

## The Role of Brand Image in Mediating the Influence of Social Media Marketing on Purchase Intention (Study on JEN Coffee in Denpasar City)

Anak Agung Ngurah Agung Danan Albany<sup>1\*</sup>, Ni Nyoman Rsi Respati<sup>2</sup>, Putu Saroyini Piartrini<sup>3</sup>  
Universitas Udayana

**Corresponding Author:** Anak Agung Ngurah Agung Danan Albany  
[ngurah.danan210@student.unud.ac.id](mailto:ngurah.danan210@student.unud.ac.id)

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### ABSTRACT

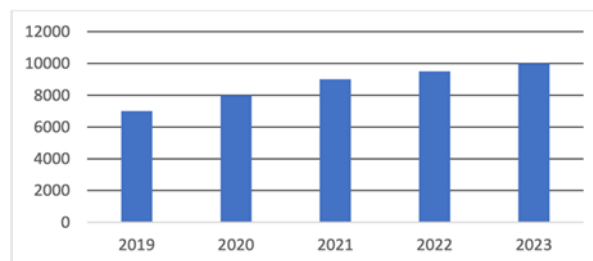
Purchase intention refers to the strong desire of customers to acquire a particular commodity or service because they have high expectations about its value or benefits. The aim of this research is to determine how purchase intention is influenced by brand image through social media marketing. The study was conducted at JEN Coffee in Denpasar City. In this study, 120 participants were selected by a purposive sample strategy. A survey approach was used to collect data, with a questionnaire acting as the study tool. Descriptive and inferential statistics, as well as path analysis, were employed data processing techniques. The study found that purchase intention was significantly and favorably impacted by social media marketing, that brand image was significantly and favorably impacted by social media marketing, and that brand image was able to mediate the relationship between these two factors. The study's findings suggest that businesses might use social media marketing more frequently to enhance brand perception and raise the possibility that customers would make a purchase.

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## INTRODUCTION

The era of globalization encourages companies to adapt dynamically to remain relevant in the midst of change (Fahmi et al., 2020). This dynamic requires business actors to move quickly to adjust to the ever-changing situation (Wulandari et al., 2024). In addition, the modernization process also affects various aspects of life, such as the economy, socio-culture, food supply and technology, and communication and information technology (Kristiani and Dharmayanti, 2017). Humans continue to keep up with technological advancements, one of which is through various innovations on social media that can help their work as business actors. The internet is very useful for business actors as a marketing medium.

Social media provides a space for all parties to be able to communicate and provide information without being hindered by distance and time. The number of social media users continues to increase as time goes by. As of April 2019, the number of social media users reached 3.5 billion in the world, including Instagram users with a total of 802 million active users (We Are Social, Global Digital Reports, 2020). Today, Instagram has become one of the most popular online marketing platforms among business people, while also occupying a position as the second most used social media in the world after Facebook (Statista, 2023). Instagram is used by business people, especially in the field of Food and Beverages. The increasing number of business people who market their products through Instagram makes business competition even tighter, one of which is in the coffee shop business. Coffee shop entrepreneurs are increasing every year, which puts pressure on them to be active in marketing their products through social media which is currently widely used, namely Instagram.



**Figure 1. Number of Coffee Shops in Indonesia in 2019-2023**

*Source: Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI) 2023*

A pre-survey related to the purchase intention of JEN Coffee products has been conducted on 30 respondents who live in Bali Province and have never purchased JEN Coffee products. Of the 30 respondents, as many as 11 people have seen JEN Coffee advertisements/promotions. In addition, as many as 10 people have recommended JEN Coffee to friends or family after seeing advertisements on social media. Only 8 respondents considered JEN Coffee to have a unique image compared to competitors.

The pre-survey that has been conducted shows that there is no consistency regarding the influence of social media marketing on purchase intention. Therefore, there is a need for other variables that can mediate the influence of social media marketing on purchase intention. Researchers view that brand

image can have an impact, because an effective social media marketing strategy can improve brand image by creating an attractive and trustworthy impression in the eyes of consumers. A strong brand image will encourage someone to make a purchase.

This research has an urgency to understand the effectiveness of using social media marketing as one of the strategies in increasing purchase intention in JEN Coffee with brand image as mediation. Thus, this research is expected to be able to be a reference for developing a more effective marketing strategy and have a positive impact on the company.

A study titled "The Role of Brand Image Mediates the Influence of Social Media Marketing on the Purchase Intention of JEN Coffee Products in Denpasar City" ought to be conducted in light of the above description.

## LITERATURE REVIEW

This research is based on the Stimulus-Organism-Response (S-O-R) theory first developed by Hovland in 1953 and is widely used in psychology and communication science. This theory explains that an external stimulus will be processed by the organism (in this case the consumer) and produce a response. In the context of this study, social media marketing (stimulus) affects consumer perception of brands (organisms), which then forms purchase intent (response) (Mehrabian & Russell, 1974; Kurniawan, 2018; Nawiroh, 2016). Social media marketing is an external trigger that is expected to form a strong brand image, which ultimately encourages consumers to make purchases.

Purchase intention is defined as a person's desire or tendency to buy a product or service, which arises from the expectation that the product can meet his or her needs or preferences (Kotler & Keller, 2016). Ferdinand (2014) stated that buying interest can be identified through several indicators such as transactional interest, referral interest, preferential interest, and explorative interest. In addition, the AIDA (Attention, Interest, Desire, Action) approach from Kotler and Armstrong (2016) is also often used to explain the stages in the process of forming buying intentions. Factors that affect purchase intent include product quality, price, experience, brand image, and effective marketing strategies.

Social media marketing is a modern marketing strategy that uses digital media such as Instagram, Facebook, and other platforms to build brand awareness and establish direct communication with consumers (Chen & Chieh-Peng, 2019). This strategy allows companies to reach a wider audience with engaging, interactive, relevant, and informative content (Hanaysha, 2022). According to Wibowo et al. (2021) and Okriyanto et al. (2022), the success of social media marketing is determined by aspects of entertainment, content sharing, customization, and trendiness. Previous research has also shown that the effectiveness of social media marketing can affect consumer perception of brands and significantly increase purchase intention (Malarvizhi et al., 2022; Shahbaznezhad et al., 2021).

Brand image is defined as consumer perception formed from various experiences and information about a brand (Kotler & Keller, 2016). A positive

brand image is able to provide more value in the eyes of consumers and increase the likelihood of a purchase (Fasha et al., 2021; Nandaika & Respati, 2021). Aaker and Biel in Manik and Siregar (2022) group brand image into three main dimensions, namely corporate image (perception of the company), user image (perception of product users), and product image (product attributes and benefits). A strong brand image not only creates consumer loyalty, but also serves as an important mediator between social media marketing and purchase intent, as explained by several previous studies (Salhab et al., 2023; Huda et al., 2022).

## **METHODOLOGY**

This study is a quantitative research with a causal associative approach that aims to explain the cause-effect relationship between social media marketing variables, brand image as a mediating variable, and purchase intention as dependent variables. The research location was conducted in the city of Denpasar, Bali, which has a high level of internet access and people who actively use social media, so it is considered relevant to the topic raised. The object of this research is consumer behavior towards JEN Coffee's social media marketing strategy, perception of its brand image, and desire to purchase (purchase intention).

The variables used in this study consisted of three, namely exogenous variables (social media marketing), mediation variables (brand image), and endogenous variables (purchase intention). The research population is people in Denpasar City who have never bought JEN Coffee products, but have seen advertisements or promotions of JEN Coffee on social media. The number of samples used was 120 respondents, determined based on the number of variable indicators multiplied by ten. The sampling technique used was purposive sampling, with the following criteria: respondents were at least 17 years old, had a minimum high school education/equivalent, lived in Denpasar City, had never bought JEN Coffee products, and had seen JEN Coffee promotions on social media.

The types of data used are quantitative data in the form of questionnaire results and qualitative data in the form of JEN Coffee's business profile. The data source consists of primary data obtained directly from respondents through questionnaires, as well as secondary data obtained from journals, books, and other relevant sources. Data collection was carried out through a survey method by distributing questionnaires in person or online using Google Form. The research instrument used was a questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

The validity test shows that all statement items in the questionnaire have a Pearson correlation value above 0.3, so they are declared valid. The reliability test also showed that all variables had Cronbach's Alpha values above 0.6, which means the entire instrument was reliable. The data analysis techniques used consisted of descriptive statistical analysis to describe the characteristics and answers of respondents, as well as inferential statistical analysis with a path analysis approach to test the direct and indirect relationship between variables, and the Sobel test to test the significance of the mediating role of brand image.

**RESEARCH RESULT**

*Analysis of the Path*

The Path analysis, a technique that extends multiple linear regression analysis, is used in this study's data test to evaluate the causal link between two or more variables. The steps in analyzing using Path Analysis are as follows.

Reporting Regression Analysis Results

Table 1. Results of Regression Equation Path Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	B		
<i>Social media marketing</i>	0,176	0,044	0,347	10,125	0,000
	R2	0,120			
	F	16,103			
	Sig.F	0,000			

Source: 2025 data processing

Considering Table 4.6, the sub-structural regression equation 1 can be formulated as follows:

$$e1 + \beta1X = M = 0.347X$$

Table 2. displays the outcomes of the second regression equation path analysis.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	B		
<i>Social media marketing</i>	0,541	0,033	0,803	16,299	0,000
<i>Brand image</i>	0,200	0,065	0,150	3,051	0,003
	R2	0,750			
	F	175,837			
	Sig.F	0,000			

Source: processed data, 2025

Considering Table 4.7, the sub-structural Equation 2 of regression can be formulated as follows:

$$Y = \beta2X + \beta3M + e1$$

$$Y = 0.803X + 0.150M$$

**Forming a Path Coefficient Diagram**

*Direct influence*

1. The effect of marketing on social media (X) on the intention to purchase (Y) is  $\beta2 = 0.803$
2. Social media marketing has a  $\beta1 = 0.347$  impact on brand image.
3. The relationship between purchase intention (Y) and brand image (M) is  $\beta3 = 0.150$ .

**Indirect influence**

Social media marketing variables' indirect impact on buying intention mediated by It is possible to calculate brand image through Calculating brand image is feasible.

$$= 0.347 \times 0.150$$

$$= 0.052$$

**Total Impact**

The overall effect of social media marketing on brand image and buying intention as a mediating variable can be computed using the equation:

$$\text{Pengaruh total} = \beta_2 + (\beta_1 \times \beta_3)$$

$$= 0.803 + (0.347 \times 0.150)$$

$$= 0.855$$

**Testing Determination Coefficients and errors**

The first and second regression models can be used as a foundation for a final path diagram model. However, the first step is to find the standard error value. To find the standard error value, utilize the formula below.

$$e = \sqrt{1 - R^2}$$

$$e_1 = \sqrt{1 - 0.120} = 0.938$$

$$e_2 = \sqrt{1 - 0.750} = 0.500$$

**Calculating the Path Coefficient Simultaneously**

The findings of the tests that have been performed are used to determine the significance value of the F test, which is 0.000. This significant value being less than 0.05 suggests that social media marketing and brand image elements have a stimulating effect on purchase intention.

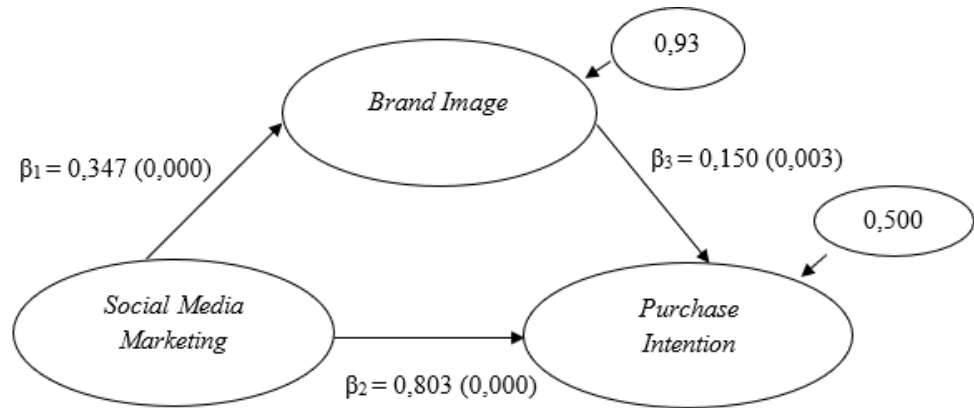
**Summarizing and Summing Up**

Table 3. Variable total influence, direct influence, and indirect influence

Influence of variables (1)	Direct influence (2)	Indirect influence (3)	Total Impact (2+3)
X → Y	0,803	0,052	0,855
X → M	0,347		0,347
M → Y	0,150		0,150

Source Processed primary data, 2025

Table 3. shows the outcomes of these coefficients can be formed by channel analysis as follows.



**Figure 1. Diagram of the Result of the Path Coefficient with Mediator Classic Assumption Test**

Source. Primary processed data (2025)

**Normality Test**

Table 4. Results of the Normality Test

	<i>One-Sample Kolmogorov-Smirnov Asymp. Sig. (2-tailed)</i>
Sub-structural 1	0,067
Sub-structural 2	0,079

Asymp.Sig (2-tailed) coefficient was determined based on Table 4 data. of Sub-structural model 1 was 0.067, the coefficient of Asymp.Sig (2-tailed) of Sub-structural model 2 was 0.079. 0.05 is more than the value which means that One can conclude that this structure model been distributed normally.

**Test of Multicollinearity**

Table 5. Results of the Multicollinearity Test

	Independent Variables	Collinearity Statistic	
		Tolerance	BRIGHT
Sub-structural 2	Social media marketing	0,880	1,136
	Brand image	0,880	1,136

The results in Table 4.10 for the multicollinearity test in Sub-structural model 2 indicate the social media marketing tolerance value and brand image variables is 0.880. This value exceeds 0.1. The The two variables' VIF value is 1.136, which is less than 10. The multicollinearity test findings indicate that the pathway model does not exhibit any multicollinearity symptoms.

**Heteroscedasticity Test**

Table 6. Heteroscedasticity Test Results

	Variabel	Sig.t
Sub-structural 1	Social media marketing	0,854

<b>Sub-structural 2</b>	<i>Social media marketing</i>	0,187
	<i>Brand image</i>	0,917

The output results in Table 4.11 can be seen in Sub-structural 1 the The variable for social media marketing's significance value is 0.854. Sub-structural model 2 has a The significance values for the social media marketing and brand image variables were 0.187 and 0.917, respectively. The fact that the significance level exceeds 0.05 suggests that the model that has been created is declared to have no symptoms of heteroscedasticity.

**The Sobel Test**

An analytical technique called the Sobel test is used to determine whether the indirect association between independent and dependent variables, which is mediated by mediator factors, is significant. The steps that are tested in the Sobel Test are as follows.

**Formula Hypothesis**

H0 : Social media marketing's impact on purchase intention is not mediated by brand image.

H4: A mediating factor in the relationship between social media marketing and purchase intention is brand image.

**Criteria for Testing**

1. H0 is acceptable if z computes  $\leq 1.96$ , indicating that brand image is not a mediating variable.
2. H0 is rejected if z computes greater than 1.96, indicating that brand image serves as a mediating factor.

**Statistical Calculation**

$$A = 0.176; Sa = 0.044; b = 0.200; Sb = 0.065$$

$$z = \frac{(a.b)}{\sqrt{(a^2 [Sb]^2 + b^2 [Sa]^2)}} = \frac{(0,176 \cdot 0,200)}{\sqrt{([0,176]^2 [0,065]^2 + [0,200]^2 [0,044]^2)}} = 2.43$$

**Conclusion**

Because z is calculated by 2.43 is greater than z table by 1.96 (z counts > z-table suggests that brand image may be one element that reduces the impact of social media advertising on consumers' intentions to buy.

**Hypothesis Testing**

Table 7. T-Test Results

Influence	Standardized coefficients	t - count	Itself.
<i>Social media marketing → purchase intention</i>	0,347	10,125	0,000
<i>Social media marketing → brand image</i>	0,803	16,299	0,000

<i>Brand image</i> → <i>purchase intention</i>	0,150	3,051	0,003
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Source. Primary processed data, 2025 (Appendix 9)

Table 4.12's SPSS output results indicate that the following research hypotheses were tested.

### ***Social Media Marketing's Effect on Purchase Intention***

Hypothesis testing is carried out with the following steps:

Formula hypothesis

H0: Purchase intention is not significantly positively impacted by social media marketing.

H1: Purchase intention is significantly improved by social media marketing.

### ***Testing criteria***

- If the value of t is calculated  $> t$  table (1.682) and the significance value is larger than 0.05 (sig.  $> 0.05$ ), then H0 is accepted and H1 is refused.
- The rejection of H0 and acceptance of H1 occur when the significance value (sig.  $< 0.05$ ) is less than 0.05..
- Conclusion

From the results of the SPSS calculation, a comparison of significance values of 0.000 (sig  $< 0.05$ ), t-calculation results of 10.125 (t-calculation  $> t$ -table), and the value of standardised The coefficients show a positive trend of 0.347. This indicates that purchase intent is positively and significantly impacted by social media marketing, ruling out H0 and accepting H1.

### ***Social Media Marketing's Effect on Brand Image***

Hypothesis testing carried out with following steps:

- Formulasi hypothesis

H0 Social media promotion has no discernible beneficial impact on brand perception.

H2: Brand image is greatly enhanced by social media marketing.

- The criterion for testing

The rejection of H2 and acceptance of H0 occur when the significance value (sig.  $> 0.05$ ) is larger than 0.05 and the value of t is determined  $> t$  table (1.682).

The rejection of H0 occurs if the significance value is less than 0.05 (sig.  $< 0.05$ ). and H2 is accepted.

- Conclusion

Based on the SPSS computation results, a comparison of the significance values of 0.000 (sig  $< 0.05$ ), the t-calculation result was 16.299 (t-calculation  $> t$ -table), and the value of standardised coefficients was 0.803 which indicated a in a favorable manner. H2 is approved and H0 is denied since it shows that social media marketing has a positive and substantial impact on brand image.

### ***Brand image's impact on buying intention***

Hypothesis testing is carried out with the following steps:

- The hypothesis's formulation

H0: Brand image does not considerably positively affect purchase intention.

H3: Brand image considerably increases the intention to purchase.

2) Looking at guidelines

When  $t > t_{table}$  (1.682) is computed and the significant value is more than 0.05 (sig. > 0.05), H0 is accepted and H3 is refused.

To reject H0 and accept H3, the significance value (sig. < 0.05) must be less than 0.05..

3) Conclusion

From the results of the SPSS calculation, a significance value comparison of 0.003 (sig < 0.05), the t-calculation result was 3.051 (t-calculation > t-table), and the value of standardised coefficients was 0.150 which indicated a positive direction. This demonstrates that brand image significantly and favorably influences purchase intention, indicating that H0 is rejected and H3 is accepted.

## DISCUSSION

### *Social Media Marketing's Effect on Purchase Intention*

Purchase intention is positively and significantly impacted by social media marketing, according to the study's findings. These results prove that marketing strategies through social media have vital role in promoting clients' desire to make purchases. Social media has become one of the main channels of modern marketing communication, allowing brands to communiti directly with their consumers in person and in in real time. Social media marketing includes various activities such as disseminating product information, promotion, two-way interaction with consumers, and presenting content that is engaging and emotionally relevant. SOR theory explains that social media marketing is a stimulus (S) that triggers psychological responses in consumers (organisms/O), such as interest, trust, and interest in products, which then produces responses (R) in the form of purchase intent. These results are in keeping with the results of Zhan et al., (2016) In keeping with the results of marketing can support companies in increasing customer satisfaction, which ultimately contributes to increasing buying interest in products or services offered by companies. Aji et al.,. (2020) which states that buying intention is significantly and favorably impacted by social media marketing. Choedon and Lee (2020) also support this by stating that purchase intention is positively and significantly impacted by social media marketing.

### *Social Media Marketing's Effect on Brand Image*

According to the study's findings, social media marketing significantly improves consumers' perceptions of a company. These findings demonstrate that customers will have a more favorable opinion of the company the more successfully a social media marketing strategy is applied. Customers can develop stronger brand ties when social media marketing tactics are used consistently and wisely. Positive experiences that support the brand's reputation can be achieved through campaigns that are pertinent to the target market's values and way of life, engaging content, and prompt resolution of inquiries or grievances. Jen One of the most important tools for coffee brand

promotion is social media. Not only does it focus on product promotion, but it also creates added value through content that is educational, entertaining, and builds long-term relationships with consumers. In the current digital age, social media serves as a strategic tool for enhancing and forming brand image in addition to being a means of reaching a larger audience. The theory known as S-O-R (Stimulus-Organism-Response) explains how environmental stimuli impact consumer behavior. These stimuli are then processed internally by the organism, resulting in a particular response. One tactic for reaching customers online is social media marketing, which aims to boost a company's success (Elaydi 2018). The findings of a study by Jasin (2022) that found social media marketing can significantly improve brand image are consistent with this outcome. Harvina et al.'s brand image can be significantly and favorably impacted by social media marketing (2022).

#### ***Brand image's impact on buying intention***

Purchase intention is positively and significantly impacted by brand image, according to the study's findings. These results show that the more positive the image of a brand in the eyes of consumers, the higher the desire of consumers to buy products from the brand. These results strengthen the understanding that brand image has an important role in shaping consumer perception and belief in the products or services offered. Brand image includes a collection of associations that consumers have with a brand, whether it is related to quality, reliability, reputation, or emotional value. When consumers perceive a business favorably. Consumers tend to choose brands they know and trust, as this reduces the risk in the purchase and provides a sense of emotional comfort. Even when there is a large selection of similar products on the market, brands with a positive image will have a higher chance of being chosen.

#### ***Social media marketing's impact on purchase intention is mediated by brand image.***

The study's findings indicate that social media marketing's impact on purchase intention can be somewhat mediated by brand image. This suggests that marketing can raise consumer interest in purchasing and when communicated through brand image, buying interest will increase. Social media marketing is an external stimulus received by consumers through digital platforms. This form of stimulus includes promotions, interactive content, customer reviews, and two-way communication by brands through social media. Based on the S-O-R theory, this stimulus serves to attract consumer attention and create an initial experience that shapes the perception of the brand. Brand image represents the internal condition of consumers in processing stimulus. This includes perceptions, associations, and emotions formed towards brands based on consumer interactions with brands through social media. In the S-O-R theory, it is this stage of the organism that determines how the stimulus is captured, interpreted, and responded. Purchase intention is the end result or response of the stimulus and organism processes. This is the consumer's intention or desire to make a purchase. In the S-O-R theory, the response arises after the stimulus is

processed internally by the organism. These results are In keeping with Huda et al.'s research, brand image can significantly and favorably mediate social media marketing to purchase intention (2022). Brand image has the potential to significantly and favorably mediate the impact of social media marketing on purchase intention, according to Sabella et al. (2020). Moreover, Mukhsoni et al.'s research from 2022 supports the idea that brand image can influence purchase intention in a positive and significant way through social media marketing.

### ***Research Implications***

#### *Practical Implications*

This research creates practical implications for JEN Coffee to being able to use social media marketing more frequently to improve brand perception, which in turn can raise purchase intent. This study can serve as a reference for JEN Coffee in order to formulate a social media marketing strategy.

#### *Implications for Theory*

This study clarified the theoretical foundation supporting the hypothesis, which is the part brand image plays in comprehending how social media marketing affects consumers' purchase intentions. The S-O-R theory in regard to social media marketing is empirically supported by this study, specifically for JEN Coffee. The results of the study indicate that one external stimulus, social media marketing, can affect customers' internal brand impressions, which in turn can affect their inclination to buy. This results support the validity of S-O-R theory in explaining the relationship between digital promotion and modern consumer behavior, especially among active social media users.

## **CONCLUSIONS AND RECOMMENDATIONS**

### ***Conclusion***

on the basis of the problem formulation, the research's goal, and the findings that were reported in the preceding chapter. The study's findings support the following conclusion:

- 1) Marketing strategies through social media, such as interesting, informative, and on-trend content, can directly increase consumer purchase intent. The more effective and consistent the promotion is carried out on social media, the higher the likelihood that buyers will desire to buy JEN's merchandise Coffee.
- 2) Promotional tactics implemented via social media, such as interesting, informative, and interactive content, are able to form a positive image of consumers towards JEN Coffee. This demonstrates that social media advertising is not only a means of conveying information, but also effective in building a strong brand perception.
- 3) A positive brand image is the key to encouraging customer purchase intent. When consumers have a positive view of JEN Coffee's image both in terms of quality, the atmosphere of the place, and the impression of the brand, it increases consumers' intention to buy products. A good brand image is the key to encouraging customer purchase intent.

- 4) Promotion through social media can directly encourage consumers' purchase intentions, but the influence will be stronger if consumers first make a favorable impression of the brand. That is to say, brand image increases the efficacy of digital promotions on purchase decisions.

### ***Recommendation***

Based on the findings of the study, the following recommendations can be made:

- 1) Get out the JEN coffee.
- 2) By focusing on brand image and social media marketing, JEN Coffee can enhance purchase intention by taking into account the following factors:
- 3) JEN Coffee could enhance the caliber of its social media material in order to boost content engagement, as indicated by the descriptive study results on the social media marketing variable with the lowest average, "I often see JEN Coffee product content on Instagram more than twice a month." Customers who would like to purchase JEN Coffee may become more interested as a result.
- 4) Based on the results of the analysis on the brand image variable that has the lowest average, namely the statement "I feel that JEN Coffee has packaging that looks exclusive", for JEN Coffee it is recommended to create more unique packaging in order to improve the brand image.
- 5) The management of JEN Coffee should improve the consistency and quality of the marketing plan on social media. Promotional content that is informative, visually appealing, follows trends, and invites two-way interaction has been proven to have a positive influence on brand image and consumer purchase intention.

### **ADVANCED RESEARCH**

The next Since there are many other MSMEs, it is anticipated that research will be able to broaden its scope beyond a particular MSME, including factors that affect consumers' intentions to buy, and shift its focus away from Denpasar in order to provide a more comprehensive viewpoint that can be used widely.

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