



The Existence of Post-pandemic Wedding Organizer Services Through the Role of Brand Image Mediation in Social Media Marketing, Promotion, and Service Quality Toward the Decision to Choose Wedding Organizer Services

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Abstract. The Covid-19 pandemic has an impact on wedding organizer services, many business actors have suffered losses due to the cancellation of wedding service bookings, the retreat of wedding reception events to a reduction in the number of guests so that they experience a decrease in sales turnover, amid competition and challenges of wo services to stay afloat and face competition, so research by evaluating the factors that strengthen consumers in choosing wedding organizer services, in addition to that there is a gap in the results of previous studies on variables that affect purchasing decisions. This research will prove the role of brand image as a mediating variable for the influence between service quality, promotion, and social media marketing on purchasing decisions. This research will examine consumers at one of the wedding organizers in Yogyakarta, namely Azza wedding organizer, with the main market share in Yogyakarta and Central Java. It turns out that promotion and social media marketing have not been proven to improve brand image and the decision to use wedding services.. In this study, brand image proved to be a mediating variable between service quality and the decision to use services Azza wedding and its influence on the decision to use the service is greatest compared to other variables.

Keywords: brand image · service quality · purchase · social media marketing · promotion

1 Introduction

The COVID-19 pandemic has had a tremendous impact on the tourism industry, especially on wedding organizer service. The existence of regulations set by the government

to reduce the spread of the COVID-19 virus, there is an application of PPKM in various regions in Indonesia, so there are restrictions on activities, especially events that pose a risk of virus transmission. One of the events that were restricted was a wedding reception, and even a wedding reception was not allowed. Many wedding organizer services in the early days of the pandemic suffered losses due to the cancellation of wedding service bookings, and the retreat of wedding receptions to a reduction in the number of guests so that they experienced a decrease in sales turnover. Regions with ppkm level 1 status can invited guests 50% of the space capacity while regions with ppkm level 2 status can only invite a maximum of 50 invited guests, even if the wedding location is in an area with ppkm level 3 status is only allowed to invite a maximum of 20 guests. Brides-to-be who will hold a wedding reception are also required to take care of permits on the Covid-19 task force and meet the rules in their respective regions.

Several major cities in Indonesia have ppkm level 3 to level 4 status, one of which is Yogyakarta which is one of the tourism cities in Indonesia based on in mendagri no. 15 of 2022 PPKM level 4 is valid in all DIY until March 14, 2022. So the tightening of community activities is also enforced, one of which is the wedding reception. This certainly has an impact on reducing orders and turnover of wedding service actors. The economic sector in the facilitative sector, including wedding organizers at the beginning of the pandemic, this business was almost zero income but in mid-2020 and beyond the revival began to be felt by WO business actors because the government relaxed policies [1]. Pandemic conditions made the wedding organizer service sector experience a decrease in demand for services, but according to the chairman of the Yogyakarta Traditional Party Entrepreneurs Association, in August 2020 the demand for wedding services began to increase, but the demand for wedding services mostly had intimate packages, namely for 50–100 invitations, with implementation with strict Health protocols [2]. Health protocols at the wedding must be followed, including wearing masks, washing hands, maintaining distance, using gloves, limiting the number of invited guests, and checking body temperature.

The pandemic condition that has hit for almost 2 years certainly makes wedding service business actors make every effort to survive, besides that the challenges of wedding service business actors are not only that but how to survive in the future in the pandemic, because pandemic conditions also result in changes in people's behavior. The wedding market share has also changed, reported by iprice.co.id based on BPS data that the number of marriages in Indonesia in 2020 decreased by 9.14% from 1.97 million marriages to 1.79 marriages. Even based on data from katadata.co.id in 2021, it also still experienced a decrease of 2.8%, namely 1.74 million marriages, so the trend of marriage in Indonesia has continued to decline in the last ten years (Ahdiat, 2021).

One of the provinces that experienced a large number of marriage rates was the Yogyakarta Special Region, data processed from simbi.kemenag.go.id data showed a drastic decline in the pandemic era, namely 2021 a decrease of 46% compared to 2020 (Table 1).

Of course, it is a challenge for wedding organizer services to survive in the pandemic era and post-pandemic. Moreover, Indonesia's marriage data has decreased over the past decade while there are also more and more competitors so there is fierce competition. So that businesses engaged in wedding services need to know the factors that make

Table 1. Data on the Number of weddings in Yogyakarta

Year	Number of Marriages	Decline	%
2019	24.508		
2020	22.771	1.737	7%
2021	12.262	10.509	46%

brides-to-be choose their wedding services. If variables can be known that can increase the decision to select wedding organizer services, it is expected to optimize the sales of wedding organizer services and as a consideration for developing a competitive business strategy.

The main segmentation of wedding organizer services is the age of marriage, namely the millennial generation. The millennial generation is close and familiar with the use of gadgets and social media, so marketing through social media becomes a medium to market wedding organizer services. One of the wedding organizer services in Yogyakarta, namely Azza Wedding, uses internet platforms and social media as the main marketing media because the majority of consumer segmentation is the age of the millennial generation who are already familiar with the internet and social media. Azza wedding has a website, facebook account, Instagram, tiktok, youtube and continuously upload content.

Social media marketing activities as the main form of marketing today can have a positive impact on customers' purchase intentions, as well as help shape and preserve brand image to attract customers through brands with a good and positive image so that they can maintain and expand market share [3]. The more often social media marketing activities are held by companies, the higher the level of brand awareness and the possibility of buying [4]. The results of the study explained that advertising, sales promotion and brand image are antecedents of attitudes that encourage the formation of behavior within the framework of the theory of planned behavior (SDGs) [5]. If the service quality is improved, it will form a good brand image in the eyes of consumers and the public in general, so as not to close the possibility that sales volume will increase [6]. Brand image is an intervening variable between word of mouth, perceived price and service quality to purchasing decisions [7]. Based on the explanation above as evidenced by previous research that the variable of social media marketing is the main factor in marketing activities today, especially since the main market share of wedding organizer services is the millennial generation who are familiar with the use of social media in daily activities and information search. Promotion is also one of the attractions to improve purchasing decisions. Service quality is an important factor in the service industry if the quality of wedding organizer services is getting better, it will certainly increase the degree of a decision to choose wedding organizer services. A good brand image in the eyes of consumers and the public in general, is certainly a consumer preference in choosing wedding organizer services, especially weddings are a sacred momentum so that brand image is one of the factors considered in choosing professional wedding organizer services.

However, contrary to the results of the research that social media marketing has proven to have no significant effect on repeat purchases through brand image as a mediator [8]. And the relationship between social media advertising content and consumer

purchasing behavior turned out to be insignificant [9]. The results of the study also showed different results that service quality had a negative effect on brand image [6]. The results of the study reveal that brand image no significant effect on purchasing decision [10].

Based on the description above and the gaps in the results of previous studies between various variables that affect purchasing decisions, and there has been no previous research that tests the variables of service quality, promotion, social media marketing, brand image and purchasing decisions simultaneously and comprehensively, this study will also prove the role of brand image as a mediation variable for the influence between service quality, promotion, social media marketing on purchasing decisions. This research will examine consumers at one of the wedding organizers in Yogyakarta, namely azza wedding organizer, with the main market share in Yogyakarta and Central Java.

2 Literature Review

A. Brand Image

Brand Image is an important component in describing a company towards consumers. The brand image reflects the brand stored in the memory of customers. According to Kotler and Keller, the brand image is the public's perception of the company or its products. The study concluded that brand image is when a brand can influence customers on the product, service or company. [11] stated that brand image is a collection of various brands that are remembered and formed by customers. Another view of brand image according to [12] in the journal is what consumers see when they see the brand. Customer attachment to a brand will be stronger if it is based on the way of delivery of communication and customer experience that will form a brand image. A good brand image will increase sales and company image. It can be concluded from the statement above that the brand image is the customer's ability to remember and form a memory when seeing the brand.

B. Social Media Marketing

Social media is a place to interact with each other between people through the internet. Social media is available in various forms, not only in the form of text conversations between fellow users but also available in the form of videos, images, blogging and others. The use of mobile-based online communication platforms used for business purposes is very effective to be presented to social media users in general (Fahmi *et al.*, 2020).

Social Media Marketing is a form of marketing that uses social media as a forum to market products, brand services, or issues that utilize the people who use social media. According to Treattne's opinion, social media marketing is a process to get mass traffic to the available social media platforms. According to Gunelius, Social Media Marketing involves media that are directly or indirectly related to gaining consumer awareness, to take advantage of people's characteristics in the form of social media (Facebook, Youtube, Instagram, and Youtube). The company utilizes social media marketing to

build and strengthen relationships with customers, good relationships increase company value in the eyes of customers. There are 4 elements of success in Social media marketing according to Gunelius, namely: [3, 13] 1. *Content creation*, 2. *Content Sharing*, 3. *Connecting* and 4. *Community Building*.

C. Promotion

Promotion is included in the form of marketing communications, marketing communications are marketing activities that seek to disseminate information about products or services, and influence or persuade the target market of the company to be willing to accept, buy and be loyal to the company. Promotion according to Susanto is defined as persuading people to accept products, concepts and ideas. Sales promotion according to Kotler and Keller is a short-term incentive to encourage the purchase or sale of a product or service. A promotion is formed aimed at making customers switch from competitors, lure customers to try new products and give appreciation to customers who are loyal towards the company [11].

According to Rusmini in the journal, it is stated that promotion is a form of business carried out by the company to interact and communicate with customers. By doing advertising continuously so that it can be recognized by many people. Advertisements can be disseminated through newspapers, radio, email, social media or websites. Promotion is a marketing activity that plays an active role in attracting many consumers by informing, introducing and reminding the benefits of the product so that consumers buy the product being promoted. In carrying out promotions, the company must be able to determine which is the right promotional tool to achieve success in making sales [11, 14].

D. Service Quality

Service quality according to Kotler & Armstrong is a customer assessment of excellence or the entire entity that shows the perception of quality. Service quality plays an important role in marketing a product or service. Because those who dominate the market are technology-based and low prices, now companies have to compete based on quality and customer service. Service quality is a measure of how good the level of service provided is to meet customer perceptions. By improving service quality, the business will affect customer satisfaction and loyalty to the company. Quality is used by customers to buy a product or service, by comparing a product or service with other competitors based on its quality. Service quality is defined by the extent to which the service can meet the criteria of the customer. Service quality is the determinant of the success or failure of an activity [15].

Five Dimensions of SERVQUAL (service quality) according to [16].

- Tangibles: physical facilities, equipment and personnel appearance
- Constraints: the ability to perform the promised service reliably and accurately
- Responsiveness: Willingness to help customers and serve
- Assurance: knowledge and courtesy of employees and the ability to reja to inspire trust and confidence in consumers

- Empathy: Care, individual attention that the company gives to customers

E. Purchasing Decision

The purchase decision is the last stage for the consumer to buy something that suits his wishes. Before making a purchase decision, consumers first look for information about the products or services they need. According to Kotler & Armstrong The purchase decision is a stage in making a decision where the consumer actually buys the product or service. In a decision-making, the consumer has a certain objective to fulfill his desires. [17] concluded that the purchase decision is the risk of buying something that is not in accordance with the wishes or needs in choosing a product to meet the needs and desires of customers. Meanwhile, according to Kotler (2011) in the book, the purchase decision is an action from consumers to want to buy or not to buy the product. It can be concluded from the description above that the buyer's decision is the customer's willingness to make a purchase decision and accept the consequences after making a purchase if it is not in accordance with the needs or desires [11, 18].

According to Kotler & Keller (2012) in the journal mentions the indicators of purchasing decisions, namely:

1. Stability in a product
Customers will decide to purchase a product or service if the evaluation is as they want.
2. Habits in buying products
The purchase of a product or service can also occur because customers are used to buying the brand or product.
3. Other people's recommendations
Biased purchasing decisions occur due to reviews from relatives, friends or from other groups.
4. Repurchase
The purchase decision also occurs because you have previously made a purchase and then feel satisfied, so the decision taken now is the second or more decision.

3 Hypothesis

Social media marketing has proven to have a significant effect on brand image [8, 19]. The relationship between social media advertising content to hedonic brand image and functional brand image is positive and statistically significant [9]. Social media marketing statistically has a significant positive effect on the brand image, it is seen that the better a social media marketing, the better the brand image of a company [20]. The Study finds that social media marketing have significant positive effect in brand equity and two main dimensions, brand awareness and brand image [21]. The better of social media marketing program carried out by the company, it is suspected that the brand image will increase.

H1. Social Media marketing has a significant effect on Brand Image

Promotion has a positive impact and a significant influence on the brand image, if the promotion increases it will affect the brand image of the company [11]. Promotion has a positive and significant effect on brand image variables, the better the promotion

carried out, the brand image will increase [22]. Research proves that advertising and sales promotion are found to have a significant influence on brand image and customer purchasing decisions [5]. If the company carries out a good promotional program, it will increase the company's brand image.

H2. Promotion has a significant effect on Brand Image

Service quality has a significant effect on the brand image, if consumers feel happy with a service, the consumer's mind can produce the right brand image of the service product [7]. Based on the results of hypothesis testing, it is known that the quality of service affects the image [17]. Good service quality will form a good brand image among consumers [11]. If the company performs good service quality, it will increase the company's brand image.

H3. Service Quality has a significant effect on Brand Image

Social media marketing has a positive and significant influence on brand awareness and purchasing [4]. By maximizing the use of social media marketing will help disseminate information about products or services to the general public to improve purchasing decisions [23] On Social media marketing research consists of four dimensions; interaction, entertainment, perceived relevance and informativeness, all dimensions except entertainment were found to have significant effect as a predictor of purchase decisions [24]. If the company carries out a good social media marketing it will further increase the decision to use the company's services.

H4. Social Media marketing has a significant effect on the decision to use wedding organizer services

Promotion has a positive and significant effect on purchasing decisions, company promotion will influence purchasing decisions [11]. Promotion variables have a positive and significant effect on the variable of purchasing decisions, the better the promotions made, the purchase decisions will increase [22]. The promotional mix has significant effect on consumer purchasing decision [25]. The omnichannel retailers should consider congruent promotion as more important when the consumer is making planned purchase [26]. If the company carries out an effective promotion program, it will further increase the decision to use the company's services.

H5. Promotion has a significant effect on the decision to use wedding organizer services

Service quality has a positive and significant effect on purchasing decisions, consumers who are happy to bring a positive attitude towards a product finally determine the purchase decision for the service [7]. Service quality influences purchasing decisions [17]. The results of similar research also prove that good service quality will affect purchasing decisions [11]. The research findings show that good service quality is one of the benchmarks for consumers to make purchases, especially service products because

with good service, a good perception will be formed so that consumers do not hesitate to make purchases continuously which aims to maintain existing customers [6]. Overall e-service quality statistically significantly related to customer behavior [27]. Brand Image significantly influencing purchase decision [28].

H6. Service Quality has a significant effect on the decision to to use wedding organizer services

Brand image has a significant influence on purchasing options [17]. The relationship between hedonic brand image, functional brand image to purchasing behavior is positive and statistically significant [9]. Brand reputation and brand image as a consequence of discount framing, which causes consumers to buy product [29].

H7. Brand Image has a significant effect on the decision to to use wedding organizer services

The empirical findings of the study support the hypothesis that Social media marketing activities indirectly affect consumers' purchase intentions mediated by brand image, perceived value and trust [3].

H8. Brand Image significantly mediates the influence of social media marketing on the decision to use wedding organizer services

Hypothesis testing of the role of brand image mediates the influence of promotion on consumer purchasing decisions using the sobel test shows that the role of brand image significantly mediates the influence of promotion on consumers' purchasing decisions [22]. According to the results of the mediation test or the promotional label test has a positive impact and there is an influence of intervening variable brand image in the relationship between promotion variables and purchasing decisions[30]. Brand Image is significantly mediates social media marketing and purchase decision [31]. The results of this study empirically proves that brand image has full mediating promotion to purchase decisions of private label products in Malaysia [32].

H9. Brand Image significantly mediates the influence of promotion on the decision to use wedding organizer services

Brand image significantly mediates the influence between word of mouth, perceived price and service quality on purchase [7]. Brand image mediates definitively and significantly the relationship between service quality and purchasing decisions [17]. Brand image has proven to play a role in mediating service quality to purchasing decisions [11]. Store image has been shown to mediate the relationship between service quality and purchase intention [15]. Service quality is positively related to customer buying behavior through brand image on flight company. Sobel test results revealed that indirect significant relationship between service quality and purchase behavior, thus suggests that

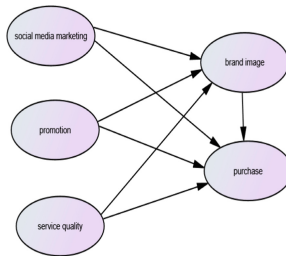


Fig. 1. Research Model

brand image mediates the relationship between service quality and buying behavior [33] (Fig. 1).

H10. Brand Image significantly mediates the influence of service quality on the decision to use wedding organizer services

4 Research Methodology

A. Research Design

This research uses a quantitative approach, with ex post facto method. The design of this study uses a descriptive and regression design with mediator variables, namely path analysis. Data processing in this study using the SPSS program.

B. Population and Sample

Population according to Ferdinand [34] is a combination of all elements that take the form of events, things or people that have similar characteristics that are the center of attention of a researcher because it is seen as a universe of research. The population in this study were consumers who had already used services at azza wedding. The sample in this study was taken as many as 50 respondents,

C. Data Collection Techniques

The data sources used are from primary and secondary data. Sampling in this study with *purposive* technique, namely judgment sampling. *Judgment sampling*, samples are selected using certain considerations tailored to the research objectives or research problems developed [34]. The criteria that can be a research sample are consumers who have used azza wedding services from 2021–2022. The scale used in this study is an interval scale with a scale range of 1 to 10 ranging from strongly disagreeing to strongly agreeing.

D. Respondent Data Description

Respondents in this study were consumers who had used azza wedding services between 2021–2022 all consumers were given a google form link to fill out the questionnaire but only 52 were willing to fill in and 2 data were rejected because it was incomplete in filling out the questionnaire.

5 Data Analysis

1) Reliability Test

The questionnaire instrument is declared valid if the $r_{hitung} > r_{table}$ and if the $r_{count} < r_{table}$ it is said that the statement item is invalid. The technique used for reliability tests is Cronbach's Alpha technique. According to Ghozali [35] that the value of Cronbach's Alpha is between 0.41 - 0.60 is said. Quite reliable, Cronbach's Alpha values between 0.61 – 0.80 are categorized as reliable, and Cronbach's Alpha values between 0.81 – 1.00 are said to be very reliable. The research variable has a Cronbach Alpha value of > 0.70 , so it can be concluded that all question indicators are reliable.

2) Validity Test

The results of the rotation of factors with the varimax method show that the indicators of social media marketing, brand image, service quality, promotion and decision to use services all have loading factors above 0.5 and are grouped into one on their respective factors so that all indicators are valid.

3) Test of Classical Assumptions

The classical assumption tests used in this study are the normality test, the multicollinearity test, and the heteroskedasticity test. The multicollinearity test aims to test whether the regression model found a correlation between free (independent) variables [35]. The tolerance value is less than 0.10, meaning there is no correlation between independent variables. The result of the Variance Inflation Factor (VIF) value of all independent variables of the VIF value is no more than 10. Sehingga does not occur in multicollinearity between independent variables in the regression model. The heteroskedasticity test aims to test whether there is a variance inequality in the regression model from the residual of one observation to another [35]. The Glejser test showed a significance above 0.05, so it can be concluded that there is no heteroskedasticity in the regression model. The magnitude of Kolmogorov Smirnov's statistical test value is significant at 0.068 above $\alpha = 0.05$. This means that H_0 is accepted, which means residual data is usually distributed (Table 2).

4) Hypothesis Test

Table 2. Data Analysis

Variable Name	Question items	Validity	Mean	Reliability
Social Media Marketing	Azza wedding social media content (Instagram/tiktok/youtube) is posted continuously	0.651	8.34	0,923
	Want to share information with colleagues/relatives regarding the information on azza social media	0.742	8.26	
	Azza wedding social media content (Instagram/tiktok/youtube) is quite contemporary/trendy	0.805	7.98	
	Azza wedding social media content (Instagram/tiktok/youtube) is very informative	0.827	8.50	
	Azza wedding social media content (Instagram/tiktok/youtube) is interesting	0.845	7.96	
Promotion	Azza wedding ads on social media are quite interesting	0.847	8.10	0,935
	Azza wedding promotion by participating in wedding expo and holding wedding talk shows and azza wedding fair is quite interesting	0.911	8.64	
	Sales promotion in the form of discount vouchers is very attractive to me	0.842	8.66	
	Marketing can explain and market azza wedding services well	0.833	8.80	

(continued)

Table 2. (continued)

Variable Name	Question items	Validity	Mean	Reliability
	Corporate social activities such as rice box alms every Friday provide a positive perception	0.784	9.14	
Service quality	Customer service and marketing as well as the azza wedding team have a professional appearance	0.874	8.78	,972
	Customer service and marketing as well as the azza wedding team are sincere, pay attention, and provide empathy to customers well and provide good consultations to customers	0.899	8.90	
	Customer service and marketing as well as the azza wedding team provide service quickly and deftly	0.907	8.70	
	Customer service and marketing as well as the azza wedding team can provide information and help customers well	0.907	8.72	
	Customer service and marketing as well as the azza wedding team are friendly and polite	0.877	9.12	
	Azza wedding provides guarantees of service and good handling of complaints	0.899	8.70	
Brand Image	Azza wedding brand reputation is very important in the selection of wedding service vendors	0.899	8.64	0,973
	Azza wedding brand has a good impression	0.935	8.62	
	Azza wedding brand has a good reputation as a wedding service, catering and wedding organizer	0.924	8.60	
	Azza wedding can meet my wedding reception needs	0.915	8.74	
	I am sure that azza wedding can serve its clients' orders well	0.915	8.82	

(continued)

Table 2. (continued)

Variable Name	Question items	Validity	Mean	Reliability
The decision to use the services	I am looking for information about azza wedding both through the internet, social media and other media	0.716	8.80	0,922
	It is very important for me to find clear and precise information regarding azza wedding for my wedding event	0.698	9.10	
	Azza wedding is one of the good choices among other alternative wedding services	0.839	8.66	
	I chose to use wedding services from azza wedding because it suits what I want	0.879	8.70	
	Azza wedding can fulfill all my orders well	0.920	8.78	

Table 3. Coefficients of determination Eq. 1

Model Summary				
Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.930 ^a	0.865	0.853	2.053

^aPredictors: (Constant), bi, smm, sq, p

Test the accuracy of the model

The coefficient of determination (R^2) essentially measures how far the model's ability to describe variations in dependent variables is. a value close to one means that independent variables provide almost all the information needed to predict variations in dependent variables [35].

In Table 3, the R Square value is 0.858 which means that 85% of the service quality, social media marketing and promotion variables affect the brand image and 15% are influenced by other variables outside this research model.

In Table 4, the R Square value is 0.865 which means that 86% of the variables of service quality, social media marketing, promotion and brand image influence the selection decision and 14% are influenced by other variables outside this research model.

Table 4. Coefficients of determination Eq. 2

Model Summary				
Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.925 ^a	0.855	0.845	2.388

^aPredictors: (Constant), sq, smm, p

Table 5. Anova Table of Eq. 1

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Itself.
Regression	1545.768	3	515.256	90.323	.000 ^b
Residual	262.412	46	5.705		
Total	1808.180	49			

^aDependent Variable: bi

^bPredictors: (Constant), sq, smm, p

Table 6. Anova Table of Eq. 2

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1216.291	4	304.073	72.158	.000b
	Residual	189.629	45	4.214		
	Total	1405.920	49			

^aDependent Variable: kp

^bPredictors: (Constant), bi, smm, sq, p

5) *Test F*

Based on Table 5 of ANOVA test results or F Test, it is found that F calculates 90.323 with a probability of 0.000, because the probability is much smaller than 0.05, the model can be used to predict the brand image.

Based on Table 6 of ANOVA test results or F Test, it was found that F counted 71.158 with a probability of 0.000, because the probability is much smaller than 0.05, the model is fit where the variable *service quality*, *social media marketing*, promotion and brand image can simultaneously influence the selection decision.

Table 7. T Test Eq. 1

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Itself.
1	(Constant)	1.572	2.579		.610	.545
	Smm	.213	.129	.232	1.650	.106
	P	.166	.171	.169	.972	.336
	Sq	.490	.084	.586	5.848	.000

^aDependent Variable: bi

6) T Test

To find out whether a variable has a partial effect or not using a statistical t-test. A statistical test demonstrates how far one independent variable's influence goes in explaining variables independently [35]. To determine whether a variable is partially influential using a statistical test t. By using the significance probability number, the research decision-making criteria are as follows: if the probability of significance > 0.05, then Ho is accepted, and Ha is rejected.

Based on Table 7, the T value of the social media marketing variable is 1.650, and the table T value for N = 50 with a 5% error rate is 1.98. The figure shows the $T \leq T$ table, and the Sig value of 0.106 is more significant than 0.05. Ho is accepted at a 95% confidence level, meaning there is no significant influence between social media marketing and brand image. Based on Table 7, the T value of the promotion variable is 0.972, and the table T value for N = 50 with a 5% error rate is 1.98. The figure shows the $T \leq T$ table, and the Sig value of 0.336 is more significant than 0.05. Ho is accepted at a 95% confidence level, meaning there is no significant influence between promotions and brand image.

Based on Table 7, the T value of the service quality variable is 5,848, and the table T value for N = 50 with a 5% error rate is 1.98. The figure shows $T \text{ count} < T$ table, and the Sig value of 0.000 is less than 0.05. Ho is rejected at a 95% confidence level, meaning there is a significant influence between service quality and brand image.

Based on Table 8, the T value of the *social media marketing* variable is 1,756 and the table T value for N = 50 with a 5% error rate is 1.98. The figure shows the $T \text{ count} \leq T$ table and the Sig value of 0.086 is greater than 0.05. Ho is accepted at a 95% confidence level, meaning that there is no significant influence between *social media marketing* on order decisions. Based on Table 8, the T value of the promotion variable is 1,733 and the table T value for N = 50 with a 5% error rate is 1.98. The figure shows the $T \text{ count} \leq T$ table and the Sig value of 0.090 is greater than 0.05. Ho is accepted at a 95% confidence level, meaning that there is no significant influence between *promotions* on order decisions. Based on Table 8, the T value of the service quality variable is 2,366 and

Table 8. T Test Eq. 2

Coefficients^a		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Itself.
1	(Constant)	8.083	2.225		3.633	.001
	Smm	.201	.114	.248	1.756	.086
	P	-.257	.148	-.297	-1.733	.090
	Sq	.225	.095	.305	2.366	.022
	Would	.621	.127	.704	4.900	.000

^aDependent Variable: kp

the table T value for N = 50 with a 5% error rate is 1.98. The figure shows T count < T table and the Sig value of 0.02 is less than 0.05. Ho is rejected at a 95% confidence level, meaning that there is a significant influence between service quality and order decisions. Based on Table 8, the T value of the brand image variable is 4,900 and the table T value for N = 50 with a 5% error rate is 1.98. The figure shows T count < T table and the Sig value of 0.000 is less than 0.05. Ho is rejected at a 95% confidence level, meaning that there is a significant influence between the brand image on the order decision.

7) *Sobel Test*

Sobel test is used to test whether the influence of the resulting intervening variables on the path analysis is significant or not. Sobel test requires the assumption of a large sample number and a normal distribution mediation coefficient value [35].

In the test results, the results were obtained that the variables of social media marketing and Pormosi did not have a significant effect on the variable of order decision so that there was no direct influence of independent variables on dependent variables in this study. The brand image variable as a mediation and service quality variable is the only independent variable that has proven to have a significant effect on order decisions. Therefore, to test whether the brand image mediation variable is significant, it becomes a mediation variable between social media marketing, promotion and service quality to order decisions. In this study, the results were obtained that social media marketing and promotion were proven to have an insignificant effect on brand image so that it could not be tested for mediation. Based on these results, the mediation test is only carried out on variables that have a significant influence on the brand image variable as a mediator, namely service quality.

To test Hypothesis 10 whether the brand image variable is significant in mediating the relationship between service quality and order decisions, it was tested with a sobel test. The SPSS output results provide a standardized beta service quality value of 0.305 and significance at 0.02.

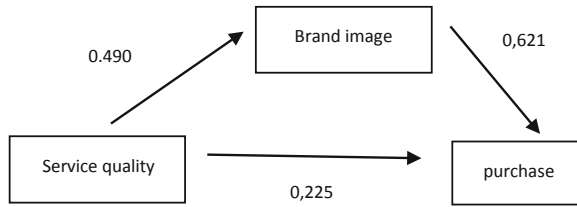


Fig. 2. Research Results Model

The value of the beta unstandardized coefficient of 0.715 is the value of the path or path p2. The unstandardized beta value of the perceived usefulness variable of 0.807 is the path value of p1 and the unstandardized beta value of 0.273 is the path value of p3.

The results of the path analysis show that service quality can have a direct effect on purchases of 0.305, but can have an indirect effect on purchases, namely by mediation of brand images. The magnitude of the indirect influence must be calculated by multiplying its indirect coefficient i.e.; $0.490 \times 0.621 = 0.304$ (Fig. 2).

The effect of mediation indicated by the multiplication of the coefficients p2 and p3 of 0.304 is significant or not tested with a sobel test, as follows:

$$Sp2p3 = \sqrt{p3^2 Sp2^2 + p2^2 Sp3^2 + Sp2^2 Sp3^2}$$

$$Sp2p3 = \sqrt{(0.621)^2 (0.084)^2 + (0.490)^2 (0.127)^2 + (0.084)^2 (0.127)^2}$$

$$t = \frac{p2p3}{sp2p3} = \underline{3,747}$$

The calculated value of $t = 3.747$ is greater than the t of Table 8 with a significance level of 0.05 which is 1.66, so it can be concluded that the mediation coefficient is 0.000 is significant, which means that there is an influence of partial mediation. Because the magnitude of the direct influence is smaller between the variables of service quality on *purchase* than the indirect influence with brand image mediation.

6 Results and Discussion

H1. Social Media marketing has a significant effect on Brand Image

Hypothesis 1 that social media marketing has a significant effect on brand image is not supported, this is evidenced by a significance value of 0.106 greater than 0.05 and a calculated T value of 1,650 smaller than the T Table value. So that the results of this study do not support the research results of [8], namely social media marketing has proven to have a significant effect on brand image. Although in this study, social media marketing is not one of the factors that can increase brand image, but the assessment of social media marketing activities at azza wedding service companies has been good, among others, respondents answered on average agreeing that azza wedding social media content both on Instagram, TikTok and YouTube platforms is posted continuously, and the content created is quite trendy and contemporary,, interesting and informative even respondents stated that they agreed to share information about the information on the company's

social media. Social media marketing activities as a form of providing information to respondents, interesting content is expected to attract the attention of users on social media to get to know more about the services offered by the company, if the bride-to-be who needs information about wedding services will type in keywords on social media and there are various wedding services that appear, one of which is services from azza wedding, by providing interesting information on a continuously updating content, it is hoped that users will judge that the company's social media is active and provide good information, but have not been able to improve the company's brand image.

H2. Promotion has a significant effect on Brand Image

Hypothesis 2 that promotion has a significant effect on brand image is not supported, this is evidenced by a significance value of 0.336 greater than 0.05 and a calculated T value of 0.972 smaller than the T Table value. So that the results of this study do not support the results of the research from [11], namely if the promotion increases, it will affect the company's brand image. Although in this study, promotion is not one of the factors that can improve brand image, but the assessment of promotional activities at azza wedding service companies is good, among others, respondents answering the average agreeing that azza wedding advertisements on social media are quite interesting, interactive promo activities carried out, namely participating in wedding expo exhibitions and wedding talk shows and azza wedding fairs are considered quite interesting, Sales promotion activities can also attract respondents, personal selling activities are also rated good by respondents. Promotional activities such as advertising, sales promotion, personal selling, and others carried out by the company can attract the attention and interest of prospective brides to get to know the services offered by the company, but in this study the better the promotion carried out has not been able to significantly improve the company's brand image.

H3. Service Quality has a significant effect on Brand Image

Hypothesis 3 that service quality has a significant effect on the brand image is supported, this is evidenced by a significance value of 0.000 less than 0.05 and a calculated T value of 5,848 greater than the T Table value. So that the results of this study support the results of the research from [11] namely if the quality of service is good, it will form a good brand image in the minds of consumers. This is also supported by respondents' assessment that the company's customer service has a professional appearance, pays attention to and provides empathy and provides good consulting services. Employee service is also considered good and deft by respondents, besides that respondents also on average agree that the marketing team is friendly and polite and the company can provide guarantees of service and handling complaints well, if the quality of service to the company is as good as it can significantly improve its reputation and good impression.

H4. Social Media marketing has a significant effect on the decision to use azza wedding services

Hypothesis 4 that social media marketing has a significant effect on the decision to use services is not supported, this is evidenced by a significance value of 0.086 greater

than 0.05 and a calculated T value of 1,756 smaller than the T Table value. So that the results of this study do not support the results of the research from [4], namely social media marketing has a significant influence on purchasing decisions. Good social media marketing activities, including content on social media that is continuously updated with interesting and informative content, can not significantly directly influence the decision to use the company's services. There are various stages that need to be considered specifically for brides-to-be to choose a wedding service that will handle the wedding reception. Moreover, the selection of using wedding services has high involvement and includes broad purchasing decisions where consumers will seek more intense information and more careful consideration in choosing a wedding service company.

H5. Promotion has a significant effect on the decision to use azza wedding services

Hypothesis 5 that promotion has a significant effect on the decision to use services is not supported, this is evidenced by a significance value of 0.090 greater than 0.05 and a calculated T value of -1.733 less than the table T value. So that the results of this study do not support the results of the research from [22] namely that the better the promotion carried out, the purchase decision will increase. Although the promotional activities carried out by the company have been both advertisements on social media are attractive, sales promotions in the form of discounts, cash back, free digital invitations and extra portions of catering, as well as interesting personal selling activities have not significantly increased the decision to use the company's services. There are still many things that are considered by brides-to-be, not only tempted by sales promotions or attractive advertisements to then be able to choose to use wedding services.

H6. Service Quality has a significant effect on the decision to use azza wedding services

Hypothesis 6 that service quality has a significant effect on the decision to use services is supported, this is evidenced by a significance value of 0.02 less than 0.05 and a calculated T value of 2,366 greater than the T Table value. So that the results of this study support the results of research from [6] namely good service quality is one of the benchmarks for consumers to make purchases, especially service products because with good service, a good perception will be formed so that consumers do not hesitate to make purchases continuously. Good service quality, namely the company's customer service has a professional appearance, pays attention to and provides empathy and provides consulting services well, good employee service, dexterous, friendly and polite and the company can provide guarantees of service and handling complaints well, it will improve the decision to use the company's services. Especially for the selection of wedding services, of course, prospective brides want to get excellent service on the special day of their wedding so that service quality is an important thing that is considered by consumers in choosing wedding services.

H7. Brand Image has a significant effect on the decision to use azza wedding services

Hypothesis 7 that brand image has a significant effect on the decision to use services is supported, this is evidenced by a significance value of 0.000 less than 0.05 and a calculated T value of 4,900 greater than the T Table value. So that the results of this study

support the results of the research from [17] namely that brand image has a significant influence on purchasing choices. This is also supported by respondents' assessment of the company's brand image who on average agree that the company's brand reputation is very important in the selection of wedding vendors, the company's brand has a good reputation as a wedding service provider company, catering fan wedding organizer services, and the average respondent has a positive perception that the company can meet the needs of wedding receptions and serve client orders well. Especially for the selection of wedding services, of course, prospective brides and grooms want to choose the services of a company that has a good reputation and is experienced in handling weddings professionally. The better the company's brand image as a wedding service company, the more it increases the decision of the bride and groom to use the company's wedding services.

H8. Brand Image significantly mediates the influence of social media marketing on the decision to use azza wedding services

Brand image is not supported as a mediating variable between social media marketing and the decision to use services, because the social media marketing variable has not been shown to significantly affect the brand image mediation variable.

H9. Brand Image significantly mediates the influence of promotion on the decision to use azza wedding services

Brand image is not supported as a mediation variable between promotion and the decision to use services, because the promotion variable has not been shown to significantly affect the brand image mediation variable.

H10. Brand Image significantly mediates the influence of service quality on the decision to use azza wedding services

Hypothesis 10 that the brand image has a significant effect as a mediating variable between service quality and the decision to use the service is supported, this is evidenced by the value of the T value calculated by the sobel test of 3.737 greater than the T Table value. So that the results of this study support the research results from [11], namely the brand image is proven to play a role in mediating service quality to purchasing decisions. The better the company's service quality, including a good appearance, dexterous attitude, friendly in serving consumers, providing a sense of empathy and the existence of a guarantee of service and good handling of complaints will increase the impression and good reputation for the company so that the brand image as a wedding service provider company is getting better in the community, of course, it will further increase the decision to use the company's services.

7 Conclusion

In wedding services, it turns out that promotion and social media marketing have not been proven to improve brand image and the decision to use wedding services. Social media

marketing and promotional activities are only able to attract attention, and the response from brides-to-be compared to other competitors, the main factors for brides-to-be in the alternative evaluation stage and steadily using wedding services are service quality and the company's brand image. The bride and groom certainly expect the wedding reception to be a sacred procession that will be remembered as momentum and beautiful memories in the course of life so that expecting all the completeness of the wedding can be planned, organized and carried out properly by the wedding service provider, so that excellent service quality and a good brand image are the main factors for them to choose to use the company's services. In this study, brand image proved to be a mediating variable between service quality and the decision to use wedding services and its influence on the decision to use services was the greatest compared to other variables. Therefore, both the companies studied and other wedding service companies are expected to maintain a good reputation and image. Wedding service companies that have a good brand image reputation, of course, their names will be well known by the public, have an image that wedding receptions will be handled professionally and well by the company. The better the company's brand image as a good wedding service provider company will certainly be the main factor that prospective brides-to-be expect to use the company's wedding services compared to other wedding businesses. This research is still limited to research in one of the wedding service companies in the Yogyakarta area, future research can be tested in other areas, and the results with the same research model can be different if researched at other service companies, and crucial factors can be developed that can improve decisions to use company services other than the variables studied in this article.

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