

## THE ROLE OF BRAND AWARENESS IN MEDIATING THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS

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### ABSTRACT

This study aims to analyze the effect of social media marketing on purchase decisions, with brand awareness as a mediating variable, at Beauty Shop in Buleleng Regency. The phenomenon of increasing competition in the beauty industry requires business actors to implement effective digital marketing strategies through social media, particularly Instagram. This research employed a quantitative approach using an associative method. The sample consisted of 100 respondents selected through purposive sampling, with the criteria of having made a purchase at Beauty Shop's Head Branch and actively using social media. Data were collected through a closed-ended questionnaire and analyzed using path analysis with the assistance of SPSS software. The results indicate that social media marketing has a positive and significant effect on purchase decisions as well as on brand awareness. In addition, brand awareness has a positive and significant effect on purchase decisions. Mediation testing shows that brand awareness partially mediates the effect of social media marketing on purchase decisions. These findings demonstrate that the effectiveness of social media marketing strategies influences purchase decisions not only directly but also indirectly through increased consumer brand awareness. This study contributes theoretically by strengthening the Stimulus–Organism–Response (S-O-R) theory and provides practical references for business actors in optimizing digital marketing strategies to enhance sales and consumer loyalty.

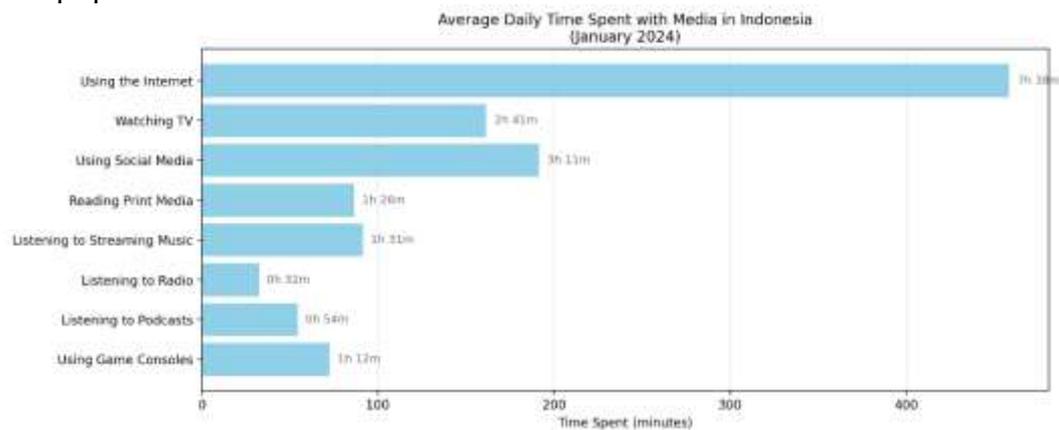
**Keywords:** Social Media Marketing; Brand Awareness; Purchase Decision.

### INTRODUCTION

The beauty and fashion industries in Indonesia have shown rapid development, along with increasing consumer awareness of appearance and lifestyle. According to a report by the International Trade Administration citing data from Statista.com, the value of Indonesia's beauty and personal care market reached USD 7.5 billion in 2021 and is projected to continue growing by 6.5% per year through 2025, with skincare and cosmetics as the main segments (Administration, 2021). This growth has encouraged the emergence of various business actors, ranging from large companies to small and medium-sized enterprises, competing to offer cosmetics, skincare, and fashion products aligned with market trends (Kemenperin, 2024). The increasing number of business actors has intensified competition, thereby requiring each company to

innovate, increase sales, and expand market share (Rahayu & Kusumadewi, 2023).

In the digital era, marketing strategies are no longer limited to conventional media. The use of social media has become an essential step for businesses to reach consumers more broadly and efficiently. Based on the DataReportal (2024) report, global internet users have reached 5.35 billion people, representing 66.2% of the world's population. In Indonesia, the number of internet users has reached 221.56 million (79.5% of the population), while active social media users are recorded at 139 million, or approximately 49.9% of the population.



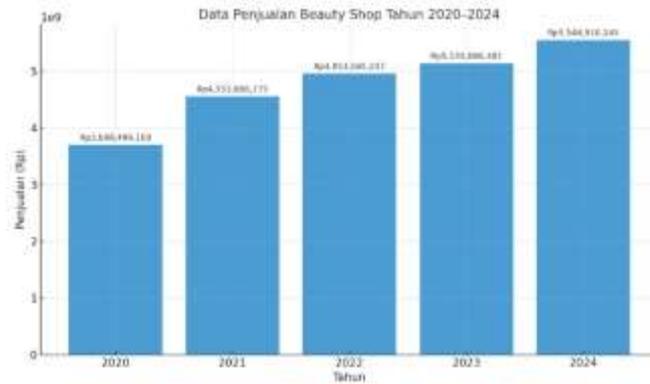
Sumber: DataReportal, 2024

**Figure 1. Average Daily Time Spent with Media in Indonesia (January 2024)**

Figure 1 presents the average daily time spent by Indonesians accessing various types of media in January 2024. The data indicate that the internet is the most frequently accessed medium, with an average daily usage of 7 hours and 38 minutes, followed by social media at 3 hours and 11 minutes, and television at 2 hours and 41 minutes. Meanwhile, conventional media such as radio and print media record substantially lower access durations, at 32 minutes and 1 hour and 26 minutes, respectively. This shift in consumer behavior toward digital platforms suggests that the internet and social media have become essential elements in marketing activities and consumer decision-making. Under increasingly competitive conditions, business actors are required not only to maintain a presence on social media but also to develop effective digital marketing strategies. This is particularly important given the high average amount of time Indonesians spend accessing digital media on a daily basis.

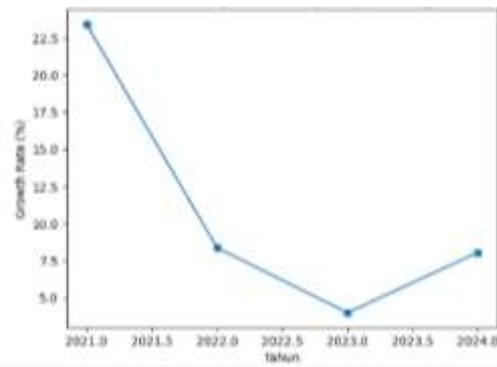
One business actor that actively utilizes social media is Beauty Shop Head Branch, a local enterprise established in 2017. The business sells a wide range of cosmetic products, skincare items, as well as fashion products such as clothing, bags, and accessories from various brands. Beauty Shop Head Branch uses social media, particularly Instagram, as its primary promotional channel by regularly uploading content to attract consumer attention. It consistently leverages various features such as photo posts, stories, and reels to introduce

its products. These activities represent the implementation of social media marketing aimed at building audience interaction and strengthening brand image in the digital environment.



Source: Internal data of Beauty Shop Head Branch, processed by the researcher, 2024.

**Figure 2. Sales Data of Beauty Shop Head Branch, 2020–2024.**



Source: Internal data of Beauty Shop Head Branch, processed by the researcher, 2024.

**Figure 3. Sales Growth Chart of Beauty Shop Head Branch, 2020–2024.**

Based on the figure, the sales of Beauty Shop Head Branch during the 2020–2024 period show an increase in nominal value from approximately IDR 3.69 billion to more than IDR 5.5 billion. However, the analysis of the sales growth rate indicates a slowdown in growth, declining from around 23% in 2021 to 8% in 2022 and 4% in 2023, before rising again to approximately 8% in 2024. This condition suggests that the marketing strategies implemented have not yet been able to drive optimal and sustainable sales growth, despite the high potential of the beauty industry and the intensive digital activity of the Indonesian population. Instagram was selected as the focus of this study due to its high usage rate in Indonesia, particularly among younger generations. According to The Global Statistics (2025), Instagram is used by 84.80% of internet users in Indonesia, and its visual characteristics and interactive features are effective in increasing engagement and building brand awareness.

This phenomenon highlights the relevance of research on the effectiveness of social media marketing in enhancing brand awareness within local businesses such as Beauty Shop Head Branch. Previous studies have

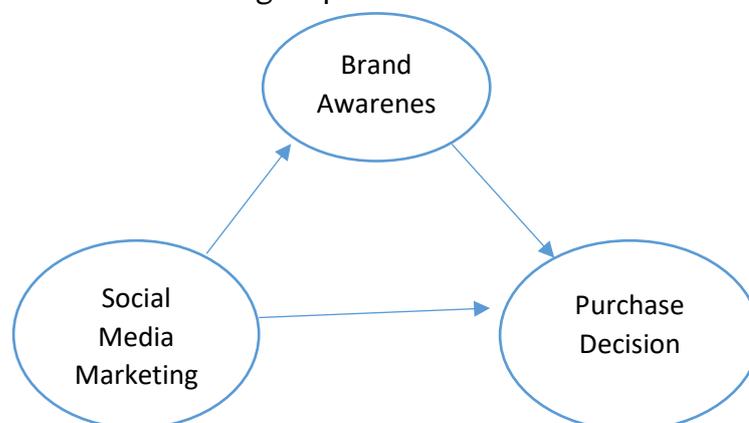
widely examined the influence of social media on brand image and customer loyalty; however, relatively few have analyzed the mediating role of brand awareness in the relationship between social media marketing and purchase decisions. This study is grounded in the Stimulus–Organism–Response (S-O-R) theory, which explains that consumer behavior results from a psychological process that begins with external stimuli, is then processed internally (organism), and ultimately leads to observable actions (response) (Vidyanata, 2022; Asgar et al., 2023).

Purchase decision is defined as the final stage in which consumers select a product after undergoing a series of processes, namely need recognition, information search, evaluation of alternatives, and the decision to purchase (Kotler, 2009 as cited in Indrasari, 2019). This process is influenced by other factors such as product information, recommendations, and prior purchasing experiences (Padmawati & Suasana, 2020).

Meanwhile, social media marketing refers to a digital marketing strategy that leverages interaction, content sharing, and user engagement to achieve a company’s communication objectives (Hanjaya et al., 2023; Khan & Jan, 2019). Social media provides extensive opportunities for companies to reach audiences through creative and interactive content. Based on the Honeycomb Model (Kietzmann et al., 2011 as cited in Khan & Jan, 2019), the dimensions applied in this study include identity, conversations, sharing, and presence.

Furthermore, brand awareness reflects consumers’ ability to recognize and recall a brand (Januar et al., 2024; Aaker, 1996). Brand awareness plays an important role in building trust and influencing purchase decisions. According to Kotler and Keller (2016) as cited in Sidi (2023), the dimensions of brand awareness consist of top of mind, brand recall, brand recognition, and brand prominence (Endyana & Ardani, 2019).

Based on the theoretical framework and prior studies, effective social media marketing strategies increase the likelihood of establishing strong brand awareness. Strong brand awareness subsequently fosters consumer trust and a sense of closeness to the brand, which directly influences purchase decisions. Therefore, brand awareness is positioned as a mediating variable linking the effect of social media marketing on purchase decisions.



**Figure 1. Research Conceptual Framework**

A number of literature studies indicate a positive and significant relationship between social media marketing and purchase decisions. Research by Hanaysha (2022) and Antczak (2024), along with similar findings from Prasath and Yoganathen (2018), Dessie et al. (2023), Dinarso et al. (2024), and Indriani and Harahap (2024), agrees that marketing strategies and interactions through social media can build trust, shape positive perceptions, and effectively encourage consumers to make purchases. These findings are also supported by Ellitan (2022), Kurniawan et al. (2024), and Upadana and Pramudana (2020), who emphasize the role of social media as a primary tool for increasing purchase interest and purchasing behavior.

H1: Social media marketing has a positive and significant effect on purchase decisions.

A positive and significant effect has also been found between social media marketing and brand awareness. Studies such as those conducted by Bharat et al. (2025), Kiran and Pougajendy (2023), Wasik et al. (2025), Zeqiri et al. (2025), and Emini and Zeqiri (2021) consistently show that relevant and intensive marketing activities on social media increase brand awareness through communication, attractive content, and rapid information dissemination. These results are further strengthened by Saputra and Wardana (2023), Dindasari and Sukawati (2022), Gabriella et al. (2022), Purba and Jahja (2024), and Aprilianti et al. (2023), who state that social media is an effective channel for shaping and strengthening brand awareness in consumers' minds.

H2: Social media marketing has a positive and significant effect on brand awareness.

The positive and significant relationship between brand awareness and purchase decisions has been demonstrated by various studies. Ansari et al. (2019), Sari and Wahjoedi (2022), Soomro et al. (2020), Hidayatullah et al. (2025), and Hariyanti et al. (2024) found that brand awareness is a crucial factor that helps consumers recognize, differentiate, and trust products, thereby directly influencing their preferences and intention to purchase. Further support comes from Endyana and Ardani (2019), Saputra et al. (2024), Setiawan et al. (2024), Sidi (2023), and Andjani et al. (2025), who confirm that the higher the level of consumer awareness of a brand, the greater the likelihood that consumers will make a purchase decision.

H3: Brand awareness has a positive and significant effect on purchase decisions.

Several studies show that brand awareness plays a significant mediating role in the effect of social media marketing on purchase decisions. Research by Rania et al. (2023), Kurniawati and Ariyanti (2024), Hidayatullah et al. (2025), Soomro et al. (2022), and Citrasumidi and Pasaribu (2023) consistently concludes that effective social media marketing indirectly drives purchases through increased brand awareness. This mediating effect is strongly supported by Berliani and Rojuaniah (2023), Upadana and Pramudana (2020), Kurniawan and Fitriani (2024), Adiwijaya and Pertiwi (2025), as well as Koesdiana and Kristiawan (2025), who emphasize that brand awareness is a key

factor that strengthens the relationship between social media activities and consumer purchasing behavior.

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

## METHOD

This study employed a quantitative approach with an associative method. The objective was to examine: (1) the effect of social media marketing on purchase decisions, (2) the effect of social media marketing on brand awareness, (3) the effect of brand awareness on purchase decisions, and (4) the role of brand awareness as a mediating variable. The study was conducted at Beauty Shop Head Branch in Buleleng Regency, Bali, with the research subjects consisting of consumers who had purchased products from the store. The sample comprised 100 respondents selected using non-probability sampling with a purposive sampling technique based on the following criteria: at least a senior high school education, active use of social media, and having purchased products within the past three months. Data were collected through an online questionnaire (Google Forms) using a 1–5 Likert scale, covering the exogenous variable (social media marketing), the endogenous variable (purchase decision), and the mediating variable (brand awareness). All research instruments were tested and confirmed to be valid and reliable.

Data analysis was conducted in two stages: descriptive statistics to describe respondent characteristics and variables, and inferential statistics using path analysis with SPSS. Prior to hypothesis testing, classical assumption tests (normality, multicollinearity, and heteroscedasticity) were performed to ensure model adequacy. The mediating role of brand awareness was tested using the Sobel Test and Variance Accounted For (VAF). The results of the path analysis were then used to conclude the direct and indirect effects of social media marketing on purchase decisions through the mediation of brand awareness, as well as to provide theoretical contributions and practical implications for digital marketing strategies.

## RESULT AND DISCUSSION

This study was conducted with 100 consumers of Beauty Shop Head Branch in Buleleng Regency. The respondent characteristics included in the research sample consist of gender, age, highest educational attainment, occupation, and income level, the details of which are presented in Table 1.

**Table 1. Respondent Characteristics**

Characteristics	Classification	Frequency (persons)	Percentage
Gender	Male	34	34,0
	Female	66	66,0
<b>Total</b>		<b>100</b>	<b>100,0</b>
Age	16-25 Years	67	67,0
	26-35 Years	26	26,0

	36-45 Years		7	7,0
	>45 Years		0	0,0
<b>Total</b>			<b>100</b>	<b>100,0</b>
Highest Educational Attainment	Senior High School	High High	55	55,0
	Diploma		18	18,0
	Bachelor's degree		27	27,0
	Postgraduate		0	0,0
<b>Total</b>			<b>100</b>	<b>100,0</b>
Occupation	Student (school)		13	13,0
	University student		28	28,0
	Private-sector employee		47	47,0
	Entrepreneur		10	10,0
	Civil servant		2	2,0
<b>Total</b>			<b>100</b>	<b>100,0</b>
Monthly Income/Allowance	< Rp1.000.000		25	25,0
	Rp1.000.000 – < Rp3.000.000		34	34,0
	Rp3.000.000 – < Rp5.000.000		25	25,0
	≥ Rp5.000.000		16	16,0
	<b>Total</b>			<b>100</b>

Source: Primary data processed by the researcher, 2025.

Data analysis indicates that the majority of respondents were female (66%). In terms of age, the 16–25-year group (67%) was the most dominant. Most respondents had a Senior High School/Vocational High School educational background (55%). Based on occupation, private-sector employees comprised the largest group (47%). Meanwhile, with respect to income level, the IDR 1,000,000 to IDR 3,000,000 group (34%) was the most dominant.

**Table 2. Validity Test Results**

No.	Variabel	Instrumen	Pearson Correlation	Keterangan
1.	Purchase Decision (Y)	Y <sub>1</sub>	0,707	Valid
		Y <sub>2</sub>	0,614	Valid
		Y <sub>3</sub>	0,589	Valid
		Y <sub>4</sub>	0,616	Valid
		Y <sub>5</sub>	0,666	Valid
2.	Social Media Marketing (X)	X <sub>1</sub>	0,670	Valid
		X <sub>2</sub>	0,731	Valid
		X <sub>3</sub>	0,590	Valid
		X <sub>4</sub>	0,710	Valid
3.		M <sub>1</sub>	0,735	Valid
		M <sub>2</sub>	0,673	Valid
		M <sub>3</sub>	0,548	Valid

Brand Awareness (M)	M <sub>4</sub>	0,682	Valid
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Source: Processed data, 2025.

Table 2 shows that all research instruments used to measure the variables of social media marketing, brand awareness, and purchase decision have Pearson's correlation values greater than or equal to 0.30 ( $r \geq 0.30$ ), with significance levels (p-values) below 0.05. These results indicate that the questionnaire items are valid and appropriate for use as research instruments.

**Table 3. Reliability Test Results**

No.	Variable	Cronbach's Alpha	Remarks
1.	Purchase Decision (Y)	0,683	Reliable
2.	Social Media Marketing (X)	0,730	Reliable
3.	Brand Awareness (M)	0,628	Reliable

Source: Processed data, 2025.

Table 3 shows that the Cronbach's Alpha values for each research instrument are greater than 0.60 (Cronbach's Alpha > 0.60). These results indicate that all research instruments are reliable and can be used for this study. The purchase decision variable in this study is the endogenous (dependent) variable, denoted by Y, and is measured using five statements as presented in Table 4.

**Table 4. Respondents' Responses to the Purchase Decision Variable**

No.	Statement	Respondents' Answers (persons)					Total	Mean	Category
		1	2	3	4	5			
1.	Beauty Shop Head Branch provides beauty and fashion products that meet my needs	1	12	20	31	3	389	3,89	High
2.	I seek product information from various sources such as friends, family, advertisements, or social media.	3	10	27	25	35	379	3,79	High
3.	I believe that the beauty and fashion products from Beauty Shop Head Branch are of good quality	4	8	22	31	35	385	3,85	High
4.	The beauty and fashion products from Beauty Shop	5	7	16	29	43	398	3,98	High

	Head Branch match my preferences.								
5.	I am willing to recommend Beauty Shop Head Branch's beauty and fashion products to others	3	6	2 4	33	3 4	389	3,89	High
<b>Overall Mean (Purchase Decision)</b>								<b>3,88</b>	<b>High</b>

**Source:** Primary data processed by the researcher, 2025.

Based on Table 4, the purchase decision variable has an average score of 3.88, which falls into the high category, indicating that respondents demonstrate a high level of purchase decision toward Beauty Shop Head Branch's products. The statement with the highest mean concerns the suitability of products with respondents' preferences (3.98), while the lowest mean is found in seeking information from various sources (3.79), although it remains within the high category.

**Table 5. Respondents' Responses to the Social Media Marketing Variable**

No.	Statement	Respondents' Answers (persons)					Total	Mean	Category
		1	2	3	4	5			
1.	I see that Beauty Shop Head Branch displays company profile information clearly on Instagram	5	8	3 4	21	32	367	3,67	Good
2.	I often receive answers to my questions from Beauty Shop Head Branch's Instagram account	2	9	25	3 5	2 9	380	3,80	Good
3.	Beauty Shop Head Branch shares informative product images or videos on Instagram	6	7	18	37	32	382	3,82	Good
4.	The frequency of content uploads from Beauty Shop Head Branch on Instagram is very high	5	8	25	25	37	381	3,81	Good
<b>Overall Mean (Social Media Marketing)</b>							<b>3,78</b>	<b>Good</b>	

**Source:** Primary data processed by the researcher, 2025.

Based on Table 5, the social media marketing variable has an average score of 3.78, which is categorized as good, indicating that Beauty Shop Head

Branch's marketing activities on Instagram are perceived as effective. The highest mean relates to the provision of informative product images and videos (3.82), while the lowest mean is found in the clarity of company profile information (3.67), although both remain within the good category.

**Table 6. Respondents' Responses to the Brand Awareness Variable**

No.	Statement	Respondents' Answers (persons)					Total	Mean	Category
		1	2	3	4	5			
1.	Beauty Shop Head Branch is the first brand that comes to my mind when I think of beauty and fashion products	3	6	22	33	36	393	3,93	High
2.	I can recall Beauty Shop Head Branch without needing cues	3	10	21	32	34	384	3,84	High
3.	I recognize Beauty Shop Head Branch when I see its logo or symbol	3	6	28	31	32	383	3,83	High
4.	I know that Beauty Shop Head Branch is well-known by many people.	5	13	23	31	28	364	3,64	High
<b>Overall Mean (Brand Awareness)</b>							<b>3,81</b>	<b>High</b>	

Source: Primary data processed by the researcher, 2025.

Based on Table 6, the brand awareness variable has an average score of 3.81, which falls into the high category, indicating strong respondent awareness of the Beauty Shop Head Branch brand. The highest mean is the brand's first appearance in respondents' minds (3.93), while the lowest mean concerns the perception that the brand is widely known (3.64), although it still remains within the high category.

#### Classical Assumption Tests

**Table 7. Normality Test Results**

Equation	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Structure 1	0,200
Structure 2	0,200

**Source:** Primary data processed by the researcher, 2025.

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) values are 0.200 for both Structure 1 and Structure 2, which are greater than 0.05. Therefore, the data are considered normally distributed.

**Table 8. Multicollinearity Test Results**

Model	Collinearity Statistics		
		Tolerance	VIF
Structure 2	Social Media	0,652	1,533
	Marketing Brand Awareness	0,652	1,533

Source: Primary data processed by the researcher, 2025.

As shown in Table 8, all independent variables have tolerance values > 0.10 and VIF values < 10; thus, the regression model is free from multicollinearity.

**Table 9. Heteroscedasticity Test Results**

Equation	Model	t	Sig.
Structure 1	Social media marketing	-1,965	0,052
Structure 12	Social media marketing	0,052	0,681
	Brand awareness	-0,641	0,523

Source: Primary data processed by the researcher, 2025.

Based on Table 9, all models have significance values greater than 0.05, indicating no significant effect of the independent variables on the absolute residual. Hence, the regression model is free from heteroscedasticity.

**Table 10. Path Analysis Results (Structure 1)**

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,768	0,290		6,093	0,000
Social Media Marketing	0,543	0,075	0,590	7,227	0,000
R <sup>2</sup>	: 0,348				

Source: Primary data processed by the researcher, 2025.

Based on Table 10, the structural equation can be formulated as:

$$M = \beta_2 X + \varepsilon_1$$

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This equation indicates that social media marketing has a coefficient of 0.590, showing a positive effect on brand awareness. Thus, as social media marketing increases, brand awareness also increases.

**Table 11. Path Analysis Results (Structure 2)**

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,035	0,305		3,390	0,001
Social Media Marketing	0,194	0,083	0,210	2,330	0,022
Brand Awareness	0,552	0,091	0,551	6,096	0,000
R <sup>2</sup>	: 0,484				

Source: Primary data processed by the researcher, 2025.

Based on Table 11, the structural equation can be formulated as:

$$Y = \beta_1 X + \beta_3 M + \varepsilon_2$$

$$Y = \beta_1 X + \beta_3 M + \varepsilon_2$$

This equation shows that social media marketing has a coefficient of 0.210, indicating a positive effect on purchase decision. Therefore, as social media marketing increases, purchase decisions also increase. Brand awareness has a coefficient of **0.551**, indicating a positive effect on purchase decision. This implies that higher brand awareness tends to increase purchase decisions.

Social media marketing has a direct effect on purchase decisions (0.210) and on brand awareness (0.590), while brand awareness affects purchase decisions (0.551). The indirect effect of social media marketing on purchase decisions through brand awareness is 0.325 (0.590 × 0.551), resulting in a total effect of 0.535 (0.210 + 0.325). The error terms are 0.807 for Structure 1 and 0.718 for Structure 2, with a total coefficient of determination ( $R^2_m$ ) of 0.664. This indicates that 66.4% of the variance in purchase decisions is explained by social media marketing, both directly and through brand awareness, while the remaining 33.6% is influenced by other factors outside the model. The simultaneous test shows F significance of 0.000, and all hypotheses are supported because each relationship is statistically significant (Sig. ≤ 0.05).

**Table 14. Direct, Indirect, and Total Effects of Social Media Marketing on Brand Awareness and Purchase Decision**

Effect of Variables	Direct Effect	Indirect Effect through M	Total Effect	Std. Error	Sig.	Result
X → M	0,590		0,590	0,075	0,000	Significant
M → Y	0,551		0,551	0,091	0,000	Significant
X → Y	0,210	0,325	0,535	0,083	0,022	Significant

Source: Primary data processed by the researcher, 2025.

Table 14 summarizes the direct and indirect effects among variables in the path analysis. The findings show that social media marketing directly affects purchase decisions ( $\beta = 0.210$ ;  $p = 0.022$ ) and brand awareness ( $\beta = 0.590$ ;  $p = 0.000$ ). Furthermore, brand awareness directly affects purchase decisions ( $\beta = 0.551$ ;  $p = 0.000$ ). In addition, brand awareness mediates the effect of social media marketing on purchase decisions, with an indirect effect of 0.325 and a total effect of 0.535, indicating that mediation strengthens the influence of social media marketing on purchase decisions.

### Sobel Test

In this study, the Sobel Test was used to examine the indirect effect of social media marketing (X) on purchase decision (Y) through brand awareness (M).

The indirect effect is obtained by multiplying the path coefficient from X to M (a) by the path coefficient from M to Y (b), or ab. The standard errors of coefficients a and b are denoted as Sa and Sb, which are used to compute the standard error of the indirect effect. If the resulting Z-value is greater than 1.96 at a 95% confidence level, it can be concluded that the mediating variable significantly mediates the relationship between the independent and dependent variables; thus, Ho is rejected and H1 is accepted.

Ho: Brand awareness does not mediate the effect of social media marketing on purchase decisions.

H1: Brand awareness mediates the effect of social media marketing on purchase decisions.

$$Z = \frac{a \cdot b}{\sqrt{b^2 \cdot Sa^2 + a^2 \cdot Sb^2}}$$

Keterangan:

a = 0,590

Sa = 0,075

b = 0,551

Sb = 0,091

$$Z = \frac{0,590 \cdot 0,551}{\sqrt{(0,551)^2 \cdot (0,075)^2 + (0,590)^2 \cdot (0,091)^2}}$$

$$Z = \frac{0,325}{0,068}$$

$$Z = 4,779$$

Based on the Sobel Test results,  $Z = 4.779 > 1.96$ ; therefore, Ho is rejected and H1 is accepted. This indicates that brand awareness serves as a mediating variable that significantly links social media marketing to purchase decisions at Beauty Shop Head Branch. Accordingly, the fourth hypothesis is supported, meaning that brand awareness functions as a mediator that strengthens the effect of social media marketing on purchase decisions.

### VAF Test

The VAF result of 60.74% indicates that brand awareness acts as a partial mediator in the relationship between social media marketing and purchase decisions at Beauty Shop Head Branch. This suggests that social media marketing influences purchase decisions both directly and indirectly through increased consumer awareness.

The findings show that social media marketing has a positive and significant effect on purchase decisions at Beauty Shop Head Branch; therefore, the first hypothesis is accepted. This result aligns with the Stimulus–Organism–Response (S-O-R) theory, in which social media marketing activities as stimuli influence consumers' psychological responses that lead to purchase decisions. This finding is consistent with Hanaysha (2022), Antczak (2024), Prasath and Yoganathen (2018), Ansari et al. (2019), Dessie et al. (2023), Dinarso et al. (2024), Indriani and Harahap (2024), Ellitan (2022), Kurniawan et al. (2024), and Upadana

and Pramudana (2020), all of whom report a positive and significant influence of social media marketing on purchase decisions.

The results also show that social media marketing has a positive and significant effect on brand awareness at Beauty Shop Head Branch; thus, the second hypothesis is accepted. Effective social media marketing strategies strengthen brand identity through engaging content, consistent visuals, and two-way interaction, thereby increasing consumers' ability to recognize and recall the brand. This result is consistent with Bharat et al. (2025), Kiran and Pougajendy (2023), Wasik et al. (2025), Zeqiri et al. (2025), Emini and Zeqiri (2021), Saputra and Wardana (2023), Dindasari and Sukawati (2022), Gabriella et al. (2022), Purba and Jahja (2024), and Aprilianti et al. (2023), which all show that social media marketing positively affects brand awareness.

Furthermore, brand awareness has a positive and significant effect on purchase decisions; therefore, the third hypothesis is accepted. High brand awareness shapes consumers' perceptions and trust in product quality, which encourages purchase decisions. This finding is consistent with Ansari et al. (2019), Sari and Wahjoedi (2022), Soomro et al. (2020), Hidayatullah et al. (2025), Hariyanti et al. (2024), Endyana and Ardani (2019), Saputra et al. (2024), Setiawan et al. (2024), Sidi (2023), and Andjani et al. (2025), which confirm the positive effect of brand awareness on purchase decisions.

The mediation test results (Sobel Test and VAF) indicate that brand awareness partially mediates the effect of social media marketing on purchase decisions. This implies that social media marketing influences purchase decisions both directly and indirectly through increased brand awareness and trust. This finding is consistent with Rania et al. (2023), Kurniawati and Ariyanti (2024), Hidayatullah et al. (2025), Soomro et al. (2022), Citrasumidi and Pasaribu (2023), Berliani and Rojuaniah (2023), Pramudana and Upadana (2020), Kurniawan and Fitriani (2024), Adiwijaya and Pertiwi (2025), and Koesdiana and Kristiawan (2025), which state that brand awareness mediates the effect of social media marketing on purchase decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

The results show that social media marketing has a positive and significant effect on purchase decisions and brand awareness at Beauty Shop Head Branch. In addition, brand awareness has a positive and significant effect on purchase decisions and serves as a partial mediating variable, indicating that the effectiveness of social media marketing not only has a direct impact on purchase decisions but also an indirect impact through increased brand awareness.

Based on these findings, the management of Beauty Shop Head Branch is advised to optimize its social media marketing strategy by improving the quality of product information, managing social media accounts in a more informative manner, and strengthening brand awareness through consistent content, digital campaigns, and collaborations with influencers. Future studies are recommended to expand the research object and period and to include

additional variables—such as price, product quality, brand trust, and customer satisfaction to provide more comprehensive findings.

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