



The Relationship Between Digital Marketing and Brand Image Towards Buying Interest of Suzuki Products on Social Media Instagram @Suzukimotorsunterofficial

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ABSTRACT

This research aims to determine whether there is a relationship between digital marketing and brand image on the purchase interest of Suzuki Roda Dua in Sunter through Instagram social media. The author uses a quantitative correlational method using a positivism paradigm where the research to be conducted aims to find a causal relationship between variables. By understanding these dynamics, PT Suzuki Indomobil Sales can take strategic steps to increase purchase interest, strengthen brand position, and respond to consumer demand more effectively in this digital era. Based on the results of the study involving 90 respondents of followers of the Instagram account @suzukimotorsunterofficial, it was found that simultaneously digital marketing and Suzuki's brand image on Instagram @suzukimotorsunterofficial have a positive and significant relationship or correlation with followers' purchase interest. This study also shows that partially, digital marketing and brand image have a positive and significant relationship with purchase interest. Then the level of closeness of digital marketing and brand image to purchase interest is strong. Based on the SOR (Stimulus- Organism - Response) theory, the digital marketing content presented and the positive brand image of Suzuki Sunter become a stimulus for consumers as organisms to produce a response, namely purchase interest.

INTRODUCTION

The internet, as one of the results of technological advances in the field of communication, has become a familiar aspect of modern society in Indonesia (Larasati et al., 2023). This technology provides a platform for individuals to share content, communicate with a broader audience, and build interactive online communities (Nandy, 2020).

Digital marketing can reach a wider and more targeted market compared to traditional marketing. This transformation creates significant opportunities but also brings new challenges for automotive companies to continuously innovate and adapt to an ever-changing environment. In this context, digital marketing emerges as one of the fundamental and relevant strategies to win competition and achieve business goals.

Digital marketing allows for more intensive interactions between companies and consumers. Through various digital communication channels such as email, live chats, and social media comments, companies can listen to customer feedback directly and respond quickly.

Social media serves as a platform for various social interactions among its users, where feedback is exchanged, providing diverse information in multiple formats (Heriyanti & Ummarzhan Chania, 2022). One of the key aspects that makes social media so important is its ability to provide deep data and analytics. This enables companies to better understand consumer behavior, measure campaign effectiveness, and actively adjust their marketing strategies based on market responses.

Instagram, a popular photo and video sharing platform, has become a favorite for digital marketers. With visually appealing content and an easily consumable format, Instagram offers an effective way to reach the right target audience (Prihatiningsih, 2017).

Digital marketing and brand image are two pillars of marketing strategies in the current era. Through digital marketing, particularly social media, companies can shape their brand image, reach a wider audience, and build closer, more interactive relationships with consumers.

Digital marketing is one of the factors that can influence public purchasing interest. By using digital marketing, companies can reach more target markets and convey product information more effectively. Additionally, digital marketing can build public trust and create a positive brand image.

Brand image is shaped by various elements, including product quality, brand value, design, advertising, and consumer experience. It encompasses the brand's reputation in the eyes of consumers, as well as the emotions and associations tied to the brand. Brand image can be a crucial factor in consumer

decision-making, influencing purchase interest, loyalty, and perceptions of the value of a product or service.

LITERATURE REVIEW

Stimulus-Organism-Response (Sor) Theory

The basic assumption of this theory is that a person's behavior change is significantly influenced by the quality of the stimulus interacting with the organism (the communicator) (Abidin, 2022). According to Soekidjo Notoatmodjo in (Andriyani & Ardina, 2021), this theory explains that behavior is an individual's response to external stimuli. This behavior occurs through a process where a stimulus is given to the organism, which then responds to it. This process is undertaken by an individual to fulfill desires, needs, aspirations, and more. Behavior is a response or reaction of an individual to stimuli originating either externally or internally.

DIGITAL MARKETING

Digital marketing is a marketing strategy that utilizes digital technology to reach a broader audience and build more personal relationships with consumers. It provides a platform for interactions among individuals on a wide scale, enabling them to promote products and services more effectively (Napitupulu & Simbolon, 2022)

DIGITAL MARKETING

According to Sanjaya and Tarigan in (Aryani, 2021), digital marketing is a marketing process that involves branding through various media, such as blogs, websites, emails, paid advertisements, and multiple social media platforms. The indicators of digital marketing are:

- a. **Accessibility:** The ease with which a product or service can be accessed and used by everyone.
- b. **Interactivity:** The ability of users to interact with a product or service.
- c. **Entertainment:** The capacity of a product or service to provide enjoyment or satisfaction to users.
- d. **Credibility:** The trust users place in a product or service
- e. **Annoyance:** The discomfort or irritation users may experience when using a product or service.
- f. **Informative:** The ability of a product or service to provide useful information to users.

BRAND IMAGE

Brand image is the impression or perception consumers have of a brand. It can be shaped by factors such as product quality, design, pricing, advertising, and consumer experiences. Brand image is formed through the dissemination of information to the public (Tarigan et al., 2023).

Companies can build brand image by providing high-quality products, developing attractive product designs, and conducting effective advertising campaigns. According to Keller, the indicators of brand image include (Sugiharto & Rahardjo, 2020):

- a. **Favorability of Brand Association:** The extent to which consumers have positive perceptions and like the brand.
- b. **Strength of Brand Association:** How strongly consumers associate with the brand.
- c. **Uniqueness of Brand Association:** The degree to which consumers' associations with the brand differ from those of competitors.

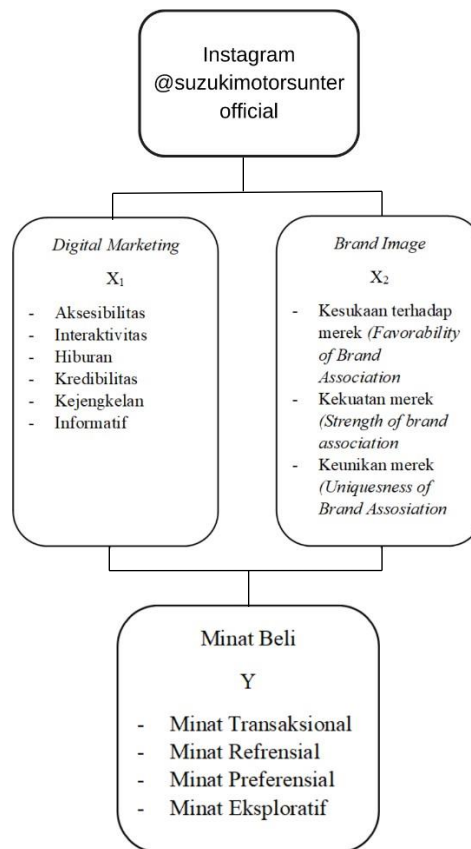
PURCHASE INTENTION

According to Kotler and Keller (Izzah Nur Masyithoh & Ivo Novitaningtyas, 2021), purchase intention is a consumer's desire to own or buy a product, which arises from experience and thought processes. Consumers' experiences in selecting, using, and consuming products will form their evaluation of those products, which then serves as the basis for purchase intention.

According to Ferdinand, the indicators of purchase intention include (Nur Millatina et al., 2020):

- a. **Transactional Intention:** The desire to use a product.
- b. **Referential Intention:** The willingness to recommend a particular product to others.
- c. **Preferential Intention:** The desire to continually use the product, with preferences potentially changing if the product changes.
- d. **Exploratory Intention:** The tendency to actively seek information about a desired product.

CONCEPTUAL FRAMEWORK



HYPOTHESES

Hypothesis 1

Ha1: There is a correlation between Digital Marketing and Purchase Intention.

Ho1: There is no correlation between Digital Marketing and Purchase Intention.

Hypothesis 2

Ha2: There is a correlation between Brand Image and Purchase Intention.

Ho2: There is no correlation between Brand Image and Purchase Intention.

Hypothesis 3

Ha3: There is a correlation between Digital Marketing and Brand Image on Purchase Intention.

Ho3: There is no correlation between Digital Marketing and Brand Image on Purchase Intention.

RESEARCH METHODOLOGY

Research Paradigm

This study adopts a positivism paradigm, aiming to investigate causal or cause-and-effect correlations between variables. According to Bogdan and Biklen (Uno, 2020), quantitative research under the positivism paradigm employs statistical and mathematical methods to analyze data. Statistical tools enable researchers to test hypotheses and generalize findings from the sample to a broader population.

TYPE OF RESEARCH

This study uses a quantitative approach with a correlational method. Correlational quantitative research aims to measure the statistical relationship between two or more variables without manipulating them. The focus of this research is not on determining cause and effect but rather on understanding the strength and direction of relationships between variables. The variables studied in this research are Digital Marketing (X1), Brand Image (X2), and Purchase Intention (Y).

RESEARCH METHOD

The study adopts a quantitative approach with a correlational method, aiming to measure the statistical correlation between variables without manipulation. The focus is on identifying the strength and direction of the relationships among the variables.

TYPES OF DATA

a. Primary Data

Primary data is obtained directly through questionnaires distributed to the research subjects, namely consumers who have purchased Suzuki Motorcycles at least once.

b. Secondary Data

Secondary data is gathered from records, literature, journals related to the research problem, as well as information collected from websites, blogs, and other internet sources.

DATA SOURCES

Population

The population refers to a group of individuals or objects sharing certain characteristics that are relevant to the study (Dwi Mertha Adnyana, 2021). The population in this study comprises 909 followers of the Instagram account @suzukimotorsunterofficial as of May 2024.

Sample The sample is a subset of the population that is accessible and representative of the entire population. Quantitative research samples are generally large (Ceniorita Lalang et al., 2022). From the population of 909, the researcher will select a number of subjects for study. The Slovin formula will be used to determine the sample size. Based on the Slovin formula, with a calculated

sample size of 90.089 and a margin of error of 0.1 (90% confidence level), the minimum required sample size is 90 respondents.

DATA COLLECTION TECHNIQUE

This study employs a questionnaire as the data collection method. Mardalis defines a questionnaire as a data collection technique using a form containing written questions directed at individuals or groups to gather the required answers, responses, and information (Ceniorita Lalang et al., 2022).

The questionnaire will be distributed via a Google Form link shared with followers of Instagram @suzukimotorsunterofficial. This research utilizes a closed-ended questionnaire, where respondents simply choose from pre-provided answer options for each question.

A 4-point Likert scale will be used to avoid neutral responses, encouraging participants to provide a clear opinion. This approach eliminates the weakness of a 5-point Likert scale by reducing the likelihood of respondents selecting a neutral option.

Statement	Weight
Strongly Agree (SS)	4
Agree (S)	3

8	0,433	0,213	VALID
9	0,529	0,213	VALID
10	0,524	0,213	VALID
11	0,484	0,213	VALID

table Skala Likert

RESEARCH RESULTS

The sample in this study consists of 90 respondents. These respondents are active followers of the Instagram account @suzukimotorsunterofficial as of May 31, 2024, and have used Suzuki Two-Wheel products, even if they are not the owners.

The age distribution of the respondents is as follows:

Age	Number	Percentage
< 20 Years	0	0%
20 – 25 Years	7	7.8%
26 – 30 Years	17	18.9%
31 – 35 Years	28	31.1%
> 35 Years	38	42.2%
TOTAL	90	100%

Table: Age Group of Respondents

The data shows that the majority of respondents are aged over 35 years (42.2%). This indicates that most participants are above 30 years old, which suggests they have more mature experiences and preferences regarding the Suzuki brand and digital marketing on Instagram.

Gender	Number	Percentage
Male	59	65.5%
Female	31	34.4%
TOTAL	90	100%

Table: Gender of Respondents

The table indicates that the majority of Suzuki Two-Wheel product users are male, accounting for 65.5%.

STATISTICAL DATA ANALYSIS

Validity Test

Variable X1: Digital Marketing

All items for Variable X1 show an R-value (R-Calculated) > R-Table (0.213). Therefore, the questionnaire for Variable X1, Digital Marketing, is declared valid.

Variable X2: Brand Image

No. R-Calculated R-Table Description

1	0.617	0.213	VALID
2	0.557	0.213	VALID
3	0.642	0.213	VALID
4	0.662	0.213	VALID
5	0.510	0.213	VALID
6	0.535	0.213	VALID
7	0.542	0.213	VALID
8	0.537	0.213	VALID

Table: Validity Test for Variable X2

All items for Variable X2 have R-Calculated > R-Table (0.213), confirming the questionnaire for Brand Image is valid.

Variable Y: Purchase Intention

No. R-Calculated R-Table Description

1	0.649	0.213	VALID
2	0.606	0.213	VALID
3	0.573	0.213	VALID
4	0.546	0.213	VALID
5	0.558	0.213	VALID
6	0.505	0.213	VALID
7	0.627	0.213	VALID
8	0.610	0.213	VALID
9	0.388	0.213	VALID
10	0.613	0.213	VALID

Table: Validity Test for Variable Y

All items for Variable Y have R-Calculated > R-Table (0.213), confirming the questionnaire for Purchase Intention is valid.

Reliability Statistics	
Cronbach's Alpha	N of Items
.666	11

Tabel Uji Reliabilitas Variabel X1

Based on Table 36 above, it can be explained that the reliability test results using the Cronbach Alpha formula produced a value of 0.666, which is greater than 0.6. Therefore, this result indicates that the research questionnaire is considered reliable.

Variable X2 Brand Image

Reliability Statistics	
Cronbach's Alpha	N of Items
.711	8

Reliability Test Table X2

Based on Table 37 above, it can be explained that the reliability test results using the Cronbach Alpha formula produced a value of 0.711, which is greater than 0.6. Therefore, this result indicates that the research questionnaire is considered reliable.

Variable Y Purchase Interest

Reliability Statistics	
Cronbach's Alpha	N of Items
.761	10

Reliability Test Table for Variable Y

Based on Table 38 above, it can be explained that the reliability test results using the Cronbach Alpha formula produced a value of 0.761, which is greater than 0.6. Therefore, this result indicates that the research questionnaire is considered reliable.

DESCRIPTIVE ANALYSIS

Descriptive Test Results for Variable X1

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	90	1	4	3.43	.56
X1.2	90	1	4	3.53	.60
X1.3	90	2	4	3.56	.54
X1.4	90	2	4	3.46	.58
X1.5	90	1	4	3.48	.58
X1.6	90	2	4	3.47	.56
X1.7	90	1	4	3.52	.60
X1.8	90	2	4	3.52	.52
X1.9	90	1	4	2.13	1.11
X1.10	90	1	4	2.06	1.01
X1.11	90	2	4	3.52	.54
Valid N (listwise)	90				

Tabel Hasil Uji Deskriptif Variabel X1

Based on the table above, the statement regarding the digital marketing variable in X1.3, which says "I feel that the Suzuki Two-Wheelers social media account is responsive to the messages I send," has the highest average score of 3.56. Meanwhile, the lowest average score is 2.06 on X1.10, which states "I feel that the content on the Suzuki Two-Wheelers (@suzukimotorsunterofficial) social media account does not align with their target audience." However, this statement contains a negative phrase, which, when interpreted, means that the respondents agree that "the Suzuki Two-Wheelers (@suzukimotorsunterofficial) social media account aligns with their target audience."

Results of the Descriptive Test for Variable X2

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	90	2	4	3.53	.584
X2.2	90	2	4	3.56	.543
X2.3	90	2	4	3.51	.525
X2.4	90	2	4	3.44	.583
X2.5	90	2	4	3.44	.543
X2.6	90	2	4	3.41	.559
X2.7	90	2	4	3.34	.603
X2.8	90	2	4	3.47	.545
Valid N (listwise)	90				

Descriptive Test Results for Variable X2

Based on the table, the statement X2.2 in the brand image variable, which says "The admin team on the Instagram account @suzukimotorsunterofficial is always friendly and provides solutions in answering my issues," has the highest average score of 3.56. Meanwhile, the lowest average score is 3.34 for X2.7, which states "The history of the Suzuki Two-Wheelers brand makes it more attractive to me compared to other brands."

Results of the Descriptive Test for Variable Y

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	90	2	4	3.56	.563
Y.2	90	1	4	3.52	.622
Y.3	90	2	4	3.59	.559
Y.4	90	3	4	3.57	.498
Y.5	90	2	4	3.43	.542
Y.6	90	1	4	3.49	.604
Y.7	90	1	4	3.27	.804
Y.8	90	2	4	3.58	.519
Y.9	90	2	4	3.34	.621
Y.10	90	2	4	3.49	.585
Valid N (listwise)	90				

Descriptive Test Results for Variable Y

Based on Table 41, the statement Y.2 in the brand image variable, which says "The good performance and durability of Suzuki products are one of the main reasons I choose to buy them," has the highest average score of 3.59. Meanwhile, the lowest average score is 3.27 for Y.7, which states "If the reputation of the Suzuki brand declines, I would consider switching to another brand."

Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.587	2.525		1.420	.157
	Digital Marketing	.277	.073	.299	3.814	<.001
	Brand Image	.770	.102	.591	7.541	<.001

a. Dependent Variable: Minat Beli

Multiple Linear Regression Analysis Table

Based on the table above, it can be seen that the constant value is 3.587, the digital marketing coefficient is 0.277, and the brand image coefficient is 0.770. Therefore, the equation can be written as follows:

$$Y = 3.587 + 0.277X_1 + 0.770X_2 + e$$

The constant value of purchase interest (Y) is 3.587, which indicates that if the variables X1 and X2 are both zero, the purchase interest will be 3.587.

The coefficient of X1 is 0.277, meaning that for every 1% increase in the X1 variable (digital marketing), purchase interest increases by 0.277 (27.7%), or conversely, if the X1 variable decreases by 1%, purchase interest decreases by 0.277 (27.7%).

The coefficient of X2 is 0.770, meaning that for every 1% increase in the X2 variable (brand image), purchase interest increases by 0.770 (77%), or conversely, if the X2 variable decreases by 1%, purchase interest decreases by 0.770 (77%).

From the results, it can be concluded that digital marketing and brand image influence consumer purchase interest.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		90	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.01467570	
Most Extreme Differences	Absolute	.071	
	Positive	.048	
	Negative	-.071	
Test Statistic		.071	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.321	
	99% Confidence Interval	Lower Bound	.309
		Upper Bound	.333

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

NORMALITY TEST

Normality Test Table

Based on the results of the normality test, the significance value is 0.200 > 0.05, so it can be concluded that the residual value is normally distributed.

MULTICOLLINEARITY TEST

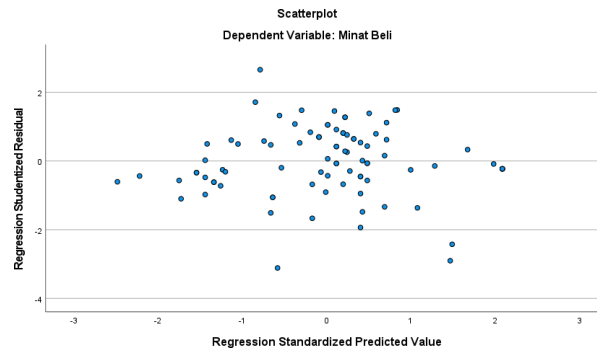
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.587	2.525		1.420	.159		
	Digital Marketing	.277	.073	.299	3.814	<.001	.672	1.489
	Brand Image	.770	.102	.591	7.541	<.001	.672	1.489

a. Dependent Variable: Minat Beli

Tabel Uji Multikolinearitas

Based on the results of the multicollinearity test, it is known that the Tolerance value is 0.672 > 0.10 and the VIF value is 1.489 < 10.00. So it can be concluded that there is no multicollinearity.

HETEROSKEDASTICITY TEST



Tabel Uji Heteroskedastisitas

From the results of the heteroscedasticity test above, it is known that the distribution points are not irregular and do not form a certain pattern or arrangement, so it can be concluded that there is no indication of heteroscedasticity.

PARTIAL TEST

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.587	2.525		1.420	.1
	Digital Marketing	.277	.073	.299	3.814	<.0
	Brand Image	.770	.102	.591	7.541	<.0

a. Dependent Variable: Minat Beli

Partial Test Table

Based on the results of the T test above, it can be seen that.

a. In the digital marketing variable, it was found that the T count was 3.814 while the T table was 1.662 and it can be stated that 3.814

> 1.662 and the sig. <0.001 value is smaller than 0.05. This means that H0 is rejected and H1 is accepted, namely, Digital marketing has a correlation with the interest in buying Suzuki two-wheeled vehicles.

This means that there is a relationship or correlation between digital marketing and buying interest on the Instagram social media account @suzukimotorsunterofficial.

b. Then in the brand image variable, it can be seen that the T count was 7.541 while the T table was 1.662 and it can be stated that 7.541

> 1.662 and the sig. <0.001 value is smaller than 0.05. This means that H0 is rejected and H1 is accepted, namely, brand image has a correlation with the interest in buying Suzuki two-wheeled vehicles.

This means that there is a relationship or correlation between brand image and purchase interest on the Instagram social media account @suzukimotorsunterofficial.

SIMULTANEOUS TEST

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	645.256	2	322.628	77.700	<.001 ^b
	Residual	361.244	87	4.152		
	Total	1006.500	89			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Brand Image, Digital Marketing

Simultaneous Test Table

Based on the results of the F Test above, it can be seen that the sig. <0.001 value is smaller than 0.05 and the calculated F value is 77.700 while the F table is 3.10, it is stated that $77.700 > 3.10$.

From the results of the F test above, it can be concluded that together there is a relationship or correlation between digital marketing and brand image on purchasing interest on the Instagram social media account @suzukimotorsunterofficial.

CORRELATION TEST

Correlations

		Digital Marketing	Brand Image	Minat Beli
Digital Marketing	Pearson Correlation	1	.573**	.638**
	Sig. (2-tailed)		<.001	<.001
	N	90	90	90
Brand Image	Pearson Correlation	.573**	1	.762**
	Sig. (2-tailed)	<.001		<.001
	N	90	90	90
Minat Beli	Pearson Correlation	.638**	.762**	1
	Sig. (2-tailed)	<.001	<.001	
	N	90	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation Test Table

Based on the table above, it can be concluded that:

- a. The sig. (2-tailed) value for digital marketing is <0.001, which is smaller than 0.05. Therefore, it can be confirmed that there is a significant correlation between the digital marketing variable and purchase interest. The Pearson Correlation value for digital marketing is 0.638. This value falls between 0.60 – 0.799, indicating a strong relationship between the digital marketing variable and purchase interest.

- b. The sig. (2-tailed) value for brand image is <0.001 , which is also smaller than 0.05. Hence, it can be confirmed that there is a significant correlation between the brand image variable and purchase interest. The Pearson Correlation value for brand image is 0.762. This value falls between 0.60 – 0.799, indicating a strong relationship between the brand image variable and purchase interest.

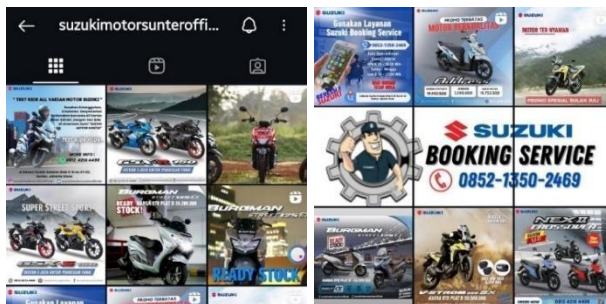
DISCUSSION

The results from the questionnaire reveal that out of the 90 respondents, who are followers of the Instagram account @suzukimotorsunterofficial, the majority are male, with 59 individuals. Based on age, most respondents are over 35 years old, totaling 38 people. These two demographic groups dominated the responses in several stages to determine the correlation between digital marketing and purchase interest on the Instagram account @suzukimotorsunterofficial.

Digital Marketing on the Instagram Account @Suzukimotorsunterofficial

The Instagram account @suzukimotorsunterofficial consistently shares content related to Suzuki motorcycles, services offered, and ongoing promotions. The displayed content includes product promotions such as the GSX Series, Burgman Street, V-Strom 250 SX, NEX II Crossover, and other products, complete with pricing details and special offers such as a 3 million discount for cash purchases and limited-time promotions on certain models. Additionally, the account also promotes additional services such as booking services and test rides, including contact information and operating hours to make it easier for consumers. The types of content used vary, including images, reels, and infographics, all designed to capture attention and provide clear and engaging information for users.

The main objective of this digital marketing strategy is to increase brand awareness of Suzuki among Instagram users, drive purchase interest through various promotions and complete product information, and enhance consumer interaction. Overall, the Instagram account @suzukimotorsunterofficial utilizes various types of content to achieve its digital marketing goals, which include increasing brand awareness, consumer engagement, and purchase interest through attractive promotions and comprehensive information.



Instagram Account @suzukimotorsunterofficial Image

The findings from the variable X1 (Digital marketing) show that there is a correlation between digital marketing and purchase interest. This can be seen from the respondent characteristics with the highest average value of 3.56 on the statement "I feel that the Suzuki Two-Wheelers social media account is responsive to the messages I send." This finding indicates that respondents feel that the @suzukimotorsunterofficial account is responsive to the messages they send. This highest value is found in the interactivity indicator of digital marketing.

The responsive responses from the Suzuki Sunter admin to every consumer question make consumers feel closer to the brand. Due to high curiosity, consumers will be very pleased if their messages are quickly responded to by the brand. This shows that interactivity from Suzuki's brand through the Instagram Suzuki Sunter account increases with the presence of this digital marketing content. The main influence of this result largely comes from the interaction created on the Instagram account. The content presented by @suzukimotorsunterofficial encourages consumers to ask the admin via direct messages about ongoing promotional offers, thus creating interactivity.

Furthermore, digital marketing conducted by Suzuki Two-Wheelers by creating social media accounts at each authorized dealer, including Suzuki Sunter, makes it easy for consumers to find information about Suzuki Two-Wheelers on Instagram. This strengthens accessibility, which refers to the ease of accessing information and using a product or service by everyone. Additionally, by offering special promotions tied to specific events, such as public holidays in Indonesia or automotive events, the entertainment aspect from Suzuki Two-Wheelers through Suzuki Sunter increases. With consumers interested in utilizing offers from Suzuki Sunter, it indicates that Suzuki Two-Wheelers' credibility is quite high. Moreover, the presentation of information, including offers and contact details on Suzuki Sunter's content, strengthens informativeness, which refers to the ability of a product or service to provide valuable information to users.

Meanwhile, the respondent characteristics based on the lowest average value (mean) for variable X1 is 2.06 with the statement "I feel that the content on Suzuki Two-Wheelers' social media account (@suzukimotorsunterofficial) is not suitable for their target audience." The results show that the majority (40% + 33.3%) of respondents disagree with this statement. This means that the content presented on the Instagram account @suzukimotorsunterofficial is aligned with their target audience, which also indicates that there is no irritation or dissatisfaction with Suzuki Sunter.

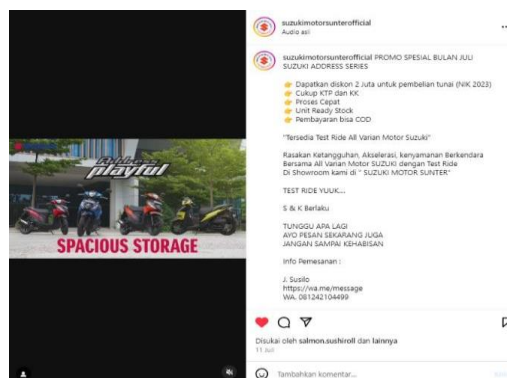
Correlation between Digital Marketing and Purchase Interest on the Instagram Account @Suzukimotorsunterofficial

In this study, it was found that the correlation between digital marketing and purchase interest is positive and strong. This result was obtained from a correlation test using the Pearson Product Moment formula through calculations with IBM SPSS version 27, yielding a Pearson Correlation value of 0.638 between digital marketing and purchase interest, which indicates a strong relationship between the digital marketing variable and purchase interest. This value falls within the 0.60 - 0.799 correlation coefficient range, indicating a strong relationship. Thus, it can be explained that an effective digital marketing strategy significantly contributes to increasing consumer purchase interest.

Additionally, the researcher performed a partial test with IBM SPSS version 27 to determine whether there was a correlation between digital marketing and purchase interest in this study. It can be concluded that the T Hitung value for variable X1 (Digital marketing) of 3.814 is greater than the T Tabel value of 1.662, and the sig. value is less than 0.001, which is smaller than 0.05. This means H0 is rejected, and H1 is accepted, indicating that there is a positive and significant correlation between digital marketing and purchase interest.

Brand Image of Suzuki Two-Wheelers on the Instagram Account @Suzukimotorsunterofficial

The Instagram post from @suzukimotorsunterofficial showcasing the Suzuki Address Playful motorcycle model, with a highlight on its "Spacious Storage" feature, plays a significant role in building Suzuki's brand image as an innovative brand that understands consumer needs. The use of the word "Playful" creates an impression that this product is suitable for consumers seeking a vehicle that is not only functional but also stylish and dynamic. By emphasizing specific advantages such as the spacious storage, Suzuki underscores that its product is not only stylish but also practical and suited to daily needs, further strengthening the positive brand image in the eyes of consumers.



Instagram Account @suzukimotorsunterofficial Image

The findings on variable X2 (Brand Image) indicate that brand image is one of the key reasons respondents are attracted to Suzuki Two-Wheelers products. This is evident from the highest mean value of 3.56 for the statement, "The admin team on the Instagram account @suzukimotorsunterofficial is always friendly and provides solutions to my issues." This finding shows that the feedback from the Suzuki Sunter admin forms a positive perception of the brand and favors the brand association or liking for both Suzuki Two-Wheelers and the Suzuki Sunter dealer.

Furthermore, based on the questionnaire findings, respondents still consider Suzuki Two-Wheelers when looking for a motorcycle for daily use. This proves that the strength of brand association for Suzuki Two-Wheelers remains high. It indicates that Suzuki Two-Wheelers has successfully built and maintained a strong reputation in consumers' eyes, influenced by consistent product quality, continuous innovation, and effective marketing strategies. The trust and loyalty of consumers towards this brand demonstrate that Suzuki Two-Wheelers can meet the long-term expectations and needs of users.

Meanwhile, the statement "The history of the Suzuki Two-Wheelers brand makes it more attractive to me than other brands" had the lowest average (mean) value at 3.34. Even though this statement received the lowest average score, the majority of respondents agreed that the history of Suzuki Two-Wheelers is an attractive factor, as the legendary company once ranked as the second-largest automotive company in Indonesia, with models such as the Suzuki Thunder 125, Shogun, and Satria R, which dominated the underbone motorcycle market at the time (Djalanloeroes, 2019). This proves that the uniqueness of the Suzuki Two-Wheelers brand association remains high, even though it received the lowest average score.

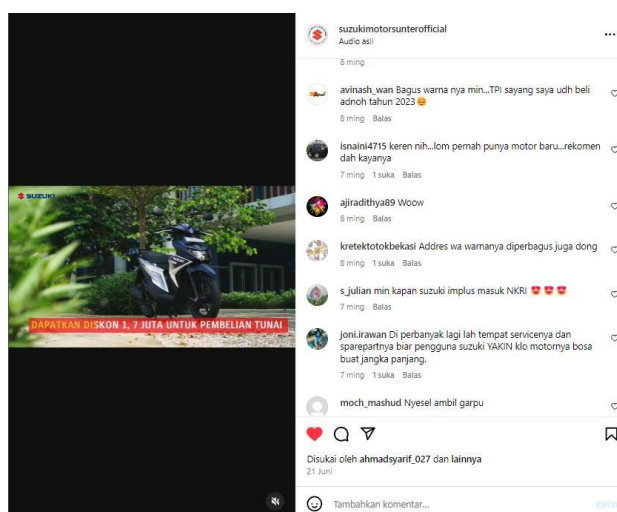
Correlation between Brand Image and Purchase Interest on the Instagram Account @Suzukimotorsunterofficial

In this study, it was found that the correlation between brand image and purchase interest is positive and strong. The correlation test using the Pearson Product Moment formula with IBM SPSS version 27 resulted in a Pearson Correlation value of 0.762. This value falls within the 0.60 - 0.799 range, indicating a strong relationship. Therefore, it can be explained that a positive brand image significantly contributes to increasing consumer purchase interest.

Additionally, the researcher performed a partial test with IBM SPSS version 27 to evaluate the correlation between brand image and purchase interest in this study. The results show that the T Hitung value for variable X2 (Brand Image) of 7.541 is greater than the T Tabel value of 1.662, and the significance value is less than 0.001, which is smaller than 0.05. This means H0 is rejected and H1 is accepted, indicating that there is a positive and significant relationship between brand image and purchase interest.

Purchase Interest on the Instagram Account @Suzukimotorsunterofficial

The Instagram post from @suzukimotorsunterofficial offering a discount of IDR 1.7 million for cash purchases demonstrates an effective promotional strategy to boost consumer purchase interest. Responses from users in the comments section, such as appreciation for the motorcycle colors and interest in the promotions offered, show that the discount successfully attracted consumer attention, including those who may not have planned to buy a new motorcycle. This demonstrates that attractive promotional offers, such as direct discounts, can encourage consumers to consider making a purchase and increase overall purchase interest in Suzuki products.



Instagram Account @suzukimotorsunterofficial Image

The research findings on variable Y (Purchase Interest) show that respondents have a high purchase interest, as indicated by the highest average value of 3.59 for the statement "The good performance and durability of Suzuki products is one of the main reasons I choose to buy it." This finding indicates that durability and performance are key factors influencing consumers' decisions to choose Suzuki motorcycles, especially amid competitors that emphasize design. This increases transactional interest, which is the tendency of individuals to purchase a product.

Additionally, the majority of respondents feel satisfied with Suzuki Two-Wheelers products and would recommend them to others. This suggests that the user experience with Suzuki Two-Wheelers products is very positive, which not only enhances customer loyalty but also extends brand reach through word-of-mouth (referential interest). This strengthens Suzuki Two-Wheelers' position in the market, as personal recommendations are often highly influential in consumer purchase decisions.

Although most respondents are satisfied and would recommend Suzuki Two-Wheelers to others, they still feel the need to search for more information about the products before purchasing. This indicates that, even with high trust in

the brand, consumers desire assurance and a deeper understanding of the product's specifications, features, and advantages (explorative interest). It is important for Suzuki Two-Wheelers to provide comprehensive, accurate, and easily accessible information through various marketing channels, including official websites, social media, and authorized dealers, to ensure consumers feel confident and satisfied with their purchase decisions. The Instagram account @suzukimotorsunterofficial serves as a key platform for providing such promotional information.

Meanwhile, the lowest average value on this variable was found in the statement "If Suzuki's brand reputation declines, I will consider switching to another brand," which had a value of 3.27. Respondents' answers varied for this statement, but the majority agreed that they would switch to another brand if Suzuki Two-Wheelers' reputation declined. This indicates that customer loyalty towards Suzuki Two-Wheelers is highly influenced by the brand's reputation. Consumers tend to remain loyal as long as the brand maintains a good reputation, but they are ready to switch to other brands if the quality or image of Suzuki declines. This shows the importance of maintaining and enhancing the brand's reputation through product quality, customer service, and effective communication strategies to retain the customer base. It also indicates that preferential interest, or interest that reflects someone's preference for the product in case of a change, is still relatively high.

Correlation Between Digital Marketing, Brand Image, and Purchase Interest on Instagram Account @Suzukimotorsunterofficial

This study found that the correlation between digital marketing, brand image, and purchase interest is positive and strong. This result was obtained through correlation testing using the Pearson Product Moment formula with IBM SPSS version 27, yielding a Pearson Correlation value of 0.638 for digital marketing and purchase interest, indicating a strong relationship. The correlation for brand image was even stronger, with a Pearson Correlation value of 0.762. Both values fall within the 0.60 – 0.799 range, indicating a strong relationship. Therefore, it can be concluded that effective digital marketing strategies and a positive brand image significantly contribute to increased consumer purchase interest.

The researcher also performed a multiple regression analysis to calculate the correlation between digital marketing, brand image, and purchase interest on the Instagram account @suzukimotorsunterofficial. The regression coefficient for digital marketing was 0.277, meaning that for every unit increase in digital marketing, purchase interest increases by 0.277. This shows a positive correlation between digital marketing (X1) and purchase interest (Y). For brand image, the regression coefficient was 0.770, meaning that for every unit increase in brand image, purchase interest increases by 0.770, indicating a positive correlation between brand image (X2) and purchase interest (Y).

To assess the correlation between the independent variables (digital marketing and brand image) and the dependent variable (purchase interest) simultaneously, the researcher conducted a simultaneous test with IBM SPSS version 27. The results showed that the significance value was less than 0.001 (< 0.05), and the F value was 77.700, which is higher than the F table value of 3.10. With a value of $77.700 > 3.10$, it can be concluded that there is a significant correlation between digital marketing and brand image towards purchase interest on the Instagram account @suzukimotorsunterofficial.

These findings are consistent with previous research by Tarigan et al. (2023), which titled "The Influence of Digital Marketing and Brand Image on Purchase Interest in Make Over Cosmetic Products," showing a positive and significant impact of digital marketing, brand image, and purchase interest.

Connection with the SOR Theory (Stimulus-Organism-Response)

In the study conducted by the author on 90 respondents who follow the Instagram account @suzukimotorsunterofficial, using a questionnaire as the measurement tool, it was found that there is a correlation between digital marketing, brand image, and purchase interest. This study also utilizes the SOR (Stimulus-Organism-Response) theory to evaluate the correlation between digital marketing, brand image, and purchase interest on the Instagram account @suzukimotorsunterofficial.

Based on the SOR theory (Stimulus - Organism - Response), the study's findings show that elements of digital marketing such as advertisements, social media content, customer interactions, and the creative visuals from the Instagram account @suzukimotorsunterofficial act as stimuli. These include indicators like accessibility, interactivity, entertainment, credibility, irritation, and informative content. Moreover, aspects of brand image, such as public perception, brand strength through reviews and testimonials, and the history of Suzuki Two-Wheelers, also play a role as stimuli, including indicators like brand liking, brand strength, and brand uniqueness.

Next, the respondents or Instagram followers, as individuals (organisms), interpret digital marketing content, assess its credibility and relevance, and emotionally respond to the visuals and brand image. The final outcome of this internal process includes consumer intentions to purchase Suzuki Two-Wheelers products, which can be broken down into several indicators such as transactional interest (desire to make a purchase), referential interest (desire to recommend to others), preferential interest (desire to continue using the product), and explorative interest (desire to search for more information).

Overall, the analysis based on the SOR theory shows that digital marketing and brand image for Suzuki Two-Wheelers on the Instagram account @suzukimotorsunterofficial are effective in attracting attention, triggering interest, fostering desire, and driving purchase actions from followers.

Previous research has often discussed digital marketing and brand image. However, the author investigates this case because research on digital marketing and brand image within the automotive brand sector is still rare. This is important to address, as the automotive industry has its own unique characteristics and challenges in driving consumer purchase interest through digital marketing strategies. By understanding how digital marketing and brand image influence purchase interest in the automotive brand context, the author hopes to provide new insights that are useful for marketers in developing more effective and efficient strategies.

CONCLUSION

This study shows that there is a significant correlation between digital marketing and purchase intention. The results of the correlation test and partial test show that the relationship between digital marketing and purchase intention is strong. Respondents felt that the brand's quick response to consumer messages enhanced their closeness with the brand, which in turn influenced their increased purchase intention.

Additionally, the brand image variable also shows a significant correlation with purchase intention. The results of the correlation test and partial test indicate a strong connection, suggesting that Suzuki Sunter has successfully built a positive perception by providing helpful responses to consumers in resolving their issues, which ultimately increases purchase intention.

The results of the simultaneous test reveal that both digital marketing and brand image are correlated with purchase intention. The multiple regression analysis also shows that these two independent variables have a positive correlation with purchase intention.

From the perspective of the SOR (Stimulus-Organism-Response) theory, digital marketing content and the positive perception of the Suzuki Sunter brand function as effective stimuli in triggering purchase intention and resulting in a purchase decision. Overall, this study emphasizes that an effective digital marketing strategy, supported by a positive brand image, can establish a strong relationship between consumers and the brand, which in turn drives higher purchase intention.

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