

BAB V

PENUTUP

5.1 Kesimpulan

Penelitian ini menginvestigasi pengaruh pemasaran media sosial dan *electronic word of mouth* terhadap keputusan pembelian dengan kesadaran merek sebagai variabel mediasi pada produk NPURE. Studi ini dilakukan di Indonesia dengan melibatkan 217 responden yang memiliki profil sebagai berikut:

1. Pada awalnya terdapat 247 responden, namun dalam pertanyaan filter yang tersedia yang dapat memenuhi kriteria sebanyak 217 responden. Dengan itu responden yang berpartisipasi sebanyak 217 responden.
2. Mayoritas responden yang berpartisipasi adalah berjenis kelamin perempuan sebanyak 181 responden yang setara dengan 83,41% dari jumlah keseluruhan responden.
3. Responden terbanyak memiliki rentan usia antara 12 hingga 28 tahun (Generasi Z) sebanyak 202 responden yang setara dengan 93,9% dari jumlah keseluruhan responden.

Dalam penelitian ini menguji 7 hipotesis, dengan hasil pengolahan data sebagai berikut:

1. Hasil pengujian menemukan bahwa pemasaran media sosial memiliki pengaruh yang signifikan terhadap keputusan pembelian (H1 diterima).
2. Berdasarkan pengolahan data menunjukkan bahwa *electronic word of mouth* tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian (H2 ditolak).
3. Pemasaran media sosial juga ditemukan memiliki pengaruh yang signifikan terhadap kesadaran merek (H3 diterima).
4. Hasil analisis data menunjukkan bahwa *electronic word of mouth* memiliki pengaruh signifikan terhadap kesadaran merek (H4 diterima)
5. Hasil penelitian menemukan bahwa kesadaran merek memiliki pengaruh signifikan terhadap keputusan pembelian (H5 diterima).

6. Ditemukan bahwa kesadaran merek memediasi secara signifikan pengaruh pemasaran media sosial terhadap keputusan pembelian (H6 diterima).
7. Terakhir, penelitian ini menunjukkan bahwa kesadaran merek secara signifikan memediasi pengaruh *electronic word of mouth* terhadap keputusan pembelian (H7 diterima).

5.2 Implikasi Manajerial

Berdasarkan temuan pada penelitian yang telah dilakukan mengenai pengaruh pemasaran media sosial dan *electronic word of mouth* terhadap keputusan pembelian dengan kesadaran merek sebagai variabel mediasi, beberapa implikasi manajerial yang dapat diidentifikasi:

1. Pemasaran media sosial memiliki pengaruh terhadap kesadaran merek dan keputusan pembelian pada NPURE. Hal ini menunjukkan bahwa pelanggan memiliki pengetahuan terkait produk NPURE karena didasari oleh postingan pemasaran yang dilakukan melalui media sosial. Namun terdapat hal yang perlu ditingkatkan oleh merek NPURE pada pemasaran media sosial yang dilakukan, seperti dilihat pada indikator PMS7 yaitu media sosial NPURE menyediakan informasi khusus untuk konsumen NPURE yang memiliki nilai mean rendah. Oleh sebab itu, NPURE dapat memberikan layanan khusus seperti melakukan live pada salah satu media sosial dengan mengundang bintang tamu yang berpengalaman dalam mengatasi berbagai permasalahan kulit (dermatologis) dalam membantu menjawab pertanyaan para audiens terkait masalah kulit mereka dan memberikan solusi dalam mengatasi masalahnya serta memberi pengetahuan produk NPURE dengan kandungan apa yang cocok digunakan.
2. *Electronic word of mouth* memiliki pengaruh terhadap kesadaran merek NPURE. Hal ini menunjukkan bahwa pelanggan memiliki pengetahuan terkait NPURE karena didasari oleh konten dan ulasan yang diposting dan disebarluaskan pada media *online* yang dapat memberikan informasi seputaran produk NPURE. Namun terdapat hal yang dapat ditingkatkan oleh NPURE dalam meningkatkan pengetahuan konsumen terkait produk NPURE

melalui E-WOM, seperti pada indikator E-WOM4 yaitu saya membagikan informasi mengenai produk NPURE kepada orang lain yang memiliki nilai mean rendah. Oleh sebab itu, NPURE dapat mengadakan challenge pembuatan konten video edukasi menarik terkait masalah kulit yang dialami serta hasil setelah menggunakan produk NPURE (konten video review produk NPURE) yang nantinya pemenangnya akan diberikan hadiah menarik dari NPURE. Hal tersebut dapat dilakukan NPURE secara rutin dalam meningkatkan antusias pelanggan dalam membagikan pengalaman mereka dalam menggunakan produk NPURE untuk meningkatkan pengetahuan audiens lain terhadap produk NPURE.

3. Kesadaran merek mampu memediasi pengaruh *electronic word of mouth* terhadap keputusan pembelian. Kesadaran merek sebagai variabel mediasi yang dapat memengaruhi keputusan pembelian konsumen yang dipengaruhi oleh *Electronic Word of Mouth* (E-WOM), maka NPURE dapat meningkatkan penyebaran konten terkait ulasan atau review konten dari pengguna lainnya agar meningkatkan pengetahuan pelanggan lainnya dan menyediakan fasilitas ulasan dari pelanggan, sehingga dapat memengaruhi keputusan pembelian terhadap produk NPURE. Hal ini dapat dibuktikan dengan tingginya nilai mean pada indikator pertanyaan kuesioner E-WOM6 dan E-WOM7, yang menyatakan saya melihat *content review* produk NPURE di media sosial dalam memastikan untuk membeli dan dalam proses pembelian, saya melihat ulasan mengenai produk NPURE dari pembeli lain. NPURE dapat membantu dalam penyebaran ulasan dan terkait *content review* dari pengguna lain agar memudahkan konsumen menemukan informasi terkait produk NPURE, sehingga dapat meningkatkan pengetahuan pelanggan terkait produk NPURE. Dengan peningkatan pengetahuan pelanggan atau kesadaran merek pelanggan terhadap produk NPURE, maka dapat memengaruhi keputusan pelanggan untuk membeli produk NPURE

5.3 Keterbatasan Penelitian

Penelitian ini memiliki keterbatasan yang mana terdapat nilai outer loading atau nilai *loading factor* yang nilainya di bawah 0,7 salah satunya pada

indikator SMM10 dengan nilai *loading factor* sebesar 0,591 yang termasuk kurang ideal, namun dapat ditoleransi karna diatas 0,5.

5.4 Saran Penelitian

Penelitian selanjutnya diharapkan untuk memperhatikan penggunaan kalimat pada indikator agar memiliki nilai *loading factor* yang baik atau sesuai dengan standar yang ada.



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LAMPIRAN

Lampiran 1. Kuesioner

PERAN KESADARAN MEREK SEBAGAI VARIABEL MEDIASI PADA PENGARUH PEMASARAN MEDIA SOSIAL DAN *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA NPURE)

Halo!

Perkenalkan saya Ni Luh Ayu Ernawati, Mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian skripsi dengan judul " **Peran Kesadaran Merek Sebagai Variabel Mediasi pada Pengaruh Pemasaran Media Social dan *Electronic Word of Mouth* Terhadap Keputusan Pembelian (Studi pada NPURE)**"

Pada penelitian ini, saya memerlukan kriteria yang harus dipenuhi, yakni :

1. Pernah mengunjungi dan melihat konten media sosial dari NPURE
2. Pernah membeli produk NPURE
3. Pernah menggunakan produk NPURE

Dengan ini, saya meminta ketersediaan Anda agar dapat meluangkan waktu untuk mengisi kuesioner penelitian skripsi saya dengan jujur berdasarkan opini pribadi Anda. Informasi yang Anda berikan akan dijaga kerahasiaanya dan hanya digunakan untuk kepentingan penelitian. Jika Anda memiliki saran atau pertanyaan silahkan menghubungi saya melalui e-mail ernawatiagustus03@gmail.com

Saya mengucapkan terima kasih yang sebesar-besarnya atas perhatian dan partisipasi Anda dalam pengisian kuesioner ini.

Hormat Saya

Ni Luh Ayu Ernawati



PERAN KESADARAN MEREK SEBAGAI VARIABEL MEDIASI PADA PENGARUH PEMASARAN MEDIA SOSIAL DAN *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA NPURE)

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Hormat Saya

Ni Luh Ayu Ernawati

Jenis Kelamin *

- ☐ Perempuan
- ☐ Laki-laki

Usia *

- ☐ 1981-1996 (Generasi Milenial)
- ☐ 1997-2012 (Generasi Z)

Merek perawatan kulit dan kosmetik yang digunakan saat ini selain NPURE? *

- ☐ Skintific
- ☐ Glad2Glow
- ☐ Avoskin
- ☐ Somethinc
- ☐ Skin1004
- ☐ Yang lain: _____

Kriteria Responden

Pertanyaan ini bertujuan untuk mendapatkan responden yang sesuai.

Apakah Anda Pernah mengunjungi dan melihat konten media sosial dari NPURE? *

- ☐ Ya
- ☐ Tidak

Kriteria Responden

Pertanyaan ini bertujuan untuk mendapatkan responden yang sesuai.

Apakah Anda pernah membeli produk dari NPURE? *

- ☐ Ya
- ☐ Tidak

Kriteria Responden

Pertanyaan ini bertujuan untuk mendapatkan responden yang sesuai.

Apakah Anda pernah menggunakan produk dari NPURE? *

- ☐ Ya
- ☐ Tidak

Social Media Marketing (Pemasaran sosial media)

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Media sosial NPURE memberikan postingan gambar yang menarik. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Media Sosial NPURE memberikan postingan video yang menarik. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Media sosial NPURE memberikan informasi yang jelas. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Media sosial NPURE menyediakan fasilitas untuk bertukar pendapat, seperti opini, kritik, *
dan saran.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Media Sosial NPURE memberikan konten-konten yang menarik, sesuai dengan kondisi saat *
ini.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Media sosial NPURE menggunakan bahasa yang mudah dimengerti pada setiap konten *
atau segmen.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Media sosial NPURE menyediakan pencarian informasi dan layanan khusus untuk *
konsumen NPURE.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Media sosial NPURE mempertimbangkan saran dari konsumen untuk dijadikan materi *
postingan konten di media sosial.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya bersedia membagikan informasi tentang merek, produk, dan layanan NPURE *
kepada teman-teman saya.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya bersedia untuk mengunggah konten atau informasi mengenai NPURE yang didapat *
dari media sosial, di media sosial saya.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Electronic Word Of Mouth

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

Saya melihat konten dan ulasan produk NPURE di media sosial untuk meyakinkan saya *
membeli produknya

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya melihat konten dan ulasan di media sosial untuk mencari tahu apa yang memberikan *
kesan baik bagi para pengguna yang telah menggunakan produk NPURE.

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya melihat konten dan ulasan di media sosial untuk mengumpulkan informasi mengenai *
produk NPURE.

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya membagikan informasi mengenai produk NPURE kepada orang lain. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya berbicara mengenai sisi positif dari produk NPURE. *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya melihat *content review* produk NPURE di media sosial untuk memastikan dan *
memutuskan untuk membeli.

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Dalam proses pembelian, saya melihat ulasan mengenai produk NPURE dari pembeli *
lain.

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Purchase Decisio (Keputusan Pembelian)

1 = Sangat Tidak Setuju
 2 = Tidak Setuju
 3 = Netral
 4 = Setuju
 5 = Sangat Setuju

Saya memutuskan untuk memilih NPURE sebagai produk perawatan kulit dan kosmetik, *
 daripada merek lainnya.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya memutuskan untuk memilih NPURE sebagai produk perawatan kulit dan kosmetik *
 karena keinginan saya sendiri.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya memutuskan untuk memilih NPURE sebagai produk perawatan kulit dan kosmetik *
 karena melihat pengalaman orang lain.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya memprioritaskan membeli produk NPURE daripada produk perawatan kulit dan *
 kosmetik lain.

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya memprioritaskan membeli produk NPURE karena kualitas produknya. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya bersedia mengorbankan waktu dan uang untuk membeli produk NPURE. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya bersedia mengorbankan waktu dan uang untuk membeli produk NPURE. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya bersedia untuk selalu setia kepada NPURE. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya merasa senang atau puas setelah memutuskan untuk membeli produk merek NPURE. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya bersedia untuk melakukan pembelian berulang pada produk NPURE. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya akan merekomendasikan produk NPURE kepada teman-teman saya. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Brand Awareness (Kesadaran Merek)

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya menyadari keberadaan NPURE karena produknya mudah ditemukan di gerai penjual produk kecantikan. *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya dapat mengenali NPURE hanya dengan melihat produk mereka. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya mengingat NPURE sebagai produk perawatan kulit dan kosmetik dengan beragam produk. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

NPURE adalah merek pertama yang muncul di benak saya saat membutuhkan produk perawatan kulit dan kosmetik. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

NPURE merupakan salah satu merek perawatan kulit dan kosmetik yang terkenal di Indonesia. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya dapat membedakan produk merek NPURE dengan merek perawatan kulit dan kecantikan lainnya. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Produk NPURE memiliki karakteristik yang berbeda dari merek perawatan kulit dan kosmetik lainnya. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya merasa istimewa atau bangga ketika saya membeli produk merek NPURE. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Lampiran 2. Tabel Data Responden

Profil responden

Jenis Kelamin	Usia	Merek perawatan kulit dan kosmetik yang digunakan saat ini selain NPURE?
Perempuan	1997-2012 (Generasi Z)	Ms Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skin1004
Perempuan	1981-1996 (Generasi Milenial)	Skintific
Perempuan	1997-2012 (Generasi Z)	hanasui
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	emina, hanasui
Perempuan	1997-2012 (Generasi Z)	The originate
Perempuan	1997-2012 (Generasi Z)	The Originote
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Glad2Glow
Laki-laki	1997-2012 (Generasi Z)	Somethinc
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	erha
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1981-1996 (Generasi Milenial)	Skintific
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	the originote
Perempuan	1997-2012 (Generasi Z)	emina
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Loreal
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	originote
Perempuan	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Skintific

Jenis Kelamin	Usia	Merek perawatan kulit dan kosmetik yang digunakan saat ini selain NPURE?
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	la roche posay
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1981-1996 (Generasi Milenial)	Labore
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1981-1996 (Generasi Milenial)	Somethinc
Perempuan	1981-1996 (Generasi Milenial)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	From this Island
Perempuan	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	some by me
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Laki-laki	1997-2012 (Generasi Z)	Glad2Glow

Jenis Kelamin	Usia	Merek perawatan kulit dan kosmetik yang digunakan saat ini selain NPURE?
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1981-1996 (Generasi Milenial)	Somethinc
Perempuan	1981-1996 (Generasi Milenial)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	labore
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Kheils
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Wardah
Laki-laki	1997-2012 (Generasi Z)	Skin1004
Laki-laki	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1981-1996 (Generasi Milenial)	Wardah
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1981-1996 (Generasi Milenial)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Labore
Perempuan	1997-2012 (Generasi Z)	tidak ada
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Somethinc
Laki-laki	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skincare Dokter Spesialis
Perempuan	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1981-1996 (Generasi Milenial)	Skintific
Perempuan	1981-1996 (Generasi Milenial)	Pyunkang yul
Perempuan	1981-1996 (Generasi Milenial)	Wardah
Perempuan	1981-1996 (Generasi Milenial)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Avoskin

Jenis Kelamin	Usia	Merek perawatan kulit dan kosmetik yang digunakan saat ini selain NPURE?
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	the originote
Perempuan	1997-2012 (Generasi Z)	Acnes
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	lacoco
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1981-1996 (Generasi Milenial)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Avoskin
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skin1004
Laki-laki	1997-2012 (Generasi Z)	Cosrx
Perempuan	1981-1996 (Generasi Milenial)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	The originote, wardah, azarine
Laki-laki	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	hado labo
Perempuan	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Laki-laki	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Glad2Glow

Jenis Kelamin	Usia	Merek perawatan kulit dan kosmetik yang digunakan saat ini selain NPURE?
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Nature Republic, Viva
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	The originote
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Hanasui,the originote, himalaya, wardah
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skin1004
Laki-laki	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Sea Makeup
Perempuan	1997-2012 (Generasi Z)	Skintific
Laki-laki	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	nu skin
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1981-1996 (Generasi Milenial)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Hadalabo
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Somethinc

Jenis Kelamin	Usia	Merek perawatan kulit dan kosmetik yang digunakan saat ini selain NPURE?
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Somethinc
Laki-laki	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Avoskin
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Nature republic, innisfree
Laki-laki	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Somethinc
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Wardah
Perempuan	1997-2012 (Generasi Z)	Skin1004
Perempuan	1997-2012 (Generasi Z)	Skintific
Perempuan	1997-2012 (Generasi Z)	Glad2Glow
Perempuan	1997-2012 (Generasi Z)	Skintific

Filter responden

Apakah Anda Pernah mengunjungi dan melihat konten media sosial dari NPURE?	Apakah Anda pernah membeli produk dari NPURE?	Apakah Anda pernah menggunakan produk dari NPURE?
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya

Apakah Anda Pernah mengunjungi dan melihat konten media sosial dari NPURE?	Apakah Anda pernah membeli produk dari NPURE?	Apakah Anda pernah menggunakan produk dari NPURE?
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya

Indikator pemasaran media sosial

SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10
5	5	5	5	4	5	5	5	4	3
5	5	5	5	5	5	5	5	4	5
4	4	4	4	4	5	5	5	5	5
3	3	4	3	3	3	3	4	4	4
5	4	4	4	4	4	4	4	3	2
3	3	3	3	3	3	3	3	3	3
5	5	5	5	5	5	5	5	5	3
4	4	4	4	4	4	4	4	3	3
4	4	4	3	4	5	5	3	5	4
5	5	5	5	5	5	5	5	3	3
4	4	4	5	5	5	4	4	5	4
1	3	1	1	1	3	1	3	3	5
4	4	4	4	4	4	4	4	4	4
5	5	4	5	5	4	4	5	5	4
4	5	5	5	5	5	5	5	5	5
5	5	5	4	5	5	4	5	5	5
4	4	4	4	4	4	4	4	4	4
4	3	4	3	4	3	4	4	4	4
4	4	4	4	4	4	4	4	4	4
5	4	5	3	5	4	4	4	4	5
4	4	4	5	4	5	4	5	4	4
4	4	4	4	4	4	4	4	4	4
4	5	5	5	4	4	4	5	4	4
4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	5	4	4	4

SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10
3	3	3	3	3	3	3	4	4	4
5	5	5	5	5	5	5	5	5	5
4	4	5	4	4	4	4	5	4	4
5	5	5	5	5	5	5	5	5	5
5	5	5	4	5	5	5	5	4	5
5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4
4	4	5	4	3	5	5	4	5	5
5	4	5	5	5	5	5	4	5	5
4	4	4	4	4	4	4	4	4	4
4	5	4	5	5	4	5	4	4	5
5	5	5	5	5	5	5	5	4	5
3	3	1	1	2	4	3	1	3	2
4	4	4	4	4	4	4	4	3	3
5	4	4	4	4	4	4	4	5	4
4	5	4	5	5	5	4	4	4	4
3	4	4	3	3	3	3	4	2	3
4	4	4	4	4	4	4	4	4	4
5	4	3	5	4	4	2	4	3	4
5	5	5	5	5	5	5	5	5	5
4	4	5	4	4	5	4	4	5	4
4	4	5	4	5	5	5	4	5	4
4	5	5	4	4	5	5	4	4	5
4	3	5	4	4	3	5	3	4	3
4	4	4	4	4	4	4	4	4	2
5	4	4	3	5	5	4	3	5	4
3	3	3	3	4	4	4	3	3	3
4	4	4	4	4	4	4	4	4	3
4	5	5	5	5	4	4	5	5	5
4	3	3	4	4	4	3	3	4	4
5	4	4	4	5	5	4	4	4	3
4	4	4	4	4	4	5	5	4	4
4	4	5	4	4	4	4	4	4	4
3	4	4	4	4	4	4	4	4	4
4	5	4	5	5	4	5	4	5	4
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
5	4	5	4	4	5	4	4	5	5
5	5	5	5	5	5	5	5	5	5
4	4	4	3	4	4	3	4	5	2
4	5	4	5	4	5	4	5	4	5

SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10
5	5	5	3	5	5	3	3	5	4
4	5	4	4	5	4	3	4	4	5
4	5	4	3	3	3	4	3	3	4
5	5	5	5	5	5	5	5	5	5
5	5	4	4	3	4	4	5	3	3
5	5	5	5	5	5	4	5	5	5
4	4	5	4	5	4	4	5	4	3
4	4	4	4	3	4	3	5	4	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
4	4	3	4	4	4	3	3	4	3
4	5	4	5	5	3	4	5	4	5
4	5	5	4	4	4	5	5	5	5
4	4	5	4	4	5	5	5	4	4
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5	4	5	4	5	5	4	5	5	4
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SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	SMM8	SMM9	SMM10
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Indikator EWOM

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EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	EWOM7
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EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	EWOM7
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EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	EWOM7
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EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	EWOM7
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EWOM1	EWOM2	EWOM3	EWOM4	EWOM5	EWOM6	EWOM7
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Indikator kesadaran merek

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BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8
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BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8
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BA1	BA2	BA3	BA4	BA5	BA6	BA7	BA8
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Indikator keputusan pembelian

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PD1	PD2	PD3	PD4	PD5	PD6	PD7	PD8	PD9	PD10
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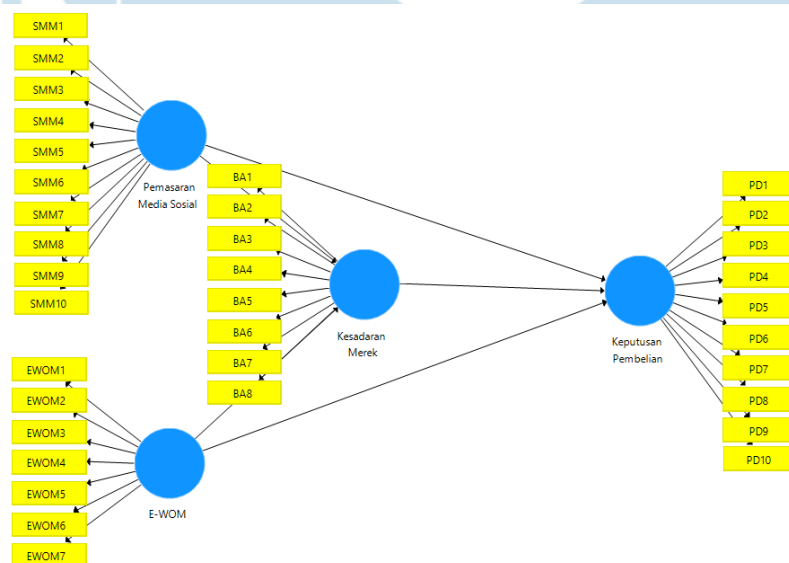
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PD1	PD2	PD3	PD4	PD5	PD6	PD7	PD8	PD9	PD10
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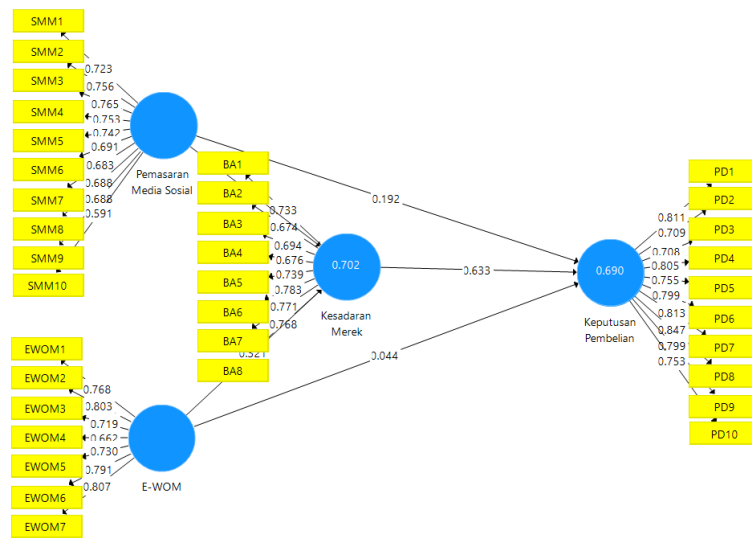
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Lampiran 3. Analisis data

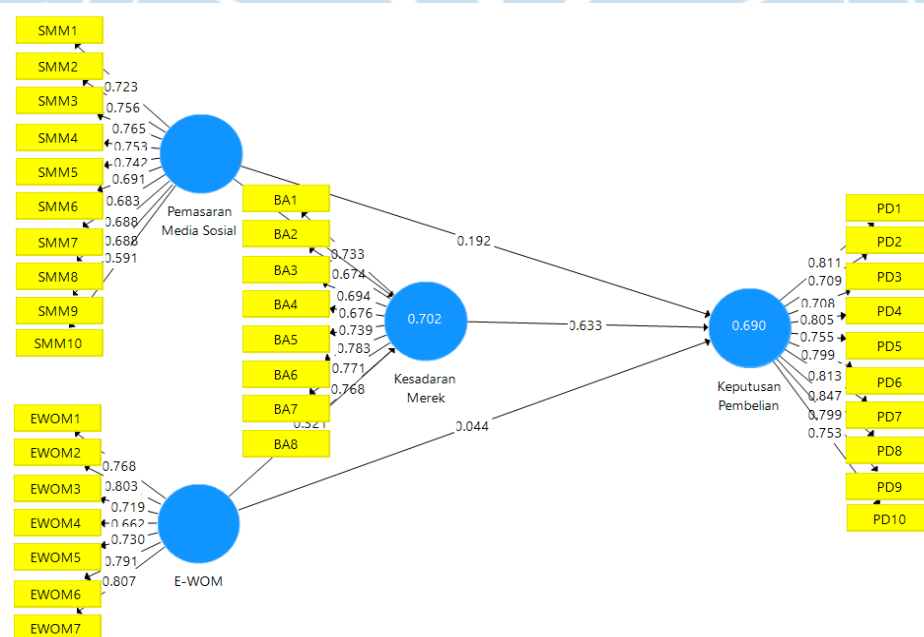
Gambar struktural



Gambar model konstruk



Gambar model struktural bootstrapping



Outer loading

110 3042 0.00 0.00 0.00 0.00
 Zero Values Increase Decimals Decrease Decimals
 Skripsi Erna.splsm PLS Algorithm (Run No. 1)

Outer Loadings

Matrix				
	E-WOM	Keputusa...	Kesadara...	Pemasara...
BA1			0.733	
BA2			0.674	
BA3			0.694	
BA4			0.676	
BA5			0.739	
BA6			0.783	
BA7			0.771	
BA8			0.768	
EWOM1	0.768			
EWOM2	0.803			
EWOM3	0.719			

110 3042 0.00 0.00 0.00 0.00
 Zero Values Increase Decimals Decrease Decimals
 Skripsi Erna.splsm PLS Algorithm (Run No. 1)

Outer Loadings

Matrix				
	E-WOM	Keputusa...	Kesadara...	Pemasara...
EWOM4	0.662			
EWOM5	0.730			
EWOM6	0.791			
EWOM7	0.807			
PD1		0.811		
PD10		0.753		
PD2		0.709		
PD3		0.708		
PD4		0.805		
PD5		0.755		
PD6		0.799		

0.110

3.012

0.00

0.00

0.00

0.00

Zero Values

Increase Decimals

Decrease Decima

Skripsi Erna.splsm

PLS Algorithm (Run No. 1)

Outer Loadings

Matrix				
	E-WOM	Keputusa...	Kesadara...	Pemasara...
PD7		0.813		
PD8		0.847		
PD9		0.799		
SMM1				0.723
SMM10				0.591
SMM2				0.756
SMM3				0.765
SMM4				0.753
SMM5				0.742
SMM6				0.691
SMM7				0.683

0.110

3.012

0.00

0.00

0.00

0.00

Zero Values

Increase Decimals

Decrease Decimals

Skripsi Erna.splsm

PLS Algorithm (Run No. 1)

Outer Loadings

Matrix				
	E-WOM	Keputusa...	Kesadara...	Pemasara...
PD9		0.799		
SMM1				0.723
SMM10				0.591
SMM2				0.756
SMM3				0.765
SMM4				0.753
SMM5				0.742
SMM6				0.691
SMM7				0.683
SMM8				0.688
SMM9				0.688

Konstruksi reliabilitas dan validitas

Skripsi Erna.splsm PLS Algorithm (Run No. 1)

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to Clipboard:	Excel Forma
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)		
Keputusan Pembelian	0.928	0.929	0.940	0.610		
Pemasaran Media Sosial	0.889	0.890	0.910	0.503		
E-WOM	0.874	0.873	0.903	0.571		
Kesadaran Merek	0.875	0.877	0.901	0.534		

Cross loading

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

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Cross Loadings

	E-WOM	Keputusan Pembelian	Kesadaran Merek	Pemasaran Media Sosial
BA1	0.646	0.533	0.733	0.600
BA2	0.557	0.545	0.674	0.509
BA3	0.590	0.574	0.694	0.592
BA4	0.350	0.651	0.676	0.569
BA5	0.510	0.593	0.739	0.560
BA6	0.561	0.612	0.783	0.590
BA7	0.504	0.601	0.771	0.600
BA8	0.580	0.678	0.768	0.684
EWOM1	0.768	0.439	0.541	0.522
EWOM2	0.803	0.456	0.557	0.498
EWOM3	0.719	0.471	0.573	0.576
EWOM4	0.662	0.610	0.556	0.552
EWOM5	0.730	0.554	0.558	0.561
EWOM6	0.791	0.433	0.525	0.533
EWOM7	0.807	0.426	0.562	0.545
PD1	0.568	0.811	0.619	0.608
PD10	0.534	0.753	0.681	0.591
PD2	0.533	0.709	0.585	0.524
PD3	0.544	0.708	0.627	0.562
PD4	0.414	0.805	0.639	0.593
PD5	0.548	0.755	0.599	0.555

SmartPLS Report

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EWOM5	0.730	0.554	0.558	0.561
EWOM6	0.791	0.433	0.525	0.533
EWOM7	0.807	0.426	0.562	0.545
PD1	0.568	0.811	0.619	0.608
PD10	0.534	0.753	0.681	0.591
PD2	0.533	0.709	0.585	0.524
PD3	0.544	0.708	0.627	0.562
PD4	0.414	0.805	0.639	0.593
PD5	0.548	0.755	0.599	0.555
PD6	0.484	0.799	0.695	0.555
PD7	0.426	0.813	0.629	0.607
PD8	0.534	0.847	0.681	0.578
PD9	0.490	0.799	0.675	0.566
SMM1	0.579	0.462	0.547	0.723
SMM10	0.321	0.545	0.565	0.591
SMM2	0.540	0.528	0.562	0.756
SMM3	0.604	0.534	0.626	0.765
SMM4	0.492	0.528	0.605	0.750
SMM5	0.548	0.518	0.547	0.742
SMM6	0.543	0.550	0.555	0.691
SMM7	0.474	0.475	0.489	0.683
SMM8	0.380	0.469	0.545	0.688
SMM9	0.603	0.580	0.649	0.688

R-Square

Skripsi Erna.splsm PLS Algorithm (Run No. 1)

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Keputusan Pembelian	0.690	0.686
Kesadaran Merek	0.702	0.699

Bootstrapping

Path Coefficients

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Fc
	Original Sample...	Sample Mean ...	Standard Deviation...	T Statistic...	P Values
E-WOM -> Keputusan Pembelian	0.044	0.042	0.083	0.532	0.595
E-WOM -> Kesadaran Merek	0.321	0.328	0.075	4.305	0.000
Kesadaran Merek -> Keputusan Pembelian	0.633	0.635	0.075	8.460	0.000
Pemasaran Media Sosial -> Keputusan Pembelian	0.192	0.195	0.087	2.202	0.028
Pemasaran Media Sosial -> Kesadaran Merek	0.576	0.573	0.067	8.624	0.000

Specific Indirect Effects

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Exce
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
E-WOM -> Kesadaran Merek -> Keputusan Pembelian	0.204	0.209	0.057	3.588	0.000
Pemasaran Media Sosial -> Kesadaran Merek -> Keputusan Pembelian	0.365	0.363	0.055	6.590	0.000

Lampiran 4. Tiga Jurnal utama

The Role of Brand Awareness as a Mediating Variable on the Effect of Instagram Advertisement and Word of Mouth on Purchase Decision (Case Study in Erigo)

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Abstract: This study aimed to examine the effect of Instagram Advertisement and Word of Mouth on Purchase Decision, involving Brand Awareness as a mediating variable. Data were analyzed using Structural Equation Modeling with the help of AMOS 26 software. Data were collected from 250 Indonesian respondents who were chosen using a purposive sampling technique. The primary finding in this study was that Word of Mouth and the use of Instagram Advertisement as a social media marketing platform had an effect on Purchase Decision. The relationship between Instagram Advertisement and Word of Mouth also increased Brand Awareness. This research implied that Purchase Decision improved due to the increased use of Instagram Advertisement and Word of Mouth, strengthening Indonesian people's Purchase Decision for Erigo products. In addition, Brand Awareness had no effect on Purchase Decision, indicating that perceptions of international products did not affect consumer trust in local brands.

Keywords: Structural equation modeling, Instagram advertisement, word of mouth, brand awareness, purchase decision, Erigo.

1. INTRODUCTION

The advent of the internet altered how humans communicate. People's communication is also made easier by the increasing availability of high-quality internet networks (Hermawan, 2012).

The Internet is a vast public network based on computers that connect all types of users worldwide to a massive repository of information (Kotler & Armstrong, 2008).

According to data from the advertising platform Meta, Instagram had 99.15 million users in Indonesia in early 2022. Therefore, at the beginning of the year, Instagram Advertisement in Indonesia could reach 35.7% of the total population (Kompasiana, 2022).

Instagram advertisements can assist a brand in enhancing and expanding brand awareness because they can reach more people with different or similar interests while targeting customers with appropriate relevance (Business.Instagram.com, 2015). Companies can use Instagram to distribute advertisements to users in the form of

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photos. It will be essential because photos can describe many things and are often real-time. Furthermore, business actors can also engage in two-way communication with customers.

Erigo, an Indonesian fashion company, once advertised in Times Square, New York. It was chosen as a local fashion brand representing Indonesia to participate in a fashion show at New York Fashion Week (NYFW) in 2021. *Erigo* used *Instagram* as a marketing medium early on because it was the third most popular platform among Indonesians (Digital, 2021). Previous studies have consistently involved research objects in the form of international products (Sallam, 2014; Mustika, 2014; Wang & Hariandja, 2016).

Thus, the present research specifically explored the effect of *Instagram* Advertisement and Word of Mouth on Purchase Decision, which also engaged Brand Awareness as a mediating variable, to examine the indirect impact on local brands with an international image.

2. LITERATURE REVIEW

2.1 Instagram Advertisement and Purchase Decision

According to Djafarova and Rushworth (2017), social media is used as a reference for many internet-based and cellular services, allowing users to engage in two-way communication, contribute to content posted, join online communities on social media sites like Facebook, Twitter, and LinkedIn, and access media-sharing sites like YouTube and Instagram. The two-way communication platform is ideal for exchanging ideas and information. Furthermore, consumers regard social media as more honest because it introduces brands directly without attempting to control their existing image. This type of interaction influences more substantial commitment and purchase intention by increasing positive attitudes toward the brand (Chua & Chang, 2016). Likewise, previous research revealed that social media marketing activity affected purchase decision (Pittman & Reich, 2016; Staniewski & Awruk, 2022). Thus, researchers formulated the following hypothesis based on the above description.

H1: Instagram Advertisement has a positive and significant effect on Purchase Decision

2.2 Word of Mouth and Purchase Decision

Word of Mouth occurs when customers discuss the services, brands, and product quality they use with others (Li, Hui, *et al.*, 2022).

Personal communication channels in the form of words or Word of Mouth can be an effective promotional method because they are generally conveyed from consumers, by consumers, and for consumers, making satisfied customers an indirect advertising medium for companies (Rachman *et al.*, 2016). Themba and Mualala (2013) discovered that Word of Mouth had a positive and significant effect on Purchase Decision. It implied that Word of Mouth experiences could influence Purchase Decision. Chang, Lee, and Huang (2016) identified that Word of Mouth had a positive and significant effect on Purchase Decision. Almana and Mirza (2013) emphasized this circumstance by stating that many consumers obtained product information online, particularly through comments and reviews from other customers. Thus, researchers formulated the hypothesis as follows:

H2: Word of Mouth has a positive and significant effect on Purchase Decision

2.3 Instagram Advertisement and Brand Awareness

Instagram advertisement is a helpful feature for business owners because its use is not restricted, especially for individuals who already have a social reputation (Sorokina, 2014; Irene, 2016). According to Irene (2016), several businesses have used this feature to post advertisements. Furthermore, users can contribute to the advertisements displayed by giving them "likes" and "comments."

Brand awareness is critical when introducing new products to the public. It has the potential to persuade customers to consider or purchase specific branded products that are made available to them (Mohammad *et al.*, 2016; Chi, 2008; Davis *et al.*, 2008). A good brand will position its product ahead of competitors, making it the first choice. The brand will be the company's personality, character, and soul. Because of the rapid competition, large-scale promotion is possible by relying on the owned brand. The greater the intensity of social media promotion, the greater the product's brand awareness (Schivinski & Dabrowski, 2015). Before making a purchase decision, consumers should be aware of the various brands on the market. As a result, they must understand brand awareness, which is a critical component in introducing a brand name to the public. Correspondingly, the following hypothesis was formulated in this study:

H3: *Instagram* Advertisement has a positive and significant effect on Brand Awareness

2.4 Word of Mouth and Brand Awareness

Person-to-person communication about a specific brand, product, or service is referred to as Word of Mouth (Chan, Arianis *et al.*, 2021). Customers can use the internet to share their thoughts and experiences with goods and services with a wide range of individuals (Jamali & Khan, 2018). Word of Mouth had a positive effect on Brand

Awareness (Rahardja & Dewakanya, 2020; Barreda, Albert A *et al.*, 2015). According to their findings, increasing Word of Mouth had an effect on increasing Brand Awareness. As a result, researchers formulated the following hypothesis:
H4: Word of Mouth has a positive and significant effect on Brand Awareness

2.5 Brand Awareness and Purchase Decision

Brand Awareness is the ability of buyers to recognize or remember that a brand belongs to a specific product category (Wang & Hariandja, 2016). It is thought to be one of the instruments capable of influencing consumer's purchase decision (Cheung *et al.*, 2019).

This condition is inextricably linked to the nature of consumers seeking out well-known brands. They are more likely to purchase a product whose brand is more well-known than one whose brand is less well-known or even unknown, such as products from international brands (Macdonald & Widaningsih, 2018). Previous research found that Brand Awareness had a positive and significant effect on Purchase Decision (Dewi *et al.*, 2020; Mustikasari & Widaningsih, 2019). Therefore, the following hypotheses were formulated in this study:

H5: Brand Awareness has a positive and significant effect on Purchase Decision

H6: There is an indirect effect of *Instagram* Advertisement on Purchase Decision mediated by Brand Awareness

H7: There is an indirect effect of Word of Mouth on Purchase Decision mediated by Brand Awareness

3. METHODOLOGY

3.1 Measurements

A questionnaire with a 5-Point Likert Scale (1 = strongly disagree; 5 = strongly agree) was administered to collect research data. The samples consisted of 250 respondents chosen using a purposive sampling technique based on the following criteria: *Erigo* consumers, having social media accounts, having seen and interacted with *Erigo's* official account in the previous six months, and playing a role as a decision-maker in purchasing products. Gender, age, occupation, and social media accounts were collected as demographic information.

The data were analyzed using SEM AMOS 26, which allowed three types of analysis to be performed concurrently: obtaining a suitable model for structural model analysis predictions, testing the model of the relationship between variables related to the measurement model, and checking the validity and reliability of the instrument. The overall model fit was measured by Chi-Square (χ^2), Root Mean Squared Residual (RMR), Goodness of Fit Index (GFI), Tucker-Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normed Fit Index (NFI). Afterward, SEM analysis was performed to determine whether the research hypothesis was accepted or rejected. The t-score for each coefficient was displayed in the SEM analysis. A hypothesis was deemed to have a causal relationship if the t-score was greater than the t-table (1.96), with a significance level of 0.05. Meanwhile, the indirect effect of the mediating variable was determined using the Sobel test.

3.2 Profile of the respondents

Table-1: Respondent Characteristics

Category	Item	f	%
Gender	Male	76	30.4
	Female	174	69.6
	Total	250	100
Age	17 – 20 years	44	17.6
	21 – 25 years	182	72.8
	26 – 30 years	24	9.6
	Total	250	100
Occupation	Student	150	60
	College Student	100	40
	Total	250	100
Social Media	Facebook	67	26.8
	Instagram	143	57.2
	Twitter	40	16
	Total	250	100

According to the table above, the majority of respondents were female, 174 or 69.6%; the majority were between the ages of 21-25, 182 or 72.8%; the majority worked as students, 150 or 60%; and the majority used social media in the form of *Instagram*, 143 or 57.2%.

3.3 Measurement and Structural Models

The results of the Goodness of Fit, validity, and reliability tests are described as follows.

Table 2: Measurement Model Results

Variable	Indicator	Item	Factor Loading	CR	AVE
Instagram Advertisement	Communication	IA1	0.87	0.95	0.80
	Persuasion	IA2	0.92		
	Culture-related	IA3	0.90		
	Educational	IA4	0.88		
	Strengthening	IA5	0.88		
	Creating the image of a company and a product	IA6	0.93		
Word of Mouth	Talkers	WOM1	0.92	0.94	0.78
	Topics	WOM2	0.86		
	Tools	WOM3	0.87		
	Talking part	WOM4	0.91		
	Tracking	WOM5	0.89		
		WOM6	0.87		
Brand Awareness	Unaware of Brand	BA1	0.92	0.93	0.71
	Brand Recognition	BA2	0.91		
	Brand Recall	BA3	0.84		
		BA4	0.82		
	Peak of Mind	BA5	0.81		
		BA6	0.75		
Purchase Decision	Product Choice	PD1	0.88	0.94	0.77
	Brand Choice	PD2	0.88		
	Seller's Choice	PD3	0.88		
	Purchase Time	PD4	0.89		
	Purchase Amount	PD5	0.89		
	Payment Method	PD6	0.85		

Based on Table 2, the factor loadings of all items in the full model were above 0.50. It indicated that research items were valid and could measure the full model construct.

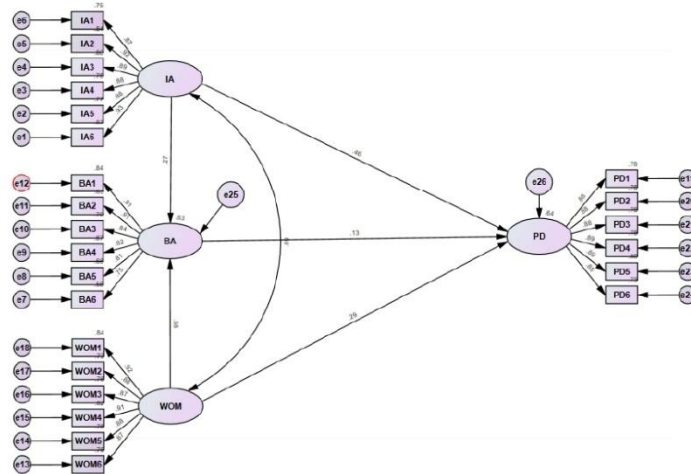
Table 3: Goodness of Fit Index

Goodness of Fit Index	Cut-off Value	Results
χ^2	Expected to be low	683.428
Df		246
χ^2 - Significance Probability	≥ 0.05	0.000
CMIN/DF	≤ 3.00	2.778
RMR	< 0.05	0.041
IFI	≥ 0.90	0.936
TLI	≥ 0.90	0.928
CFI	≥ 0.90	0.936
NFI	≥ 0.90	0.903

Table 3 shows that the Goodness of Fit measurement results already met the requirements, indicating that the model's suitability was adequate. The table above also showed that six measurements had a good fit. The values of CMIN/DF = 2.778 (≤ 3.00) and RMR = 0.041 (< 0.05) met the predetermined criteria. CFI = 0.936, IFI = 0.936, TLI = 0.928, and NFI = 0.903 were all above 0.90, implying that a model was fit and suitable.

4. RESULTS AND DISCUSSION

4.1 Hypotheses Testing



Structural Equation Modeling was used to examine the relationship between three independent variables and one dependent variable in the study of the effect of *Instagram* Advertisement, Word of Mouth, and Brand Awareness on Purchase Decision. The overall model was interconnected and influential.

Based on Figure 1 and Table 4, the t-score of the effect of *Instagram* Advertisement on Purchase Decision was 7.086, greater than the t-table (1.96), with a p-value less than 0.001, below 0.05 ($\alpha = 0.05$). These findings supported the first hypothesis, which stated that *Instagram* Advertisement had a positive and significant effect on Purchase Decision. As a result, the greater the *Instagram* Advertisement, the greater the Purchase Decision for *Erigo* products. It demonstrated that *Instagram* Advertisement had affected Indonesian consumers' Purchase Decision for *Erigo* products, consistent with Kim and Ko's research (2010). During New York Fashion Week, *Erigo* ran promotions involving influencers and artists to promote the products through fashionable *Instagram* photos, using the hashtag campaign *New York Take Over*. Indonesian communities praised *Erigo's* success in this activity because they successfully promoted local products to foreigners.

In the second hypothesis, the t-score of the effect of Word of Mouth on Purchase Decision was 3.845, with a p-value smaller than 0.001, below 0.05 ($\alpha = 0.05$). It confirmed that Word of Mouth had a positive and significant effect on Purchase Decision for *Erigo* products. Thus, the second hypothesis was accepted because Word of Mouth had a direct positive effect on Purchase Decision. This finding was reinforced by several studies (Themba & Mualala, 2013; Chang, Lee, and Huang, 2016; Mirza, 2013) revealing that Electronic Word of Mouth had a positive and significant effect on Purchase Decision. Most respondents in this context were between the ages of 17-30 and eager to prove stuff. If the information about an *Erigo* product were interesting, people in this age group would most likely buy it right away because the information in the form of reviews significantly influenced consumers' purchase intention. As a result, it was possible to conclude that WOM information facilitated consumers' purchase decisions for *Erigo* products.

In the third hypothesis, the t-score of the effect of *Instagram* Advertisement on Brand Awareness was 4.280, with a p-value less than 0.001; below 0.05 ($\alpha = 0.05$). It corroborated that *Instagram* Advertisement had a positive and significant effect on Brand Awareness. These findings indicated that customer awareness of the *Erigo* brand could be stimulated through the use of advertisements on *Instagram* as a connecting platform between consumers and marketers (Ebrahim, 2019). This condition was consistent with *Erigo's* efforts to maintain consumer perceptions via tour campaigns, advertisements, interactive content, and collaborations with well-known artists. These actions were made to persuade consumers that local brands could compete with international brands.

In the fourth hypothesis, the t-score of the effect of Word of Mouth on Brand Awareness was 8.008, with a p-value less than 0.001, below 0.05 ($\alpha = 0.05$). Thus, Word of Mouth had a positive and significant effect on Brand Awareness of *Erigo* products.

It was in line with previous research by Rahardja & Dewakanya (2020), which revealed that Word of Mouth had a direct and significant effect on Brand Awareness. Communication based on consumer experience has a significant impact on persuading others to purchase the recommended product (Siddiqui, Mohd Shuaib, *et al.*, 2021).

When people shared information about brands or products on social networking sites, credibility grew and influenced consumer perceptions of the *Erigo* brand. As a result, the image of locally produced goods could compete with that of internationally made products.

In the fifth hypothesis, the t-score of the effect of Brand Awareness on Purchase Decision was 1.736, with a p-value of 0.083, greater than 0.05 ($\alpha = 0.05$). It indicated that Brand Awareness had no effect on Purchase Decision. Thus, the fifth hypothesis was rejected. This finding contradicted previous research (Dewi *et al.*, 2020; Mustikasari & Sharp, 2000), revealing a significant effect of Brand Awareness on Purchase Decision. *Erigo* is a local Indonesian brand featured at New York Fashion Week in 2021. Consumers of *Erigo* products were dominated by young people aged 17-25, according to data collected from 250 respondents. However, consumer purchase decisions were unaffected by awareness of the *Erigo* brand, a local product. In this regard, customers, particularly young people, prioritized product quality and fashion.

Table 4.2: Hypotheses Testing

Item	Std. Estimate	S.E.	C.R.	p-values	Description
BA <--- IA	0.183	0.043	4.280	***	Accepted
BA <--- WOM	0.466	0.058	8.008	***	Accepted
PD <--- IA	0.392	0.055	7.086	***	Accepted
PD <--- WOM	0.296	0.077	3.845	***	Accepted
PD <--- BA	0.163	0.094	1.736	0.083	Rejected

Furthermore, the indirect effect of the mediating variable is presented in Table 5, which contains the Sobel test results.

Table 4.3: Sobel Test – Significance of Mediation

Item	Sobel test statistic	Two-tailed probability	Description
IA ---> BA ---> PD	1.605	0.108	Rejected
WOM ---> BA ---> PD	1.695	0.090	Rejected

Based on the Sobel test results in Table 5, the statistical value of the effect of *Instagram* Advertisement on Purchase Decision was 1.605, smaller than the t-table (1.96), with a p-value of 0.108, above 0.05 ($\alpha = 0.05$). In addition, the statistical value of the effect of Word of Mouth on Purchase Decision was 1.695, smaller than the t-table (1.96), with a p-value of 0.090, above 0.05 ($\alpha = 0.05$). These results indicated no indirect effect of *Instagram* Advertisement and Word of Mouth on the Purchase Decision for the *Erigo* brand, which was mediated through Brand Awareness.

5. CONCLUSION

This study revealed the effect of social media advertisement and Word of Mouth on *Erigo* consumers' Purchase Decision. Therefore, developers and marketers must experiment with various methods to create excellent opportunities by utilizing existing advertising features on various social media platforms, particularly *Instagram*.

In this study, however, Brand Awareness had no effect on Purchase Decision. Consumers were not concerned with the local label of *Erigo* products, according to the responses of 250 research respondents, but preferred the quality and fashionable aspects that this brand consistently innovated. For researchers, the findings of this study were expected to serve as a literature review and reference for future, more comprehensive research on social media marketing, particularly *Instagram* Advertisement, Word of Mouth, and Brand Awareness of local products.

6. LIMITATION AND RECOMMENDATION FOR FUTURE RESEARCH

Future researchers should include larger sample sizes and other industries, such as beauty products. They can also incorporate moderating variables in future research models and analyze other reinforcing factors. This study revealed the results of an analysis of one fashion product, allowing future researchers to elaborate on several other local fashion products.

The research samples came from a single city in Indonesia. As a result, future researchers can collect data from multiple cities to compare people's habits and examine various variables to develop more models for how developers and marketers can develop *Instagram* Advertisement.

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The Effect Of Social Media Marketing On Purchase Decisions With Brand Awareness As An Intervening Variables In Praketa Coffee Shop Purwokerto

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ABSTRACT

Culinary business is a sector that affects the growth of the tourism industry. As time goes by, the culinary business is growing fast, including in the city of Purwokerto where the intense competition between culinary business entrepreneurs is occurring. Praketa Coffee Shop Purwokerto must be able to develop and innovate to define the right marketing strategy. One of them is by using social media marketing to build consumer's brand awareness, so that the purchase decision process will be built by itself. This research aims to discover the impact of social media marketing on the purchase decisions with brand awareness as an intervening variable at Praketa Coffee Shop Purwokerto. The type of research used is quantitative research with associative descriptive approach. The data collection technique used in this research is primary data, with method of distributing questionnaires to 100 respondents of Praketa Coffee Shop Purwokerto. The data analysis technique used Path Analysis regression and the Sobel Test. The results show that social media marketing has a positive and significant effect on brand awareness and on purchasing decisions, and brand awareness mediates positively and significantly on the relationship of between social media marketing and purchasing decisions.

Keywords: Social Media Marketing; Brand Awareness; Purchase Decisions

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1. Introduction

Internet technology is currently an important need for humans. In addition to being a means of communication, the internet has many uses such as a means of publication, marketing strategies, and exchanging information. Internet users in Indonesia in early 2021 reached 202.6 million or 73.7% of the total population of 274.9 million people. According to that data, about 195.3 million people or 94.6% of Indonesian people use the Internet via mobile phones. The increase of Internet users impacts on human lifestyle, which means that companies must be able to compete and innovate in introducing products or services, so that they can be welcomed (Kuspriyono & Nurelasari, 2018).

Among other tourism sectors, the culinary business is a sector that is quite large in using internet technology as a marketing strategy. Praketa Coffee Shop Purwokerto as one of the culinary businesses, implements its marketing strategy through social media. People use social media because it is easy to access and have features that are very useful to human life. The internet has access that can be used anywhere and anytime, and makes it easier for people getting up-to-date information about the product or service they need (Oktaviani & Rustandi, 2018).

Many business people think that the use of social media marketing can provide operational benefits, because it does not cost too much for promotion and is more efficient. The impact of product sales increases when many consumers visit the company's website and find out about the products offered. The purpose of this marketing is to place a brand into the top of the consumers mind so that when they need a product, consumers directly remember a brand. Marketing using social media must be creative and interesting so that it can form a brand awareness (Upadana & Pramudana, 2020). This is very effective in introducing a business or business brand to consumers

widely and can make the brand in the minds of consumers in making it a brand reference when they want to make a purchase.

Praketa Coffee Shop has been around for a long time and has become one of the most well-known brands in Purwokerto. In its development, Praketa Coffee Shop has established quite good on brand awareness through their social media marketing. According to the owner of the Praketa Coffee Shop, it appears that brand or some new coffee shops are likely to cause problems on the brand awareness consumers of the Praketa Coffee Shop brand, because there is an opportunity for consumers to try every other brand, even maybe the consumer can switch to a coffee shop.

To find out the phenomenon of the influence of social media marketing on the formation of brand awareness and purchasing decisions, researchers conducted a pre-survey by distributing online questionnaires to 34 respondents who had made purchases at Praketa Coffee Shop Purwokerto.

Table 1. Pre-survey Research on Praketa Coffee Shop Purwokerto

No	Statement	Number of Respondents	
		Yes	No
1	Praketa Coffee Shop establishing communication with customers through social media	28	6
2	Praketa Coffee Shop using social media as a medium to receive criticism and suggestions	25	9
3	Trademark or brand of Praketa Coffee Shop sounds eye-catching	28	6
4	When asked about the coffee product or a place to just hang out, a brand that always comes to your mind is Praketa Coffee Shop brand	14	20
5	I promise to buy products or to visit Praketa Coffee Shop in addition to other products or cafes	14	20
6	I am willing to sacrifice time or price for products or to visit Praketa Coffee Shop	28	6

Source: Data Processed by Researches, 2021

The results of the pre-survey in Table 1. which have been conducted on 34 respondents, show the phenomena of social media marketing, brand awareness, and purchasing decisions. This can be seen from statement number 1, "Praketa Coffee Shop builds communication with its consumers through social media", 28 respondents answered yes and 9 respondents answered no. This can be seen from statement number 3 which states that the Praketa Coffee Shop brand sounds familiar and well-known

among consumers, which proves the use of social media as a marketing medium by Praketa Coffee Shop. The statements include, "Trademark or brand of Praketa Coffee Shop sounds ear-catching.", 28 respondents answered yes and 6 respondents answered no. However, for the next statement in number 4, "When asked about coffee products or a place to just hangout, the brand that always comes to your mind is the Praketa Coffee Shop brand" 14 respondents answered yes and 20 respondents answered no, and for statement number 5 "I prioritize buying products or visiting Praketa Coffee Shop than other products or cafes." 14 respondents were willing to prioritize Praketa Coffee Shop, while 20 respondents said they were not. This states that consumer awareness of the Praketa Coffee Shop brand only reaches the level of brand recognition described in statement number 4, consumers do not make Praketa Coffee shop as the brand that will be chosen the most in their minds (top of mind). Regarding the statement in number 5, that consumers do not prioritize to buy Praketa Coffee Shop products, it reduces the purchase decisions that will occur.

Based on this analysis, we can see that social media marketing can influence the formation of brand awareness and purchase decisions. Research conducted by Upadana & Pramudana (2020) states that social media marketing plays a role in shaping brand awareness to determine a purchase decision. Social media marketing must be carried out with innovative and interesting activities to build brand awareness consumer, so that consumers have high confidence in the product and consumers can decide on the purchase decision (Upadana & Pramudana, 2020).

Based on the background explained, the use of social media in marketing activities is very important and is related to brand awareness and consumer purchasing decisions. Therefore, the author is very interested in knowing the phenomenon of

the influence of social media marketing on purchasing decisions mediated by brand awareness at Praketa Coffee Shop Purwokerto.

Based on the description of the theory and, it can be concluded several hypotheses in this study, namely as follows:

- 1) H1: Social media marketing has a positive and significant effect on brand awareness of Praketa Coffee Shop Purwokerto.
- 2) H2: Social Media Marketing has a positive and significant effect on the purchase decision in Praketa Coffee Shop Purwokerto.
- 3) H3: Brand awareness has a positive and significant effect on Praketa Coffee Shop Purwokerto purchase decision.
- 4) H4: Brand awareness mediates positively and significantly on the relationship between Social Media Marketing and Praketa Coffee Shop Purwokerto purchase decision.

The theoretical model of thought in this study is based on a description of the theory and previous research, as follows:

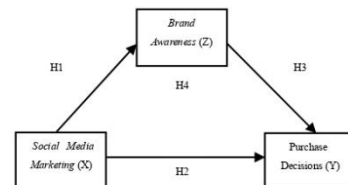


Figure 1. Theoretical Model

2. Literature Review

2.1 Social Media Marketing

According to Kuspriyono & Nurelasari (2018), social media is a way to share information in the form of text, audio, or video used by consumers or companies to interact or communicate that can be done at a distance. In social media marketing activities, it is used to facilitate the promotion process to consumers.

Promotional activities carried out by a company using social media have a greater increase than non-social media promotions

(Zahid, 2014).

Social media marketing platforms have the ability to expand brand recognition to people globally so that consumers can get more than ever before (Poturak & Softić, 2019).

Social media marketing uses social media as a marketing channel so that we can use the characteristics of social media as a measurement dimension. The following are social media marketing indicators that have been adapted to this research according to Sutariningsih (2021) and Godey (2016), namely:

1) Entertainment

Entertainment is an experience that brings pleasure or interest to the use of social media.

2) Interaction

Interaction is communication between companies and consumers, such as sharing information, exchanging opinions, views, suggestions, criticisms, or praise about a product or brand provided by the company.

3) Trendiness

Trendiness or modern conditions at this time that require social media to provide the latest topics or news to consumers. Trendiness plays a role in providing the latest content, such as product information, promotions or discounts, or other services provided by the company.

4) Customization

Customization in social media has a role in providing a search for information and services that are tailored and provided based on consumer demand or needs.

5) Word of Mouth

Word of mouth is useful in shaping communication between consumers to other consumers. In this case word of mouth is the consumer's desire to share information about a product or brand to another consumer through direct or redistributive conversation using the consumer's own social media.

2.2 Brand Awareness

Brand awareness or brand awareness is defined as the ability of consumers to identify a brand when given to them under

different conditions. Brand awareness can be enhanced when someone can see, know, and remember that brand on their mind. Therefore, companies are making efforts to raise brand awareness by designing logos, symbols, characters, packages, advertisements or promotions with slogans that can shape and raise consumer awareness of a brand (Yapa, 2017).

According to Herdana (2015), brand awareness is the ability of consumers to remember and recognize a brand or product in their own minds. Raising awareness of a brand is one of the ways to introduce and develop a brand to a wider market.

Consumers will buy a product or use a service based on a brand they know and trust. This is important for every company to create brand awareness because it can allow a brand to be chosen or purchased because it first appears in the minds of consumers (Sutariningsih, 2021).

Brand awareness in this study is the ability of consumers to remember a brand or advertisement through spontaneous circumstances or after being stimulated by keywords. Brand awareness indicators according to Upadana & Pramudana (2020) and have been adapted to this research are:

1) Brand Knowledge

Consumers can remember a brand well and sound familiar to consumers. This is caused by how often consumers make purchases of the brand.

2) Well-known

Brands can be known by all circles and have the ability to become the main topic if consumers are in need or need a brand.

3) Distinguishable

Brands that can be distinguished from other brands, both from the taste and characteristics of the brand. On the other hand, brands have characteristics that can make consumers feel more special when they buy the brand.

2.3 Purchase Decisions

Consumer decision to make the purchase of a product or service begins with awareness of the need or desire. According to Sara (2009) purchasing decisions are a

decision-making process that someone makes through an evaluation process to choose an alternative.

The purchase process took place long before the actual purchase and had (Ernawan et al., 2018)

According to Adhawiyah (2019) there are two factors that are sufficiently influential between consumer intentions to buy and purchasing decisions. These two factors, inter alia, the attitude that emerges from others and the situation or the situation that can change.

The decision making process is important to make because it can help consumers dig information about a set of brands or products, evaluate brands or products even choose between alternatives and ultimately make good and customer-friendly decisions (Siali et al., 2016).

Purchase decision indicators according to Upadana & Pramudana (2020) are when consumers decide to make a purchase of a product influenced by four indicators namely:

1. Decision to choose

Consumers have the opportunity to choose a product or brand in every purchase they will make. This decision arises because consumers need the product or service.

2. Priority

Consumers will prioritize buying a particular product or brand compared to others. This happens because consumers have trusted the product or brand.

3. Awareness of sacrifice

Consumers are willing to sacrifice for a particular product or brand, both in time, cost, and effort to get it.

4. Like the product

Consumers feel happy after buying a certain product or brand, because it is in accordance with what they want.

3. Materials and Methods

This study uses a quantitative descriptive method with an associative approach. Associative research aims to explain the effect of social media marketing

variables on purchasing decisions through brand awareness. This research was conducted at Praketa Coffee Shop Purwokerto with the object of research, namely, social media marketing as an independent variable (X), brand awareness as an intervening variable (mediation) (Z), and purchasing decisions as the dependent variable (Y).

In data collection, this study uses a non-probability sampling method with purposive sampling technique, which is a sampling carried out with criteria set by researchers, such as consumers who have visited Praketa Coffee Shop and are 18 years old and over. Data was collected by distributing online questionnaires or questionnaires using Google Form to 100 respondents who met the criteria according to the research using Likert scale measurements. The data analysis technique used descriptive analysis technique, classical assumption test, path analysis regression, and Sobel test.

4. Results and Discussion

Praketa Coffee Shop is a café that was established in 2015. This café is located in the city of Purwokerto, precisely on Jl. HR Boenyamin No. 129 Purwokerto which is a strategic place because it is located around campus and the city center. According to the café owner Indra Purnama Aji, Praketa comes from Sanskrit which means "knowledge or point of view". At first, this café only had a limited menu, such as single origin black coffee with manual brewing techniques that characterize this café. As for the food menu, there is only a cake menu, such as cheese cake and oreo cake. Over time, Praketa Coffee is increasingly developing and expanding its menu so that consumers have more choices when visiting. In addition to a diverse menu, the concept of a minimalist-style building with a touch of wood in every corner of the café room gives visitors a comfortable and calm impression.

The questionnaire consists of three parts, namely statements regarding the

respondent's criteria, respondent's experience and respondents' responses to the variables of social media marketing, brand awareness, and purchasing decisions at Praketa Coffee Shop Purwokerto. In filling out the questionnaire, respondents were asked to give the symbol (x) to each item of the statement. Each statement item consists of 5 response scores, namely, Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), Strongly Disagree (1).

4.1 Characteristics of Respondents

Characteristics of respondents are presented in the following data:

Table 2. Characteristics of Respondents by Sex

Sex	Frequency	Percentage (%)
Male	54	54%
Female	46	46%
Total	100	100%

Source: Data Processed by Researches, 2021

Based on table 2, it can be seen that male respondents were the most frequent visitors (54%) and female respondents were 46 people (46%).

Table 3. Characteristics of Respondents Based on Age

Age	Frequency	Percentage (%)
18 – 20 years	31	31%
21 – 25 years	57	57%
25 – 30 years	11	11%
>30 years	1	1%
Total	100	100%

Source: Data Processed by Researches, 2021

Based on table 3, it can be seen that respondents who visited Praketa Coffee Shop Purwokerto aged 21-25 years were the most frequent visitors namely 57 people or with a percentage of 57%. In addition, for visitors aged 18-20 years, there were 31 people or 31%, then for those aged 25-30 years there were 11 people or 11%, and visitors aged >30 years were only 1 person or 1%. This shows that most of the visitors are young people.

Table 4. Characteristics of Respondents Based on Occupation

Occupation	Frequency	Percentage (%)
Student	67	67%
Employee	17	17%
Entrepreneur	7	7%
Private Employee	3	3%
Fresh Graduate	1	1%
Satpol PP	1	1%
Civil servant	1	1%
Barista	1	1%
Freelance	1	1%
Housewife	1	1%
Total	100	100%

Source: Data Processed by Researches, 2021

Based on table 4. it can be seen that from 100 respondents according to job criteria, there are 67 or 67% of people in the student category as the most frequent visitors to Praketa Coffee Shop Purwokerto. In addition, there are 17 respondents who work as employees or 17%, 7 people or 7% of respondents are entrepreneurs, 3 people or 3% of respondents who work as private employees, then categories that are not listed in the questionnaire options such as fresh graduates, Satpol PP, Civil servant, Barista, Freelance, and housewives each as many as 1 person or 1%.

Table 5. Characteristics of Respondents Based on Monthly Income

Income	Frequency	Percentage (%)
< Rp 1.000.000	41	41%
Rp 1.000.000 – Rp 2.500.000	38	38%
Rp 2.500.000 – Rp 5.000.000	11	11%
< Rp 5.000.000	10	10%
Total	100	100%

Source: Data Processed by Researches, 2021

Based on table 5. it can be seen that respondents who often visit Praketa Coffee Shop Purwokerto by looking at the information on monthly income, which is <Rp 1,000,000, get the highest number of 41 people or with a percentage of 41%. Then respondents with an income of 1,000,000 – Rp 2,500,000 as many as 38 people or 38%, respondents with an income of Rp 2,500,000 – Rp. 5,000,000 as many as 11

people or 11% and respondents with income <Rp 5,000,000 as many as 10 people or 10%.

4.2 Respondent experience

The following is a description of the results of the respondent experience in this study:

Table 6. Respondents' Initial Knowledge Experience of Praketa Coffee Shop

Initial Knowledge	Frequency	Percentage (%)
Family/Friends	60	60%
Social Media	31	31%
Print Media	-	-
Random view	9	9%
Total	100	100%

Source: Data Processed by Researcher, 2021

The shows that most respondents know where Praketa Coffee Shop Purwokerto is from information from their family or close friends, with the number of respondents of 60 percent. Then respondents who know through social media as many as 31 or 31%, respondents who randomly see as many as 9 or 9%, and 0% or no respondents who know Praketa Coffee Shop Purwokerto through print media. Based on that table, it can be summarised that from 100 respondents, as most of them know the coffee shop through information from someone or word of mouth and social media.

Table 7. Respondent's Experience Based on Frequency of Visiting Praketa Coffee Shop

Frequency of Visiting	Frequency	Percentage
1 time	14	14%
2 - 5 times	44	44%
> 5 times	42	42%
Total	100	100%

Source: Data Processed by Researcher, 2021

The results of data processing can be seen that respondents often make visits with a frequency of 2-5 times as many as 44 people or with a percentage of 44%. In addition, for the frequency of visits > 5 times, 42 people or a percentage of 42% and 14 or 14% of people who visit Praketa Coffee Shop 1 time.

Table 8. Respondent's Experience Based on Purpose of Visiting Praketa Coffee Shop

Purpose of Visiting	Frequency	Percentage (%)
Eat/Drink	43	43%
Doing Assignment	19	19%
Hangout	30	30%
Others	8	8%
Total	100	100%

Source: Data Processed by Researcher, 2021

The data above shows that most respondents visit the Praketa Coffee Shop to eat or drink (43%) , 19% respondents visit the coffee shop to do assignments, 30% to hangout or gathering, and 8% to do activities outside the category. Therefore, it can be concluded that Praketa Coffee Shop Purwokerto is a place that is often visited for eating, drinking, or just gathering together.

4.3 Descriptive Analysis Results of Social Media Marketing Variable

The following is a explanation of the results of the descriptive analysis of each item of the research statement:

Table 9. Responses to Social Media Marketing

No	Statement	Total Score	Average	Category
1	Praketa Coffee's social media provides interesting image posts.	413	82.6%	Good
2	Praketa Coffee social media provides interesting video posts.	392	78.4%	Good
3	Praketa Coffee's social media provides clear information.	426	85.2%	Very Good
4	Praketa Coffee's social media provides facilities for the exchange of opinions, such as opinions, suggestions, and criticisms.	400	80%	Good
5	Praketa Coffee's social media provides interesting content according to today's conditions.	418	83.6%	Good
6	Praketa Coffee's social media uses easy-to-understand language for each content or segment.	435	87%	Very Good
7	Praketa Coffee's social media provides information search and special services for Praketa Coffee Consumers	398	79.6%	Good
8	Praketa Coffee's social media considering suggestions from consumers to be used as material for posting or content on social media.	402	80.4%	Very Good
9	I am willing to share information about Praketa Coffee's brands, products and services to my friends	414	83.8%	Good
10	I am willing to upload content or information that I get from Praketa Coffee's social media on my social media.	397	79.4%	Good
Total Rate		409.5		Baik
Percentage			81.9%	

Source: Data Processed by Researcher, 2021

Based on table 9., it is known that the total average (mean) score obtained from the social media marketing variable is 409.5 out of a total score of 500 or 81.9% in percentage form. So overall respondents' responses to social media marketing variables at Praketa Coffee Shop Purwokerto are categorized into good categories.

Based on the results of the descriptive analysis of social media marketing variables

in table 9, it is known that the indicator with the highest score is found in two indicators, namely, X.3 with a score of 426 or 85.2% and X.6 indicator with a score of 435 or 87%, a score This falls into the very good category. This shows that Praketa Coffee Shop always provides clear information and easy-to-understand language in each content or segment.

Description of Brand Awareness Variable

The following is a description of the results of the descriptive analysis of each item of the research statement:

Table 10. Responses on Brand Awareness

No	Statement	Total Score	Average	Category
1	I realized the existence of Praketa Coffee because the shop was easy to find.	410	82%	Good
2	I recognized Praketa Coffee just by looking at their products.	364	72.8%	Good
3	I remember Praketa Coffee as a coffee shop with a variety of products and services.	427	85.4%	Very Good
4	Praketa Coffee is the first brand that comes to my mind when I want to drink coffee or just hangout at a coffee shop.	351	70.2%	Good
5	Praketa Coffee is a well-known brand in Purwokerto.	412	82.4%	Good
6	I can distinguish Praketa Coffee brand products from other brands.	375	75%	Good
7	Praketa Coffee brand products have different characteristics from other brands.	377	75.4%	Good
8	I feel special or proud when I buy Praketa Coffee brand products.	375	75%	Good
Average Value in Total Rate Percentage		392	78.4%	Good

Source: Data Processed by Researcher, 2021

Based on table 10., it can be seen that the total overall average (mean) score obtained from the brand awareness variable is 392 or 78.4% in percentage terms. Overall, according to this score, respondents' responses to the brand awareness variable at Praketa Coffee Shop Purwokerto are categorized into good categories.

Based on the results of the descriptive analysis of the brand awareness variable in table 10, the indicator that gets the largest score is the statement item Z.3 with a score of 427 or 85.4%, this score is included in the very good category. This indicates that Praketa Coffee Shop Purwokerto always provides good and varied products, services, so that respondents are able to remember the Praketa Coffee Shop brand well.

Description of Purchase Decision Variable

The following is a description of the results of the descriptive analysis of each item of the research statement:

Table 11. Responses for Purchase Decision

No	Statement	Total Score	Average	Category
1	I decided to choose Praketa Coffee as a place to hang out and drink coffee, from other coffee shops.	383	76.6%	Good
2	I decided to choose Praketa Coffee as a place to hang out and drink coffee because of my own desire.	409	81.1%	Good
3	I decided to choose Praketa Coffee as a place to hang out and drink coffee because I saw other people's experiences.	355	71%	Good
4	I prioritize buying Praketa Coffee products over other products.	348	69.6%	Good
5	I prioritize buying Praketa Coffee products because of the quality of the products.	384	76.8%	Good
6	I am willing to sacrifice time and money to buy Praketa Coffee products.	351	70.2%	Good
7	I am willing to always be loyal to Praketa Coffee.	348	69.6%	Good
8	I feel happy or satisfied after deciding to buy Praketa Coffee brand products.	391	78.2%	Good
9	I am willing to make repeated purchases at Praketa Coffee.	390	78%	Good
10	I will recommend Praketa Coffee to my friends.	419	83.8%	Good
Average Value in Total Percentage		377.8	75.6%	Good

Source: Data Processed by Researcher, 2021

Based on table 11. it can be seen that the total overall average (mean) score obtained from the purchasing decision variable is 377.8 or 75.6% in percentage form. Overall, according to this score, respondents' responses to the purchasing decision variables at Praketa Coffee Shop Purwokerto are categorized into good categories.

Based on the results of the descriptive analysis of the purchasing decision variables in table 11, the indicator that gets the highest score is the statement item Y.10 with a score of 419 or 83.8%, this score is included in the good category. This indicates that Praketa Coffee Shop Purwokerto always gives good trust so that consumers are able to make decisions by recommending Praketa Coffee Shop to other consumers.

4.4 Validity Test

The following data is a validity test result for each variable:

Table 12. Validity Test Result

No	Variable	Statement Item	R calculates	Description
1	Social Media Marketing	X.1	0.583	Valid
		X.2	0.486	Valid
		X.3	0.685	Valid
		X.4	0.747	Valid
		X.5	0.682	Valid
		X.6	0.621	Valid
		X.7	0.834	Valid
		X.8	0.569	Valid
		X.9	0.691	Valid
		X.10	0.764	Valid
2	Brand Awareness	Z.1	0.631	Valid
		Z.2	0.849	Valid
		Z.3	0.659	Valid
		Z.4	0.860	Valid
		Z.5	0.793	Valid
		Z.6	0.846	Valid
		Z.7	0.860	Valid
		Z.8	0.783	Valid
3	Purchase Decision	Y.1	0.908	Valid
		Y.2	0.715	Valid
		Y.3	0.752	Valid
		Y.4	0.887	Valid
		Y.5	0.859	Valid
		Y.6	0.820	Valid
		Y.7	0.855	Valid
		Y.8	0.897	Valid
		Y.9	0.897	Valid
		Y.10	0.757	Valid

Source: Data Processed by Researcher, 2021

Based on table 12., it shows that all items or statement items totaling 28 statements on each social media marketing variable, brand awareness, and purchasing decisions have an r count that exceeds the r table of 0.361. Then the statement items on all research variables are said to meet the validity requirements and are declared valid and can be used as measuring instruments for this study.

4.5 Reliability Test

The following are the results of the reliability test for each variable, social media marketing, brand awareness, and purchasing decisions:

Tabel 13. Reliability Test Result

Variable	Number of Statement	Cronbach's Alpha	Minimum Limit Cronbach's Alpha	Description
Social Media Marketing	10	.857	0.60	Reliable
Brand Awareness	8	.911	0.60	Reliable
Purchase Decision	10	.948	0.60	Reliable

Source: Data Processed by Researcher, 2021

Table 13. shows that the results of the reliability test on the variables of social media marketing, brand awareness, and purchasing decisions have a Cronbach's Alpha value exceeding 0.60. Therefore the statement items from each variable are declared reliable or appropriate to be used

for this study.

4.6 Classic Assumption Test Normality Test

In this study, normality testing using a statistical test with Kolmogorov-Sminorv technique uses an Exact Significant approach with the help of SPSS Statistic 25 measuring tools.

Table 14. Normality Test Result

	Kolmogorov-Smirnov Exact Sig. (2-tailed)	Unstandardized Residual
N		100
	Struktur 1	0.169
	Struktur 2	0.254

Source: Data Processed by Researcher, 2021

Based on table 14. the results of the normality test on structure 1 and structure 2 can be seen through the residual value of the data which has a significant value of 0.169 for structure 1 and 0.254 for structure 2. The two values above have a value greater than alpha 0.05. Accordingly, this shows that the data used in this study is normally distributed.

Multicollinearity test

The following are the results of the multicollinearity test for each variable:

Table 15. Multicollinearity Test Result

Equation	Model	Tolerance	VIF
Model 1	Social Media Marketing	1.000	1.000
Model 2	Social Media Marketing	0.520	1.925
	Brand Awareness	0.520	1.925

Source: Data Processed by Researcher, 2021

Based on table 15. The results of the multicollinearity test show that the VIF value for the structure 1 1,000 is smaller than the VIF value 10 and the tolerance value 1,000 is greater than the tolerance value 0.10. For structure 2, the VIF value of 1.925 is smaller than the VIF value of 10 and the tolerance value of 0.520 is greater than the tolerance value of 0.10. Subsequently, it can be concluded that there is no multicollinearity in the two variables.

Heteroscedasticity Test

The following are the results of the heteroscedasticity test for each variable:

Table 16. Heteroscedasticity Test Result

Equation	Model	t	Sig.
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Structure 1	Social Media Marketing	-0.890	0.375
Structure 2	Social Media Marketing	-0.826	0.411
	Brand Awareness	-0.502	0.617

Source: Data Processed by Researchers, 2021

Based on table 16, the results of the heteroscedasticity test show that the significant value for the structure of 1 social media marketing variable is 0.375, which is greater than 0.05. Then for the structure of the 2 social media marketing variables, 0.411 is greater than 0.05 and the brand awareness variable has a significant value of 0.617, which is greater than 0.05. It is said that in this study, the regression model did not experience heteroscedasticity.

4.7 Path Analysis

The structural equation in this study uses a simple path diagram model with three variables, the social media marketing variable (X), the brand awareness variable (Z), and the purchasing decision variable (Y). The formulation of the structural model can be seen as follows:

a. Model equation 1

$$Z = \rho ZX + e1$$

b. Model equation 2

$$Y = \rho YX + \rho YZ + e2$$

Description:

ρ = Path Coefficient

e = Residual Error

X = Independent Variable

Z = Variable Intervening

Y = Dependent Variable

Table 17. Path Analysis Test Model 1 Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.609	2.891		1.249	0.215
	Social Media Marketing	0.667	0.070	0.693	9.520	0.000
	R Square	0.480				
	F Statistik	90.632				
	Sig. Uji F	0.000				

a. Dependent Variable: Brand Awareness
Source: Data Processed by Researchers, 2021

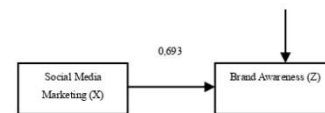
Significance value of the social media marketing variable is 0.000, which is less than 0.05 and the t-table value or the positive regression coefficient is 9.520. These results can be concluded that **H1: the social media marketing variable has a positive and significant effect on the**

brand awareness variable, is accepted.

The regression coefficient value of social media marketing has a value of 0.693. The influence of the independent variable on the dependent variable can be seen from the total determination value (R Square) of 0.480 or it means that 48% of the variation in the brand awareness variable is influenced by variations of social media marketing variables, while the remaining 52% comes from factors or variables that do not exist in this research model.

For more details regarding the flow of regression testing, it can be seen from the path diagram of the structural model I with the following equation:

$$\begin{aligned} \text{Model 1} &: Z = \rho ZX + e1 \\ &Z = 0,693 + 0,721 \\ &\quad e1=0,721 \end{aligned}$$



Figures 2. Path Diagram Model 1

Table 18. Regression Analysis Test Results of Structure Path 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.705	3.647		-0.193	0.847
	Social Media Marketing	0.464	0.122	0.354	3.815	0.000
	Brand Awareness	0.630	0.126	0.463	4.986	0.000
	R Square	0.566				
	F Statistik	63.313				
	Sig. Uji F	0.000				

a. Dependent Variable: Purchase Decision
Source: Data Processed by Researchers, 2021

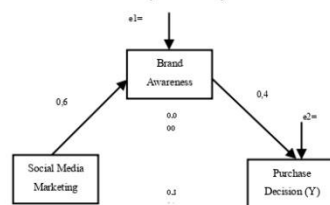
Significance value of the social media marketing variable is 0.000, which is smaller than 0.05 and the t table value or regression coefficient is positive at 3.815. These results can be concluded that **H2: the social media marketing variable has a positive and significant effect on the purchasing decision variable, is accepted.** Then the significance value of the brand awareness variable is 0.000 which is smaller than 0.05 and has a t table value or positive regression coefficient of 4.986. These results can be concluded that **H3: the brand awareness variable has a positive and**

significant effect on the purchasing decision variable, is accepted.

The regression coefficient value of social media marketing has a value of 0.354. Then for the brand awareness variable has a regression coefficient value of 0.463. The influence of the independent variable on the dependent variable can be seen from the total determination value (R Square) of 0.566 or it means that 56.6% of the variation in purchasing decision variables is influenced by variations of social media marketing and brand awareness variables, while the remaining 43.4% comes from factors or variables that do not exist in this research model.

For more details regarding the flow of regression testing, it can be seen from the path diagram of the structure model II with the following equation:

Model II : $Y = \rho_{yx} + \rho_{yz} + e_2$
 $Y = 0,354 + 0,463$



Figures 3. Path Diagram Model 2

Based on the path diagram in Pictures 3, the direct effect, indirect effect, and total effect of each research variable can be calculated for each value. An explanation of the calculation between variables can be seen from the following table:

Table 19. Direct Effect, Indirect Effect, and Total Effect of Social Media Marketing (X), Brand Awareness (Z), and Purchase Decision (Y)

No	Effect Variable	Direct Effect	Indirect Effect Brand through Awareness (Y1) (β1 x β2)	Total Effect
1	X → Z	0.693	-	0.693
2	X → Y	0.354	0.321	0.675
3	Z → Y	0.463	-	0.463

Source: Data Processed by Raseerhe, 2021

Based on table 20. shows that the direct effect of social media marketing variables

on brand awareness has a value of 0.693. The direct effect of social media marketing variables on purchasing decisions has a value of 0.354 and the indirect Influence given by the brand awareness variable is 0.321. The influence of the brand awareness variable on the decision has a value of 0.463. Thus, it can be said that the purchase decision variable is more influenced by the social media marketing variable through brand awareness because the total value given is 0.675. Therefore, the total influence given by the social media marketing variable on the purchasing decision variable through the brand awareness variable is greater than the direct influence of the social media marketing variable on the purchasing decision variable without going through the brand awareness variable.

4.8 Sobel Test

The Sobel test is used to measure the mediation effect given by the intervening variable through testing the indirect effect of social media marketing (X) on purchasing decisions (Y) through the brand awareness (Z). If the value of t count is greater than t table of 1.984 with a 95% confidence level, then the mediating variable is declared capable of significantly mediating the relationship between the independent variable and the dependent variable. This can be known through the Sobel test formula, which is as follows:

$$Sab = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$

Description:

Sab : the standard error of indirect effect

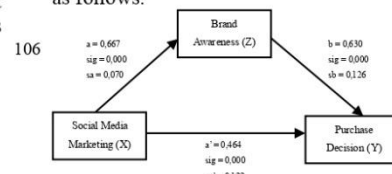
b : independent variable path (x) with intervening variable (z)

b : intervening variable path (z) with dependent variable (y)

sa : standard error coefficient a

sb : standard error coefficient b

Based on the above formula, the results of the Sobel test calculation in this study are as follows:



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Figures 4. Sobel Test Regression Analysis Result

$$\begin{aligned}
 Sab &= \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2} \\
 &= \sqrt{0,630^2 \cdot 0,070^2 + 0,667^2 \cdot 0,126^2 + 0,070^2 \cdot 0,126^2} \\
 &= \sqrt{0,002 + 0,007 + 0,000} \\
 &= \sqrt{0,009} \\
 &= 0,094
 \end{aligned}$$

The influence of the brand awareness variable as a mediating variable can be calculated by the t value of the ab coefficient with the following formula:

$$\begin{aligned}
 t &= \frac{ab}{sab} \\
 &= \frac{0,667 \times 0,630}{0,094} \\
 &= 4,468
 \end{aligned}$$

Based on the above calculations, it can be concluded that the t-count value of 4.468 is greater than the t-table value of 1.984. Hence, it can be concluded that there is an influence of mediation, and indirectly social media marketing through brand awareness has an influence on purchasing decisions. This can be interpreted as **H4: Social media marketing has a positive and significant effect on purchasing decisions through brand awareness, is accepted.**

The results of the analysis of data on the impact of social media marketing on purchasing decisions through brand awareness as a variable intervening in Praketa Coffee Shop Purwokerto, are the following:

The influence of social media marketing on purchasing decisions

In this study, respondents' knowledge of social media marketing at Praketa Coffee

Shop Purwokerto, overall has a good value with a value of 81.9. All categories in the descriptive analysis table are included in the good and very good categories. Therefore, it can be concluded that Praketa Coffee Shop Purwokerto is able to use and implement well the use of social media in every marketing activity.

Based on the results of the regression analysis of the influence of social media marketing on purchasing decisions, it is found that social media marketing has a positive and significant influence on purchasing decisions at Praketa Coffee Shop Purwokerto, so H0 is rejected and H2 is accepted. These results are obtained from the resulting significance value of 0.000 < 0.05. Then the path coefficient value is positive at 0.354. Accordingly, the results of this study can be concluded that the use of social media in Praketa Coffee Shop has an important role to improve consumer purchasing decisions. This means that the higher the use of social media marketing, the consumer's purchase decision making will increase. This is in accordance with previous research conducted by Upadana & Pramudana (2020) which shows that social media marketing has a positive effect on purchase decisions, the better the level of social media marketing, the better the level of consumer purchasing decisions.

The influence of social media marketing on brand awareness

The results of the regression analysis of social media marketing on brand awareness showed that social media marketing had a positive and significant effect on brand awareness, so H0 was rejected and H1 was accepted. This can be seen from the results of the significance value of 0.000 < 0.05 and has a positive path coefficient value of 0.693. Consequently the results of this study can be concluded that the use of social media marketing Praketa Coffee Shop has an important role in increasing consumer brand awareness. This means that the higher the use of social media as a marketing tool, the better the level of consumers in remembering the Praketa Coffee Shop

Purwokerto brand. This is in accordance with previous research conducted by Sutariningsih (2021) that social media marketing has a positive and significant effect on brand awareness, the better and more attractive the marketing done through social media marketing, the better brand awareness.

The influence of brand awareness on purchase decisions

In this study, respondents' knowledge of brand awareness of Praketa Coffee Shop Purwokerto was included in the good category with a total score of 78.4%. All categories in the descriptive analysis table are included in the good and very good categories. Therefore, it can be concluded that Praketa Coffee Shop Purwokerto is able to give a good impression so that consumers can remember their brand.

Based on the results of the regression analysis of the effect of brand awareness on purchasing decisions, it is found that brand awareness has a positive and significant influence on purchasing decisions, so H0 is rejected and H3 is accepted. These results come from a significance value of 0.000 which has a value less than 0.005, and has a path coefficient value of 0.463. Hence, the results of this study can be concluded that building consumer brand awareness is very influential in the purchase decision-making process. This means that the better the brand awareness, the higher the decision to purchase Praketa Coffee Shop products. This is in line with previous research by Adhawiyah (2019) that brand awareness has a direct and significant effect on purchasing decisions.

The influence of social media marketing on the formation of brand awareness and purchasing decisions

Based on the results of the Sobel Test on brand awareness as an intervening or mediating variable, the resulting t value is greater than t table. The value is $4.468 > 1.984$, so these results indicate that brand awareness has a mediating effect on social media marketing relationships on purchasing decisions. The direct influence

of social media marketing on purchase decisions is 0.354, while the indirect influence is 0.321 after brand awareness is an intervening variable. Thus, the total influence of social media marketing on purchasing decisions through brand awareness is 0.675. The results of the study indicate that H0 is rejected and H4 is accepted. It can be concluded that the stronger consumer brand awareness, it will have an impact on the intensity of social media marketing interactions so that consumers can be influenced to make purchases on Praketa Coffee Shop Purwokerto products. This result is in line with the research of Upadana and Pramudana, (2020) that brand awareness is able to mediate the influence of social media marketing on purchase decisions, the better the level of consumer awareness, the better the level of purchase decisions that occur.

5. Conclusion

Social media marketing has a positive and significant effect on brand awareness at Praketa Coffee Shop Purwokerto by 0.480 or 48% indicating that the influence comes from variations in social media marketing on brand awareness, while the remaining 0.520 or 52% is the amount of the contribution value of the variables which were not researched. This shows that the higher the use of social media as a marketing medium, the brand awareness or consumer awareness of the Praketa Coffee Shop brand will increase. Conversely, if the use of social media is getting lower or rarely applied, then brand awareness or consumer awareness of the brand will also decrease. This means that the existence of an ideal social media marketing, brand awareness consumer will be created by itself.

The social media marketing variable in this research has a low average value of 78.4% with the statement "Social Media Praketa Coffee gives interesting video posting". It shows that information through video content not yet reported through social media has not attracted consumer attention. To that end, Praketa Coffee Shop

is expected to be able to provide more interesting content in every aspect of its social media.

The brand awareness variable in this research has an average value of 70.2% with the statement "Praketa Coffee becomes the first brand that appeared to me when I wanted to drink coffee or just hang out at the coffee shop." It shows that the brand awareness that Praketa Coffee Shop has created has not been sufficiently applied in the consumer's mind, because consumers have not yet been able to make Praketa Coffee Shop their top of mind. To that end, the Coffee Shop better enhance various kinds of promotions such as making more specific products, merchandise related to the Coffee Shop, so that consumers know more about brands or the Coffee Shop Practice identity.

Social media marketing has a positive and significant effect on purchasing decisions at Praketa Coffee Shop Purwokerto by 0.566 or 56% indicating that the influence comes from variations of social media marketing on purchasing decisions, while the remaining 0.434 or 43.4% is the amount of the contribution value of the unexamined variables. This shows that the higher the use of social media as a marketing medium, the decision-making process for purchasing Praketa Coffee Shop Purwokerto products will increase. Conversely, if the use of social media is getting lower or worse, the decision-making process for product purchases will decrease. This means that the existence of optimal social media marketing, the consumer decision-making process will be created on its own.

The purchasing decision variable in this study has the lowest average value of 69.6% with the statement "I am willing to always be loyal to Praketa Coffee". This shows that not all consumers are willing to always be loyal in buying products or hanging out at Praketa Coffee Shop. For this reason, Praketa Coffee Shop needs to increase promotions and give a good impression to consumers so that consumers can make

decisions to buy products and can always be loyal and believe that Praketa Coffee Shop products are able to meet their needs.

Brand awareness has a positive and significant effect on consumer's purchase decisions at Praketa Coffee Shop Purwokerto by 0.566 or 56.6% indicating that the influence comes from variations in brand awareness on purchasing decisions, while the remaining 0.434 or 43.4% represents the contribution value of the unexamined variables. This shows that the better the consumer's brand awareness of a brand, the more the decision-making process to buy Praketa Coffee Shop products will increase. Conversely, if consumer brand awareness is low or bad, then the decision-making process for product purchases will also decrease. This means that there is an ideal brand awareness, the consumer decision-making process will be created on its own.

Brand awareness mediates positively and significantly on the relationship of social media marketing to purchasing decisions. These results can be shown by the Sobel test where the t count value is 4,468 > the t table value is 1,984. This shows that the decision making process of purchasing Praketa Coffee Shop products is very dependent on the existence of brand awareness and social media marketing.

The perspective that according to consumers is not good, is expected to be evaluated by Praketa Coffee Shop so that problem solving can be done easily and find the best solution to improve purchasing decisions at Praketa Coffee Shop Purwokerto. Likewise, aspects that according to consumers are good, are expected to always be maintained and improved so that consumer assessments of purchasing decisions continue to increase.

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Analysis of the Influence of Social Media Marketing and E-WOM on Purchase Decisions Mediated by Brand Awareness and Trust at "X" Ice Cream Outlets

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Keywords

Social Media Marketing, Electronic Word Of Mouth, Brand Awareness, Trust, Purchase Decision.

ABSTRACT

With the evolution of the times, there has been a rise in the number of internet and social media users, leading to a shift from traditional marketing methods to digital marketing. The aim of this research was to explore how social media marketing and electronic word-of-mouth (e-WOM) affect the choices made in purchasing, with brand awareness and trust serving as mediating factors. Employing a quantitative approach, an online survey was conducted with 200 participants, and data processing was carried out using SmartPLS software. The findings revealed a notable and meaningful connection was observed, showing a positive influence among social media marketing, e-WOM, and purchasing decisions, wherein brand awareness and trust played intermediary roles, specifically in "X" ice cream outlets. Notably, brand awareness and trust were identified to have a partially mediating effect concerning the connection among social media marketing, e-WOM, and purchasing decisions, this study underscores the managerial significance of improving social media marketing, e-WOM, trust, and brand awareness to positively impact purchase choices.

INTRODUCTION

In the era of digitalization, human life cannot be separated from social media. Humans are social creatures that require interaction between individuals. Entering this digital era, interactions previously built directly are starting to switch to social media (Ansari *et al.* 2019). The development of this technology has dramatically facilitated human life for various activities, including business activities. The impact of this technology is the emergence of different creative and innovative ideas that can increase a business's competitiveness (Handi *et al.* 2018).

Based on the We Are Social survey, it is noted that Internet users in Indonesia will continue to increase from 2012 until 2023. In January 2023, the number of internet users in Indonesia will reach 212.9 million (Rizaty 2023; Clinton dan Kusuma 2023).

The increase in the number of users every year in Indonesia will undoubtedly change human lifestyles along with the times. Conventional marketing activities began to shift into digital marketing activities. Companies must adapt their marketing by switching to digital marketing activities (Upadana dan Pramudana 2020).

The emergence of the COVID-19 pandemic amid the digitalization era has various positive and negative impacts on the Indonesian people. With large-scale social restrictions, people cannot gather, gather, and carry out activities on a large scale. This impacts marketing methods that need to adapt to the times. Various companies innovate to develop creative ideas using social media for marketing needs (Saputra 2020).

We Are Social research indicates approximately 167 million social media users in Indonesia. This represents 60.4% of Indonesia's population (Widi 2023). Every individual in Indonesia is estimated to spend 7 hours 42 minutes playing social media daily, the eleventh highest in the world (Bearman *et al.* 2023).

According to We Are Social, researching products and brands is one of the main reasons humans access the Internet. The survey shows that 43.4% of humans access the internet to find a product or brand, ranking seventh as the main reason humans access the internet (We Are Social, 2023). Based on this data, using social media to conduct marketing activities is the right choice.

Based on a survey conducted by Sea Insights, 54% of MSME entrepreneurs use social media as a marketing medium. The use of various social media as marketing media is a form of adaptation for business actors during the COVID-19 pandemic (Alika, 2020). Social media marketing is defined as a process carried out by a marketer to promote products and services provided through a social media network. The use of marketing through social media is not only carried out by a group of individual business actors but also carried out by industrial businesses (Ardiansyah dan Sarwoko 2020).

Previous research discovered that brand recognition and purchasing decisions positively and significantly correlate with social media marketing (Ardiansyah dan Sarwoko 2020; Upadana dan Pramudana 2020; Kodrat 2021). Brand awareness is a state in which consumers can recognize a brand that is part of a product category. In terms of increasing brand awareness, many business actors use social media to increase brand awareness of the products or services offered (Ardiansyah dan Sarwoko 2020).

According to research conducted by Pramudana and Upadana (2020), purchase intention is influenced by brand awareness. This is supported by Ardiyansyah and Sarwoko (2020), who revealed that a product or service with a higher brand awareness will increase the possibility of consumers purchasing. A Purchase decision is a process that an individual can carry out to determine a product or service through a series of evaluation processes (Upadana dan Pramudana 2020).

According to Budiatmo and Kurniasari (2018), purchase decision is a process carried out by a consumer in choosing products and services. In making decisions, there are six stages carried out by consumers, specifically: 1. Identification of the need; 2. Information seeking; 3. Alternative assessment; 4. Purchase choice; 5. Consumption; and 6. Post-purchase actions (Kodrat, 2021).

According to research by Angelyn and Kodrat (2021), brand knowledge impacts how social media marketing influences decisions about what to buy. When a company applies social media marketing, brand awareness increases, resulting in growth in purchase decisions. This research shows that brand awareness needs to be increased to the "top of mind" level by applying social media marketing to improve purchase decisions.

Another aspect that affects purchase intention is e-WOM. Based on previous research conducted by Moniharapon *et al.*, (2022) and Handi *et al.*, (2018), e-WOM positively and significantly influences purchase decisions. Electronic word of mouth (e-WOM) is defined as marketing activities using internet technology to spread word of mouth, which has the purpose of marketing media. In marketing through e-WOM, marketing is focused on viral marketing because viral marketing is contagious like a virus. In this marketing concept, consumers are encouraged to tell their experiences using a product or a service through word of mouth through online media (Sekaran dan Bougie 2016; Sulthana dan Vasantha 2019).

In research conducted by Park & Seo, (2018), it is said that customers will look for information in the form of e-WOM through social media to reduce worry before making a purchase decision. Consumers will rely on trust derived from information obtained from e-WOM through social media regarding the experience of other consumers who have made product purchases first. Brand awareness is also another aspect that influences the relationship between eWOM and purchase decisions (Chatzipanagiotou *et al.* 2023; Kumar *et al.* 2023; S dan Chandra 2023). As a result of consumer trust in a brand, consumers will recognize one particular brand as brand awareness (Bastos dan Moore 2021; Huang 2022).

Civelek also conducted other research & Ertemel, (2018) In this research, it was found that peer-to-peer interaction was built through e-WOM. Positive information obtained from e-WOM will increase brand awareness and will have a direct effect on trust. Purchase decisions will increase with the influence of positive information obtained from e-WOM.

In this modern era, many companies rely on social media marketing and e-WOM as marketing media to increase brand awareness, trust, and purchase decisions. This is also done by one of the "X" ice cream outlets that make social media marketing and e-WOM a marketing tool and strategy to increase purchase decisions. In Jakarta, there are many ice cream outlets, but "X" ice cream outlets mushroomed quickly and became one of the favorite and sought-after by consumers when they want to consume ice cream.

METHODS

This study uses an explanatory research method to explain the relationship and influence between social media marketing (SMM) and electronic word of mouth (e-WOM) on purchase decisions at "X" ice cream outlets in the West Jakarta area. The object of the study was a customer of ice cream outlet "X" who actively used social media and knew the brand. The study was open to all genders, ages, and occupation types. The study population was all customers of "X" ice cream outlets that met these criteria.

The sample selection used the purposive sampling method, where respondents were selected based on specific criteria, namely individuals who use social media and know the "X" ice cream outlet. The number of samples is determined based on a range of numbers 5-10 with several indicators of 16, so a minimum sample number of 160 respondents is obtained.

Data collection is carried out through primary and secondary methods. Preliminary data was obtained through surveys by distributing questionnaires to respondents through social media, WhatsApp applications, and Instagram. Secondary data are obtained from scientific journals, books, survey data, and news relevant to the research topic (Bambale 2014; Suliyanto 2018).

The data analysis method uses SmartPLS software (Muhson 2022). According to research by Angelyn and Kodrat (2021), brand knowledge impacts how social media marketing influences decisions about what to buy.

Before actual testing, preliminary tests were conducted on 30 respondents to check the validity and reliability of the research instrument. The initial test results showed that all indicators and variables had AVE values above 0.50, outer loadings values above 0.70, and Cronbach's alpha and composite reliability values above 0.70. Therefore, all questions in the preliminary test will be used in the actual test.

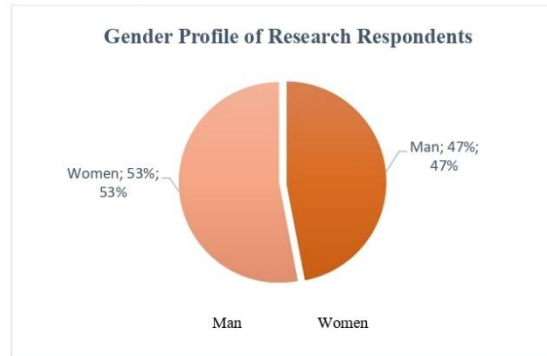
Thus, this study uses the explanatory research method with the object of research on customers of ice cream outlet "X" in West Jakarta. Data was collected through a survey with a sample of 160 respondents, and data analysis was carried out with the help of SmartPLS software. The validity and reliability of the research instruments have been tested in preliminary tests to ensure the quality of the data obtained.

RESULTS

A. Profile Response

1. Gender

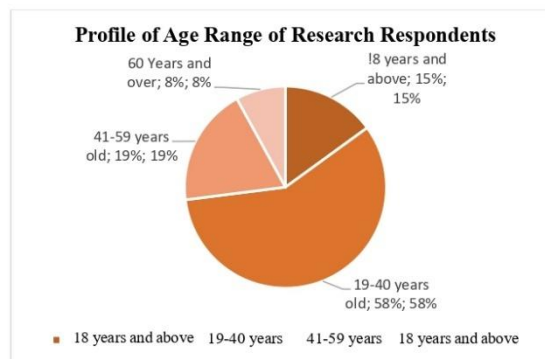
Based on the data obtained, of the 177 respondents who participated in this study, there were 93 female and 84 male respondents. In percentage, 53% of female and 47% of male respondents actively use social media and know there is an "X" ice cream outlet in the West Jakarta area.

**Figure 1. Respondent Research Gender Profile**

Source: Results of Data Processing and Questionnaire

2. Age Range

In this study, respondents will be grouped into age ranges: under 18 years old, 19-40 years old, 41-59 years old, and over 60 years old. Based on the data obtained, of the 177 respondents who participated in this study, there were 27 (15%) respondents aged under 18 years, 102 (58%) respondents aged 19-40 years, 34 (19%) respondents aged 41-59 years, and 14 (8%) respondents over 60 years.

**Figure 2. Respondent Research Age Range Profile**

Source: Results of Data Processing and Questionnaire

3. City of Domicile

The respondents involved in this study were spread across West Jakarta, North Jakarta, South Jakarta, Central Jakarta, East Jakarta, and Tangerang. Based on data obtained from 177 respondents who participated in this study, there were 88 (50%) respondents domiciled in West Jakarta, 26 (15%) respondents domiciled in North Jakarta, 21 (12%) respondents domiciled in South Jakarta, 12 (7%) domiciled in Central Jakarta, 6 (3%) domiciled in East Jakarta, and 24 (14%) domiciled in Tangerang.



Figure 3. Profile of Respoonden Research Domicile City
Source: Results of Data Processing and Questionnaire

B. Descriptive Statistical Analysis

Descriptive statistics is a statistical analysis that will describe the characteristics of each research variable in general. Descriptive statistics can be seen in the minimum, maximum, and mean values.

In this study, the Likert Scale was used to make it easier for respondents to provide answers. The Likert scale used is as follows.

Table 1. Likert Scale Research

Value	Category
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Totally Agree

From the data obtained using the Likert Scale, categorization can be carried out using the interval scale as follows.

Interval scale = (Highest score - Lowest score) / Number of scales

Interval scale = (5-1) / 5

Interval scale = 0.8

Based on the calculation above, respondents' answers can be categorized according to Table 2.

Table 2. Categories by average rating

Average value range	Category
1,00 - 1,80	Strongly disagree
1,81 - 2,60	Disagree
2,61 - 3,40	Neutral
3,41 - 4,20	Agree
4,21 - 5,00	Totally agree

2. Social Media Marketing

In Table 3. The results of data processing in the form of minimum, maximum and mean values for social media marketing variables will be displayed as follows.

Table 3. Social Media Marketing

Indicators	Statement	Min	Max	Mean	Category
SMM1	When accessing the "Instagram" social media of ice cream outlet "X", I interact with other individuals.	1	5	2,90	Neutral
SMM2	When accessing the "Instagram" social media of ice cream outlet "X", I was interested in sharing it with other individuals.	1	5	3,32	Neutral
SMM3	When accessing social media "Instagram ice cream outlet "X", I feel the content shared can be entertaining.	1	5	3,43	Agree
Total Average				3,22	Neutral

Source: Results of Data Processing and Questionnaire

Based on Table 3, in the social media marketing variable, respondents tend to give neutral answers for SMM1 and SMM2 indicators, and give affirmative answers for SMM3 indicators. Based on these three indicators, a total average value of 3.22 was categorized in the neutral category with a minimum value of 1 which is strongly disagree and a maximum value of 5 which is strongly agree.

Based on the total average value obtained, it can be said that there is still a need to increase the use of social media as a marketing tool used by "X" ice cream outlets, especially for "Instagram" social media. Based on Table 4.3, respondents have been quite entertained by the content shared by the Instagram account of ice cream outlet "X" but not all respondents feel interested in interacting on the ice cream shop's social media account and sharing content on the Instagram account of ice cream outlet "X".

2. Electronic Word of Mouth

In Table 4. The results of data processing will be displayed in the form of minimum, maximum and mean values for electronic word of mouth variables, which are as follows.

Table 4. Electronic Word of Mouth

Indicators	Statement	Min	Max	Mean	Category
EWOM1	I am interested in posting positive comments about the "X" ice cream parlor through social media.	1	5	3,38	Neutral
EWOM2	I am interested in recommending to buy ice cream from ice cream outlet "X" through social media.	1	5	3,54	Agree
EWOM3	I am interested in recommending to buy	1	5	3,54	Agree

ice cream from ice
cream outlet "X"
through social media to
my colleagues

Total Average 3,49 Agree

Source: Results of Data Processing and Questionnaire

Based on Table 4, on the electronic word of mouth variable, the average respondent gave a neutral answer to the EWOM1 indicator and agreed to the EWOM2 and EWOM3 indicators. Based on these three indicators, a total average value of 3.49 was obtained which was categorized in the agree category, Having a scale ranging from 1, indicating strong disagreement, to 5, denoting strong agreement..

Based on the total average value obtained, it can be said that ice cream outlet "X" has been quite good at building electronic word of mouth from consumers through social media owned by ice cream outlet "X". Based on Table 4, it can be seen that respondents have felt interested in recommending ice cream outlet "X" through social media and also recommend it to colleagues but not all respondents have been interested in giving positive posts related to ice cream outlet "X" through social media accounts.

2. Brand Awareness

In Table 5, the results of data processing in the form of minimum, maximum and mean values for brand awareness variables will be displayed as follows.

Table 5. Brand Awareness

Indicators	Statement	Min	Max	Mean	Category
BA1	When craving ice cream, the brand "X" ice cream crossed my mind.	1	5	3,84	Agree
BA2	I used the Instagram app to get more information about "X" ice cream parlors.	1	5	3,49	Agree
BA3	I can recognize the "X" ice cream logo.	1	5	4,50	Totally agree
BA4	I can remember the "X" ice cream logo.	1	5	4,46	Totally agree
Total Average				4,07	Agree

Source: Results of Data Processing and Questionnaire

Based on Table 5, on the average brand awareness variable, respondents answered in agreement for indicators BA1 and BA2, and answered firmly in agreement for indicators BA3 and BA4. Based on these four indicators, a total average value of 4.07 was obtained, categorized in the agreed category, with a minimum value of 1, strongly disagree, and a maximum value of 5, strongly agree.

Based on the total average value, it can be said that ice cream outlet "X" already has a pretty good brand awareness because consumers can remember and recognize the logo and have a sense of wanting to consume ice cream "X" when they want ice cream. Based on Table 5, respondents can be said to have significantly recognized and remembered the ice cream "X" logo. Based on the data in Table 5, respondents are interested in consuming ice cream from ice cream outlets "X" and accessing Instagram social media accounts to get more information from ice cream outlets "X".

2. Trust

In Table 6, the data processing results in the form of minimum, maximum and mean values for brand awareness variables are displayed as follows.

Table 6. Trust

Indicators	Statement	Min	Max	Mean	Category
T1	Ice cream stand "X" celebrated.	2	5	4,08	Agree
T2	I think the "X" ice cream stand doesn't hide any important information I need to know.	1	5	3,88	Agree
T3	Ice cream stall "X" kept its promise.	2	5	3,84	Agree
Total Average				3,93	Agree

Source: Results of Data Processing and Questionnaire

Based on Table 6, all respondents tend to give affirmative answers in indicators T1, T2, and T3 in the trust variable. Based on the three indicators, a total average value of 3.93 was obtained, categorized in the category of agree with a minimum value of 1, strongly disagree, and a maximum value of 5, strongly agree.

Based on Table 6, it can be said that ice cream outlet "X" has gained a sense of trust from consumers or has fostered a sense of trust in consumers. Based on Table 6, consumers have instilled confidence in the "X" ice cream outlet by not hiding important information that consumers need to know and can keep their promises.

2. Purchase decision

In Table 7. The data processing results in minimum, maximum, and mean values for purchase decision variables are displayed as follows.

Table 7. Purchase Decision

Indicators	Statement	Min	Max	Mean	Category
WW1	In choosing a product, information about the product becomes important to me.	1	5	4,34	Totally agree
WW2	In choosing a product, I will choose the best alternative in my opinion.	1	5	4,40	Totally agree
WW3	I use social media to get information about a product.	1	5	4,30	Totally agree
Total Average				4.35	Totally agree

Source: Results of Data Processing and Questionnaire

Based on Table 7, the purchase decision variable tends to give agreeable answers in PD1, PD2, and PD3 indicators. Based on these three indicators, a total average value of 4.35 was obtained, categorized in the category of strongly agree with a minimum value of 1, strongly disagree, and a maximum value of 5, strongly agree.

Based on Table 7. Consumers strongly agree that product information and the best product choices can be considered in choosing products. Based on Table 7, social media is also essential in providing consumers with information about a product.

C. Research Data Analysis

In this study, inferential analysis will be carried out, which will be used to test the outer and inner models of this study. The inferential analysis in this study will use SmartPLS version 3 devices. This research will use questionnaire-filling data in Google Forms as primary data. Questionnaires used in actual research are questionnaires that have passed preliminary tests that are valid and reliable.

1. Outer Model

In this study, the outer model analysis used is validity testing and reliability testing, which includes validity indicators, convergent validity, construct reliability (Cronbach's alpha and composite reliability), and Fornier-lacker criteria—the following results from calculating the outer model of the research path analysis.

Table 8. Outer Loadings and AVE Validity Test Results

Latent Variable	Indicator	Loading (>0.70)	AVE(>0.5)
Brand Awareness	BA1	0.853	0.670
	BA2	0.769	
	BA3	0.808	
	BA4	0.841	
Electronic word of mouth	EWOM1	0.897	0.860
	EWOM2	0.953	
	EWOM3	0.930	
Purchase Decision	WW1	0.903	0.789
	WW2	0.886	
	WW3	0.875	
Social media marketing	SMM1	0.919	0.854
	SMM2	0.945	
	SMM3	0.908	
Trust	T1	0.861	0.812
	T2	0.934	
	T3	0.907	

Source: Data Processing Results

Table 9. Cronbach's Alpha and Composite Reliability Reliability Test Results

Latent Variable	Cronbach's Alpha	Composite Reliability
Brand Awareness	0.836	0.890
Electronic word of mouth	0.918	0.948
Purchase Decision	0.866	0.918
Social media marketing	0.915	0.946
Trust	0.885	0.928

Source: Data Processing Results

Table 10. Discriminating Validity of Fornier-lacker criteria values

Latent variables	BA	EWOM	PD	SMM	T
Brand Awareness	0.818				
Electronic word of mouth	0.373	0.927			

Purchase Decision	0.583	0.440	0.888		
Social media marketing	0.363	0.061	0.406	0.924	
Trust	-0.065	0.246	0.178	-0.080	0.901

Source: Data Processing Results

Based on Table 8, all indicators of each latent variable have values above 0.70 and have AVE values above 0.50. Based on the results obtained from Table 8. So, all indicators of each indicator have met the validity criteria and can be said to be valid. According to Hair et al. (2010), validity indicators can be measured based on outer loading values and average values (AVE), valid if they have outer loading values above 0.70 and AVE values above 0.50. As long as the indicator's AVE value is more significant than 0.50 and its outer loading value is less than 0.70, it can still be considered valid.

Table 9 shows that all indicators have composite reliability values above 0.70 and Cronbach's Alpha values above 0.70. Considering the outcomes shown in Table 9., the construct reliability computation results (Cronbach's Alpha and Composite reliability values) can be said to have met the reliability testing criteria, or it can be said that variable constructs can be declared reliable. According to Hair et al., (2014), a variable construct can be reliable if it meets the criteria, namely having a composite reliability value above 0.70 and a Cronbach's alpha value above 0.70.

Table 10 demonstrates no multicollinearity issue between latent variables and that each variable in the study has a discriminant validation value that satisfies the Fornell-Lacker criteria. Hair et al. (2010) state that to satisfy the Fornell-Lacker criteria for discriminant validity testing, the square root of each construct's AVE value must be greater than the correlation value with other constructs.

2. Inner Model

In this study, the inner model testing carried out was collinearity testing, coefficient of determination (R^2), and effect size (f^2). The following results were obtained based on testing using SmartPLS software version 3.

Table 11. Collinearity Assessment Inner VIF

Latent Variables	Brand Awareness	Purchase Decision	Trust
Brand Awareness		1.374	
Electronic word of mouth	1.004	1.277	1.000
Social media marketing	1.004	1.162	
Trust		1.099	

Source: Data Processing Results

Table 12. Coefficient of Determination (R^2)

Latent Variables	R Square	R Square Adjusted
Brand Awareness	0.256	0.247
Purchase Decision	0.476	0.464
Trust	0.061	0.055

Source: Data Processing Results

Table 13. Affect Size value (f^2)

Latent Variables	Brand Awareness	Purchase Decision	Trust
Brand Awareness		0.241	
Electronic word of mouth	0.166	0.077	0.064
Social media marketing	0.156	0.106	

Trust

0.050

Source: Data Processing Results

Table 11. indicates that all latent variables in the study have VIF values less than 5.0. Therefore, based on the findings, it is possible to conclude that none of the study's variables exhibit multicollinearity symptoms and can proceed with additional analysis.. According to Hair et al. (2014), variables that do not have symptoms of multicollinearity have a VIF value smaller than 5.0.

Table 12 shows that the R-value for the brand awareness variable is 0.256. While other factors not included in the research model influence the remaining 74.4% of brand awareness, it can be concluded that social media marketing and electronic word-of-mouth moderately impact brand awareness, accounting for 25.6% of the total. The decision regarding the variable purchase has an R2 value of 0.476. The research model indicates that social media marketing, electronic word-of-mouth, brand awareness, and trust moderately influence purchase decisions, accounting for 47.6%. The remaining 52.4% of the decisions are influenced by factors not included in the model.

Table 12 indicates the value of R2. Electronic word-of-mouth has a 6.1% influence on the trust variable (0.061), indicating a low influence. The remaining 93.9% of the trust variable is determined by factors not included in the research model. The coefficient of determination (R2) is measured, per Hair et al. (2010), in order to gauge how accurate an estimate is. Large estimation accuracy values are found in variables with R values of 2.75, moderate estimation accuracy values in variables with R values of 0.50, and small estimation accuracy values in variables with R values of 2.25.

Based on Table 13, the value of f^2 for variable construct models in this study can be known. For the variable construct model, brand awareness can affect purchase decisions by 0.241 and can be said to have a moderate estimation value. The electronic word-of-mouth construct model can affect brand awareness by 0.166 and can be said to have a moderate estimation value. The electronic word-of-mouth construct model can affect the purchase decision by 0.077 and can be said to have a small estimation value. For the constructed model, the electronic word-of-mouth variable can affect trust by 0.064 and can be said to have a small estimation value.

Based on Table 13, the value of f^2 For the social media marketing construct model for brand awareness is 0.156, which is relatively low. The social media marketing construct model can affect the purchase decision by 0.106, which can be said to have a small estimation value, and for the trust variable construct model affects the purchase decision variable by 0.050 and can be said to have a small estimation value. According to Hair et al., (2010), the value of f^2 0.02 has a small effect size value, F value² 0.15 has a medium effect size value and an F value² 0.35 has a large effect size value.

Discussion

Test the hypothesis

Based on the results of data obtained in the outer model and inner model analysis, the analysis can be continued in hypothesis testing using the bootstrapping test. The following results were obtained based on the hypothesis test that was carried out using SmartPLS Version 3 software.

Table 14. Test the Hypothesis of Direct Influence of the Research Model

Hypothesis	Path Coefficient	Original Sample	T Statistics	P Values	Information
H1	Social media marketing -> Brand Awarenesss	0.341	4.504	0.000	Supported

H2	Social media marketing -> Purchase Decision	0.254	5.451	0.000	Supported
H3	Brand Awareness -> Purchase Decision	0.416	7.154	0.000	Supported
H5	Electronic word of mouth -> Brand Awareness	0.353	5.322	0.000	Supported
H6	Electronic word of mouth -> Purchase Decision	0.228	3.440	0.001	Supported
H8	Electronic word of mouth -> Trust	0.246	3.173	0.002	Supported
H9	Trust -> Purchase Decision	0.169	3.161	0.002	Supported

Source: Data Processing Results

Table 15. Test the Hypothesis of Indirect Influence of the Research Model

Hypothesis	Path Coefficient	Original Sample	T Statistics	P Values	Information
H4	Social media marketing -> Brand Awareness -> Purchase Decision	0.142	3.817	0.000	Supported
H7	Electronic word of mouth -> Brand Awareness -> Purchase Decision	0.147	4.060	0.000	Supported
H10	Electronic word of mouth -> Trust -> Purchase Decision	0.042	2.027	0.043	Supported

Source: Data Processing Results

Based on Hair et al. (2010), structural model coefficient analysis is carried out to analyze a hypothesis by analyzing the relationship between which variables have a significant relationship. A relationship is declared to have a significant effect if it has a p-value smaller than 0.05, if the relationship between variables has a p-value greater than 0.05 then it can be said that the relationship has no significant effect.

Based on Table 14. and Table 15. It can be seen that all hypotheses in this study have a p-value smaller than 0.05, so all hypotheses in this study can be supported, both in direct influence and also in indirect influence.

Test Hypothesis 1. Social Media Marketing is stated to have a positive and significant effect on brand awareness

It is evident from Table 14's hypothesis test results that hypothesis 1 has a t-statistic value of 4.504, which is higher than the t-table value of 1.645. Additionally, Table 14 shows that hypothesis 1 has a p-value of 0.000, which is less than 0.05, suggesting that the hypothesis can be supported.

According to Table 14. Furthermore, hypothesis 1's positive path coefficient value of 0.341 indicates that social media marketing significantly and favorably affects brand awareness. Therefore, it can be concluded that the "X" ice cream outlet's brand awareness increases with the quality of its social media marketing.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Kodrat and Angelyn (2021), Ardiyansyah and Sarwoko (2020), and Pramudana and Upadana (2020) which stated that social media marketing has a positive influence on brand awareness. Based on the results obtained, it can be concluded that hypothesis 1 can be supported.

Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya, the respondents involved in this study were 88 respondents and used purposive sampling and Slovin methods. Data analysis was carried out using SEM-PLS and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

Ardiyansyah and Sarwoko (2020) conducted research on sportswear products under the SeaGods brand produced in the city of Bali. The respondents involved in this study were 100, using the purposive sampling method, and data analysis was carried out using ordinary least square regression. Primary data were obtained using questionnaires and Likert scales, while secondary data were obtained from company data and related literature.

Pramudana and Upadana (2020), researched Starbucks Coffee company located in Denpasar. The number of respondents involved in this study was 110 respondents using the purposive sampling method. The analysis method used in this study was multivariate. Data collection was carried out using the distribution of questionnaires through Google Forms conducted in Denpasar City using the Likert scale.

Test Hypothesis 2. Social Media Marketing is stated to have a positive and significant effect on Purchase Decision

Analyzing the outcomes of the hypothesis test provided in Table 14, it becomes evident that hypothesis 2 exhibits a t-statistic value of 7.154, surpassing the t-table value of 1.645. Additionally, Table 14 reveals that hypothesis 3 yields a p-value of 0.000, indicating it is less than 0.05. Therefore, hypothesis 2 can be supported.

It is based on Table 14. It can also be seen that hypothesis 1 has a favorable path coefficient value of 0.254, so effective social media marketing positively and significantly influences purchasing decisions. Hence, it can be asserted that the more proficient the social media marketing efforts of the "X" ice cream shop, the more purchase decisions of the "X" ice cream outlet will increase.

The results obtained from this study can strengthen the results obtained in previous studies that have been conducted by Kodrat and Angelyn (2021), Ardiyansyah and Sarwoko (2020), and Pramudana and Upadana (2020), which stated that social media marketing has a positive influence on purchase decisions. Based on the results obtained, it can be concluded that hypothesis 2 can be supported.

Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya. The respondents involved in this study were 88, and purposive sampling and Slovin methods were used. Data analysis was carried out using SEM-PLS, and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

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Pramudana and Upadana (2020), researched Starbucks Coffee company located in Denpasar. The number of respondents involved in this study was 110 respondents using the purposive sampling method. The analysis method used in this study is multivariate. Data collection was carried out using the distribution of questionnaires through Google Forms conducted in Denpasar City using the Likert scale.

Test Hypothesis 3. Brand Awareness is stated to have a positive and significant effect on Purchase Decisions

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 3 has a t-statistic value of 5.451 which is greater than the t-table value of 1.645. In Table 14. It can also

be seen that hypothesis 3 has a p-value of 0.000 which is smaller than 0.05, so hypothesis 3 can be supported.

It is based on Table 14. It can also be seen that hypothesis 3 has a favorable path coefficient value of 0.416, so brand awareness has a positive and significant effect on purchase decisions. Thus, it can be said that the better the brand awareness owned by the ice cream shop "X", the purchase decision of the ice cream outlet "X" will also increase.

The results obtained from this study can strengthen the results obtained in previous studies that have been conducted by Kodrat and Angelyn (2021), Pramudana and Upadana (2020), and Budiatmo and Kurniasari (2018), which stated that brand awareness has a positive influence on purchase decisions. Based on the results obtained, it can be concluded that hypothesis 3 can be supported.

Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya. The respondents involved in this study were 88, and purposive sampling and Slovin methods were used. Data analysis was carried out using SEM-PLS, and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

Pramudana and Upadana (2020), conducted research on Starbucks Coffee located in the city of Denpasar. The number of respondents involved in this study was 110, using the purposive sampling method. The analysis method used in this study is multivariate. Data collection was carried out using the distribution of questionnaires through Google Forms conducted in Denpasar City using the Likert scale.

Budiatmo and Kurniasari (2018) researched J.CO Donuts & Coffee in Semarang. The respondents involved in this study were 100, using purposive and accidental sampling methods. Data collection is carried out by distributing questionnaires.

Test Hypothesis 4. Social Media Marketing has a positive and significant effect on Purchase Decisions mediated by Brand Awareness

Based on the results of the hypothesis test contained in Table 15., it can be seen that hypothesis 4 has a t-statistic value of 3.817 which is greater than the t-table value of 1.645. In Table 15. It can also be seen that hypothesis 4 has a p-value of 0.000, which is smaller than 0.05, so hypothesis 4 can be supported.

Based on Table 15. It can also be seen that hypothesis 4 has a path coefficient value of 0.142 which is positive, social media marketing has a positive and significant effect on purchase decisions mediated by brand awareness. Thus, it can be said that the better the social media marketing and brand awareness of the "X" ice cream shop, the purchase decision of the "X" ice cream outlet will be.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Kodrat and Angelyn (2021) and Pramudana and Upadana (2020), which stated that brand awareness positively influences purchase decisions mediated by brand awareness. Based on the results obtained, it can be concluded that hypothesis 4 can be supported.

Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya. The respondents involved in this study were 88, and purposive sampling and Slovin methods were used. Data analysis was carried out using SEM-PLS, and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

Pramudana and Upadana (2020), conducted research on Starbucks Coffee located in the city of Denpasar. The number of respondents involved in this study was 110, using the purposive sampling method. The analysis method used in this study is multivariate. Data collection was carried out using the distribution of questionnaires through Google Forms conducted in Denpasar City using the Likert scale.

Test Hypothesis 5. e-WOM has a positive and significant effect on Brand Awareness

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 5 has a t-statistic value of 5.322 which is greater than the t-table value of 1.645. In Table 14. It can also

be seen that hypothesis 5 has a p-value of 0.000, more diminutive than 0.05, so hypothesis 5 can be supported.

It is based on Table 14. It can also be seen that hypothesis 5 has a favorable path coefficient value of 0.353, so e-WOM has a positive and significant effect on brand awareness. Thus, it can be said that the better the e-WOM owned by the "X" ice cream shop, the better the brand awareness of the "X" ice cream outlet.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Choi et al. (2020), Handi et al. (2018), and Seo and Park (2018), which stated that e-WOM has a positive influence on brand awareness. Based on the results obtained, it can be concluded that hypothesis 5 can be supported.

Choi et al., (2020) researched the social media accounts of an airline. The respondents involved in this study were 450 respondents, and the amount of data processed in this study was 430 data obtained from questionnaires. Sampling is carried out using a non-probability sampling method, namely random sampling. Data analysis was carried out using SPSS 21.0 and AMOS 20.0 software (Ghozali 2016).

Handi et al., (2018) conducted a study on Go-Food application users in Jakarta, The respondents involved in this study were 175 respondents. The sampling method uses non-probability sampling, namely the convenience sampling technique. Data analysis is carried out using SEM and processed using AMOS software. Data collection was carried out using questionnaire dissemination.

Seo and Park (2018) researched the social media accounts of an airline. The respondents involved in this study were 430 passengers who knew the airline's social media.

Test Hypothesis 6. e-WOM positively and significantly affects Purchase Decision.

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 6 has a t-statistic value of 3.440, which is greater than the t-table value of 1.645. In Table 14. It can also be seen that hypothesis 6 has a p-value of 0.001 which is smaller than 0.05, so hypothesis 6 can be supported.

It is based on Table 14. It can also be seen that hypothesis 6 has a favorable path coefficient value of 0.228, so e-WOM has a positive and significant effect on purchase decisions. Thus, it can be said that the better the e-WOM owned by the "X" ice cream shop, the purchase decision of the "X" ice cream outlet will increase.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Moniharapon et al. (2022) and Handi et al. (2018), which stated that e-WOM has a positive influence on purchase decisions. Based on the results obtained, it can be concluded that hypothesis 6 can be supported.

Moniharapon et al. (2022) researched Manado Bag Store. The respondents involved in this study were 100 respondents obtained from questionnaires. Sampling is carried out using the Accidental sampling method. Data analysis was carried out using SPSS 25.0 software. Data was collected by distributing questionnaires and using Likert scale data measurements.

Handi et al., (2018) conducted a study on Go-Food application users in Jakarta. The respondents involved in this study were 175 respondents. The sampling method uses non-probability sampling, namely the convenience sampling technique. Data analysis is carried out using SEM and processed using AMOS software. Data collection was carried out using questionnaire dissemination.

Test Hypothesis 7. e-WOM has a positive and significant effect on Purchase Decisions mediated by Brand Awareness

Based on the results of the hypothesis test contained in Table 15., it can be seen that hypothesis 7 has a t-statistic value of 4.060 which is greater than the t-table value of 1.645. In Table 15. It can also be seen that hypothesis 7 has a p-value of 0.000 smaller than 0.05, so hypothesis 7 can be supported.

Based on Table 15. It can also be seen that hypothesis 5 has a favorable path coefficient value of 0.147, so e-WOM has a positive and significant effect on purchase decisions mediated by brand

awareness. Thus, it can be said that the better the e-WOM and brand awareness of the "X" ice cream shop, the purchase decision of the "X" ice cream outlet will be.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Kodrat and Angelyn (2021) and Choi et al. (2020), which stated that brand awareness has a positive influence on purchase decisions and that e-WOM has a positive effect on brand awareness. Based on the results obtained, it can be concluded that hypothesis 7 can be supported.

Kodrat and Angelyn (2021) conducted research at Haroo Table, which is an online-based bakery located in the city of Surabaya. The respondents involved in this study were 88, and purposive sampling and Slovin methods were used. Data analysis was carried out using SEM-PLS, and primary data was obtained using questionnaires and Likert scales. In contrast, secondary data was obtained from company data, competitor data, and related literature.

Choi et al. (2020) researched the social media accounts of an airline. The respondents involved in this study were 450 respondents, and the amount of data processed in this study was 430 data obtained from questionnaires. Sampling is carried out using a non-probability sampling method, namely random sampling. Data analysis was carried out using SPSS 21.0 and AMOS 20.0 software.

Test Hypothesis 8. e-WOM has a positive and significant influence on trust

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 8 has a t-statistic value of 3.173, which is greater than the t-table value of 1.645. In Table 14. It can also be seen that hypothesis 8 has a p-value of 0.002, more diminutive than 0.05, so hypothesis 8 can be supported.

It is based on Table 14. It can also be seen that hypothesis 8 has a favorable path coefficient value of 0.246, so e-WOM has a positive and significant effect on trust. Thus, it can be said that the better the e-WOM owned by the "X" ice cream shop, the more trust in the "X" ice cream outlet will also increase.

The results obtained from this study can strengthen the results obtained in previous studies that have been conducted by Choi et al. (2020), Civelek and Etermel (2018), and Seo and Park (2018), which stated that e-WOM has a positive influence on trust. Based on the results obtained, it can be concluded that hypothesis 8 can be supported.

Choi et al., (2020) researched an airline's social media accounts. The respondents involved in this study were 450 respondents, and the amount of data processed in this study was 430 data obtained from questionnaires. Sampling is carried out using a non-probability sampling method, namely random sampling. Data analysis was carried out using SPSS 21.0 and AMOS 20.0 software.

Civelek and Etermel., (2018) conducted research conducting customer research on B2C websites. The respondents involved in this study were 400 respondents and the amount of data processed in this study was 305 data obtained from questionnaires. Data analysis is done using SEM, and data processing using SPSS and AMOS software.

Seo and Park (2018) researched the social media accounts of an airline. The respondents involved in this study were 430 passengers who knew the airline's social media.

Test Hypothesis 9. Trust has a positive and significant influence on purchase decisions

Based on the results of the hypothesis test contained in Table 14., it can be seen that hypothesis 9 has a t-statistic value of 3.161, which is greater than the t-table value of 1.645. In Table 14. It can also be seen that hypothesis 9 has a p-value of 0.002 smaller than 0.05, so hypothesis 9 can be supported.

It is based on Table 14. It can also be seen that hypothesis 9 has a favorable path coefficient value of 0.169, so trust has a positive and significant effect on purchase decisions. Thus, it can be said that the better the e-WOM owned by the "X" ice cream shop, the purchase decision of the "X" ice cream outlet will increase.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Handi et al. (2018), Civelek and Etermel (2018), and Seo and Park (2018), which stated that trust has a positive influence on purchase decisions. Based on the results obtained, it can be concluded that hypothesis 9 can be supported.

Handi et al., (2018) conducted a study on Go-Food application users in Jakarta. The respondents involved in this study were 175 respondents. The sampling method uses non-probability sampling, namely the convenience sampling technique. Data analysis is carried out using SEM and processed using AMOS software. Data collection was carried out using questionnaire dissemination.

Civelek and Etermel., (2018) conducted research conducting customer research on B2C websites. The respondents involved in this study were 400 respondents, and the amount of data processed in this study was 305 data obtained from questionnaires. Data analysis is carried out using SEM, and data processing using SPSS and AMOS software.

Seo and Park (2018) researched the social media accounts of an airline. The respondents involved in this study were 430 passengers who knew the airline's social media.

Test Hypothesis 10. e-WOM has a positive and significant effect on Purchase Decisions mediated by Trust

Based on the results of the hypothesis test contained in Table 15. it can be seen that hypothesis 10 has a t-statistic value of 2.027 which is greater than the t-table value of 1.645. In Table 15. It can also be seen that hypothesis 10 has a p-value of 0.043, smaller than 0.05, so hypothesis 10 can be supported.

Based on Table 15. It can also be seen that hypothesis 10 has a favorable path coefficient value of 0.042, so e-WOM has a positive and significant effect on purchase decisions mediated by trusts. Thus, it can be said that the better the e-WOM and trust of the "X" ice cream shop, the better the purchase decision of the "X" ice cream outlet will be.

The results obtained from this study can strengthen the results obtained in previous studies conducted by Choi et al. (2020), Handi et al. (2018), and Civelek and Etermel (2018), which stated that e-WOM has a positive influence on purchase decisions and that e-WOM has a positive effect on trust. Based on the results obtained, it can be concluded that hypothesis 10 can be supported.

Choi et al., (2020) researched the social media accounts of an airline. The respondents involved in this study were 450 respondents, and the amount of data processed in this study was 430 data obtained from questionnaires. Sampling is carried out using a non-probability sampling method, namely random sampling. Data analysis was carried out using SPSS 21.0 and AMOS 20.0 software.

Handi et al., (2018) conducted a study on Go-Food application users in Jakarta. The respondents involved in this study were 175 respondents. The sampling method uses non-probability sampling, namely the convenience sampling technique. Data analysis is carried out using SEM and processed using AMOS software. Data collection was carried out using questionnaire dissemination.

Civelek and Etermel., (2018) conducted research conducting customer research on B2C websites. The respondents involved in this study were 400 respondents and the amount of data processed in this study was 305 data obtained from questionnaires. Data analysis is done using SEM, and data processing using SPSS and AMOS software.

Direct Effect and Indirect Effect Analysis

Based on the results of testing that has been carried out in the hypothesis test, it is found that all hypotheses can be supported. Brand awareness and trust partially mediate the influence of social media marketing and e-WOM on the relationship with purchase decision variables. Based on Table 14, path coefficient data can be calculated to determine the magnitude of the influence of mediation variables, which can be seen in Table 16.

Table 16. Direct Effect and Indirect Effect Analysis

Variable	Path Coefficient	Direct Effect	Indirect Effect
Brand Awareness	Social media marketing -> Brand Awareness -> Purchase Decision	0,065	0,142

Brand Awareness	Electronic word of mouth -> Brand Awareness -> Purchase Decision	0,052	0,147
Trust	Electronic word of mouth -> Trust -> Purchase Decision	0,052	0,042

Source: Data Processing Results

Based on Table 16, one can conclude that brand awareness has a partially mediated nature and can have a more significant influence on purchase decisions than the direct influence of social media marketing and e-WOM. The path coefficient for the brand awareness variable has a more excellent value in the indirect effect.

Table 16 also indicates that the trust variable's path coefficient is smaller in the indirect effect, suggesting that while trust is partially mediated, it cannot substantially influence purchase decisions more than e-WOM's direct influence.

CONCLUSION

This research aims to assess the effects of social media marketing and electronic word of mouth (e-WOM) on purchasing decisions, considering whether they involve mediating factors such as brand awareness and trust. Employing the PLS-SEM approach, ten hypotheses were tested and analyzed. The findings indicated a positive and significant impact of social media marketing on increasing brand awareness at "X" ice cream outlets. Additionally, social media marketing demonstrated a positive and significant influence on purchasing decisions, underscoring the potential for enhancing consumer purchasing decisions by improving the quality of social media marketing strategies. Moreover, brand awareness was found to positively and significantly affect purchasing decisions, emphasizing the significance of boosting brand awareness for increased consumer appeal. The combined effect of social media marketing and brand awareness was also observed to positively and significantly influence purchasing decisions.

Furthermore, e-WOM was confirmed to elevate brand awareness and contribute positively and significantly to purchasing decisions. Notably, e-WOM was identified to influence trust, which, in turn, positively and significantly impacted purchasing decisions. Additionally, e-WOM was found to influence purchasing decisions through trust mediation. In summary, this study underscores the critical role of social media marketing, brand awareness, e-WOM, and trust in shaping and enhancing purchasing decisions at the ice cream outlet "X."

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