Ekopedia: Jurnal Ilmiah Ekonomi
eISSN 3089-8374 & pISSN 3090-1022
Vol. 2, No. 4, 2026
doi.org/10.63822/5xcmm429
PP. 4804-4814

Homepage https://indojurnal.com/index.php/ekopedia

The Impact of Social Media Marketing on Amanda Brownies Purchase Intention and Mediated by Brand Awareness in East Borneo

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Received: 11 20, 2026 | Accepted: 11 25, 2026 | Published: 11 27, 2026

ABSTRACT

Social media has become a primary channel for brands to build relationships with consumers, yet evidence on whether brand awareness explains how social media marketing shapes purchase intention remains mixed. This study examines the effect of social media marketing on purchase intention, with brand awareness as a mediating variable, among Amanda Brownies consumers in East Borneo. A quantitative survey was conducted through an online questionnaire, and 105 respondents who live in East Borneo and had seen Amanda Brownies promotions on social media were selected through purposive sampling. The data were analyzed using partial least squares structural equation modeling (PLS-SEM) in SmartPLS. Social media marketing has a positive and significant effect on purchase intention ($\beta = 0.552$; $p < 0.001$) and on brand awareness ($\beta = 0.336$; $p = 0.012$). Brand awareness has a positive but non-significant effect on purchase intention ($\beta = 0.147$; $p = 0.202$), and its mediating role is not supported ($\beta = 0.049$; $p = 0.235$). Social media marketing therefore works mainly as a direct driver of purchase intention. These findings suggest that food brands should prioritize engaging and interactive content that directly encourages purchase, rather than relying on awareness building alone.

Keywords: *Social Media Marketing; Brand Awareness; Purchase Intention; PLS-SEM; Amanda Brownies.*

How to Cite:

Zahrina, N., & Rahmawati, H. R. . (2026). The Impact of Social Media Marketing on Amanda Brownies Purchase Intention and Mediated by Brand Awareness in East Borneo. Ekopedia: Jurnal Ilmiah Ekonomi, 2(4), 4804-4814. https://doi.org/10.63822/5xcmm429

INTRODUCTION

Digital transformation has changed the way companies communicate with consumers. Social media is no longer only a place for casual interaction; it has become a strategic marketing tool that helps brands develop, sustain, and maintain emotional and social relationships with consumers (Jeswani, 2023). Vinerean (2017) likewise stresses the importance of social media marketing as a strategic activity for brands. Platforms such as X (formerly Twitter), Instagram, Facebook, and TikTok allow businesses to reach a vast audience, interact with it, and promote their products directly, which supports brand building (Jeswani, 2023).

Social media marketing (SMM) refers to a program designed by companies to engage consumers directly or indirectly in order to create brand awareness, enhance the brand, and increase sales (Angelyn & Kodrat, 2021). Kim and Ko (2012) describe SMM activities through five dimensions: entertainment, interaction, trendiness, customization, and word of mouth. Li et al. (2021) add that brands attract customer attention when their messages are lively and attractive, follow contemporary issues, and match the interests of target customers. When consumers recognize and recall a brand, their intention to buy its products is expected to be higher, which is why brand awareness is often examined as a mediator between social media activities and purchase intention, as in the study of Patmawati and Miswanto (2022). Saputra and Wardana (2023) also treat brand awareness as a mediator in this relationship.

Brand awareness refers to the consumer's memory and ease of recognizing a particular brand (Patmawati & Miswanto, 2022). It consists of two main elements, brand recognition and brand recall (Büyükdağ, 2021). Purchase intention is the transaction behavior shown by customers after evaluating the goods and services they want to buy, reflected in the willingness to buy and to buy again (Ihzaturrahma & Kusumawati, 2021). It is also a form of commitment to a brand (Patmawati & Miswanto, 2022). According to Moslehpour et al. (2022), it arises after consumers search for information to find a product that fits their needs.

Earlier studies generally report positive relationships among these variables. Laksamana (2018) found that SMM increases purchase intention in the Indonesian banking industry. Moslehpour et al. (2022) report the same effect for the GO-JEK service. Alnaser et al. (2024) confirm it in a PLS-SEM study. Yen et al. (2022) report that perceived usefulness, word of mouth, price consciousness, and informativeness of SMM are significantly related to online purchase intention. SMM also strengthens brand awareness, as shown by Angelyn and Kodrat (2021). Rachmand and Dwita (2025) reach the same conclusion. Sheak and Abdulrazak (2023) report it for activities on TikTok. Brand awareness, in turn, is reported to raise purchase intention by Chen (2024). Ihzaturrahma and Kusumawati (2021) report a similar result for local fashion products. Patmawati and Miswanto (2022) also find a positive effect. Febriyantoro (2020), however, found no significant effect. Regarding mediation, Saputra and Wardana (2023) show that brand awareness mediates the effect of SMM on purchase intention. Laurence and Ekawati (2025) report a similar mediating role. So do Syafitri et al. (2025). In contrast, Hassim et al. (2024) do not find a mediating role.

The present study focuses on Amanda Brownies, a well-known Indonesian bakery brand known for its steamed brownies. The brand attracted public attention on platform X through an engaging way of writing and friendly replies to other users, and it carries the tagline "Ingat Brownies? Ya Ingat Amanda"

(observed on the brand's X account in February 2026). The studies above were conducted in banking, ride-hailing, apartment, and fashion contexts, and they disagree on the role of brand awareness. This study therefore examines a local food brand among social media users in East Borneo and tests the direct effects of SMM on purchase intention and brand awareness, the effect of brand awareness on purchase intention, and the mediating role of brand awareness in a single PLS-SEM model.

The relationships among the constructs lead to four hypotheses. Because social media content informs consumers and invites interaction, SMM is expected to increase purchase intention, as Laksamana (2018) found. SMM is also expected to build brand awareness by introducing the brand and making it easy to remember, as Angelyn and Kodrat (2021) report. Consumers who recognize and recall a brand are expected to be more willing to buy from it, in line with Ihzaturrahma and Kusumawati (2021). If both relationships hold, brand awareness formed through SMM should in turn strengthen purchase intention, as Saputra and Wardana (2023) show. The hypotheses are as follows:

H1: Social media marketing positively affects purchase intention.

H2: Social media marketing positively affects brand awareness.

H3: Brand awareness positively affects purchase intention.

H4: Brand awareness positively mediates the effect of social media marketing on purchase intention.

Accordingly, this study aims to examine the effect of SMM on purchase intention and on brand awareness, the effect of brand awareness on purchase intention, and the role of brand awareness as a mediator between SMM and purchase intention among Amanda Brownies consumers in East Borneo. Figure 1 presents the conceptual framework.

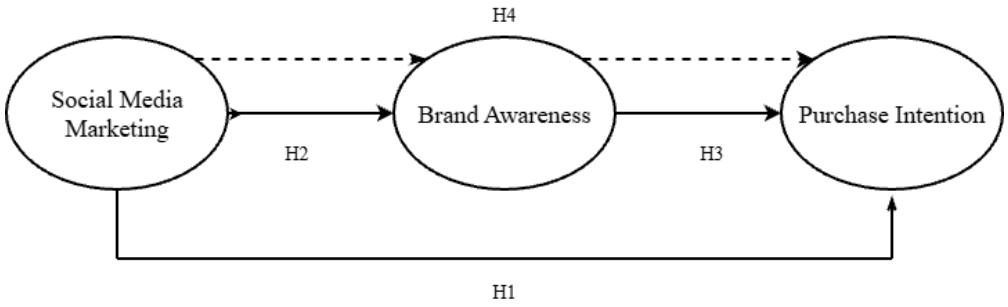


Figure 1. Conceptual Framework
(Source: Authors' research model, 2026)

METHODS OF RESEARCH

This study uses a quantitative approach with a survey method. The population consists of social media users in East Borneo who are aware of the Amanda Brownies brand. Respondents were selected through purposive sampling (Sugiyono, 2023) using three criteria: (1) domiciled in East Borneo, (2) having seen Amanda Brownies promotions on social media, and (3) having purchased or being interested in

purchasing Amanda Brownies products. The sample size follows the guideline of Hair et al. (2022), which multiplies the number of indicators by a factor of 5 to 10. With 15 indicators and a multiplier of 7, the required sample size was 105 respondents.

Primary data were collected through an online questionnaire distributed via Google Forms. In total, 111 responses were received. One response was excluded because the respondent lived outside East Borneo, which left 110 eligible responses. The first 105 eligible responses based on submission time were analyzed, in line with the planned sample size, and the remaining five were kept as reserve data and not analyzed.

Three constructs were measured, each with five reflective indicators on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). SMM was adapted from Kim and Ko (2012) and covers entertainment, interaction, trendiness, customization, and word of mouth related to Amanda Brownies' social media (X, Instagram, and TikTok). Brand awareness was adapted from Angelyn and Kodrat (2021): brand recognition, brand identification, awareness of brand existence, brand recall, and brand symbol recognition. Purchase intention was adapted from Dinh et al. (2022): desire, repurchase intention, planning, trial intention, and purchase interest. The 15 questionnaire items are listed in Table 1.

Table 1. Questionnaire Items

Construct	Code	Questionnaire item
Social media marketing	SMM1	The content displayed on Amanda Brownies' social media is interesting
	SMM2	I find it easy to express my opinions through Amanda Brownies' social media
	SMM3	The content presented on Amanda Brownies' social media provides up-to-date information
	SMM4	Amanda Brownies' social media offers personalized or customized information search
	SMM5	I have heard information of Amanda Brownies' brand, product, or services through social media from my friends
Brand awareness	BA1	I am familiar with Amanda Brownies
	BA2	I can recognize Amanda Brownies' distinctive features among competing brands
	BA3	I am aware of the existence of Amanda Brownies
	BA4	I can quickly visualize the characteristics of Amanda Brownies
	BA5	I can easily recognize the logo or symbol of Amanda Brownies
Purchase intention	PI1	I want to buy Amanda Brownies' product in the future
	PI2	I intend to buy Amanda Brownies' product frequently in the future
	PI3	I plan to buy Amanda Brownies' product
	PI4	I will try to buy Amanda Brownies' product
	PI5	I want to buy Amanda Brownies' product

(Source: Authors' questionnaire, 2026)

Descriptive statistics (frequency, mean, and standard deviation) were calculated for each indicator. Mean scores were classified into three categories using a class interval of (5 − 1) / 3 = 1.33: low (1.00–2.33), medium (2.34–3.67), and high (3.68–5.00) (Lindner & Lindner, 2024). The mean of a construct is

the average of its five indicator means (Koo & Yang, 2025). Hypotheses were tested using PLS-SEM in SmartPLS (Hair et al., 2022). The SmartPLS procedure follows Ghozali and Kusumadewi (2023).

The measurement (outer) model was evaluated with the PLS algorithm using the path weighting scheme. Indicator reliability was assessed through outer loadings, where a value of 0.708 or higher is recommended. Following Hair et al. (2022), indicators with loadings between 0.40 and 0.708 are not removed automatically, and an indicator was considered valid when its loading was at least 0.50. Discriminant validity was assessed with cross-loadings as a supplementary check and with the heterotrait–monotrait ratio (HTMT) as the primary criterion, using a threshold of 0.90 for conceptually similar constructs and 0.85 for more distinct constructs (Hair et al., 2022). Reliability was assessed with Cronbach's alpha, rho_A, and composite reliability, where values above 0.70 are good and values between 0.60 and 0.70 are acceptable in exploratory research (Hair et al., 2022).

The structural (inner) model was evaluated using the variance inflation factor (VIF; values below 3 indicate no collinearity problem), the coefficient of determination (R^2), and bootstrapping with 500 subsamples, a two-tailed test, and a 5% significance level (t-statistic above 1.96) for the path coefficients and the specific indirect effect, following Ghozali and Kusumadewi (2023). The type of mediation was classified following the mediation typology of Hair et al. (2022).

RESULT AND DISCUSSION

1. Respondent Profile

Table 2 shows that most of the 105 respondents were female (60.95%), aged 18–22 years (64.76%), domiciled in Samarinda (40.00%), and students (60.95%). TikTok (47.62%) and Instagram (40.95%) were the platforms most frequently used by respondents, while X was reported by 11.43%.

Table 2. Respondent Characteristics (N = 105)

Characteristic	Category	n	%
Gender	Female	64	60.95
	Male	41	39.05
Age	18–22 years	68	64.76
	23–29 years	26	24.76
	30–35 years	11	10.48
Domicile	Samarinda	42	40.00
	Tenggarong	22	20.95
	Balikpapan	15	14.29
	Bontang	14	13.33
	Penajam	12	11.43
Occupation	Student	64	60.95
	Private employee	16	15.24
	Entrepreneur	12	11.43

Characteristic	Category	n	%
	Civil servant	9	8.57
	Housewife	2	1.90
	Freelancer	1	0.95
	Fresh graduate	1	0.95
Most used platform	TikTok	50	47.62
	Instagram	43	40.95
	X (Twitter)	12	11.43

(Source: Data processed, 2026)

2. Descriptive Statistics

All three constructs fall into the high category (Table 3). The mean of SMM is 3.975, brand awareness 4.272, and purchase intention 4.070. For SMM, trendiness (SMM3) has the highest mean (4.048), with 81 of 105 respondents choosing agree or strongly agree, while interaction (SMM2) has the lowest (3.895). For brand awareness, the highest mean is awareness of brand existence (BA3, 4.410) and the lowest is brand recall (BA4, 4.124). For purchase intention, the highest mean is purchase interest (PI5, 4.210), whereas repurchase intention (PI2, 3.800) is the lowest of all fifteen indicators, with 33.33% of respondents choosing neutral.

Table 3. Descriptive Statistics and Outer Loadings of the Indicators

Code	Indicator	Mean	SD	Category	Outer loading
SMM	**Social Media Marketing (overall)**	**3.975**	–	**High**	–
SMM1	Entertainment	4.010	0.700	High	0.746
SMM2	Interaction	3.895	0.960	High	0.708
SMM3	Trendiness	4.048	0.712	High	0.531
SMM4	Customization	3.981	0.832	High	0.646
SMM5	Word of mouth	3.943	0.818	High	0.531
BA	**Brand Awareness (overall)**	**4.272**	–	**High**	–
BA1	Brand recognition	4.333	0.780	High	0.709
BA2	Brand identification	4.238	0.849	High	0.833
BA3	Awareness of brand existence	4.410	0.689	High	0.748
BA4	Brand recall	4.124	0.885	High	0.793
BA5	Brand symbol recognition	4.257	0.797	High	0.533
PI	**Purchase Intention (overall)**	**4.070**	–	**High**	–
PI1	Desire	4.162	0.695	High	0.636
PI2	Repurchase intention	3.800	0.945	High	0.640
PI3	Planning	4.076	0.743	High	0.695
PI4	Trial intention	4.105	0.733	High	0.610
PI5	Purchase interest	4.210	0.716	High	0.734

(Source: Data processed using SmartPLS, 2026)

3. Measurement Model Evaluation

The first run of the model contained all 15 indicators. As shown in Table 3, seven indicators (BA1, BA2, BA3, BA4, PI5, SMM1, and SMM2) have outer loadings of 0.708 or higher, with BA2 (0.833) being the strongest. The other eight indicators (BA5, PI1, PI2, PI3, PI4, SMM3, SMM4, and SMM5) have loadings between 0.531 and 0.695. They are below 0.708 but above the minimum of 0.50, so all indicators were retained and no indicator was removed. The weakest indicators are SMM3, SMM5, and BA5, with loadings of about 0.53.

Regarding discriminant validity, each indicator has its highest loading on its own construct. For example, PI2 loads 0.640 on purchase intention compared with 0.499 on SMM, so the cross-loading requirement is met. As shown in Table 5, the HTMT values are 0.420 for brand awareness–purchase intention and 0.452 for brand awareness–SMM. The HTMT value for purchase intention–SMM is 0.859, slightly above the conservative threshold of 0.85 but below 0.90. Because SMM and purchase intention are conceptually related, the threshold of 0.90 is considered appropriate and discriminant validity is accepted, although the value shows that the two constructs are closely related.

Table 4 shows that composite reliability exceeds 0.70 for all constructs (0.772 to 0.849). Cronbach's alpha for brand awareness (0.802) is good, while the alpha values of purchase intention (0.687) and SMM (0.634) lie between 0.60 and 0.70 and are acceptable. The rho_A values show the same pattern. The measurement model therefore meets the requirements for the analysis to proceed to the structural model.

Table 4. Construct Reliability

Construct	Cronbach's alpha	rho_A	Composite reliability
Brand awareness (BA)	0.802	0.804	0.849
Purchase intention (PI)	0.687	0.681	0.797
Social media marketing (SMM)	0.634	0.639	0.772

(Source: Data processed using SmartPLS, 2026)

Table 5. Heterotrait–Monotrait Ratio (HTMT)

	BA	PI	SMM
BA	–		
PI	0.420	–	
SMM	0.452	0.859	–

(Source: Data processed using SmartPLS, 2026)

4. Structural Model and Hypothesis Testing

The VIF values range from 1.000 to 1.127, well below 3, so collinearity among the predictors is not a problem. The R^2 of brand awareness is 0.113 (adjusted R^2 = 0.104), meaning that SMM explains 11.3% of its variance. The R^2 of purchase intention is 0.380 (adjusted R^2 = 0.368), meaning that SMM and brand awareness together explain 38.0% of its variance. The explanatory power is therefore weak for brand awareness and weak to moderate for purchase intention, which is acceptable for hypothesis testing.

Table 6 presents the bootstrapping results. SMM has a positive and significant effect on purchase intention (H1) and on brand awareness (H2), so both hypotheses are accepted. Brand awareness has a

positive but non-significant effect on purchase intention (H3), and the specific indirect effect of SMM on purchase intention through brand awareness (H4) is not significant, so H3 and H4 are rejected. Because the direct effect of SMM on purchase intention remains significant while the indirect effect is not, the result is classified as direct-only (no mediation) (Hair et al., 2022). The total effect of SMM on purchase intention is 0.601 (0.552 + 0.049), of which about 92% is direct.

Table 6. Results of Hypothesis Testing

Hypothesis	Path	β	Sample mean	SD	t-statistic	p-value	Decision
H1	SMM → PI	0.552	0.579	0.095	5.782	0.000	Accepted
H2	SMM → BA	0.336	0.350	0.134	2.513	0.012	Accepted
H3	BA → PI	0.147	0.143	0.115	1.277	0.202	Rejected
H4	SMM → BA → PI	0.049	0.050	0.042	1.189	0.235	Rejected

(Source: Data processed using SmartPLS, 2026)

5. The Effect of Social Media Marketing on Purchase Intention

SMM has a positive and significant effect on purchase intention ($\beta = 0.552$; $t = 5.782$; $p < 0.001$), and this is the strongest relationship in the model. The more positively respondents view the social media marketing activities of Amanda Brownies, the stronger their intention to buy its products. This finding is consistent with Laksamana (2018). Alnaser et al. (2024) report the same direction. Moslehpour et al. (2022) likewise find a positive effect. The finding is also supported by the descriptive results, in which both SMM (3.975) and purchase intention (4.070) are in the high category. Among the SMM indicators, entertainment (SMM1, loading 0.746) and interaction (SMM2, loading 0.708) are the strongest reflections of the construct, which suggests that content perceived as engaging and encouraging two-way communication matters most in how consumers evaluate the brand's social media. Trendiness (SMM3) has the highest mean (4.048) but a low loading (0.531), showing that a high mean does not necessarily mean that an indicator is the best representation of the construct.

6. The Effect of Social Media Marketing on Brand Awareness

SMM also has a positive and significant effect on brand awareness ($\beta = 0.336$; $t = 2.513$; $p = 0.012$), which is in line with Rachmand and Dwita (2025). Sheak and Abdulrazak (2023) likewise report that SMM raises brand awareness. So do Angelyn and Kodrat (2021). However, the effect is relatively moderate, as SMM explains only 11.3% of the variance in brand awareness. Other factors outside the model, such as offline promotions or recommendations from family and friends, may also influence brand awareness, although these were not tested here. In addition, brand awareness in this sample is already very high (mean 4.272), partly because respondents were selected on the criterion of having seen Amanda Brownies promotions on social media.

7. The Effect of Brand Awareness on Purchase Intention

Brand awareness has a positive but non-significant effect on purchase intention ($\beta = 0.147$; $t = 1.277$; $p = 0.202$). This result differs from Chen (2024), who found a positive effect of brand awareness on purchase intention. It also differs from Ihzaturrahma and Kusumawati (2021), who report a positive effect as well. The same applies to Patmawati and Miswanto (2022). However, it is consistent with Febriyantoro

(2020). Three possible explanations, which were not tested in this study, can be offered. First, the variation in brand awareness within the sample is small: indicator means range from 4.124 to 4.410, and most respondents chose agree or strongly agree, so awareness may not distinguish respondents with high purchase intention from those with lower purchase intention. Second, brand awareness may be necessary but not sufficient. For food products such as brownies, purchase intention likely also depends on taste, price, and trust, so familiarity with a brand does not automatically lead to an intention to buy it. Third, the strong relationship between SMM and purchase intention (HTMT = 0.859) leaves little additional variance in purchase intention for brand awareness to explain once SMM is in the model.

8. The Mediating Role of Brand Awareness

The specific indirect effect of SMM on purchase intention through brand awareness is not significant ($\beta = 0.049$; $t = 1.189$; $p = 0.235$). This result differs from Saputra and Wardana (2023), who found that brand awareness significantly mediates this relationship. It agrees with Hassim et al. (2024), who report that brand awareness does not mediate the relationship between SMM and purchase intention ($\beta = 0.246$, $t = 1.021$, $p > 0.05$). For Amanda Brownies, SMM appears to function more as a direct trigger of purchase intention than as a means of building awareness. This seems reasonable because awareness is already high among consumers who have seen the promotions. The results are based on 105 purposively selected respondents in East Borneo and should not be generalized beyond this sample.

9. Managerial Implications

Amanda Brownies should keep producing entertaining and interactive content, such as short videos and product demonstrations, and combine it with content that directly encourages purchase, such as promotional offers, testimonials, and updated product information, instead of relying on awareness campaigns alone. Interaction has the lowest mean among the SMM indicators, so quick replies to comments and messages, polls, Q&A sessions, and giveaways are worth considering. Repurchase intention has the lowest mean of all indicators, so loyalty programs, remind-to-order messages, and package promotions shared through social media can help strengthen repeat purchases.

CONCLUSION

This study shows that social media marketing significantly increases both purchase intention and brand awareness among Amanda Brownies consumers in East Borneo, but brand awareness does not significantly affect purchase intention and does not mediate the effect of social media marketing. The effect of social media marketing on purchase intention is therefore mostly direct. These findings imply that Amanda Brownies should prioritize entertaining, interactive, and purchase-oriented content on social media.

This study has limitations. The sample was small and purposively selected from respondents who had seen the brand's promotions, the explanatory power of the model is limited, and several indicators have low loadings. Future research could add variables such as brand image, brand trust, product quality, or word of mouth; use a larger and more diverse sample with varying levels of brand awareness, regions, and

platforms; refine the indicators with low loadings (BA5, SMM3, and SMM5); control for age, frequency of social media use, and platform; and use a longitudinal or experimental design.

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