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The Role of Social Media Marketing in Increasing Brand Awareness, Brand Image and Purchase Intention

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Abstract

In recent years, social media is used for social interaction activities as well as media for doing business. Especially at this time when the whole world is facing the covid 19 pandemic, where most countries make decisions about closing and restricting several physical places, which have been used to carry out business activities, entrepreneurs are trying to optimize digital media and social media as a strategy to market their products. This study aims to determine the role of social media marketing in increasing brand awareness, brand image and purchase intention. The design of this research is hypothesis testing. The study uses the Structural Equation Modeling (SEM) method with a sample of 331 respondents who are active users of social media in Indonesia, for at least 2 years and have purchased products marketed on social media. The results show that social media marketing activities based on entertainment, interaction, trendiness, customization, and word-of-mouth have a positive influence on brand awareness, brand image, and purchase intention. Furthermore, brand awareness has a positive influence in mediating social media marketing activities on purchase intentions, and brand image also has a positive influence in mediating social media marketing activities on purchase intentions. Thus, so that consumer intentions to buy products can increase, online shop owners can increase awareness and positive image of the brand, and to increase brand awareness and positive image of the brand, online shop owners can increase their marketing activities through social media.

Keywords: Social Media Marketing, Brand Awareness, Brand Image, Purchase Intention.

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INTRODUCTION

Today's internet technology is no longer a luxury item, but has become a community need. Along with technological advances, the internet can now be accessed flexibly and easily by using a mobile phone (Hudson et al., 2016). One of the activities that is often accessed by the general public, including in Indonesia, is social media. Based on data in 2020, internet users in Indonesia are 175.4 million people or 64% of the total population, and those who actively use social media are 160 million people or 59% of the total population (Kemp, 2020).

In recent years, social media is not only used for social interaction activities, but is also used as a medium for doing business. Especially at this time when the whole world is facing the covid 19 pandemic, where most countries make decisions about closing and restricting several physical places, which have been used to carry out business activities, entrepreneurs are trying to optimize digital media and social media as a strategy to market their products. Social media is considered an effective channel in reaching consumers at a lower cost than traditional media, such as print, TV and radio (Iankova et al., 2019).

There are many studies that explain the impact of social media marketing, but there are not many studies that discuss the impact on brand awareness and brand image, especially for products developed by MSME (Micro, Small and Medium Enterprises) actors. And many studies focus on luxury brands' (Godey et al., 2016; Gautam & Sharma, 2017; Park et al., 2018; Liu et al., 2019; Adnan et al., 2020).

Several studies that explain the relationship between social media marketing and purchase intention (intention to buy), and the results of these studies propose to develop a mediating variable in this relationship (Gautam & Sharma, 2017), and in this study try to include the role of brand awareness. and brand image as a mediating variable, because partially there are already showing this relationship.

LITERATURE REVIEW

The variables used in this study are, social media marketing, brand awareness, brand image, and purchase intention.

Social Media Marketing

Social media are applications, platforms, web tools, or online technology systems that can facilitate community members to collaborate and share content (Cheung et al., 2020). Among the forms of social media are Youtube, Facebook, Instagram, LinkedIn, WhatsApp, Twitter (Kemp, 2020).

Ebrahim (2020) defines social media marketing activities as an effective marketing communication method that captures the perceptions of consumers involved and understanding of social media marketing activities with five dimensions, namely entertainment, interaction, trendy, customization and word of mouth. In accordance with several previous studies conducted by Godey et al., 2016; Algharabat, 2017; Bianchi and Andrews, 2018; Cheung et al., 2020, that Social Media Marketing has five dimensions consisting of entertainment, customization, interaction, EWOM and trendiness.

Entertainment is creativity carried out by marketers that is perceived by consumers as a pleasant experience when they use social media platforms such as games, sharing videos, participating in games, etc. (Cheung et al., 2020; Manthiou et al., 2013).

Customization is the ability to customize services so that they can satisfy the preferences of each consumer (Godey et al. 2016). According to Seo and Park (2018), what distinguishes social media marketing from conventional media is its ability to communicate personally so that it can make adjustments to the wishes of each consumer.

Interaction is the ability of social media platforms to provide opportunities for consumers to communicate with other consumers, so that they can share information with each other (Dessart et al., 2015). Social media provides space for everyone to interact with other parties so as to strengthen their relationship with the brand and desire to buy (Cheung et al., 2020).

Electronic Word of Mouth (E-WOM) is a response given by potential and actual customers, both positive and negative towards brands and products in the online environment (Monfared et al., 2021). Consumers perceive EWOM as quite credible information because it involves communication that tells about personal opinions and experiences (Cheung et al., 2020), and this motivates consumers to look for EWOM available on social media to evaluate each product offered (Sijoria et al., 2018). EWOM is also useful for building relationships between consumers

and brands which will ultimately form positive intentions and attitudes towards brands (Kudeshia & Kumar, 2017).

Trendiness is the ability to be able to provide up-to-date information about the brands, products and services provided (Godey et al., 2016; Naaman et al., 2011). The reason why marketers are asked to keep updating their social media pages is to attract consumers' attention, which in turn can build strong and positive consumer brand knowledge (Kim & Ko, 2010).

Brand Awareness

Brand awareness is the ability of consumers to be able to identify and remember a brand (Firend & Alvandi, 2015). Brand awareness can drive consumer decisions when they choose products among competing brands (Maanda et al., 2020). When consumers know a brand, then that brand will be more likely to be chosen than other brands with lower awareness (Foroudi et al., 2018).

Brand awareness is determined by the strength of memory owned by consumers related to products and brands, which is determined by the complexity of the service perceived by customers when they use a particular brand or product (Heckler et al., 2014). Foroudi (2019) says that awareness of a brand can play an important role in providing comparisons between products and consumer purchases, customers will buy goods or services by looking at the logo and brand name only, customers may have little information about the product.

Brand awareness may have a strong positive influence on customer purchase intentions because customers tend to assign high quality to products that meet their brand (Esch et al., 2012). In fact, according to Kotler and Keller (2016), branded products have no market value unless there is a market category of people who are aware of the brand, recognize its elements, and are willing to spend money to own it. This means that not all advertised products are branded to receive customer awareness, credibility, and value or will guarantee consumer purchase intentions (Kakkos et al., 2015). As mentioned earlier, brand advertising can help the customer's intention to buy a product or service for the first time, which can further determine the continued or discontinuous use of the product by the customer depending on the customer satisfaction, the benefits of the product (Rubio et al., 2014).

Continuous purchase and use of products by customers can greatly increase product awareness and customer loyalty, thereby creating a competitive advantage (Suki et al., 2016). Based on the previous argument, customers who derive favorable satisfaction from the product may gradually develop a greater desire to purchase the product and, subsequently, actively seek the product in the store (Hung et al., 2016; De Medeiros et al., 2016). With this, the level of product awareness can increase largely because customers start spreading positive word of mouth about the product, which in turn can result in the customer's willingness to pay more for the product (Keuschnigg, 2015). Indeed, brand awareness improves perceived quality, advertised brand value, and customer purchasing decisions.

Aaker (2014) states that brand awareness has four levels, namely unaware of brand, namely consumers are not aware of a brand, brand recognition, namely brand recognition after being reminded, brand recall, namely the ability of consumers to retrieve brands from their memories when associated with certain product categories. or usage situation, and top of mind, namely the brand that is first remembered when consumers are asked about a certain product category directly without assistance.

Brand Image

Brand image is the belief and impression that consumers might hold strongly against a brand (Grohs, 2016). Brand image refers to the depiction of a product in people's minds and how the market interprets the characteristics of a product (Chatterjee & Basu, 2020).

Brand image is related to quality standards, functional image of a brand, reputation or interrelation with each other (Loureiro, 2017). Brand image reflects the perceptions and evaluations made by consumers regarding the brand (Chakraborty & Bhat, 2018).

Brand image is the consumer's perception in his memory of the brand which is reflected as a brand association (Rindell & Iglesias, 2014). Brand image is also considered as one of the most important intangible assets that have an impact on consumer perceptions of the company (Martínez et al., 2014). There are two main components of brand image, namely functional and affective dimensions. Functional dimensions are dimensions that have tangible characteristics that can be measured. In contrast, the affective dimension is about psychological with feelings and attitudes towards the company (Martínez et al., 2014). The company

carries out brand image development as well as brand portfolio expansion. By expanding their brand portfolio to new products, they can benefit from an established brand image and awareness. In addition, it can also make potential customers more aware about their brand image (Kremer & Viot, 2012).

Purchase Intention

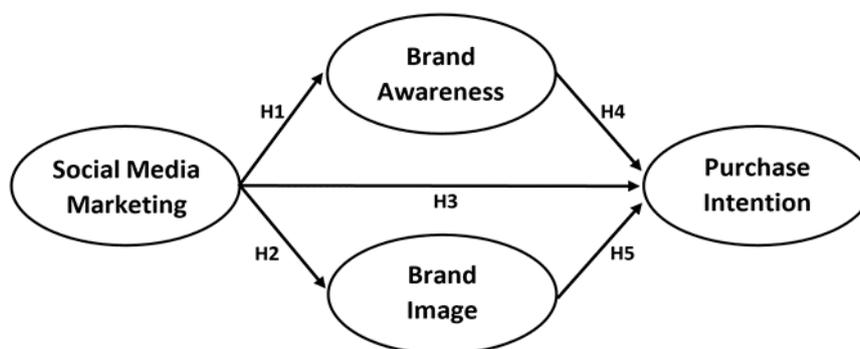
Purchase intention is defined as a combination of their interest and the possibility of buying a product (Manzoor et al, 2020). Consumers' purchase intention is an attitude variable to measure their future contribution to buying the product. Because predicting future consumer behavior is a critical issue for organizations; therefore, it should be estimated more clearly (Baabdullah et al., 2019). The better this attitude, the better the purchase intention (Gremler et al., 2001). A similar definition was also proposed by Beneke et al., (2013); Faryabi et al., (2015) all of which focus on consumers' willingness to buy certain products.

Purchase intention is an important variable that measures potential actions that consumers choose to take (Chen & Lee, 2015). By understanding consumers' buying intentions, it can help companies to understand the market and adjust the products or services offered so as to enable them to get more sales and earn profits (Chen & Lee, 2015). In addition, understanding consumer purchase intentions can predict customer retention of certain brands (Kudeshia & Kumar, 2017).

Conceptual Framework

Several studies explain that social media marketing activities have an impact on consumers' purchase intentions (Sheth & Kim, 2017; Yadav & Rahman, 2017), but there are also research results that show that marketing activities through social media do not have a direct relationship to consumer purchase intentions (Alkaya & Taşkın, 2017), thus Gautam & Sharma (2017) propose to develop a mediating variable in this relationship. This study tries to include the role of brand awareness and brand image as mediating variables. Several studies have shown that social media marketing activities positively affect brand awareness and brand image (Seo & Park, 2018; Bilgin, 2018). Other studies have also revealed that brand awareness and brand image have an influence on consumers' purchase intentions (Yaseen & Mazahir, 2019).

Figure 1 Conceptual Framework



Social Media Marketing -----> Brand Awareness -----> Purchase Intention : H6

Social Media Marketing -----> Brand Image -----> Purchase Intention : H7

Hypothesis Development

As a marketing tool, social networks offer significant opportunities for building brand-consumer relationships in marketing (Vukasovic, 2013). In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create distinctive brand identities and enhance consumer brand communication (So et al., 2017). Hartzel et al., (2011) have noted that interactive marketing strategies using social media links such as Facebook and Twitter will positively affect brand image and create a leverage effect between brands and consumers. The viral effect among social media users allows brands to be discussed and widely known among a large number of users (Kumar et al., 2007; Sharma & Verma, 2018). Tsimonis and Dimitriadis (2014) have revealed that brand awareness is one of the main outputs expected from business social media marketing activities. Seo and Park (2018) have found that social media marketing activities in the airline industry positively affect brand awareness and brand image. Based on this description, the hypotheses to be tested in this study are:

H1: There is a positive influence of social media marketing on brand awareness

H2: There is a positive influence of social media marketing on brand image

With social media, customers demand direct access to brand information and often take advantage of the information available on social media to make purchasing decisions (Dauriz et al., 2014). The investigated purchase intention is highly dependent on brand recommendations and values shared by other consumers on social media channels (Dehghani & Tumer, 2015). Based on this description, the hypotheses to be tested in this study are:

H3: There is a positive influence of social media marketing on purchase intention

Brand awareness is a fundamental and most important limitation in any search related to brands and directly influences consumers' purchasing decisions (Kapferer, 2008). Brand awareness is the consumer's experience of the brand. Consumer interactions provide higher brand awareness. Brands share information on social media, viral video advertising, WoM, other activities to provide consumers with higher awareness of the brand, the higher the brand awareness, the higher the WoM, and the purchase intention rate will be high. (Hutter et al., 2013). According to Evans (2008), companies that use social media platforms can promote their brands and create awareness then turn this awareness into buying behavior. Social media platforms are central to introducing information about brands and products to customers and creating brand awareness (Muntinga et al., 2011). Based on this description, the hypotheses to be tested in this study are:

H4: There is a positive influence of brand awareness on purchase intention

Verdilla and Albari (2018) state that along with its development, brand image can also be interpreted as a perception of a brand which is reflected by brand associations that contain meaning in consumers' memories. realize that it is very important to form a positive image on a brand because it is expected that the positive image that is owned in the minds of consumers will appear a positive attitude towards the existence of the brand (Verdilla & Albari, 2018). In addition, consumers use a strong brand image to develop interest in buying the brand (Kotler & Keller, 2016). Based on this description, the hypotheses to be tested in this study are:

H5: There is a positive influence of brand image on purchase intention

Several studies that explain the relationship between social media marketing and purchase intention (intention to buy), and the results of these studies propose to develop a mediating variable in this relationship (Gautam & Sharma, 2017), and several studies try to include the role of brand awareness and brand image as a mediating variable, because partially there have been showing the relationship (Cheung et al., 2020; Bilgin, 2018). This increase in brand awareness generated through contact with online brand content and interactions in turn has a positive impact on offline consumers' purchase intentions (Dabbous & Barakat, 2020)

H6: Brand awareness mediates the effect of social media marketing on purchase intention

H7: Brand image mediates the influence of social media marketing on purchase intention

METHODS

Research Design

The research design used in this study is hypothesis testing. This study aims to examine the effect of social media marketing variables, brand awareness, and brand image on purchase intention.

Population, Sample, and Data Collection

The population of respondents from this study are all active users of the social media in Indonesia, for at least 2 years and have purchased products marketed on social media, but data on the population of respondents are not available with certainty. This study uses a sample of respondents. Sampling was done by non-probability sampling technique with purposive sampling method. The sample used in this study were 331 respondents. The source of data used in this study is primary data, namely data obtained by researchers directly from the first source. While the technique used for data collection in this research is the questionnaire technique, research data is collected through an online survey process using Google forms.

The respondent's profile can be seen in table 2 Based on gender, it can be seen that there are more female respondents than male. For female

respondents as much as 60.423%, while male respondents as much as 39.577%. Based on age, it can be seen that the majority of respondents are between the ages of 15 - 24 years, which is 83,988%. Meanwhile, based on the level of education, it can be seen that the highest proportion are those who have completed their studies at the Bachelor level, which are 43.807%, and the smallest respondents are those who have completed their PhD level studies, which are 1.813%.

Respondents based on income can be seen in table 2 Based on the table, it can be seen that the highest proportion are those who have a monthly income of < Rp. 3,000,000, which is 72.205%. Meanwhile, based on the main social media used, it can be seen that the highest proportion is those who use Instagram media, which is as much as 85.801%.

Table 2. Participant's demographic profile

	Frequency	Percentage (%)
<u>Gender</u>		
Man	131	39,577
Woman	200	60,423
<u>Age</u>		
15 - 24 year	278	83,988
25 - 34 year	18	5,438
35 - 44 year	24	7,251
45 - 54 year	9	2,719
55 - 64 year	1	0,302
65 - 74 year	1	0,302
<u>Education</u>		
Senior High School	91	27,492
Diploma	70	21,148
Bachelor	145	43,807
Master	19	5,740
PhD	6	1,813
<u>Monthly Income/Earning</u>		
< Rp. 3.000.000	239	72,205
Rp.3.000.000 – Rp.6.999.999	54	16,314
Rp.7.000.000 – Rp.10.999.999	23	6,949
Rp.11.000.000 – Rp.14.000.000	4	1,208
≥Rp. 15.000.000	11	3,323
<u>Top Choice Social Media</u>		
Instagram	284	85,801
Facebook	19	5,740
Youtube	15	4,532
Twitter	6	1,813
WhatsApp	5	1,511
Line	1	0,302
Tiktok	1	0,302

Source: Results of data processing using JASP

Variables and Measurements

The measurement uses a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Social media marketing variable was measured using 5 statement items adapted from Kim and Ko (2012), brand awareness variable was measured using 4 statement items adapted from Dabbous and Barakat (2020), brand image variable was measured using 3 statement items adapted from Barreda et al., (2020), and the purchase intention variable was measured using 3 statement items adapted from Dabbous and Barakat (2020).

Table 1. Lists of measurement items

Constructs	Measurement items	Sources
Social Media Marketing (SMM)	<ol style="list-style-type: none"> 1. Collecting Information About Products Through Social Media Owned by The Store/Brand Is Fun 2. The Social Media of Store/Brand Provides Customized Information and Services 3. I Can Have Conversations or Exchange Opinions with Other People Through Social Media Owned by The Shop/Brand 4. The Content Displayed on Social Media Owned by The Store/Brand Is the Latest Information. 5. I Want to Share Information About the Brand, Product, Or Service Obtained from The Social Media Owned by The Shop/Brand to My Friends 	Kim And Ko (2012)
Brand Awareness (BA)	<ol style="list-style-type: none"> 1. I Can Quickly Recognize the Brands I've Seen on Social Media Among Other Competing Brands 2. I Am More Familiar with Brands I Have Seen on Social Media Than Brands I Have Seen Elsewhere (Stores, Advertisements) 3. Brand Characteristics That I've Seen on Social Media Come to Mind Quickly 4. It's Easy to Remember Brand Logos I've Seen On Social Media 	Dabbous and Barakat (2020)
Brand Image (BI)	<ol style="list-style-type: none"> 1. Social media helps me understand the quality of my preferred brand 2. Social media helps create a positive image of my preferred brand 3. Social media reinforces a positive image of my preferred brand 	Barreda et al (2020)
Purchase Intention (PI)	<ol style="list-style-type: none"> 1. Seeing the brand on social media increases my interest in buying it 2. I intend to buy a product brand that I have seen on social media 3. I am very likely to buy product brands that I have seen on social media 	Dabbous and Barakat (2020)

Research Instrument Testing

Testing of research instruments is done by testing the validity and reliability. The method used to test the validity in this study is to use Confirmatory Factor Analysis (CFA). This test is carried out by comparing the value of the Loading Factor in data processing with the standard factor loading in accordance with the number of samples used.

Table 3. Reliability and validity estimates

Constructs	Items	Factor Loadings	Cronbach's Coefficient Alpha	Results
SMM			0,882	Reliable
	SMM1	0,645		Valid
	SMM2	0,733		Valid
	SMM3	0,680		Valid
	SMM4	0,718		Valid
	SMM5	0,690		Valid
BA			0,870	Reliable
	BA1	0,768		Valid
	BA2	0,791		Valid
	BA3	0,871		Valid
	BA4	0,783		Valid
BI			0,942	Reliable
	BI1	0,703		Valid
	BI2	0,917		Valid
	BI3	0,863		Valid
PI			0,864	Reliable
	PI1	0,770		Valid
	PI2	0,635		Valid
	PI3	0,785		Valid

Source: Results of data processing using JASP

Testing of research instruments is done by testing the validity and reliability. The method used to test the validity in this study is to use Confirmatory Factor Analysis (CFA). This test is carried out by comparing the Loading Factor value in data processing with the standard loading factor according to the number of samples used. According to Hair et al., (2019) the standard factor loading used for the sample size of 350 is 0.3 and the sample used in this study is 331 respondents, which means close to 350. Based on the results of data processing carried out and shown in table 3 shows that the results of the instrument testing in this study are

valid and reliable. Valid means that all indicators used in this study are appropriate in measuring variables, and reliable means that all indicators used in this study are consistent and stable in measuring variables.

Analysis Method

The data analysis method in this study uses the Structural Equation Model (SEM) using Jeffreys's Amazing Statistics Program (JASP) software version 0.14.1. Before testing the hypothesis, it is preceded by testing the suitability of the model (Goodness-of-Fit). Goodness-of-Fit evaluation was conducted to assess the extent to which the data and models used met the SEM assumptions.

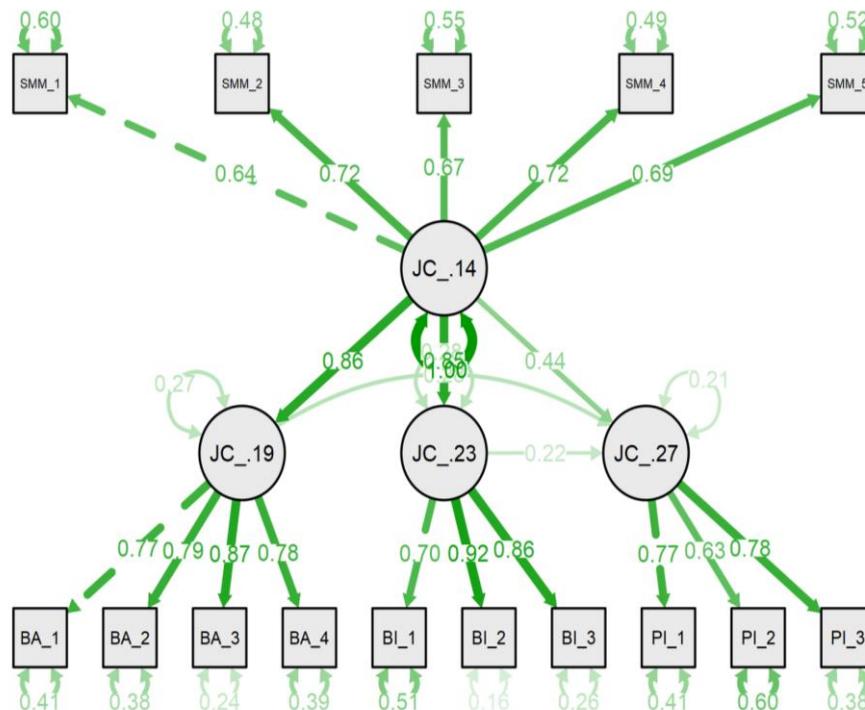
Table 4. Goodness of Fit Model

Measurement Type	Measurement	Suggested acceptance limit (Hair <i>et al</i> , 2019)	Results Score	Conclusion
<i>Absolute fit measures</i>	GFI	≥ 0.90 or close to 1	0,908	<i>Good fit</i>
	RMSEA	≤ 0.08	0,076	<i>Good fit</i>
	SRMR	≤ 0.08	0.05	<i>Good fit</i>
<i>Incremental fir measures</i>	NFI	≥ 0.90 or close to 1	0,919	<i>Good fit</i>
	TLI	≥ 0.90 or close to 1	0,931	<i>Good fit</i>
	CFI	≥ 0.90 or close to 1	0,945	<i>Good fit</i>
	RNI	≥ 0.90 or close to 1	0,945	<i>Good fit</i>
<i>Parsimonius fit measure</i>	PNFI	>0,60	0.735	<i>Good fit</i>

Source: Results of data processing using JASP

Based on the data from Table 4, the Goodness of Fit test in this study contains several types of measurements that meet the criteria of several indicators of model fit. For this reason, hypothesis testing can be continued using the Structural Equation Model (SEM). The SEM output of this research is described as follows:

Figure 2 Structural Equation Model (SEM)



Source: Results of data processing using JASP

RESULTS

Hypothesis testing is done by comparing the p-value with the level of significance, provided that if the p-value 0.05 then H_0 is rejected and the research hypothesis is supported, otherwise if the p-value > 0.05 then H_0 fails to be rejected and the research hypothesis is not supported (Hair et al, 2019; Sekaran & Bougie, 2017). For hypothesis testing with a mediating role, this study uses the bootstrapping method developed by Hayes (2013), by looking at the confidence interval based on the bootstrap results on 1000 samples, provided that the BootLLCI and BootULCI ranges from the indirect effect results are not includes a value of zero (0), it can be concluded that the estimation is significant and a mediating effect occurs, on the other hand if the BootLLCI and BootULCI ranges from the indirect

effect result include a value of zero (0), then it can be concluded that the estimation is not significant and there is no effect mediation.

Table 5 Hypothesis Test Results

Hypothesis	Estimate	P-value	Decision
H1: There is a positive influence of social media marketing on brand awareness	1,071	***	Supported
H2: There is a positive influence of social media marketing on brand image	1,098	***	Supported
H3: There is a positive influence of social media marketing on purchase intention	0,568	0,010	Supported
H4: There is a positive influence of brand awareness on purchase intention	0,287	0,014	Supported
H5: There is a positive influence of brand image marketing on purchase intention	0,222	0,038	Supported

Note(s): *p < 0.05, **p < 0.01, *p < 0.001**

Source: Results of data processing using JASP

Table 5 shows that tests H1 to H5 are all supported. The results of H1 data processing show that social media marketing significantly affects brand awareness, as seen from the p-value $0.000 \leq 0.05$, then the results from the H2 test, namely social media marketing also significantly affects brand image, as seen from the p-value $0.000 \leq 0.05$. Similarly, in the H3 test, the results of data processing show that social media marketing significantly affects purchase intention, as seen from the p-value $0.010 \leq 0.05$. In addition, in H4, the results of data processing also show that brand awareness significantly affects purchase intention, as seen from the p-value $0.014 \leq 0.05$, and in the H5 test, the results of data processing show that brand awareness significantly affects purchase intention. from p-value $0.014 \leq 0.05$.

Table 6 Mediating Hypothesis Test Results

Hypothesis	Estimate	P	BootLLCI	BootULCI	Decision
H6: Brand awareness mediates the effect of social media marketing on purchase intention	0,081	***	0,047	0,115	Supported
H7: Brand image mediates the influence of social media marketing on purchase intention	0,069	***	0,037	0,115	Supported

Note(s): *p < 0.05, **p < 0.01, ***p < 0.001

Source: Results of data processing using JASP

The mediating effect in this study was analyzed using a 1000 sample bootstrap approach with a 95 percent (%) bias-corrected confidence interval (CI). The results from Table 6 confirm that brand awareness mediates the effect of social media marketing on purchase intention (β 0.081, $p < 0.001$, bias corrected 95% CI: 0.047, 0.115), H6 is accepted. Furthermore, the results show that brand image mediates the effect of social media marketing on purchase intention (β 0.069, $p < 0.001$, bias-correction 95% CI: 0.037, 0.115), supporting H7.

DISCUSSION

This study aims to determine the role of social media marketing in increasing brand awareness, brand image and purchase intention. In addition, this study also wants to know the role of brand awareness and brand image as a mediating variable on the influence of social media marketing on purchase intention.

The results of this study show that social media marketing has a significant positive effect on brand awareness, meaning that the higher marketing activities carried out through social media will increase consumer awareness of the brand, this result supports previous research conducted by So et al., (2017) ; Sharma and Verma (2018). Social media marketing also has a significant positive influence on brand image, meaning that the higher the marketing activities carried out through social media, the more positive the brand image will be, this is in accordance with previous research conducted by Seo and Park (2018); Tsimonis and Dimitriadis (2014); Fanion (2011). In addition, social media marketing also has a significant positive effect on purchase intention, meaning that the higher the marketing activity through social media, the higher the

consumer's desire to buy marketed products. 2014); Dehghani & Tumer (2015).

The results of this study indicate that brand awareness has a significant positive effect on purchase intention, meaning that the higher the effort to increase brand awareness to consumers, the higher the consumer's desire to buy the product, this result supports previous research conducted by Dabbous and Barakat (2020); Graciola et al., (2020). In addition, the results of this study also show that brand image has a significant positive effect on purchase intention, meaning that the higher the effort to increase the positive image of the brand, the higher the consumer's desire to buy the product, these results support previous research conducted by Mao et al., (2020).

The results of this study reveal that brand awareness has a role to mediate the influence of social media marketing on purchase intention, meaning that if business owners increase their marketing activities through social media, it can increase consumer awareness of brands, so that consumers are easy to recognize and remember brands. offered, with increased awareness of the brand it will increase consumer desire to buy the product or service offered. In addition, the results of this study also reveal that brand image has a role to mediate the influence of social media marketing on purchase intention, meaning that if business owners increase their marketing activities through social media, it can increase the positive image of the brand offered, by increasing A positive image of the brand will increase the consumer's desire to buy the products or services offered.

CONCLUSION

This study shows that social media marketing can affect brand awareness, brand image, and purchase intention. In addition, brand awareness and brand image can also affect purchase intention. This study also shows that brand awareness and brand image can act as a mediation on the influence of social media marketing on purchase intention.

Based on the results of this study, so that consumer intentions to buy products can increase, the shop owner can first increase awareness and a positive image of the brand. To increase brand awareness and a positive image of the brand, shop owners can increase their marketing activities through social media. Efforts to increase social media marketing activities can be done by creating entertaining content, building consumer interactions with other social media users, creating trend-following

content, then providing customized service facilities, and making it easy for consumers to re-post/share content to others (Word of Mouth).

This research is also inseparable from limitations, including in this study only testing the influence of social media marketing, brand awareness and brand image which will affect the increase in purchase intention, besides that this research also does not specifically examine certain industries. The results of this study indicate that brand awareness and brand image have a partial mediating role on the influence of social media marketing on purchase intention, meaning that in addition to brand awareness and brand image there are other variables that can mediate the influence of social media marketing on purchase intention, so that in this study, It is suggested to add another mediating variable, among the suggested variables is the trust in online shopping variable (Qalati et al., 2021; Harrigan et al., 2021). Trust in online stores is considered an important factor for consumers before they finally decide to make a purchase.

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