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The impact perceived quality, advertising effectiveness, social media presence and brand image on purchase intention telkomsel provider

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ABSTRACT

The mobile operator card industry is an integral part of the telecommunications sector that plays an important role in providing communication services to consumers at large. Mobile carrier cards provide necessary access to phones, text messaging, and mobile internet, facilitating vital connectivity for individuals and businesses around the world. This research aims to test previous research, namely analysis of the influence of perceived quality, advertising effectiveness, and social media presence on purchase intention through brand image as a mediating variable. This research uses PT Telekomunikasi Selular (Telkomsel), which is one of the companies in the cellular operator industry in Indonesia, as the focus of the research. Respondents for this study were obtained usingwith a convenience sampling technique, namely a sampling technique that uses respondents to redistribute existing questionnaires. The respondents collected in this research were 170 respondents. The collected data was analyzed using the Structural Equation Model (SEM) method based on Partial Least Square (PLS). The research results show that advertising effectiveness and social media presence do not directly influence purchase intention, but must go through brand image as a mediating variable. However, perceived quality has a positive influence on purchase intention and this influence becomes stronger when mediated by brand image.

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INTRODUCTION

The development of internet technology and internet users in Indonesia is increasing. Based on the APJII internet user survey, there was an increase of 1.52% or the equivalent of 3.2 million new internet users in Indonesia from 2022 to May 2023 (apjii.or.id, 2023). In May 2023, the number of internet users in Indonesia will reach 77.4% of the Indonesian population or around 215.6 million

users. Based on BPS population census data, Indonesia's population in the second quarter of 2023 will be 278.7 million. Users in Indonesia on average use a mobile internet connection for 7 hours 42 minutes a day so that Indonesia is one of the five countries with the largest mobile internet connection users in the world. Based on Hootsuite data (2023), the number of active social media users in Indonesia is 167 million with a penetration rate of 60.4%.

Internet technology has become an integral part of everyday life in Indonesia and around the world. In recent years, internet usage in Indonesia has experienced rapid growth, driven by a number of major telecommunications service providers, including Telkomsel, Smartfren, Indosat, and XL. These four companies have a significant role in shaping the internet connectivity landscape in Indonesia. The use of internet technology has changed the way Indonesian people communicate, work, shop and access information. Telkomsel, Smartfren, Indosat, and XL, as the leading telecommunications service providers in Indonesia, have played an important role in providing internet access to millions of their customers. In recent years, each of them has competed to offer faster, more reliable, and more affordable internet services. Telkomsel, as one of the largest mobile card providers in Indonesia, has played a central role in introducing 4G and 5G technology, bringing internet capabilities to a higher level. Meanwhile, Smartfren is known for its focus on 4G internet services and offers various competitive data packages. On the other hand, Indosat and XL have also been active in improving their internet services, creating healthy competition in the Indonesian telecommunications market.

Apart from websites, the four brands also use social media in marketing activities. The social media used by the four brands are Facebook, Instagram, Twitter, YouTube, LinkedIn, and TikTok, and the number of followers of these brands is shown in Table 1.2. In the table below it can be seen that even though the four brands have six or more social media, only two to three social media are the focus in marketing, especially Facebook social media. Telkomsel was chosen as the research object by considering the company as a market leader in the cellular operator industry in Indonesia, facing significant dynamics in terms of number of users and revenue over the last few years.

In 2021, Telkomsel recorded a total of 175.977 million users, marking an increase of 3.8% from the previous year. However, total revenue only increased by 0.5%, reaching 87.506 trillion rupiah. This shows that Telkomsel is experiencing challenges in increasing revenue even though its user base continues to grow. In 2022, Telkomsel faces a significant decline in the number of users to 156.812 million people, which represents a decrease of 10.9% from the previous year. Despite this, Telkomsel managed to record a revenue increase of 1.8% to 89.039 trillion rupiah. In 2023, Telkomsel experienced a slight recovery with the number of users increasing to 159.340 million people, although only by 1.6% from the previous year. Revenue also experienced a small increase of 0.1%, reaching 89.144 trillion rupiah. The decline in the number of active Telkomsel users is caused by several things, such as the existence of a regulation limiting SIM card registration for each identity which makes it difficult for new consumers to register new cards, consumers switching to social media and using wifi networks so that credit purchases are rarely made, to Telkomsel's policy of deleting numbers that are no longer active.

This research aims to investigate the factors that influence fluctuations in the number of Telkomsel users and revenue during this period. In-depth analysis of the influence of perceived quality, advertising effectiveness and social media presence on purchase intention through brand image as a mediating variable on Telkomsel products and services.

RESEARCH METHODS

This research was conducted to explore the influence of perceived quality, advertising effectiveness, and social media presence on purchase intention mediated by brand image at

Telkomsel providers in the Jabodetabek area. The subjects of this research are individuals, both customers and the public who are not Telkomsel customers who live in Jabodetabek and follow Telkomsel's social media accounts. The population determined in this research consists of Indonesian people who live in Jabodetabek. The sampling method used in this research is a non-probability sampling method with a convenience sampling technique, namely a sampling technique that uses respondents to redistribute existing questionnaires. The number of samples required in this research was 384 people. The data source in this research is primary data obtained through questionnaires distributed to respondents by researchers. Respondents received all of the questionnaires via social media since face-to-face interactions were restricted during the Covid-19 epidemic. The primary data was gathered online using a Google form. For every research variable, a Likert scale was used to generate the questionnaire. There are five points on the Likert scale: 1 for severely disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree. All data obtained have been tested for convergent validity, discriminant validity and reliability to ensure that the data received in this study is valid and reliable. Quantitative data analysis is a method of processing data in numerical form, carried out using statistical techniques derived from the results of respondents' questionnaire answers. The scores or values obtained were then analyzed using Smart-PLS software to evaluate and prove the existence of a correlation between the variables in the study.

RESULTS AND DISCUSSION

Using the convenience-snowball sampling approach, 205 respondents returned the questionnaire, resulting in data collection. 186 respondents who matched the research requirements were found after all responses were filtered. However, the questionnaire has two reverse questions to rescreen the current sample in order to collect high-quality data. This ensures good sample quality. 170 respondents were retrieved when a reverse question filter was applied to the 186 respondents that satisfied the criteria. Data collection was conducted in the period April 2024 to May 2024. As a result, this figure is applied in this study. Every participant who completed the study's questionnaire is a resident of Jabodetabek, and they are all aware of and have access to Telkomsel's website and Instagram social media accounts. Respondent characteristics data used in this research consisted of age, gender, occupation, highest level of education, and expenses for extending Telkomsel packages or services per month.

Based on the overall research data obtained through questionnaires, the number of female respondents was 88 people or 51.76% and the number of male respondents was 82 people or 48.24%. From this data, the number of female respondents is slightly more than male respondents. Based on the overall research data obtained through questionnaires, the age category with the largest number of respondents was the 20-29 year age group, namely 80 people or 47.06%. The second largest age category is the 30-39 year age group with 56 people (32.94%), followed by the 40-49 year age group with 23 people (13.53%), and the over 49 year age group with 11 people (6.47%). There were no respondents under the age of 20 years. Based on the overall research data obtained through questionnaires, 85 respondents or 50.00% worked as private employees, 39 respondents (22.94%) worked as BUMN employees, 22 respondents (12.94%) worked as civil servants, 14 respondents (8.24%) are self-employed, and 5 respondents (2.94%) work as part time / freelancers. 5 other respondents (2.94%) have other jobs outside of the options provided. Based on the overall research data obtained through questionnaires, 142 respondents or 83.53% had a bachelor's degree (S1) and 28 respondents or 16.47% had a postgraduate education (S2/S3). From this data, the number of respondents with a bachelor's degree is far greater than respondents with a postgraduate degree. From the total number of respondents of 170 people, data was obtained

which was grouped based on the amount of monthly expenses spent by respondents to extend Telkomsel packages or services.

Table 1. Profile of Research Respondents

Criteria		Frequency	Percentage
Gender	Man	82	48.24%
	Woman	88	51.76%
Age Range	20 - 29 Years	80	47.06%
	30 - 39 Years	56	32.94%
	40 - 49 Years	23	13.53%
	Over 49 Years	11	6.47%
Work	Private sector employee	85	50.00%
	BUMN employees	39	22.94%
	Government employees	22	12.94%
	Self-employed	14	8.24%
	Part time / Freelancer	5	2.94%
	Other	5	2.94%
Last education	Postgraduate (S2/S3)	28	16.47%
	Bachelor	142	83.53%
Expenses per month	Less than 50,000	6	3.53%
	51,000 – 75,000	11	6.47%
	76,000 – 100,000	40	23.53%
	More than 100,000	113	66.47%

In this sub-chapter there will be a discussion of measurement models and structural models on actual research results. Evaluation was carried out using validity and reliability tests consisting of outer loading, Average Variance Extracted (AVE), Fornell-Larcker, Cronbach's alpha, and composite reliability (Hair et al., 2022).

To ascertain if the instrument is capable of measuring the subject under consideration, convergent validity testing is performed. Convergent validity is the first validity that will be looked at. Finding the degree of correlation between the construct and the latent variable is the goal. Observing the correlation between the indicator and variable values is one method of assessing the measurement model's convergent validity. If an indicator's AVE value is greater than 0.5 or its outer loading value is greater than 0.7, it is deemed legitimate. Each construct in the table has an AVE value greater than 0.500, which indicates that it may account for 50% of the variance in the indicator.

Table 1. Convergent Validity Test Results

Construct	Indicators	Outer Loading	AVE	Remark
Advertising Effectiveness	AE1	0.825	0.675	Valid
	AE2	0.809		Valid
	AE3	0.846		Valid
	AE4	0.864		Valid
	AE5	0.761		Valid
Brand Image	BI1	0.715	0.547	Valid
	BI2	0.755		Valid
	BI3	0.795		Valid
	BI4	0.775		Valid
	BI5	0.698		Valid
	BI6	0.694		Valid
	BI7	0.740		Valid
Purchase Intention	PI1	0.714	0.585	Valid
	PI2	0.751		Valid
	PI3	0.788		Valid

	PI4	0.784		Valid
	PI5	0.788		Valid
	PI6	0.761		Valid
Perceived Quality	PQ1	0.587	0.530	Valid
	PQ2	0.735		Valid
	PQ3	0.746		Valid
	PQ4	0.784		Valid
	PQ5	0.772		Valid
Social Media Presence	SMP1	0.774	0.617	Valid
	SMP2	0.733		Valid
	SMP3	0.823		Valid
	SMP4	0.820		Valid
	SMP5	0.773		Valid

The next validity test is discriminant validity by observing the Fornell-Larcker value. The results of Fornell-Larcker data processing are shown in the following table.

Table 3. Actual Fornell-Larcker Research Results

Construct	Advertising Effectiveness	Brand Image	Purchase Intention	Perceived Quality	Social Media Presence
Advertising Effectiveness	0.822				
Brand Image	0.733	0.740			
Purchase Intention	0.663	0.762	0.765		
Perceived Quality	0.653	0.639	0.688	0.728	
Social Media Presence	0.692	0.649	0.638	0.745	0.785

Composite reliability is used to test for dependability. Composite dependability and Cronbach's alpha were the tests undertaken. Reliability testing yields trustworthy test findings, as demonstrated by the test results displayed in Table 4, where the composite reliability and Cronbach's alpha values are both over 0.7.

Table 2. Actual Research Reliability Test Results

Variable	Cronbach's alpha	Composite reliability	Information
Advertising Effectiveness	0.879	0.912	Reliable
Brand Image	0.862	0.894	Reliable
Purchase Intention	0.858	0.894	Reliable
Perceived Quality	0.777	0.848	Reliable
Social Media Presence	0.845	0.889	Reliable

Structural model testing begins with a correlation test by determining the VIF value. The VIF test results are shown in Tables 5 and 6. The inner VIF value from the test is less than 5, indicating that there is no collinearity between the formative variables so that it meets the requirements for formative variables. Once there are no problems with collinearity, the test can be continued with the R^2 test.

Table 5. Inner VIF Test Results

Construct	Brand Image	Purchase Intention
Advertising Effectiveness	2,087	2,680
Brand Image		2,448
Perceived Quality	2,449	2,545
Social Media Presence	2,695	2,759

Next, in order to assess the significance of the link between the variables, structural model testing was done. If the t-statistics value is more than the one-tailed t-table of 1.640, the first thing

to consider is whether or not a meaningful impact is obtained. The original sample table can be used to determine the influence's size or path coefficient after its relevance has been established. There is a significant association between the independent factors and the dependent variable if the p-values in the path coefficient table are less than 0.050 since hypothesis testing has a significance level of 5%. Table 7 displays the size of the original sample column's effect as well as the t-statistics and p-values between the study variables.

Table 6. Path Coefficient Test Results

Hypothesis	Original Sample	t-statistics	p-values
Advertising Effectiveness -> Brand Image	0.492	3,642	0,000
Advertising Effectiveness -> Purchase Intention	0.087	0.849	0.198
Brand Image -> Purchase Intention	0.483	4,754	0,000
Perceived Quality -> Brand Image	0.198	1,697	0.045
Perceived Quality -> Purchase Intention	0.283	2,863	0.002
Social Media Presence -> Brand Image	0.161	1,677	0.047
Social Media Presence -> Purchase Intention	0.053	0.587	0.278

Evaluation of the structural model in SEM was carried out using the R-square (R^2) test. The R^2 value is used to measure the magnitude of the influence of certain independent variables on the dependent variable. According to Hair et al. (2019) R^2 values of 0.25, 0.50, 0.75 are said to be weak, moderate and substantial, respectively.

From Table 8 you can see the results of the R^2 calculation for each dependent construct of brand image and purchase intention. Table 4.21 shows the results of the R^2 value test for the brand image construct with a value of 0.592. This figure shows that the variables perceived quality, advertising effectiveness, and social media presence are able to provide a brand image of 59.2%, while 40.8% is explained by variables other than the variables used in this research.

Test The R^2 value of the purchase intention construct is 0.654 so that the variables perceived quality, advertising effectiveness, and social media presence are able to explain 65.4% of purchase intention, while 34.6% is explained by variables other than the variables used in this research. Through these figures, it can be seen that the R^2 value from this research is more than 0.5 so that the model created in this research can be said to be moderate (Hair et al., 2019).

Table 7. R^2 Test Results

Construct	R-square
Brand Image	0.592
Purchase Intention	0.654

The Q-square test (Q^2) is used in the following structural model test. The Partial Least Squares Structural Equation Modeling (PLS-SEM) study uses the Q^2 value to evaluate the structural model's predictive power. If the structural model's Q^2 value is higher than zero, it suggests that it has good predictive ability; if it is less than zero, it suggests that the model has poor predictive power. PLS prediction testing is done in order to achieve Q^2.

From Table 9, you can see the results of Q^2 calculations for each dependent construct of brand image and purchase intention. Table 9 shows the Q^2 test results for the brand image construct with a value of 0.544. This value shows that the model has quite strong predictive ability for the Brand Image variable. With a Q^2 value of 0.544, it can be interpreted that this model is quite good at predicting the variation explained by the brand image construct. This shows that the structural model provides relevant and significant information regarding how brand image is influenced by the variables perceived quality, advertising effectiveness, and social media presence.

Test results The Q^2 value for the purchase intention construct is 0.511. Just like brand image, this value shows that the model has strong predictive ability for the purchase intention

variable. The Q^2 value of 0.511 shows that this model is also good at predicting the variation explained by purchase intention. This indicates that the structural model provides reliable predictions regarding purchase intention based on the variables perceived quality, advertising effectiveness, and social media presence.

Q^2 valuefor both variables is greater than zero, indicating that the structural model has good predictive power. This means the model can effectively predict changes in brand image and purchase intention based on the variables perceived quality, advertising effectiveness, and social media presence involved in the model.

Table 8. Q^2 Test Results

Construct	Q-square
Brand Image	0.544
Purchase Intention	0.511

Hypothesis testing is carried out by testing the path coefficient. A summary of research hypothesis testing is shown in the following table.

Table 9. Summary of Hypothesis Test Results

No	Hypothesis	Original Sample	t-statistics	p-values	Conclusion
H1	Perceived Quality -> Purchase Intention	0.283	2,863	0.002	Supported
H2	Advertising Effectiveness -> Purchase Intention	0.087	0.849	0.198	Not supported
H3	Social Media Presence -> Purchase Intention	0.053	0.587	0.278	Not supported
H4	Perceived Quality -> Brand Image -> Purchase Intention	0.198	1,697	0.045	Supported
H5	Advertising Effectiveness -> Brand Image -> Purchase Intention	0.492	3,642	0,000	Supported
H6	Social Media Presence -> Brand Image -> Purchase Intention	0.161	1,677	0.047	Supported
H7	Brand Image -> Purchase Intention	0.483	4,754	0,000	Supported

The first hypothesis examines how the Jabodetabek area's Telkomsel cellular provider is impacted by perceived quality in terms of purchase intention.The study's findings indicate that the perceived quality variable has a p-value of 0.002 and a positive original sample value of 0.283. The purchase intention variable is significantly positively influenced by the perceived quality variable, as evidenced by the p-value being less than 0.050. These findings suggest that consumers may be more inclined to purchase Telkomsel goods and services due to the company's high perceived quality initiatives. It is clear from these findings that hypothesis H1 is validated. The findings of this study corroborate those of other studies by Yan et al. (2019), Hastatila and Dewi (2022), and Prasetia and Hidayat (2021), which found that customer buying interest is positively influenced by perceived quality.

Hypothesis 2 tests the effect Advertising effectiveness to purchase intention on the Telkomsel cellular operator in the Jabodetabek area.The research results show that the advertising effectiveness variable has an original sample value of 0.087 with a p-value of 0.198. With a p-value above 0.050, it can be said that the advertising effectiveness variable has a negative but not significant influence on the purchase intention variable. This shows that consumer buying interest

in Telkomsel products and services is not only determined by the effectiveness of advertising broadcast by Telkomsel. Therefore, it can be concluded that hypothesis H2 is not supported. The results of this study are not in line with previous research by Aileen and Pasaribu (2021), Balroo (2023), and Martins et al. (2018) who said that the effectiveness of advertising can increase consumer buying interest. In this research, advertising effectiveness was not able to increase consumer buying interest solely by advertising effectiveness. In other words, advertising effectiveness requires brand image to increase consumer buying interest.

Hypothesis 3 tests the effect Social media presence to purchase intention on the Telkomsel cellular operator in the Jabodetabek area. The research results show that the social media presence variable has an original sample value of 0.053 with a p-value of 0.278 or above 0.050, thus indicating that the social media presence variable has a negative influence on purchase intention but is not significant. This shows that consumers' purchasing intentions for Telkomsel products and services are not only determined by Telkomsel's social media presence. Therefore, it can be concluded that hypothesis H3 is not supported. The results of this study are not in line with previous research by Isip and Lacap (2021), Anggrenita and Sander (2022), and Moslehpour et al. (2022) who say that the presence of social media increases consumer buying interest. In this research, the presence of social media was not able to increase consumer buying interest just by the presence of social media alone. In other words, the presence of social media requires a brand image to increase consumer buying interest.

The fourth hypothesis investigates how brand image, which is mediated by perceived quality, affects purchase intention with regard to Telkomsel, the local cellular operator in Jabodetabek.The perceived quality variable and the purchase intention variable in this study are mediated by brand image. The study's findings indicate that the brand image variable's original sample value for the perceived quality variable was 0.198, with a p-value of 0.045. The perceived quality variable significantly positively affects the brand image variable (p-value less than 0.050). The purchase intention variable is significantly positively influenced by the brand image variable, as seen by the brand image variable's original sample value of 0.483 and p-value of 0.000. This demonstrates how, via the use of brand image as a mediator, high perceived quality activities may raise consumer interest in purchasing Telkomsel goods and services. This leads one to the conclusion that hypothesis H4 is validated. The results of this research also support previous research conducted by Xu et al. (2022), Olivia and Bernardo (2021), and JinKyo et al. (2019) who said that perceived quality based on brand image has a positive correlation with customer purchasing behavior. In this research, hypothesis H1 is also supported, so it can be concluded that the brand image variable provides partial mediation on the influence of perceived quality on purchase intention (partially mediated). With both original sample values known, calculations can be carried out to find out how big the mediation is. Mediation analysis is shown in Table 4.23 below by comparing the results of the square of the original sample value without mediation with the result of multiplying the original sample value with mediation. The original sample value with mediation is greater than the original sample value without mediation. Based on this analysis, it can be concluded that brand image is partially mediated, but the influence of perceived quality on purchase intention is greater when using brand image as a mediating variable.

In this study, Hypothesis 5 examines how brand image, which is mediated by advertising effectiveness, affects purchase intention in the Telkomsel cellular operator in the Jabodetabek region.In this study, the relationship between the variables measuring advertisement effectiveness and purchase intention is mediated by brand image. The study's findings indicate that the advertising effectiveness variable's original sample value for brand image was 0.492, with a p-value of less than 0.000. The advertisement efficiency variable significantly positively affects the brand image variable since the p-value is less than 0.050. With a p-value of 0.000 and an original sample value of 0.483 for the brand image variable on the purchase intention variable, it can be

said that the brand image variable significantly positively influences the buy intention variable as well. Put another way, by acting as a mediator between brand image and customer purchase intents, effective advertising may raise consumer interest in purchasing Telkomsel goods and services. This leads one to the conclusion that hypothesis H5 is supported. The results of this study support previous research conducted by Haitao (2022), Salameh et al. (2022), Lutfie and Marcelino (2020), and Raji (2019) who stated that social media advertising content has a positive influence on functional brand image. In this research, because hypothesis H2 is not supported, the brand image variable provides full mediation on the influence of advertising effectiveness on purchase intention (fully mediated). In other words, advertising effectiveness does not have a significant influence on consumer purchase intentions for Telkomsel products and services directly, but must use brand image as mediation.

This study's sixth hypothesis examines the relationship between social media presence and purchase intention as it is mediated by brand image for Telkomsel, the cellular provider in the Jabodetabek region. Brand perception It serves as a mediating variable in this study between the variables measuring social media presence and purchase intention. The study's findings indicate that the brand image variable significantly positively influences the purchase intention variable as well, with the social media presence variable having an original sample value for the brand image variable of 0.161 with a p-value of 0.047. This demonstrates how, by acting as a mediator for brand image, Telkomsel's social media presence in the community may boost consumers' purchase inclinations towards Telkomsel goods and services. This leads one to the conclusion that hypothesis H6 is validated. The results of this research support previous research conducted by Dalangin et al. (2021), Barreda et al. (2020), Priatni et al. (2020) and Masa'deh et al. (2021) claim that social media positively affects brand perception. The brand image variable in this study offered full mediation of the impact of social media presence on purchase intention, since hypothesis H6 was not validated. Stated differently, the impact of social media on consumers' purchase intentions of Telkomsel products and services is negligible; instead, brand image acts as a mediating factor.

In this study, Hypothesis 7 examines the relationship between brand image and purchase intention for Telkomsel, the cellular provider in the Jabodetabek region.The study's findings indicate that the brand image variable had a p-value of 0.000 and an initial sample value of 0.483. The purchase intention variable is significantly positively influenced by the brand image variable, as seen by the p-value being less than 0.050. These findings demonstrate that consumers' propensity to buy Telkomsel goods and services may be positively influenced by a strong brand image. Therefore, it can be said that hypothesis H7 is supported. This conclusion supports previous research conducted by Büyükdağ (2021), Istiono & Kurniasih (2022), Kristinawati (2020), and Perlambang (2020) which found a positive influence between brand image on purchase intention.

CONCLUSION

Perceived quality has a significant positive influence on purchase intention for Telkomsel products and services. This conclusion shows that high perceived quality activity towards Telkomsel directly increases consumer purchasing intentions. Advertising effectiveness does not have a significant influence on purchase intention for Telkomsel products and services. Even though advertising effectiveness is one component of brand recognition displayed by Telkomsel, these advertisements do not determine consumer purchasing decisions and interests.

Social media presencedoes not have a significant influence on purchase intention for Telkomsel products and services. The absence of influence from advertising and social media on purchase intention is because Telkomsel is an original brand that has been operating since 1995 and was once a market leader so that the Telkomsel brand has stuck in the minds of consumers, therefore advertising and social media are not factors that are considered by consumers when

deciding to choose a provider. This is because Telkomsel already has a satisfied and loyal customer base whose purchasing decisions are more influenced by experience and brand image than activity on social media. Brand image as a mediating variable, it strengthens the influence that perceived quality has on purchase intention for Telkomsel products and services. This shows that through consumer perceptions regarding product quality or consumer subjective assessments, Telkomsel can create a positive brand image for consumers.

Brand image as a mediating variable, it strengthens the influence that advertising effectiveness has on purchase intention for Telkomsel products and services. This shows that clear quality advertising will create a positive brand image for consumers. Brand image as a mediating variable, it strengthens the influence that social media presence has on purchase intention for Telkomsel products and services. This shows that with the presence of social media Telkomsel is able to create a positive brand image for consumers. Brand imagehas a significant positive influence on purchase intention for Telkomsel products and services. This shows that in general, a positive brand image for Telkomsel consumers has a strong influence on consumer buying interest, both positive brand image generated by perceived quality, advertising effectiveness, and Telkomsel's social media presence.

Telkomsel needs to optimize perceived quality by ensuring a stable internet network and responsive customer service. In addition, an active presence on social media helps Telkomsel interact directly with consumers, provide the latest information, and handle complaints or questions quickly. All of these efforts not only increase purchase intention but are also mediated by a strong brand image, where consumers see Telkomsel as a reliable and innovative brand in providing telecommunications services in the digital era.

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