $H_a$  is rejected, the independent variable has no partial influence on the dependent variable.
- The significance value of the t test is  $< 0.005$ , then  $H_0$  is rejected and  $H_a$  is accepted, the independent variable has a partial influence on the dependent variable.

### Simultaneous Test (F Test)

The significance value used is 0.05. The following is the f test formula :

- Significant value of  $F < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, the independent variable influences the dependent variable simultaneously.
- Significant value of  $F > 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected, the independent variable does not affect the dependent variable simultaneously.

**RESULTS AND DISCUSSION****Validity Test Results**

In conducting the validity test, the value of r table is calculated based on the value of degrees of freedom (df) with the formula  $df = n - 2$ , where in this study the value of  $n = 122$ , then  $df = 122 - 2$ , which is 120. The level of significance used in this study i.e. 5%. So, the r table value is based on a significant 5%, namely 0.1779. The results of the validity test for each statement representing the independent and dependent variables in this research are as follows :

**Table 1.** Validity Test Results

<b>Pernyataan</b>	<b>r hitung</b>	<b>r tabel (5%)</b>	<b>Hasil Pengujian</b>
PSM01	0.639	0.1779	Valid
PSM02	0.702	0.1779	Valid
PSM03	0.677	0.1779	Valid
PSM04	0.762	0.1779	Valid
PSM05	0.719	0.1779	Valid
PSM06	0.712	0.1779	Valid
PSM07	0.712	0.1779	Valid
PSM08	0.763	0.1779	Valid
PSM09	0.613	0.1779	Valid
PSM10	0.800	0.1779	Valid
CM01	0,493	0.1779	Valid
CM02	0,635	0.1779	Valid
CM03	0,636	0.1779	Valid
CM04	0,651	0.1779	Valid
CM05	0,572	0.1779	Valid
CM06	0,573	0.1779	Valid
CM07	0,634	0.1779	Valid
CM08	0,528	0.1779	Valid
CM09	0,683	0.1779	Valid
CM10	0,545	0.1779	Valid
CM11	0,554	0.1779	Valid
CM12	0,498	0.1779	Valid
MP01	0.507	0.1779	Valid
MP02	0.649	0.1779	Valid
MP03	0.618	0.1779	Valid



MP04	0.693	0.1779	Valid
MP05	0.596	0.1779	Valid
MP06	0.583	0.1779	Valid
MP07	0.599	0.1779	Valid
MP08	0.499	0.1779	Valid
MP09	0.714	0.1779	Valid
MP10	0.578	0.1779	Valid

It can be seen based on the table above that each instrument, both the Social Media Marketing, Brand Image and Purchase Intention variables, have a Pearson's correlation value that is greater than the  $r$  table value, namely 0.1779. Based on the test results, it can be concluded that all instruments for the Social Media Marketing, Brand Image and Purchase Intention variables that have been submitted have passed the test and remain to measure the variables in this research.

### Reliability Test Results

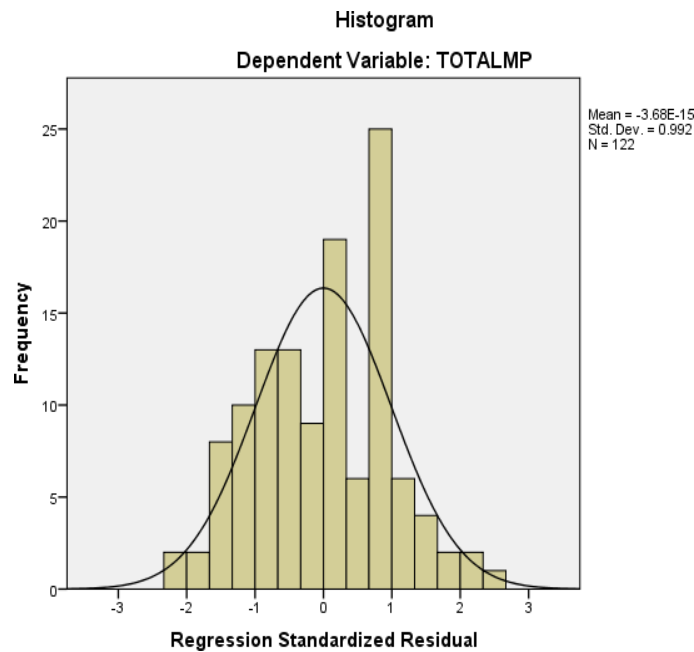
Based on the previous explanation, reliability tests are used to assess the consistency of instruments or measuring tools and their trustworthiness in data collection. The reliability test was carried out on instruments that have been validated by a validity test. Cronbach's alpha calculations are used to calculate the  $r$  alpha value, and an  $r$  alpha value greater than 0.7 indicates that the instrument is considered reliable, in accordance with general agreement about the level of data reliability. Below are the results of the reliability test of this study :

**Tabel 2.** Reliability Test Results

Variabel	N of item	Cronbach's Alpha	Hasil Pengujian
Media Social Marketing	10	0.890	Reliabel
Brand Image	12	0.827	Reliabel
Purchase Interest	10	0.800	Reliabel

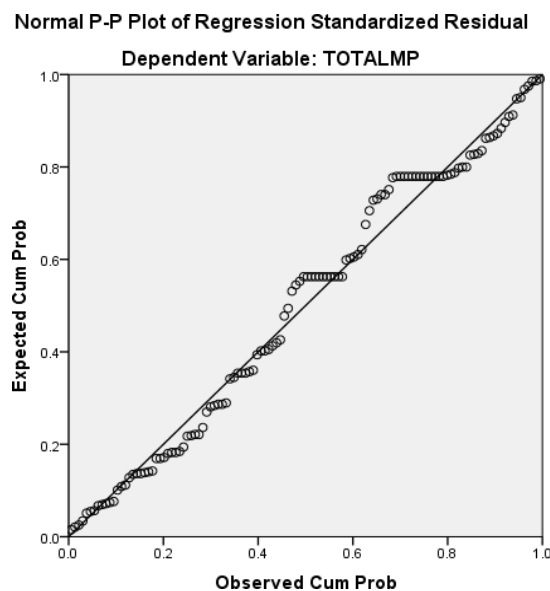
Based on the results of the reliability test which can be seen from the table above, the Cronbach's Alpha value for each variable is greater than 0.7 according to general agreement on the data reliability value. So it can be concluded that each instrument in this research is reliable and consistent in describing variables.

### Normality Test Results



**Figure 3.** Graph of Normality Test Results for Purchase Interest Variables

Based on the image above, the results of the normality test that have been carried out can be seen. This normality test uses a visual method because the respondent data is 122 respondents and is classified as a large sample. These results can be said to be normal because the shape is like an inverted bell which is symmetrical and not too fat or thin.



**Figure 4.** P-Plot Results of Purchase Interest Variables

The results of the P-Plot from the Figure above can be said that the data is evenly distributed around the diagonal line and follows the pattern of the line. This shows that the overall residual value follows a normal distribution. Therefore, these results can prove that the regression model meets the normality assumption.

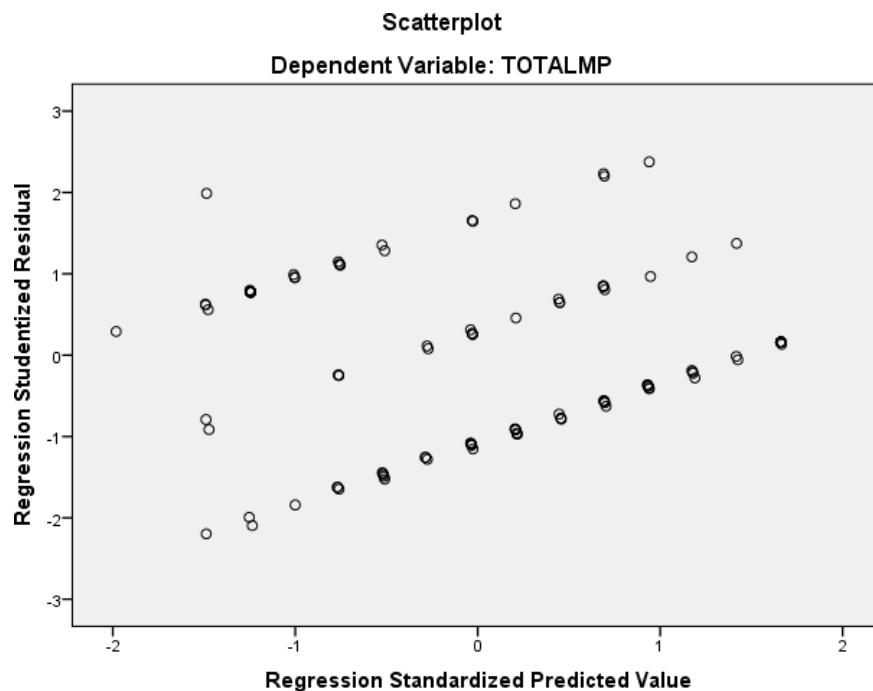
### Multikolinearity Test Results

**Tabel 3.** Multikolinearity Test Results

Variabel	Collinearity Statistics	
	Tolerance	VIF
Social Media Marketing	0.449	2.228
Brand Image	0.449	2.228

Based on the results of the VIF Test, it can be seen that the VIF value of the Social Media Marketing and Brand Image variables is 2,228, which means it has a value below 10. In the tolerance value, the Social Media Marketing and Brand Image variables both do not have a value close to zero, meaning no significant multicollinearity occurred. So it can be concluded that the independent variable was successful in the multicollinearity test.

### Heteroscedasticity Test Results



**Gambar 5.** Heteroscedasticity Test Results

Based on the results it can be seen from Figure 5 that the dots spread randomly and do not form a specific pattern. Therefore, it can be concluded that there is no heteroscedasticity in the model.

**Multiple Linear Regression Results**

**Tabel 4.** Multiple Linear Regression Results

		Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.893	.662		-2.857	.005		
	TOTALPMS	-.006	.023	-.007	-.262	.794	.449	2.228
	TOTALCM	.875	.024	.986	36.711	.000	.449	2.228

a. Dependent Variable: TOTALMP

$$Y = \alpha + \beta_1X_1 + \beta_2X_2$$

$$Y = -1.893 + 0.006X_1 + 0.875X_2 + e$$

Based on the results of multiple linear regression analysis which can be seen from table 4.10 above. It can be seen that the constant value or  $\alpha$  is the value when the Purchase Interest variable has not been influenced by the independent variable, in this case the Social Media Marketing (X1) and Brand Image (X2) variables. The coefficient value of the Social Media Marketing variable (X1) is -0.006, which means this variable has a negative influence on the Purchase Interest variable, which can be concluded that every 1 unit increase in the variable can influence the Purchase Interest variable by -0.006. This can be assumed if there are no other variables studied in this research. Meanwhile, the result of the X2 regression coefficient value is 0.875, this shows that the Brand Image variable has a positive influence on the Purchase Interest variable. With this, it can be concluded that each increase of 1 unit in a variable can influence the Purchase Interest variable by 0.875, if there are no other variables examined in the research.

**Coefficient of Determination Analysis Results**

**Tabel 5.** Coefficient of Determination Analysis Results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.981 <sup>a</sup>	.961	.961	.72524

a. Predictors: (Constant), TOTALCM, TOTALPMS

b. Dependent Variable: TOTALMP

The results of the coefficient of determination can be seen in table 4.11 above. It can be concluded that the correlation value between Social Media Marketing variables and Brand Image variables is 0.981. It can also be seen that the R square is 0.961, which means that the influence of the Social Media Marketing variable and the Brand Image variable on the Purchase Interest variable is 96.1%.

**Partial Test Results (T Test)****Tabel 6.** Partial Test Results (T Test) Social Media Marketing Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	12.899	1.838		7.017	.000		
PMS	.624	.054	.725	11.524	.000	1.000	1.000

The test results stated that they were significant because the t-statistic value  $>$  t-table, namely 1.65765. So it can be seen that the Social Media Marketing variable has a t-statistic value of 11.524 with a significant value of 0.000. After comparing it with the t table value, it can be seen that the t-statistical value is greater than the t table value. Furthermore, it can be seen that the significant value of t is below 0.05. It can be concluded that H01 is rejected and Ha1 is accepted, in which case the Social Media Marketing variable has a significantly positive effect on the Purchase Interest variable partially.

**Tabel 7.** Partial Test Results (T Test) Brand Image Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.906	.658		-2.897	.004		
CM	.871	.016	.981	54.718	.000	1.000	1.000

The results of the T statistical test (t-test) for the Brand Image variable can be seen from table 4.13 above. These results explain that the t-statistical value of the Brand Image variable is 54,718, which means it is greater than the t-table, namely 1.65765. In addition, the significant value of t is below 0.05, which is 0.000. The conclusion from the results of the T statistical test (t-test) is that H02 is rejected and Ha2 is accepted, the Brand Image variable has a significantly positive effect on the Purchase Interest variable partially.

**Simultaneous Test Results (F Test)**

The F test is carried out to see whether the independent variable influences the dependent variable simultaneously. The significance level used is 0.05 or 5%, if the F value is significant

$<$  0.05, then the independent variable simultaneously influences the dependent variable. However, if the result is  $F >$  0.05, it can be concluded that the independent variable does not influence the dependent variable simultaneously.

**Tabel 8.** Simultaneous Test Results (F Test)**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1562.590	2	781.295	1485.443	.000 <sup>b</sup>
	Residual	62.590	119	.526		
	Total	1625.180	121			

a. Dependent Variable: TOTALMP

b. Predictors: (Constant), TOTALCM, TOTALPMS

Based on the results presented in table 4.14 above, it can be seen that the calculated F is 1485.443, while the F table value is 3.07. The significant value is 0.000 which means it is smaller than the significance level of 0.05. So it can be seen that  $F_{count} > F_{table}$ . And  $Sig. < \alpha$ . Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, so that the Social Media Marketing variable and Brand Image variable have a significant positive simultaneous effect on the Purchase Intention variable.

## DISCUSSION

Below is a presentation of the results of the validity tests, reliability tests and hypothesis tests carried out : Based on the results and outputs obtained, the researcher concludes that social media marketing has a significant positive influence on purchase intention for PT PP Properti Tbk apartment products. Social media marketing, especially on Instagram @ppproperti can reach the wider community and make it easy for the public to find the latest information about promotions, products, and information about the company from PT PP Properti Tbk.

From the processing results that have been carried out, the researcher concludes that brand image has a significant positive influence on the intention to purchase apartment products owned by PT PP Properti Tbk. It can be concluded that PT PP Properti Tbk has succeeded in building and managing a brand image in meeting the needs and desires of consumers on Instagram @ppproperti. In addition, from the results of this processing it can be concluded that PT PP Properti Tbk has succeeded in creating a distinctive feature that distinguishes it from competitors.

Based on the results and outputs obtained, the researcher concludes that both social media marketing and brand image have a significant positive influence, both partially and simultaneously on the intention to purchase PT PP Properti Tbk apartments.

This research is in line with research conducted by Umair Manzoor et al. (2020), Hartanto et al. (2022) that social media marketing influences purchasing interest. Apart from that, this research is also in line with Velaudham et al. (2019) and Adi Wibowo & Suhendro (2021) that brand image has a significantly positive effect on purchase intention.

## CONCLUSION

PT PP Properti Tbk received a good response in terms of social media marketing and brand image in the eyes of consumers. These results prove that PT PP Properti Tbk has succeeded in conducting social media marketing and obtaining a positive brand image in the minds of consumers. Therefore, PT PP Properti Tbk must maintain and maintain it by continuing to innovate, improve quality and also service for each of its apartment products, both those that already exist and those that are in the process of being built. This can be done by providing and increasing the frequency of content according to the complete information needs of consumers, such as product info, prices, promotions, facilities, and other benefits. In addition, consumers can also choose which content is most liked by looking at the metrics on social media, especially Instagram. Content regarding the latest promotions must also always be uploaded according to the best time to upload content, so that consumers can find out the latest promotions from apartment products being marketed. In addition, maintaining social media marketing requires two-way communication between consumers and brands in order to maintain good relationships with consumers. Therefore, content is needed that can attract consumers to be able to carry out two-way communication. Meanwhile, in maintaining the brand image, continuous innovation is needed in order to continue to compete with competitors and keep abreast of the times so that it remains relevant to the needs and desires of consumers. Innovation is also needed in order to maintain a positive brand image that has been embedded in the minds of consumers in order to provide a competitive advantage that suits the needs and desires of consumers. In addition, PT PP Properti Tbk must also maintain consistency in the quality of products and services for apartment products, both from the initial purchase process to after purchase in order to maintain a positive brand image that has been embedded in the minds of consumers.

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