

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION MEDIATED WITH BRAND AWARENESS AND CONSUMER BRAND ENGAGEMENT

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Abstract

This study aims to analyze the influence of social media marketing on purchase intention, mediated by brand awareness and consumer brand engagement, among consumers of fashion clothing products in Lhokseumawe City. The background of this research is based on the increasing use of social media as a marketing tool in the fashion industry and the high consumer exposure to fashion content that does not necessarily translate into purchase intention. The method used in this study is a quantitative approach with data analysis techniques using SEM based on Partial Least Squares (PLS). Data were obtained through direct questionnaires distributed to 105 respondents who are social media users and interested in fashion clothing products in Lhokseumawe City. The results show that social media marketing has a positive and significant effect on brand awareness, consumer brand engagement, and purchase intention. Furthermore, brand awareness and consumer brand engagement have a positive and significant effect on purchase intention. Brand awareness and consumer brand engagement also mediate the effect of social media marketing on purchase intention. These findings indicate that social media marketing is a significant factor in increasing consumer purchase intention for fashion products, both directly and through increasing brand awareness and consumer engagement with the brand.

Keywords: Social Media Marketing, Brand Awareness, Consumer Brand Engagement, Purchase Intention

INTRODUCTION

A similar phenomenon is also seen in the Indonesian fashion industry. In 2025, the fashion sector contributed 6,96% to the GDP of the non-oil and gas processing industry, an increase of 1.6% from the previous period (Ministry of Industry, 2025). Furthermore, the number of small-scale apparel industries in Indonesia reached 594,000 units and absorbed more than 1,2 million workers (Central Bureau of Statistics, 2024). Thus, the number of fashion entrepreneurs continues to increase and causes competition in the market to be intense. On the other hand, the development of trade through electronic systems (e-commerce) in Indonesia also shows a growing trend. (Central Bureau of Statistics, 2025), noted that the number of e-commerce businesses increased from approximately 3,82 million units in 2023 to approximately 4,40 million units in 2024, an increase of approximately 15,3%. Thus, consumers have wider access to various fashion brands and tend to be more selective in choosing products before deciding to buy. This increase indicates that the use of platforms Digital marketing in trade activities is increasingly developing, becoming an important tool for business actors, including the fashion industry, to expand their marketing reach, build relationships with consumers, and increase business competitiveness. This condition creates an interesting economic paradox at the regional level. On the one hand, Lhokseumawe boasts a substantial economic base through positive regional macroeconomic growth, with the Central Statistics Agency (BPS) recording a GRDP of Rp11,85 trillion in 2024. Furthermore, there's a substantial real economic base through the presence of 6,848 MSMEs, creating ample room for growth in fashion and digital commerce. On the other hand, the trend of local businesses using social media is growing stronger due to the platform's popularity. Social media platforms like Instagram and TikTok have become a means of promotion, disseminating style inspiration, and interacting with consumers. This has led to increased exposure of

Lhokseumawe consumers to fashion content, exposure to various brands, and engagement in digital activities such as liking, sharing, or commenting on brand content. Therefore, further research is needed to understand the factors that can explain how social media marketing activities can drive the purchase intention of fashion consumers in Lhokseumawe City. One of the important factors that influences purchase intention is social media marketing. According to Alnaser et al., (2024) social media marketing is a marketing approach that utilizes the interactive characteristics of digital media to build communicative relationships between brands and consumers, so that it can influence consumer perceptions, experiences, and tendencies in forming Purchase intention. Social media marketing is currently one of the main strategies used by fashion companies to reach consumers through various digital platforms. However, increased marketing activity on social media is not always followed by an increase in consumer purchase intention. This phenomenon occurs because many consumers only use social media to search for product information, see fashion trends, or interact with brand content without having any intention of making a purchase.

This phenomenon also occurs because consumers today have very broad access to various fashion brands offering similar products. As a result, even if a brand actively promotes through social media and succeeds in attracting consumers' attention, consumers still tend to compare products, prices, quality, and reviews from other brands before deciding to buy. Therefore, social media marketing does not always directly increase purchase intention, but requires other factors such as brand awareness and consumer brand engagement that can strengthen the relationship between marketing activities on social media and consumer purchase intention. Research conducted by (Hasani et al., 2024; Vanessa, 2025) stated that social media marketing influences consumer purchase intention. Meanwhile, research conducted by Emini & Zeqiri (2021) stated that social media marketing does not affect consumer purchase intention directly. The differences in research results indicate that the influence of social media marketing on purchase intention may not always occur directly. In addition, interactions created through social media also have the potential to build consumer brand engagement, which reflects consumers' cognitive, emotional, and behavioral involvement with the brand. Therefore, brand awareness and consumer brand engagement are seen as factors that have the potential to explain the relationship between social media marketing and consumer purchase intention.

According to Chen (2024), Brand awareness is conceptualized as the level of familiarity and recognition of a particular brand among a target audience, reflecting the extent to which the brand influences consumer perceptions of a specific product category. Social media is increasingly being utilized as a means to increase brand recognition among consumers. Through intense promotions and exposure to fashion content on various digital platforms, various fashion brands are becoming more easily recognized and remembered by consumers. However, purchase intention is not always formed solely because of high brand awareness. Even though consumers have recognized and remembered a brand, they do not necessarily have a desire to purchase the product. This can occur because brand awareness is only at the stage of recognizing and remembering the brand, while the decision to purchase is influenced by other factors such as perceived product quality, price suitability, trust in the brand, user experience, consumer needs, and recommendations from the social environment. In other words, consumers may be able to recognize the logo and characteristics of a fashion brand well, but if they feel the product does not match their needs, tastes, or financial capabilities, then purchase intention will not arise. Research conducted by (Setiawan & Fadre, 2025; Vo Minh et al., 2022; Hasani et al., 2024) states that brand awareness influences consumer purchase intention. Meanwhile, research conducted by Emini & Zeqiri (2021) stated that brand awareness had no effect on consumer purchase intention on consumer purchasing intention directly.

In addition to brand awareness, consumer brand engagement is also seen as an important factor in shaping purchase intention. According to Cuesta-Valiño & Núñez-Barriopedro (2023), consumer brand engagement is the cognitive, affective, and behavioral engagement of consumers with a brand, forming an emotional connection and loyalty that drives purchase intention. In the fashion context, this engagement is represented as a deep and active level of consumer involvement with a brand that goes beyond purchasing activities alone. Activities such as following fashion brand accounts, providing comments, liking and sharing content, and participating in product discussions are increasingly being carried out by consumers.

LITERATURE REVIEW

Marketing Management

Marketing management is defined as the art and science of selecting target markets and acquiring, retaining, and growing customers through creating, delivering, and communicating superior customer value (Kotler et al., 2021). Meanwhile, according to (Morgan et al., 2019), marketing management is defined as the process of

planning and implementing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that meet individual and organizational goals.

Digital Marketing

Digital marketing or digital marketing is A a concept that includes all activity marketing that utilizes internet- based media and digital technology (Heriyana, 2025) . Digital marketing understood as strategy marketing that utilizes digital technology for build relevant communication And personal with customer through various platforms, such as websites, social media, email, search engines searchers, as well as application mobile (Kotler & Keller, 2016 ; Kotler et al., 2021) .

Theory of Planned Behavior

Behavior consumer own close relationship with Theory of Planned Behavior (TPB). By Because that , the Theory of Planned Behavior (TPB) is considered relevant And appropriate used as runway theory in related research with intention as well as behavior individual in accept something technology. Relevance the strengthened by various study And studies empirical that has been Lots apply Theory of Planned Behavior (TPB) as base analysis (Lin et al., 1999) .

Purchase Intention

Purchase intention is a crucial aspect of consumer behavior, reflecting a person's desire, inclination, and willingness to purchase a product or service. According to Hasniati et al., (2021), purchase intention is an individual's tendency or intention to purchase a product or service within a specific period in the future. This concept reflects a consumer's initial decision, formed through a process of considering the desired product and influenced by various factors related to purchasing behavior.

Social Media Marketing

Development technology information and communication has change method company interact with consumer. Platform social media that has level interactivity tall now become means main for company for build connection with customer. In context This, social media marketing appear as tool effective strategy For reach generation consumer newly awake technology. Heriyana (2025) state that social media marketing is Wrong One pillar in digital marketing that utilizes social media platforms for build connection with audience.

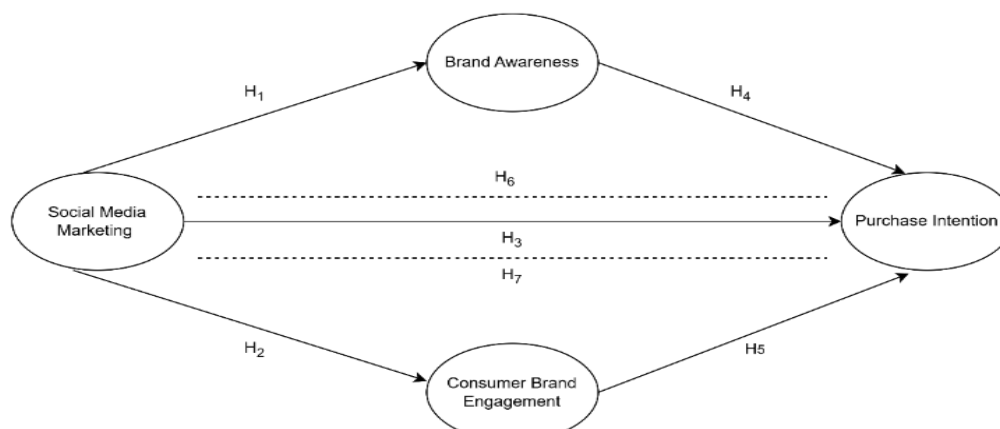
Brand Awareness

Brand awareness is wrong one element important in formation equity brand that shows ability consumer in recognize and remember something brand as part from category product certain. In line with matter the, Li et al., (2023) state that awareness brand act as the first step And fundamental in build structure equity a solid brand. According to Apriany (2022) brand awareness interpreted as ability consumer For recognize And remember something brand so that brand the more easy embedded in memory consumers.

Consumer Brand Engagement

According to Triyanti et al ., (2025), consumer brand engagement is defined as the level of consumer involvement with a brand, reflected through interactions, participation, and communication with the brand, particularly through digital platforms and social media. This involvement enables consumers to not only receive information but also play an active role in the process of creating shared value between consumers and companies

Conceptual Framework



Picture 1 Framework Conceptual

Hypothesis

1. H₁ : Social media marketing influential towards brand awareness
2. H₂ : Social media marketing is influential on consumer brand engagement
3. H₃ : Social media marketing has an influence on on purchase intention .
4. H₄ : Brand awareness has an effect on purchase intention.
5. H₅ : Consumer brand engagement influences purchase intention.
6. H₆ : Brand awareness mediates the influence of social media marketing on purchase intention .
7. H₇ : Consumer brand engagement mediates the influence of social media marketing on purchase intention.

METHOD

Study This use method quantitative with primary data. Population in study This totaling 200,876 respondents. Referring to the guidelines from Hair et al., (2021) with a sampling technique of proportionate stratified random sampling , the number of samples used was $21 \times 5 = 105$ respondents. Thus, the total sample in this study was 105 consumers who had the desire to buy clothes. The data collection technique in this study was by distributing questionnaires to respondents who had been designated as research samples. In this study, the data analysis method used was Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. The data analysis process in this study was facilitated by SmartPLS 4 software. Stated that the stages in the PLS-SEM analysis procedure are generally divided into two main steps, namely Measurement Model Analysis (Outer Model) and Structural Model Analysis (Inner Model).

RESULTS AND DISCUSSION

SEM-PLS Analysis Using SmartPLS

Figure 2 is the latent variable model analyzed in this study.

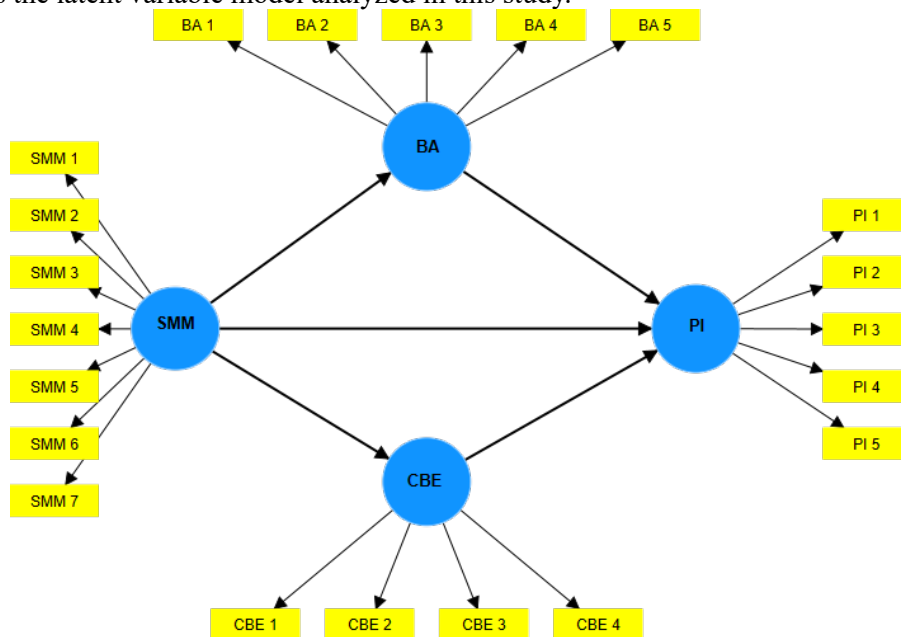


Figure 2 Research Latent Variable Model

Source: Processed primary data, 2026

There are two steps in evaluating a research model: the outer model and the inner model. The outer model emphasizes the validity and reliability of the indicators used to measure and evaluate latent variables, using tests such as convergent validity, discriminant validity, and construct reliability. The inner model focuses more on the interactions between latent variables and assessing the strength and significance of these interactions, using tests such as R^2 , path coefficients, and path significance.

Outer Model

There are three main types of testing in the outer model, namely convergent validity, discriminant validity, and construct reliability.

Validity Test

The results of the first stage of convergent validity in the research are in Table 1

Table 1 Outer Loading

Variabel Laten	Indikator	Social Media Marketing	Brand Awareness	Consumer Brand Engagement	Purchase Intention	Keterangan
Social Media Marketing	SMM 1	0,797				Valid
	SMM 2	0,804				Valid
	SMM 3	0,797				Valid
	SMM 4	0,769				Valid
	SMM 5	0,822				Valid
	SMM 6	0,713				Valid
	SMM 7	0,725				Valid
Brand Awareness	BA 1		0,824			Valid
	BA 2		0,796			Valid
	BA 3		0,780			Valid
	BA 4		0,750			Valid
	BA 5		0,742			Valid

Consumer Brand Engagement	CBE 1	0,789	Valid
	CBE 2	0,802	Valid
	CBE 3	0,857	Valid
	CBE 4	0,794	Valid
Purchase Intention	PI 1	0,758	Valid
	PI 2	0,812	Valid
	PI 3	0,755	Valid
	PI 4	0,768	Valid
	PI 5	0,775	Valid

Source: Processed primary data, 2026

Based on the output of the outer loading value of the second stage of testing, all indicators of the variables social media marketing, brand awareness, consumer brand engagement, and purchase intention have an outer loading value $> 0,7$ so that all are considered valid. This indicates that the indicators/statements used successfully measure the correlation between the indicator/statement scores and their constructs/variables, thus supporting the construct validity of the measurement model. the Fornell-Larcker discriminant validity can be seen in Table 2.

Table 2 Fornell-Larcker Values

Variables	Brand Awareness	Consumer Brand Engagement	Purchase Intention	Social Media Marketing	Information
Brand Awareness	0,779				Valid
Consumer Brand Engagement	0,212	0,811			Valid
Purchase Intention	0,531	0,559	0,774		Valid
Social Media Marketing	0,335	0,551	0,618	0,776	Valid

Source: Processed primary data, 2026

Based on the results of the discriminant validity test using the Fornell-Larcker approach in Table 4.9, it is known that the diagonal value (the value printed in bold) is the square root value of AVE, so that the designed instrument/questionnaire is stated to have good discriminant validity based on the Fornell-Larcker approach . Thus, based on the Fornell-Larcker value and cross loading, it can be concluded that the constructs and indicators in this study are declared discriminantly valid.

Reliability Test

composite reliability value is declared acceptable if it has a value $>0,7$, while the Cronbach's alpha value is declared acceptable if it has a value $>0,6$.

Table 3 Reliability Test

Variables	Cronbach's alpha	Composite reliability	Information
Brand Awareness	0,838	0,885	Reliable
Consumer Brand Engagement	0,827	0,885	Reliable
Purchase Intention	0,832	0,882	Reliable
Social Media Marketing	0,890	0,914	Reliable

Source: Processed primary data, 2026

Based on Table 3, the analysis results show that the composite reliability value for the brand awareness construct/variable is 0,885, consumer brand engagement is 0,885, purchase intention is 0,882, and social media marketing is 0,914. All composite reliability values are known to be $\geq 0,70$, so all variables are declared to have good reliability. Furthermore, the analysis results also showed a Cronbach's alpha value for the brand awareness construct/variable of 0,838, consumer brand engagement of 0,827, purchase intention of 0,832, and social media

marketing of 0,890. All Cronbach's alpha values were found to be $\geq 0,70$, so all variables were declared to have good reliability.

Inner Model

After the evaluation results are declared to meet good criteria, data analysis can be continued with hypothesis testing.

Evaluation of Model Fit Test (Model Fit Test)

The model fit test was carried out by comparing the estimated output results of SmartPLS version 4.0 with the criteria described in Table 4.

Table 4 Model Fit Test

Parameter	Fit Criteria	Coefficient	Information
SRMR	Less than 0,10	0,071	Meet the fit model
d_ ULS	$> 0,05$	1,170	Meet the fit model
d_ G	$> 0,05$	0,497	Meet the fit model
Chi-square	χ^2 statistic $\geq \chi^2$ table	277,011 $\geq$ 31,41	Meet the fit model
NFI	Approaching the value 1	0,769	Ideally
GoF	0.1 (small GOF), 0,25 (moderate GOF), 0,36 (strong GOF)	0,476	Strong GoF
Q ² Predictive Relevance	Q ² > 0 : Has predictive relevance Q ² < 0 : Lacks predictive relevance. 0,02 (Weak) 0,15 (Moderate) 0,35 (Strong)	Q ² Brand Awareness 0,086 > 0 Q ² Consumer Brand Engagement 0,285 > 0 Q ² Purchase Intention 0,363 > 0	Q ² Weak Q ² Strong Q ² Strong

Source: Primary data processed 2026

Based on Table 4, the results of the model fit test indicate that the research model has met the eligibility criteria for use in analyzing the relationship between latent variables. Thus, the data used can be accurately represented by the model, and the relevant predictive ability has been demonstrated by the research model. SRMR (Standardized Root Mean Square Residual): The SRMR value obtained was 0,071, which is smaller than the maximum limit of 0,10. Thus, the match between the empirical data and the constructed model has been met. These results indicate that the difference between the observed covariance matrix and the model covariance matrix is small so that the model is declared fit.

d-ULS (Unweighted Least Squares Discrepancy): The d-ULS value obtained was 1,170, which indicates that the model structure does not show significant deviations and is acceptable. This result indicates that the model built has approached the expected conditions so that the model's fit with the data can be stated as good. dG (Geodesic Discrepancy): The dG value obtained was 0,497 indicating that the model has a good overall fit. These results indicate that the relationships contained in the model do not show significant differences compared to empirical data so that the model is declared to meet the model fit criteria.

GoF (Goodness of Fit): The GoF value obtained was 0,476 and is above the 0,36 limit, so it is included in the strong GoF category (large GoF). These results indicate that the model has a high level of global fit and is able to explain the relationship between latent variables well. Q² Predictive Relevance: Q² value The value of 0,086 for the brand awareness variable indicates a weak predictive ability (below 0,15). The Q² value of 0,285 on the consumer brand engagement variable indicates a moderate predictive ability (between 0,15 and 0,35). Furthermore, the Q² value A value of 0,363 for the purchase intention variable indicates strong predictive ability (above 0,35). These results indicate that all endogenous variables have a Q² value. so that the model is stated to have good predictive relevance.

R Square (R^2)

The following presents the R-Square value in this analysis.

Table 5 R Square (R^2)

Endogenous Variables	R-square	R-square adjusted
Brand Awareness	0,112	0,103
Consumer Brand Engagement	0,304	0,297
Purchase Intention	0,563	0,550

Source: Primary data processed 2026

Based on the analysis results, an R-Square value of 0,112 was obtained for the brand awareness variable, indicating that 11,2% of the variation in the variable can be explained by the independent variables in the model, while the remaining 88,8% is influenced by other factors outside the research model. The model's ability to explain the brand awareness variable is categorized as weak. Furthermore, an R-Square value of 0,304 was obtained for the consumer brand engagement variable, indicating that 30,4% of the variation in the variable can be explained by the independent variables in the model, while the remaining 69,6% is influenced by other factors outside the research model. The relationship between the independent variables and consumer brand engagement is categorized as weak to weak. On the other hand, an R-Square value of 0,563 was obtained for the purchase intention variable, indicating that 56,3% of the variation in the variable can be explained by the independent variables in the model, while the remaining 43,7% is influenced by other factors outside the research model. The model's ability to explain purchase intention is categorized as moderate.

The following image shows the output of the PLS SEM Algorithm to see the R^2 of the research model.

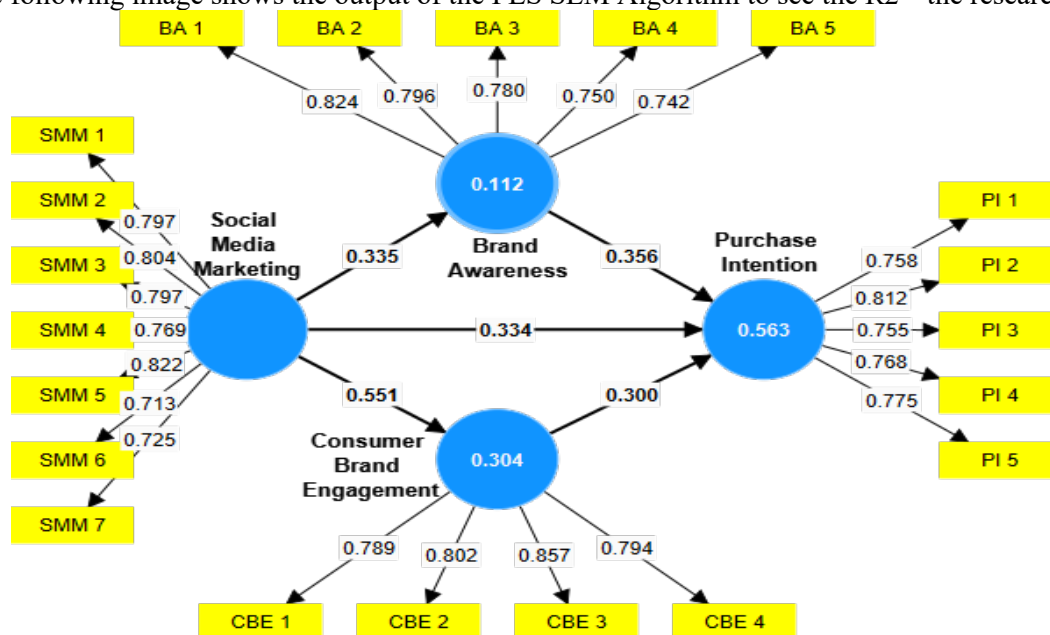


Figure 3 PLS-SEM Algorithm Model Output

Source: Processed primary data, 2026

Hypothesis Testing Results

The following presents the results of bootstrapping the research model on direct effects and indirect effects

Direct Effect Between Variables

Based on the bootstrapping output results, the following information in Table 6 shows the direct influence between each exogenous variable on the endogenous variable.

Table 6 Direct Effect Test (Path Coefficient Bootstrapping Direct Effect)

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Note
Social Media Marketing → Brand Awareness	0,335	0,346	0,087	3,856	0,000	Accepted
Social Media Marketing → Consumer Brand Engagement	0,551	0,559	0,062	8,913	0,000	Accepted
Social Media Marketing → Purchase Intention	0,618	0,624	0,059	10,404	0,000	Accepted
Brand Awareness → Purchase Intention	0,356	0,360	0,077	4,617	0,000	Accepted
Consumer Brand Engagement → Purchase Intention	0,300	0,299	0,072	4,161	0,000	Accepted

Source: Processed primary data, 2026

Through the results of the hypothesis test in Table 7, the direct influence between variables based on the PLS-SEM analysis using the bootstrapping approach, namely H1: The influence of social media marketing (X) on brand awareness (Z_1) shows that social media marketing has a positive and significant influence on brand awareness, so the hypothesis is accepted. H2: The influence of social media marketing (X) on consumer brand engagement (Z_2) shows that social media marketing has a positive and significant influence on consumer brand engagement, so the hypothesis is accepted. H3: The influence of social media marketing (X) on purchase intention (Y) shows that social media marketing has a positive and significant influence on purchase intention, so the hypothesis is accepted. H4: The influence of brand awareness (Z_1) on purchase intention (Y) shows that brand awareness has a positive and significant influence on purchase intention, so the hypothesis is accepted. H5: The influence of consumer brand engagement (Z_2) on purchase intention (Y) shows that consumer brand engagement has a positive and significant influence on purchase intention, so the hypothesis is accepted.

The results of bootstrapping the indirect effect can be seen in Table 8 as follows:

Table 8 Indirect Effect Test (Path Coefficient Bootstrapping Indirect Effect)

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics	P values	Note
Social Media Marketing → Brand Awareness → Purchase Intention	0,119	0,124	0,040	2,947	0,003	Accepted
Social Media Marketing → Consumer Brand Engagement → Purchase Intention	0,165	0,166	0,041	4,073	0,000	Accepted

Source: Processed primary data, 2026

The results of the hypothesis test in Table 8 show the indirect effect based on PLS-SEM analysis using the bootstrapping approach. Where, H6: The indirect effect of social media marketing (X) on purchase intention (Y) through brand awareness (Z_1) that brand awareness is stated to be able to mediate the influence of social media marketing on purchase intention. Because the direct relationship between social media marketing and purchase intention was also found to be significant, brand awareness is categorized as partial mediation, where the mediator variable is only able to explain part of the influence of the independent variable on the dependent variable.

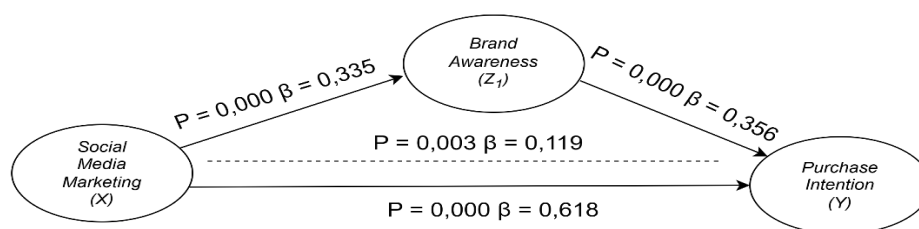


Figure 4 Path Analysis

Source: processed primary data, 2026

H7: Consumer brand engagement is stated to be able to mediate the influence of social media marketing on purchase intention. Because the direct relationship between social media marketing and purchase intention was also found to be significant, consumer brand engagement is categorized as partial mediation, where the mediator variable is only able to explain part of the influence of the independent variable on the dependent variable.

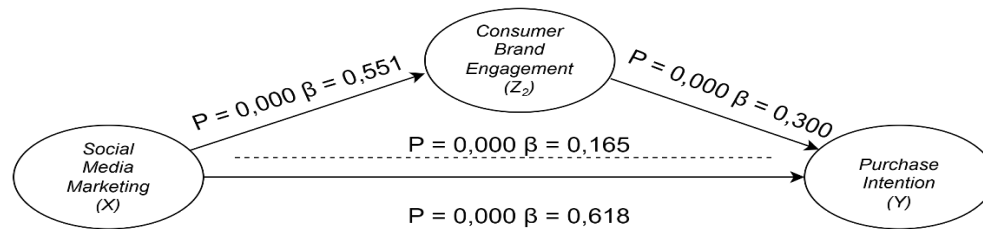


Figure 5 Path Analysis

Source: processed primary data, 2026

CONCLUSION

Based on the research results that have been described, it can be concluded that overall:

1. The results of this study indicate that consumer brand awareness can be increased through effective social media marketing implementation for fashion apparel. This is supported by respondents' high ratings of social media marketing indicators, such as the ease of accessing brand information through social media and consumer interest in brand advertising on social media.
2. The second hypothesis in this study revealed a significant influence between social media marketing and consumer brand engagement. This was accompanied by a high rating for the indicator that users preferred to share content from brands they liked using social media, indicating consumer engagement with fashion clothing brands.
3. The third hypothesis in this study revealed a significant influence between social media marketing and purchase intention. This suggests that consumer purchasing intention is related to the extent of social media marketing activity for fashion clothing products.
4. The fourth hypothesis in this study indicates a significant influence between brand awareness and purchase intention. In this study, the highest indicator of brand awareness is indicated by the brand characteristic of being memorable.
5. The fifth hypothesis in this study shows a significant influence between consumer brand engagement and purchase intention. This illustrates that consumer interest in purchasing fashion clothing products can be influenced by the level of consumer involvement with the brand. Indicators such as emotional involvement with the brand make a strong contribution to purchase intention, because the emotional closeness felt by consumers can encourage interest and a desire to purchase products from that brand.
6. The mediation of consumer brand engagement on the relationship between social media marketing and purchase intention. The results of this study indicate that social media marketing has a positive and significant effect on purchase intention through consumer brand engagement as a mediating variable. These results shows that social media marketing is not only able to increase consumer engagement with the brand, but also mediates the relationship between strong direct impact on purchase intention. This shows that consumer brand engagement can serve as an important link between social media marketing activities with the emergence of consumer purchasing intentions.
7. Based on the results of research that examines the influence of social media marketing on purchase intention mediated by brand awareness and consumer brand engagement, it can be concluded that social media marketing has a significant effect on brand awareness. Social media marketing has a significant effect on consumer brand engagement, social media marketing has a significant effect on purchase intention. Brand awareness has a significant effect on purchase intention. Consumer brand engagement has a significant effect on purchase intention. Brand awareness mediates the effect of social media marketing on purchase intention. Consumer brand engagement mediates the effect of social media marketing on purchase intention.

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