



The Effect of Fast Food Digital Marketing on Purchase Intention Through Brand Image and Consumer Satisfaction (Study on KFC Palopo's Teen Consumers)

^{1*} Wiwin Riski Windarsari, ²Sudarmiatin, ³Ely Siswanto

¹ Master of Management Department, Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

² Master of Management Department, Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

³ Master of Management Department, Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

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ABSTRACT

The Theory of Planned Behavior (TPB) by including three additional constructs namely digital marketing, brand image, and consumer satisfaction to predict adolescent purchase intention for fast food products. This study uses an explanatory quantitative approach. The sampling technique used purposive sampling totaling 200 respondents. Data analysis using Partial Least Square (PLS) method. The results of the study show that 1) digital marketing has a positive and significant direct effect on brand image. 2) digital marketing has a positive and significant direct effect on consumer satisfaction. 3) brand image has a positive and significant direct effect on purchase intention. 4) consumer satisfaction has a positive and significant direct effect on purchase intention. 5) digital marketing has a positive and significant direct effect on purchase intention. 6) brand image has a direct effect on consumer satisfaction. 7) digital marketing has a positive and significant direct effect on purchase intention through brand image. 8) digital marketing has a positive and significant direct effect on purchase intention through consumer satisfaction. 9) brand image has a positive and significant direct effect on purchase intention through consumer satisfaction. 10) digital marketing has a positive and significant direct effect on consumer satisfaction through brand image. Based on the results of the study, the researchers gave suggestions, namely adding social media campaigns and providing special product packages for teenagers.

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*Corresponding Author:

Wiwin Riski Windarsari

Master of Management Department, Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

Jl. Semarang No.5, Sumber Sari, Kec. Lowokwaru, Kota Malang, Jawa Timur 65145

Email: wiwinriskiw@gmail.com

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1. INTRODUCTION

The Theory of Planned Behavior (TPB) by including three additional constructs namely digital marketing, brand image, and consumer satisfaction to predict adolescents' purchase intention for fast food products. Fast food consumption is impacted by the busy lives of millennials and

the global expansion of the working population. With fast food gaining rapid popularity among younger individuals, international fast food chains then set their sights on overseas markets. During a booming business in the fast food industry, customer purchase intention is an important factor to consider (Parkvithee and Miranda, 2012). Understanding purchase intention is an effective measure to predict consumer behavior (Shah Alam and Mohamed Sayuti, 2011). Companies cannot ignore the interests, expectations, and desires of customers in a competitive market (Teng et al., 2018). Recognizing the factors that influence customer purchase intention helps preserve and increase market share, as well as design and implement marketing strategies (Watson et al., 2018).

Digital marketing effectively strengthens brand value by eliminating brand misunderstandings through the exchange of ideas, opinions, and consumer experiences that lead to greater purchase intention (Tham et al., 2019). Global mobile users spend 6 hours 55 minutes on the internet (all devices) with 2 hours 24 minutes on social media (July 2021 Digital Global Statistics Report, Hootsuite). This time intensity allows users to be exposed to marketing content in various online marketing media which will then have an impact on consumers' affective responses and cognition and end in a response in the form of buying or not buying the product. A brand with a good image can increase consumer loyalty to the brand and trust in its products, thereby strengthening consumers' purchase intentions (Aaker and Keller, 1990; Lee et al., 2010). Keller (2001) suggests that companies with a good brand image have a higher product value in the minds of consumers. Integration of Customer-Based Brand Equity (CBBE) and The Theory of Planned Behavior (TPB) is important because strong brand equity can increase consumers' positive assessment of the brand which in turn affects repurchase behavior (Yoshida and Gordon, 2012). Positive customer-based brand equity will lead to greater revenue, lower costs, and higher profits.

In a highly competitive market, customer satisfaction is vital for businesses due to customer loyalty and profitability, and most importantly, business sustainability (Amoako et al., 2021). Satisfaction has the potential to influence consumer behavioral intentions (Ramamoorthy et al., 2018; Ladhari, et al., 2017; Wu and Li, 2017). Customer satisfaction has been considered an indicator of good purchase intention (Reichheld and Teal, 1996), a strong predictor of customer loyalty (Yang and Peterson, 2004), and a combination of transaction-specific and overall ratings (Teas, 1993; Rust and Oliver, 1994). In the fast food industry, customer satisfaction is a major issue for management because the cost of acquiring new customers is more expensive than retaining customers (Uddin, 2019). The youth market has been characterized as one of the most coveted segments due to its purchasing power, ability to be a trendsetter, acceptance of new products, and tremendous potential to become lifelong customers (Bush et al., 2004).

Various techniques and channels are used to reach young people, starting as toddlers, to drive brand building and influence food buying behavior. These food marketing channels include television advertising, marketing in schools, product placement, children's clubs, the internet, toys, and products with brand logos, and promotions targeted at youth, such as cross-selling and bonding. There is also evidence linking exposure to food marketing with food choices and consumption patterns of adolescents (Kraak et al., 2006; Scully et al., 2012; Pearson et al., 2014) as well as adults (Harris et al., 2009). The subjects of this research are adolescent consumers at KFC Palopo. Age-specific subjects were Generation Z who were born between 1995 and 2009. This generation has had access to digital communication technology since childhood, and this access exposes this generation to digital marketing on a scale never experienced by previous generations (Bassiouni and Hackley, 2014).

2. METHOD

This study uses a quantitative approach and this type of research is descriptive explanatory research. This study has an independent variable, namely Digital Marketing (X), the dependent variable is Purchase Intention (Y), and the mediating variables are Brand Image (Z1) and Consumer Satisfaction (Z2).

The population in this study is KFC Palopo's teenage consumers, with the following criteria: 1) Palopo KFC consumers with an age range of 13 to 20 years; 2) Consumers who know the KFC brand; 3) Consumers are gadget users and have social media. The sampling technique in this study used purposive sampling which was calculated using the Lemeshow formula (1997) so that 200 respondents were obtained. The data collection technique in this study was to distribute closed questionnaires directly to the research respondents. The data analysis technique used path analysis and Sobel test. The data analysis technique in this study was carried out using the Partial Least Square (PLS) method using WarpPLS 7.0.

3. RESULTS AND DISCUSSION

3.1 Results

Inner Model - Adjusted R-Squares

Adjusted R-squares aim to explain the effect of certain exogenous latent variables on whether endogenous latent variables have an effect. The calculation results of Adjusted R-squares are presented in the following table:

Table 1. Adjusted R-squares

Variable	Adjusted R-squares
Purchase Intention	0,666
Consumer Satisfaction	0,544
Brand Image	0,654

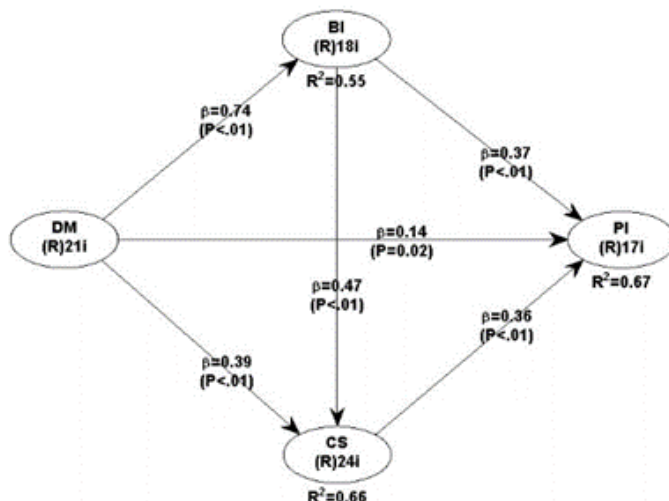


Figure1. PLS Line Model

Based on the Table 1, it can be seen that the Adjusted R-squares value of the purchase intention variable is 0.666 or 66.6%. This shows that the purchase intention variable can be explained by the digital marketing, brand image, and consumer satisfaction variables of 66.6%. Meanwhile, the remaining 33.4% is explained by other variables not discussed in this study. The Adjusted R-squares value of the consumer satisfaction variable is 0.544 or 54.4%. This shows

that the consumer satisfaction variable can be explained by the digital marketing variable, and the brand image is 54.4%. Meanwhile, the remaining 45.6% is explained by other variables not discussed in this study. The value of Adjusted R-squares for the brand image variable is 0.654 or 65.4%. This shows that the brand image variable can be explained by the digital marketing variable of 65.4%. Meanwhile, the remaining 34.6% is explained by other variables not discussed in this study.

Hypothesis testing

Hypothesis testing aims to test the effect of exogenous variables directly and indirectly on endogenous variables. In testing the hypothesis if the path coefficient is positive and the p-value <0.05 (significance level = 5%), then there is a positive and significant effect of exogenous variables on endogenous variables. The results of testing the direct and indirect influence hypothesis are presented in the following table:

Table 2. Hypothesis Testing of Direct and Indirect Effects

Exogenous	Mediator	Endogenous	Path Coefficient	Indirect Coefficient	SE	P Value	Explanation
Digital Marketing	-	Purchase Intention	0,139	-	0,070	0,022	H0 accepted
Brand Image	-	Purchase Intention	0,371	-	0,066	<0,001	H0 accepted
Consumer Satisfaction	-	Purchase Intention	0,364	-	0,067	<0,001	H0 accepted
Digital Marketing	-	Brand Image	0,739	-	0,062	<0,001	H0 accepted
Digital Marketing	-	Consumer Satisfaction	0,394	-	0,066	<0,001	H0 accepted
Brand Image	-	Consumer Satisfaction	0,468	-	0,065	<0,001	H0 accepted
Digital Marketing	Brand Image	Purchase Intention	-	0,274	0,054	0,001	H0 accepted
Digital Marketing	Consumer Satisfaction	Purchase Intention	-	0,143	0,036	0,001	H0 accepted
Digital Marketing	Consumer Satisfaction	Purchase Intention	-	0,170	0,039	0,001	H0 accepted
Digital Marketing	Brand Image	Consumer Satisfaction	-	0,346	0,056	0,001	H0 accepted

Model struktural variabel brand image:

$Brand\ Image = 0,739(Digital\ Marketing)$

Structural model of consumer satisfaction variable:

$Consumer\ Satisfaction = 0,394(Digital\ Marketing) + 0,468(Brand\ Image)$

Structural Model of purchase intention variable:

$Purchase\ Intention = 0,139(Digital\ Marketing) + 0,371(Brand\ Image) + 0,364(Consumer\ Satisfaction)$

- 1) H₁: In the first hypothesis, it is proposed that digital marketing (X) has a direct effect on the brand image (Z1) of KFC Palopo teenage consumers. The results show the path coefficient of 0.739 with a P value of <0.001. Thus, H₁ is accepted. This shows that there is a positive and significant influence between digital marketing on brand image. That is, the better the digital marketing, the better the brand image.
- 2) H₂: In the second hypothesis, it is proposed that digital marketing (X) has a direct effect on consumer satisfaction (Z2) among adolescent consumers of KFC Palopo. The results show

- the path coefficient of 0.394 with a P value of <0.001 . Thus, H2 is accepted. This shows that there is a positive and significant influence between digital marketing on consumer satisfaction. That is the better digital marketing, the better consumer satisfaction.
- 3) H₃: In the third hypothesis, it is proposed that brand image (Z1) has a direct effect on consumer purchase intention (Y) of adolescent consumers of KFC Palopo. The results show the path coefficient of 0.371 with a P value of <0.001 . Thus, H3 is accepted. This shows that there is a positive and significant influence between the brand image on purchase intention. That is, the better the brand image, the higher the purchase intention.
 - 4) H₄: In the fourth hypothesis, it is proposed that consumer satisfaction (Z2) has a direct effect on consumer purchase intention (Y) of adolescent consumers of KFC Palopo. The results show the path coefficient of 0.364 with a P value of <0.001 . Thus, H4 is accepted. This shows that there is a positive and significant influence between consumer satisfaction on purchase intention. That is, the better the consumer satisfaction, the higher the purchase intention.
 - 5) H₅: In the fifth hypothesis, it is proposed that digital marketing (X) has a direct effect on consumer purchase intention (Y) of adolescent consumers of KFC Palopo. The results show the path coefficient of 0.139 with a P value of 0.022. Thus, H5 is accepted. This shows that there is a positive and significant influence between digital marketing on purchase intention. That is the better digital marketing, the higher the purchase intention.
 - 6) H₆: In the sixth hypothesis, it is proposed that brand image (Z1) has a direct effect on consumer satisfaction (Z2) in adolescent consumers of KFC Palopo. The results show a path coefficient of 0.468 with a P value of <0.001 . Thus, H6 is accepted. This shows that there is a positive and significant influence between the brand image on consumer satisfaction. That is, the better the brand image, the better consumer satisfaction.
 - 7) H₇: In the seventh hypothesis, it is proposed that digital marketing (X) has an indirect effect on consumer purchase intention (Y) through brand image (Z1) on adolescent consumers of KFC Palopo. The results show the path coefficient of the influence of digital marketing on purchase intention through the brand image of 0.274 with a P value of 0.001. Thus, H7 is accepted. This means that digital marketing has a positive and significant effect on purchase intention through brand image. That is, the better the brand image caused the better digital marketing, can increase purchase intention.
 - 8) H₈: In the eighth hypothesis, it is proposed that digital marketing (X) has an indirect effect on consumer purchase intention (Y) through consumer satisfaction (Z2) on adolescent consumers of KFC Palopo. The results show the path coefficient of the influence of digital marketing on purchase intention through consumer satisfaction of 0.143 with a P value of 0.001. Thus, H8 is accepted. This means that digital marketing has a positive and significant effect on purchase intention through consumer satisfaction. That is, the better the consumer satisfaction caused by better digital marketing, the better the purchase intention.
 - 9) H₉: In the ninth hypothesis, it is proposed that brand image (Z1) has an indirect effect on consumer purchase intention (Y) through consumer satisfaction (Z2) on adolescent consumers of KFC Palopo. The results show the path coefficient of the influence of brand image on purchase intention through consumer satisfaction of 0.170 with a P value of 0.001. Thus, H9 is accepted. This means that brand image has a positive and significant effect on purchase intention through consumer satisfaction. That is, the better consumer satisfaction caused by a better brand image can increase purchase intention.
 - 10) H₁₀: In the tenth hypothesis, it is proposed that digital marketing (X) has an indirect effect on consumer satisfaction (Z2) through brand image (Z1) on adolescent consumers of KFC Palopo. The results show the path coefficient of the influence of digital marketing on consumer satisfaction through the brand image of 0.346 with a P value of 0.001. Thus, H10

is accepted. This means that digital marketing has a positive and significant effect on consumer satisfaction through brand image. That is, the better the brand image caused the better digital marketing, which can increase consumer satisfaction.

3.2 Discussion

Digital Marketing Effect on Brand Image

The test results show that digital marketing has a positive and significant effect on the brand image of KFC Palopo teenage consumers. The research of Sitompul et al., (2021) and Suci and Salsabilla, (2020) that digital marketing has a positive and significant effect on brand image. Marketers need to realize that the long-term success of all future marketing programs for a brand is strongly influenced by the knowledge of the brand in memory that has been established by the company's short-term marketing efforts. In summary, since the content and structure of memory for brands will influence the effectiveness of future brand strategies, managers must understand how their marketing programs affect consumer learning and thus recall brand-related information. According to the findings of Manosca et al., (2022) that creating content that is relevant, consistent, and valuable will have a positive impact on brand image, and a positive brand image will lead to purchase intention. Bilgin's findings, (2018) that social media marketing activities were found to be an effective factor in brand image.

The Effect of Digital Marketing on Consumer Satisfaction

The test results show that digital marketing has a positive and significant effect on consumer satisfaction among KFC Palopo teenage consumers. The research of Ilyas et al., (2021) that digital marketing has a positive and significant effect on customer satisfaction. Customer satisfaction has recently received significant attention in the context of the paradigm shift from transactional marketing to relational marketing. Customer satisfaction tends to be a combination of responses after acquisition and consumption of products/services over time (Giese and Cote, 2000) which is widely regarded as one of the most important constructs in marketing (McQuitty et al., 2000; Erevelles and Leavitt, 1992). More specifically about digital marketing channels, research by Onobrakpeya et al., (2007) found that mobile marketing has a significant relationship with customer satisfaction, search engine marketing has a significant relationship with customer satisfaction, and e-mail marketing has the highest significant positive effect on customer satisfaction.

Digital marketing influences the customer satisfaction of Chidambaram online users (Balathandayutham, 2021). From the perspective of financial institutions, it is known that digital marketing has a positive and significant relationship with customer satisfaction (Oladipupo, 2021). While the research results of Bakri et al., (2020) proposed the SERVQUAL model to explain the effectiveness of advertising in digital marketing on customer satisfaction, it is known that all factors significantly affect customer satisfaction with advertising in digital marketing.

Effect of Brand Image on Purchase Intention

The test results show that brand image has a positive and significant effect on the purchase intention of KFC Palopo teenage consumers. Research by Haro et al., (2020), Yohana et al., (2020), and Jalilvand and Samiei, (2012) that brand image affects purchase intention. Brands that have positive images and associations in the minds of consumers and have a personality similar to those of consumers tend to lead to positive consumer attitudes towards the brand. On the other hand, subjective norms tend to influence brand attitudes from the external side. Research by Ali et al., (2018) found that halal brand image, halal brand satisfaction, halal brand

trust, and halal brand loyalty have a significant effect on consumers' purchase intentions of halal brands. Brand image (BI), eWOM, and trust have a significant positive influence on online purchase intentions (Rahman et al., 2020). Brand image, perceived price, and advertising simultaneously have a significant effect on consumer buying interest (Manorek, 2016). Clothing brand image and perceived quality can significantly influence consumers' purchase intentions (Chen et al., 2021).

Effect of Consumer Satisfaction on Purchase Intention

The test results show that consumer satisfaction has a positive and significant effect on the purchase intention of KFC Palopo teenage consumers. Research by Dash et al., (2021) found that customer satisfaction is strongly related to, and appears to be important in increasing, customer purchase intentions. Confirming Dash's findings, research by Tolba and Hasan, (2009) found that satisfaction was found to be the strongest predictor of brand preference and purchase intention. It is expected that satisfied customers will have a long-term relationship with the company, in other words, there is an increase in the possibility of future company earnings (Khan et al., 2013). According to the findings of Watanabe et al., (2019) that customer satisfaction and store image evaluation positively affect purchase intention. Complementing previous research, Menidjel et al., (2020) found that satisfaction significantly affects purchase intention.

Effect of Brand Image on Consumer Satisfaction

The test results show that brand image has a positive and significant effect on consumer satisfaction among KFC Palopo teenage consumers. Research Gill, Abdullah, and Ali, (2021) that brand image has a significant effect on customer satisfaction. Online brand image affects the general satisfaction of consumers among the surveyed groups Garcia et al., (2020). From the perspective of the food industry, there is a positive relationship between brand image and food quality satisfaction in the restaurant industry (Bihamta et al., 2017). The overall restaurant brand image positively predicts loyalty and satisfaction (Jennifer et al., 2018).

The strength of brand communication and its influence on consumer decision-making shows that strong reference sources form a more significant and important bond in terms of satisfaction than weak sources of information (Ku, 2012). One of the most important elements of customer satisfaction is brand formation (Garcia et al., 2020). A positive brand image of the site can strengthen the displayed offering, reduce uncertainty, and help build satisfaction (Kuenzel and Halliday, 2008). Before deciding on a purchase, customers will try to identify the value of the brand image and this value can be realized through promotional tools and customer satisfaction (Grewal and Levy, 2010). Based on research by Reza and Daniela, (2013), it is known that company image and service quality most influence customer satisfaction.

The Effect of Digital Marketing on Purchase Intention

The test results show that digital marketing has a positive and significant effect on the purchase intention of KFC Palopo teenage consumers. Research by Dastane, (2020) and Kaihatu, (2020) found that digital marketing has a significant positive effect on online purchase intention. Research by Nawaz and Kaldeen, (2020) found that social media has a direct and significant effect on purchase intention, and email marketing has a significant impact on purchase intention. The research of Umair et al., (2021) found that there is a positive impact of social network marketing and email marketing on consumer purchase intentions in the fast food industry in Hyderabad, Sindh. In Fishbein's (1967)

The Multiattribute Attitude Model, the overall attitude toward an object is a function of two factors: the strength of the salient beliefs associated with the object, and the evaluation of those beliefs. This multi-attribute attitude model describes an integration process in which product knowledge (evaluations and salient beliefs) are combined to form an overall evaluation or attitude. Although multi-attribute models were developed to predict overall attitudes, marketers often use them to diagnose marketing strategies. By examining the salient beliefs underlying attitudes toward various brands, marketers can learn how their strategies are performing and make adjustments to increase their effectiveness.

The Effect of Digital Marketing on Consumer Purchase Intention through Brand Image

The test results show that there is an influence of digital marketing on purchase intention through the brand image of KFC Palopo teenage consumers. This means that the presence or absence of brand image as a digital marketing variable is still able to influence purchase intention. However, when the brand image variable is used as a mediating variable between digital marketing and purchase intention, the greater the digital marketing will affect the brand image so that the brand image will increase and the purchase intention will also be higher. Digital marketing is the digital identity of a company, through which the company presents its image in cyberspace to a large number of users. Thanks to digital technology, a brand can reach every consumer with its products. Specifically, from a branding point of view, marketing can build brand awareness, enhance brand image, build brand credibility, evoke brand feelings, create a sense of brand community, and gain brand engagement (Kotler and Ketler, 2016).

Dehghani and Tumer (2015) revealed that branding increases purchase intention. As trends change from time to time, consumers will refer to online product reviews before making the right buying decision. Deepa and Geeta (2021) claim that digital marketing acts as a catalyst for brand building through customers. The higher the brand image, the higher the purchase intention. The more product knowledge consumers have, the more purchase intentions they have. The coefficient of the indirect influence path produces a sufficient amount, this is because KFC Palopo consumers consider digital marketing to be good enough to provide space for consumers to share information, and ease of expressing opinions with other consumers, so that it can be considered by consumers in purchasing intentions.

The Effect of Digital Marketing on Consumer Purchase Intention through Consumer Satisfaction

The test results show that there is an influence of digital marketing on purchase intention through consumer satisfaction among KFC Palopo teenage consumers. This means that whether or not there is consumer satisfaction as a digital marketing variable, it is still able to influence purchase intention. However, when the consumer satisfaction variable is used as a mediating variable between digital marketing and purchase intention, the greater digital marketing will affect consumer satisfaction so that consumer satisfaction will increase and make purchase intention also higher.

Marketers are faced with the reality of the growing importance of consumer power that connectivity brings to the digital landscape. In addition to having access to information, consumers can create content and amplify their voice around the world to anyone who will listen. On its own, customer satisfaction has been the subject of intensive discussion in the field of consumer research and marketing for decades (Onobrakpeya et al., 2007). In modern theory and practice, customer satisfaction is seen as one of the most important drivers of organizational success and a key component of marketing. The importance of customer satisfaction in marketing results from its role as a predictor of consumer buying behavior (Andersson et al.,

2004). Some researchers define satisfaction as a customer's strong feeling that a brand can meet their needs, and customer satisfaction drives many post-consumptions retail behaviors, such as positive word of mouth, repeat purchases, and increased retailer performance (Jennifer et al., 2018). As the main focal point of marketing, customer satisfaction is a necessary condition for retaining existing customers. It is expected that satisfied customers will have a long-term relationship with the company, in other words, there will be an increase in the possibility of future company earnings (Khan et al., 2013).

Effect of Brand Image on Consumer Purchase Intention through Consumer Satisfaction

The test results show that there is an influence of brand image on purchase intention through consumer satisfaction among KFC Palopo teenage consumers. This means that the presence or absence of consumer satisfaction as a brand image variable is still able to influence purchase intention. However, when the consumer satisfaction variable is used as a mediating variable between brand image and purchase intention, the greater the brand image will affect consumer satisfaction so that consumer satisfaction will increase and make purchase intention also higher.

Regarding the brand image, research by Etemad-Sajadi and Rizzuto, (2013) proves that overall restaurant brand image positively predicts overall restaurant satisfaction. Consistent with this latter perspective, research by Jennifer et al., (2018) found that overall restaurant brand image positively and directly affects overall restaurant satisfaction. According to previous research focusing on fast food branding (Kara et al., 1997; Ehsan, 2012), there are two main arguments for why a strong brand identity is the main influence on market success. First, a strong brand image can create a competitive advantage that is harder to copy than the functional aspect. Second, brand image reduces the risk of being perceived as a commodity and assists consumers in rapidly developing expectations (and preferences) about the brand. Thus, building a well-received brand seems to be a key factor for fast food products to successfully enter the market.

Effect of Digital Marketing on Consumer Satisfaction through Brand Image

The test results show that there is an influence of digital marketing on consumer satisfaction through the brand image of KFC Palopo teenage consumers. This means that whether or not there is a brand image as a digital marketing variable, it is still able to influence consumer satisfaction. However, when the brand image variable is used as a mediating variable between digital marketing and consumer satisfaction, the greater the digital marketing will affect the brand image so that the brand image will increase and consumer satisfaction will also be higher. Digital marketing is the digital identity of a company, through which the company presents its image in cyberspace to a large number of users. Thanks to digital technology, a brand can reach every consumer with its products. Digital marketing consists of promoting a product or brand through one electronic form. Specifically, from a branding point of view, marketing can build brand awareness, enhance brand image, build brand credibility, evoke brand feelings, create a sense of brand community, and gain brand engagement (Kotler and Ketler, 2016).

Deepa and Geeta (2021) claim that digital marketing acts as a catalyst for brand building through customers. Customer satisfaction has become an important construct in marketing (Ball et al., 2004). Customer satisfaction tends to be a combination of responses after acquisition and consumption of products/services over time (Giese and Cote, 2000) which is widely regarded as one of the most important constructs in marketing (McQuitty et al., 2000; Erevelles and Leavitt, 1992). Once consumers receive a marketing message about a product or service, behavioral tendencies develop rapidly and consumers are more likely to make a purchase (Dodds et al., 1991). Similar results were also found in the study of Sitompul et al., (2021); Suci

and Salsabilla, (2020); Manosca et al., (2022); Febriyantoro, (2020); Bilgin, (2018); Dash et al., (2021); Gill et al., (2021); Lahap et al., (2016); Reza and Daniela, (2013); Garcia et al., (2020); Jennifer et al., (2018).

4. CONCLUSION

The results of the study show that: 1) digital marketing has a positive and significant direct effect on brand image. 2) digital marketing has a positive and significant direct effect on consumer satisfaction. 3) brand image has a positive and significant direct effect on purchase intention. 4) consumer satisfaction has a positive and significant direct effect on purchase intention. 5) digital marketing has a positive and significant direct effect on purchase intention. 6) brand image has a direct effect on consumer satisfaction. 7) digital marketing has a positive and significant direct effect on purchase intention through brand image. 8) digital marketing has a positive and significant direct effect on purchase intention through consumer satisfaction. 9) brand image has a positive and significant direct effect on purchase intention through consumer satisfaction. 10) digital marketing has a positive and significant direct effect on consumer satisfaction through brand image.

Based on the results of this study, the researchers provide suggestions, namely: 1) companies can invite consumers to follow KFC's social media after each transaction, or offer rewards after consumers share content on their social media about KFC such as their consumption experience or their criticisms and suggestions. 2) KFC should pay more attention to teenage consumers by providing cheaper youth packages with larger portions, or providing an unforgettable dining experience.

The limitations of this study are 1) this study is limited to the city of Palopo. 2) this study only uses quantitative methods. 3) this research is limited to the self-confirmation of respondents whereas there are many different methodologies such as direct observation, recording software, instantaneous event assessment, or objective data on advertising spending or audience estimates in media types.

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