Can Purchasing Decisions be mediated by Brand Awareness?

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Abstract

This study aims to examine how Social Media Marketing, Brand Ambassadors, and Promotions influence the Purchasing Decisions of Menantea products, as well as the mediating role of Brand Awareness in connecting these independent variables and Purchasing Decisions of Menantea products. Employing a survey method with purposive sampling, data was gathered from consumers of Menantea products who had purchased the product at least once. Structural Equation Modeling (SEM) via SmartPLS 4 software was utilized for data anlaysis. The findings indicate that promotions directly significant effect on Menantea Product Purchase Decisions, while Social Media Marketing and Brand Ambassadors do not affect on Menantea Product Purchase Decisions. Furthermore, Brand Awareness has a significant direct effect on Menantea Product Purchasing Decisions and acts as a mediator, social media marketing through brand awareness has no influence on purchasing decisions, while brand ambassadors and promotions through brand awareness have an indirect influence on purchasing decisions for Menantea products. This study aims to provide valuable insights into developing marketing strategies for Menantea products and similar products.

Keyword: social media marketing; brand ambassador; promotion; brand awareness; purchase decision; Menantea

1. Introduction

Marketing plays a critical role in the food and beverage (F&B) industry, contributing to sales growth and competitive advantage. Competitive advantage differentiates a company's products from competitors. Currently, the food and beverage industry in Indonesia is experiencing rapid growth, with an annual increase of 5.33% reported in the first quarter of 2023. This growth is increasingly tightening competition between business players in this sector. Companies strategize their marketing efforts to build brand awareness and increase sales, leveraging digital marketing.

Digital marketing is an essential tool in the digital era, enabling businesses to build, enhance and maintain their brand reputation online across various digital platforms. Social media marketing, one of the effective channels for brand awareness and sales growth, has experienced huge growth, with Indonesia having 167 million social media users out of 212.9 million internet users as of early 2023. Social media marketing leverages social networks to achieve marketing goals and brand. This allows businesses to build a community with their target audience and develop closer relationships with customers.

One effective strategy for building brand awareness and providing added value to the company is the use of brand ambassadors. A brand ambassador, employed by a company, represents the brand positively, embodying the company's identity in appearance, attitude, values, and ethics. They create the impression that the brand cares and interacts with consumers, providing positive reviews of the company's products and increasing customer confidence in purchasing decisions.

Apart from social media marketing and brand ambassadorship, promotions play an important role in communication, influence, persuasion and customer retention. Promotions help products gain visibility and reach target consumers more efficiently.

Menantea, an attention-grabbing brand, implements the above-mentioned marketing strategies effectively. This brand, which is known among Gen Z, is the main choice for tea drinks in Indonesia. It will be interesting to explore how Menantea applies these strategies to gain competitive advantage, increase brand awareness and increase sales.

Menantea has developed an effective social media marketing strategy to reach its target market. The brand consistently produces engaging and relevant content, often in the form of visually appealing photos and videos showcasing its products. Their presence on various social media platforms such as Instagram, TikTok and Twitter has proven effective in increasing brand awareness and engagement. Their large following on Instagram, with 618,000 followers, speaks to their social media success.

Furthermore, Menantea's choice to use Jerome Polin, one of its founders, as a brand ambassador has paid off. Jerome's strong appeal among young consumers and its recognition among the younger generation make it an excellent choice. The partnership with Jerome as brand ambassador has the potential to provide significant benefits for Menantea.

Menantea also offers promotions such as discounts, buy one get one free promotions, and giveaways.

In today's business landscape, companies are not only focusing on their products or services but also customer interactions through social media, collaboration with brand ambassadors, and increasingly creative promotional strategies. These efforts are made to

increase sales and influence purchasing decisions, where brand awareness indirectly plays an important role.

Based on this background, the problem formulation that will be explored in this research is "Is there an influence of social media marketing, brand ambassadors, promotions on Menantea purchasing decisions mediated by brand awareness?"

2. Literature Review
2.1 Social Media Marketing

Social media serves as a a platform facilitating communication and information sharing, allowing individuals or businesses to engange accross distances through various formats like text, audio, or video (Kuspriyono & Nurelasari, 2018). Marketing encompassses activities focused on creating, communicating, and exchanging offerings of value with customers, partners, and the public (Hendriyati & Santoso, 2021).

Social media marketing enables individuals to promote products or services via social channels, connecting with a wider community (Yong & Hassan, 2019). Its impact extends beyond individuals, affecting entire industries. By fostering brand consumers interactions, social media marketing aims to gather feedback and enchance the customer experience (Jin et al., 2019). Platforms like Instagram function as effective marketing tools, enabling efficient communication about brand benefits and nurturing enduring customer relationships to foster loyalty and gain valuable insights for business improvements.

Monitoring and encouraging customer interaction characterize social media marketing, aiming to foster positif positive engagement with the company and its brand (Chaffey, 2019). These platforms also elevate global brand visibility, offering consumers unprecedented exposure (Poturak & Softic, 2019).

2.2 Brand Ambassador

Introducing a product or service is a corporate strategy for decision-making in launching their new products by collaborating with celebrities as brand ambassadors. This approach aims to ensure that advertising effectively conveys understanding and reaches a wide audience (Suharno, 2010).

A brand ambassador is someone who has passion or love for a brand (Doucett, 2008). They are not only willing to introduce the brand to others, but also voluntarily provide information about the brand. Companies utilize brand ambassadors as instruments to engage and establish connections with the publuc (Barnes & Lea-Greenwood, 2018). They are individuals chosen by the company to represent the characteristics of a product (Rahma & Lestari, 2020).

The use of brand ambassadors aims to influence or invite consumers to use certain products (Royan, 2004). The hope is that brand ambassadors can increase sales. In other words, brand ambassadors play a role in communicating and establishing relationships with the public in an effort to increase sales. This concept reflects the importance of working with celebrities as brand ambassadors to achieve success in marketing products and improving relationships with consumers.

2.3 Promotion

Promotion is an activity that aims to communicate product advantages to target customers and convince them to buy it (Tjiptono, 2010). Promotion serves as a method to share product information, sway consumer decisions, and reinforce awareness of the company and its products, fostering a willingness in consumers to accept, purchase, and exhibit loyalty towards the product being offered (Kotler & Keller, 2016).

Promotion stands as the most critical activity actively engaged in introducing, informing, and emphasizing the advantages of a product to encourage consumers to make a purchase. To execute a successful promotion, every company must carefully select the promotional tools that will lead to sales success (Indriyo, 2012).

In order to perform marketing effectively, it is crucial to go beyond merely providing information and focus on promotional activities that generate significant interest (David J, 2005). Promotion can be said to be a way to introduce and guide the purchase of products or services (Blech, 2009). Promotion serves as the main weapon for businesses to convey their product messages to consumers. When product information is interesting and in accordance with consumer needs, it will lead to transaction activities or purchasing decisions. To succeed in promotion, each company must determine exactly the promotional tools used to achieve success in sales.

2.4 Brand Awareness

Brand awareness signifies an individual's capacity to spontaneously recall a brand or to do so when prompted with keywords (Rangkuti, 2004). This concept of brand awareness is closely related to how easily consumers can identify a brand in different situations (Fitirianna & Aurinawati, 2020). This leaves a lasting impression on consumers, allowing brands to be easily recognizable in various scenarios, even in different circumstances (Putra Astana, 2020).

Expanding brand awareness serves as a means to introduce and broaden a brand's reach to a larger audience. It is crucial for every company to establish brand awareness because it enables the brand to be the first choice that comes to consumers' minds (Sutariningsih, 2021). The effort to boost brand awareness emphasizes the importance of consumers readily associating a brand with their needs and preferences.

Businesses are striving to enhance brand recognition through the creation of logos, symbols, characters, packaging, advertising, or promotional materials featuring slogans that can shape and amplify consumer familiarity with a brand (Yapa, 2017). This approach aligns with the strategy of creating strong visual and messaging elements that reinforce brand identity and, in turn, increase brand awareness.

2.5 Purchase Decision

A purchase decision refers to an person's selection of a particular product or service offered by a company over those of its competitors (Kim & Sung, 2009). This decision-making process plays a pivotal role in shaping a company's success and competitive edge in the market. Purchase decision is the consumer's action to decide whether to buy a product or not (Kotler & Keller, 2021). Consumer choices directly impact a company's bottom line, influencing its market position and profitability.

The impact of purchase decisions on a product profound; a product that delivers value enhances the company's ability to attract more customers increases, resulting in consumer satisfaction because the product meets their needs and desires (Tjiptono, 2008).

The process of making a purchase extends well before the actual transaction occurs (Ernawan et al., 2018). Understanding that the journey towards a purchase starts long before the actual buy-in can help companies better address consumers' needs at every stage of the process.

The decision-making procedure holds significance as it allows consumers to gather information about different brands or products, assess these options, and ultimately make well-informed and consumer-centric choices (Siali et al., 2016). In today's information-rich world, consumers are empowered to make choices that align with their preferences and values, emphasizing the importance of well-informed purchase decisions.

3. Material and Method
3.1 Design Study

The variables in this research consist of five variables. The independent variables in this research consist of social media marketing (X1), brand ambassador (X2), and promotion (X3). The dependent variable in this research is the purchasing decision (Y). Meanwhile, the mediating in this research is brand awareness (M). The main aim of this study is to analyze how social media marketing, brand ambassador, and promotions affect the purchasing decisions of Menantea products. Furthermore, it seeks to explore the role of brand awareness in mediating the relationship between these variables and the decision to purchase Menantea products.

The research focuses on Menantea consumers residing in the Jabodetabek area who have previously bought Menantra products.

Primary data in this research was obtained through conducting a survey by distributing questionnaires to respondents using Google Form which was then distributed via social media platforms. The level of measurement used in this research refers to a Likert scale with a rating range from 1 to 5. Respondents were asked to provide an assessment based on answer choices which included strongly disagree, disagree, doubtful, agree, and strongly agree for each statement contained in questionnaire. The secondary data in this research was obtained through literature reviews from sources such as journals or previous scientific works relevant to the research topic, books, and online resouces.

3.2 Data Analysis

Analysis of the data was conducted using Microsoft Excel software and the SmartPLS 4 application. This research model consists of exogenous variables which include social media marketing (X1), brand ambassadors (X2), and promotions (X3), while the endogenous variable comprise brand awareness (M) and purchasing decisions (Y). The brand awareness variable (M) operates as a mediator, facilitating the relationship between social media marketing (X1), brand ambassadors (X2), and promotions (X3), and purchasing decisions (Y).
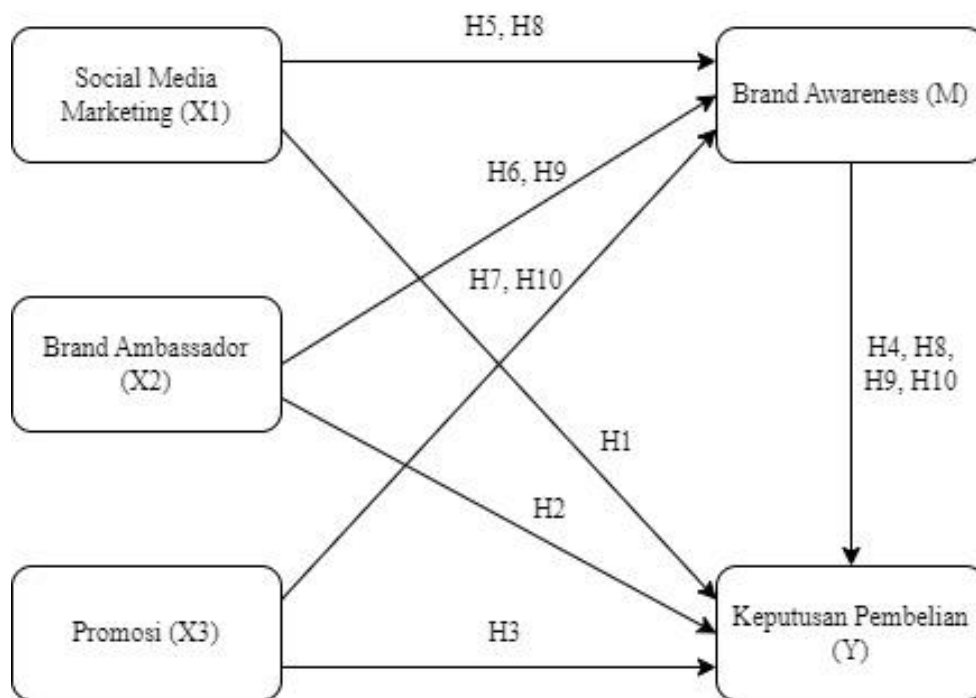
Figure 1. Research Model

4. Result

This research used 100 samples to assess the validity of the existing hypothesis. The questionnaire was structured into three sections, which include questions related to respondent criteria, respondent experience, and respondent opinions regarding social media marketing variables, brand ambassadors, promotions, brand awareness, and purchasing decisions for Menantea products. Respondents were requested to select a single response for each statement given. Each statement has five levels of response, including Strongly Agree (5), Agree (4), Undecided (3), Disagree (2), and Strongly Disagree (1).

4.1. Characteristic and Experience of the Respondents

The following data is a description of the characteristics of the respondents.

Table 4.1. Characteristic of the Respondent

Characteristic		Frequency	Precentage
Gender	Male	47	47%
	Female	53	53%
Age	< 18 years	0	0
	18-20 years	59	59%
	21-25 years	30	30%
	26-30 years	8	8%
	> 31 years	3	3%

Occupation	Students	79	79%
	Employees	13	13%
	Housewifes	3	3%
	Lecturers/teachers/ educators	0	0%
	Entrepreneurs	0	0%
	Others	5	5%
Income	< Rp500.000	36	36%
	Rp500.000- Rp1.000.000	29	29%
	Rp1.000.000- Rp2.500.000	17	17%
	Rp2.500.000- Rp5.000.000	10	10%
	> Rp5.000.000	8	8%
Domicile	Jakarta	47	47%
	Bogor	9	9%
	Depok	24	24%
	Tangerang	9	9%
	Bekasi	11	11%

Source: Primary Data Processing, 2023

Based on table 4.1, the characteristics of respondents who most often buy Menantea products are female with a percentage of 53%, aged 18-20 years with a percentage of 59%, with a job as a student with a percentage of 79%, with an income of less than IDR 500,000 with a percentage of 36%, and domiciled in Jakarta with a percentage of 47%. This shows that the majority of respondents who purchased Menantea products were generation Z and millennials.

Furthermore, the following data is a description of the respondents' experiences in this research.

Table 4.2. Respondent's Experiences

Experiences		Frequency	Precentage
Menantea Product Purchase Frequency	1 time	52	52%
	2-5 times	36	36%
	> 5 times	12	12%
Initial Knowledge of Menantea Products	Social media	47	47%
	Brand ambassador	16	16%
	Promotion	5	5%
	Family or friend	14	14%

Source: Primary Data Processing, 2023

Based on table 4.2, it can be concluded that the majority of respondents only purchased a limited number of Menantea products, with the majority only purchasing once with a percentage 52%. In addition, the majority of respondents learned about Menantea products through social media with a percentage 47%, which shows that digital marketing strategies and social media influence are effective in building brand awareness.

4.2. Measurement Model Test (Outer Model)

1. Internal Consistency Analysis

Internal consistency analysis aims to measure the consistency between questions or statements in an instrument to measure a particular construct. In this study, the evaluation of internal consistency relied on metrics like Cronbach's alpha (CA) and Composite Reliability (CR) values which are recommended to meet good reliability values above 0.7.

Table 4.3. Result of Cronbach alpha (CA) and Composite Reliability (CR)

	Cronbach's alpha	**Composite reliability**	**Criteria**
X1	0.908	0.915	Substantial
X2	0.819	0.848	Substantial
X3	0.867	0.873	Substantial
Y	0.913	0.914	Substantial
M	0.852	0.854	Substantial

Source: Primary Data Processing, 2023

Based on table 4.3, this research is said to be good and reliable because it has a Cronbach alpha (CA) value above 0.7.

2. Construct Validity Evaluation

Evaluation of construct validity is carried out using convergent validity and discriminant validity. Convergent validity is a component of instrument validity that assesses the extent to which the instrument collects data that is consistent with other instruments that are also used to measure the same construct. The convergence validity value is measured by looking at the relationship/correlation between score items/components and the score construct or outer loadings. The following is a measurement of convergent validity using outer loading/loading factor.

Table 4.3. Result of Outer Loading

Construct	**Indicator**	**Outer Loading Value**	**Description**
Social Media Marketing (X1)	X1.1	0.771	Valid
	X1.2	0.833	Valid
	X1.3	0.858	Valid
	X1.4	0.790	Valid
	X1.5	0.826	Valid
	X1.6	0.884	Valid

Brand Ambassador (X2)	X2.1	0.558	Invalid
	X2.2	0.775	Valid
	X2.3	0.866	Valid
	X2.4	0.823	Valid
	X2.5	0.775	Valid
Promotion (X3)	X3.1	0.746	Valid
	X3.2	0.809	Valid
	X3.3	0.842	Valid
	X3.4	0.749	Valid
	X3.5	0.892	Valid
Purchase Decision (Y)	Y1	0.806	Valid
	Y2	0.834	Valid
	Y3	0.841	Valid
	Y4	0.851	Valid
	Y5	0.832	Valid
	Y6	0.845	Valid
Brand Awareness (M)	M1	0.716	Valid
	M2	0.828	Valid
	M3	0.788	Valid
	M4	0.770	Valid
	M5	0.858	Valid

Source: Primary Data Processing, 2023

Table 4.3. shows that the 26 of 27 question instruments in this study met the convergent validity criteria by having an outer loading value of more than 0.7 except except for question instrument X2.1 which has a value of 0.558. However, because the values in construct validity and reliability have met the criteria, the outer loading value on the X2.1 question instrument of more than 0.5 can be tolerated, and meets the outer loading criteria.

Next is a measurement of convergent validity using Average Variance Extracted (AVE).

Table 4.4. Result of Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
X1	0.685
X2	0.588
X3	0.655
Y	0.697
M	0.630

Source: Primary Data Processing, 2023

Table 4.4. shows that each variable has a good value, namely above 0.5. This shows that these indicators have a strong contribution to the construct being measured.

3. Determine Discriminant Validity

Discriminant validity is refers to the extent to which the constructs measured by different instruments are truly different instruments from each other. In this research, discriminant validity testing was carried out which can be assessed based on the Fornell-Larcker Criterion. The following is a discriminant validity measurement with Fornell-Larcker Criterion parameters:

Table 4.5. Result of Fornell-Larcker Criterion

	M	X1	X2	X3	Y
M	0.828				
X1	0.784	0.767			
X2	0.818	0.741	0.810		
X3	0.652	0.635	0.711	0.835	
Y	0.740	0.752	0.757	0.749	0.793

Source: Primary Data Processing, 2023

The diagonal value in the Fornell-Larcker Criterion table shows the Average Variance Extracted (AVE) value of each construct. In table 4.5. shows that the discriminant validity value is good and meets the criteria because the AVE value is greater than the values of other constructs.

4.3. Hypothesis Testing

To test hypothesis, one can be axamined the statistical T value and P-value presented in the analysis results table. The statistical T value shows how far the sample value is from the population value, while the P-value shows how significant the outcomes are.

Table 4.6. Hypothesis Testing

Hypothesis	Path	T statistics (|O/STDEV|)	P values	Description
H1	X1 -> Y	0.136	0.892	Rejected
H2	X2 -> Y	0.242	0.809	Rejected
H3	X3 -> Y	2.299	0.022	Accepted
H4	M -> Y	4.120	0.000	Accepted
H5	X1 -> M	1.084	0.279	Rejected
H6	X2 -> M	2.524	0.012	Accepted
H7	X3 -> M	2.299	0.022	Accepted
H8	X1 -> M -> Y	1.081	0.280	Rejected
H9	X2 -> M -> Y	1.982	0.048	Accepted
H10	X3 -> M -> Y	2.927	0.006	Accepted

Source: Primary Data Processing, 2023

In table 4.6. shows the results of hypothesis testing, including the following:
1. The social media marketing variable (X1) directly has no effect on purchasing decisions (Y) for Menantea products. This is due to the t-statistics value of social media marketing

on purchasing decisions for Menantea products is 0.136 which is smaller than 1.96, and the p-value is 0.892 which is greater than 0.05.

2. The brand ambassadors variable (X2) directly have no effect on purchasing decisions (Y) for Menantea products. This is due to the t-statistics value of brand ambassadors on purchasing decisions for Menantea products is 0.242 which is smaller than 1.96, and the p-value is 0.809 which is greater than 0.05.

3. Promotion variables (X3) directly affects the purchase decision (Y) of Menantea products. This is due to the t-statistics value of promotion on purchasing decisions for Menantea products is 3.196 which is greater than 1.96, and the p-value is 0.001 which is smaller than 0.05.

4. The brand awareness variable (M) directly affects the purchase decision (Y) of Menantea products. This is due to the t-statistics value of brand awareness on purchasing decisions for Menantea products is 4.12 which is greater than 1.96, and the p-value is 0.00 which is smaller than 0.05.

5. The social media marketing variable (X1) does not directly affect brand awareness (M) of Menantea products. This is due to the t-statistics value of social media marketing on purchasing decisions for Menantea products is 1.084 which is smaller than 1.96, and the p-value is 0.279 which is greater than 0.05.

6. The brand ambassadors variable (X2) directly affect brand awareness (M) of Menantea products. The t-statistics value of brand ambassadors on brand awareness of Menantea products is 2.524 which is greater than 1.96, and the p-value is 0.012 which is smaller than 0.05.

7. Promotion variables (X3) directly affects brand awareness (M) of Menantea products. This is due the t-statistics value of promotion on brand awareness of Menantea products is 2.299 which is smaller than 1.96, and the p-value is 0.022 which is greater than 0.05.

8. The social media marketing variable (X1), through the mediating variable brand awareness (M) indirectly has no effect on purchasing decisions (Y) of Menantea products. This is due the T-statistic value is less than 1.96, namely 1.081 and the P-value is more than 0.05, namely 0.280.

9. The brand ambassadors variable (X2), through the mediating variable brand awareness (M) indirectly effect on purchasing decisions (Y) of Menantea products. This is due the T-statistic value being more than 1.96, namely 1.982 and the P-value is more than 0.05, namely 0.048.

10. The promotion variable (X3), through the mediating variable brand awareness (M) indirectly effect on purchasing decisions (Y) of Menantea products. This is due to the T-statistic value being more than 1.96, namely 2.927 and the P-value being less than 0.05, namely 0.004.

5. Discussion

5.1. The Relationship between Social Media Marketing and Purchasing Decision of Menantea Product

The outcomes of this study reveal that social media marketing has no significant effect on purchasing decisions for Menantea products. This finding is reinforced by the the path

coefficients results, which show a t-statistics value of 0.136 which is smaller than 1.96, and a pvalue of 0.892 which is greater than 0.05. Similar observations align with with research on Simpati provider users, revealing no influence between social media marketing and purchasing decisions. (Galang et al., 2020). This could be attributed to consumers acknowledging social media marketing efforts but relying on oher factors when making purchasing decisions.

5.2. The Relationship between Brand Ambassador and Purchasing Decision of Menantea Product

The outcomes of this study reveal that brand ambassadors has not effect purchasing decisions for Menantea products. This finding is reinforced by the results of the path coefficients which show a t-statistics value of 0.242 which is smaller than 1.96, and a p-value of 0.809 which is greater than 0.05.

This results parallel research on purchasing decisions at the online shop Shopee which states that there is no influence between brand ambassadors on purchasing decisions. (Febriani & Khairusy, 2020).

5.3. The Relationship between Promotion and Purchasing Decisions of Menantea Product

The outcomes of this study reveal that promotion directly has a significant effect on purchasing decisions for Menantea products. This finding is reinforced by the results of the path coefficients which show a t-statistics value of 3.196 which is greater than 1.96, and a p-value of 0.001 which is greater than 0.05.

These results are similar to research conducted at PT Jaya Swaasa Agung in Central Jakarta and Telkomsel service products that promotions show a significant impact in influencing purchasing decisions. (Brata et al., 2017) (Gulliando & Shihab, 2019). This shows that the promotional actions taken at Menantea influence consumer purchasing decisions. This means that effective promotion can encourage consumers to buy the advertised product.

5.4. The Relationship between Brand Awareness and Purchasing Decision of Menantea Product

The outcomes of this study reveal that brand awareness directly has a significant effect on purchasing decisions for Menantea products. This finding is reinforced by the results of the path coefficients which show a t-statistics value of 4.12 which is greater than 1.96, and a pvalue of 0.00 which is smaller than 0.05.

These results are similar to research conducted on JNE Express users in South Surabaya and decisions on bicycle purchases which state the significant effect of brand awareness on purchasing decisions. (Rachmawati & Andjarwati, 2020) (Irvan & Erdiansyah, 2022). This shows that a high level of brand awareness among consumers can influence their decision to buy the product. The more recognizable the brand, the more likely consumers are to choose products from that brand when they make a purchase.

5.5. The Relationship between Social Media Marketing and Brand Awareness of Menantea Products

The outcomes of this study reveal that social media marketing directly has no significant effect on brand awareness of Menantea products. This finding is reinforced by the results of path

coefficients which show a t-statistics value of 1.084 which is smaller than 1.96, and a p-value of 0.279 which is greater than 0.05.

This shows that marketing efforts through social media are not significant to increase the level of brand awareness among consumers. In this case, although Menantea uses marketing strategies through social media, it does not significantly increase the level of brand awareness among consumers.

5.6. The Relationship between Brand Ambassadors and Brand Awareness of Menantea Products

The outcomes of this study reveal that brand ambassadors directly have a significant effect on brand awareness of Menantea products. This finding is reinforced by the results of the path coefficients which show a t-statistics value of 2.524 which is greater than 1.96, and a pvalue of 0.012 which is less than 0.05.

Similar results were also found in research conducted on Desstore Collection and XL Axiata products which stated the significant effect of brand ambassadors on brand awareness (Febriani & Khairusy, 2020) (Prasetyo & Utama, 2018). This shows that brand ambassadors help increase consumer awareness of the brand, so that consumers are more familiar with the brand and can distinguish it from other brands.

5.7. Relationship between Promotion and Brand Awareness of Menantea Products

The outcomes of this study reveal that promotion directly has a significant effect on brand awareness of Menantea products. This finding is reinforced by the results of the path coefficients which show a t-statistics value of 2.299 which is greater than 1.96, and a p-value of 0.022 which is smaller than 0.05.

Similar research results were also found in research conducted on the KOI Bubble Tea brand, Rabbani in Palembang, and Shopee ecommerce consumers who found a positive influence between promotion on brand awareness. (Oktavianti & Budiarti, 2021) (Anggraini et al., 2020) (Amba & Sisnuhadi, 2021). This shows that promotion helps in increasing consumer knowledge and understanding of the brand.

5.8. The Relationship of Social Media Marketing to Purchasing Decisions for Menantea Products with Brand Awareness as a Mediating Variable

The outcomes of this study reveal that social media marketing through the mediating variable brand awareness indirectly has no effect on purchasing decisions for Menantea products. This finding is reinforced by the results of path coefficients which show a t-statistics value of 1.081 which is smaller than 1.96, and a p-value of 0.280 which is greater than 0.05.

These results are similar to one of the previous studies, its suggested that social media marketing, despite increasing brand awareness, might not effect consumer purchasing decisions. (Ardiansyah & Sarwoko, 2020). It is suspected that social media marketing can increase brand awareness, the level of brand awareness does not significantly affect consumer purchasing decisions.

5.9. The Relationship of Brand Ambassadors to Purchasing Decisions for Menantea Products with Brand Awareness as a Mediating Variable

The outcomes of this study reveal that brand ambassadors through the mediating variable brand awareness indirectly affect the purchase decision of Menantea products. This finding is reinforced by the results of the path coefficients which show a t-statistics value of 1.982 which is greater than 1.96, and a p-value of 0.048 which is smaller than 0.05.

This align with research on Whitelab skincare products for people in Yogyakarta and on online purchasing decisions which state that brand awareness is able to act as a mediating variable in connecting the influence of brand ambassadors on purchasing decisions. (Putri & Sabardini, 2023) (Osak & Pasharibu, 2020). Brand ambassadors appear to elevate brand awareness, which, in turn, impacts consumer purchasing decisions.

5.10. The Relationship between Promotion and Purchasing Decisions for Menantea Products with Brand Awareness as a Mediating Variable

The outcomes of this study reveal that promotion through the mediating variable brand awareness indirectly affects the purchase decision of Menantea products. This finding is reinforced by the results of the path coefficients which show a t-statistics value of 2.927 which is greater than 1.96, and a p-value of 0.004 which is greater than 0.05.

Similar research results were found for consumers of Bali Square Pie in Badung Regency, which stated that brand awareness effectively connects the effect of promotions on consumer purchasing decisions. (Jayadi & Wardana, 2021). The implies that promotions contribute to increased brand awareness, effect consumer purchasing decisions.

6. Conclusion, Implication, and Recommendation
6.1. Conclusion

The analysis of the data indicates that purchasing decisions for Menantea products are directly effect by promotion and brand awareness. However, there is no direct effect from social media marketing and brand ambassadors on purchasing decisions for Menantea products. In addition, although social media marketing, when mediated by brand awareness, doesn't affect purchasing decisions, brand ambassadors and promotions through brand awareness indirectly effect these purchasing decisions for Menantea products.

6.2. Implication

The implications of this research analysis are as follows.

1. Menantea need to pay attention to appropriate promotional strategies to increase purchasing decisions and strengthen relationships with customers.
2. Menantea need to consider other, more effective marketing strategies to increase sales.
3. Menantea need to strengthen their brand awareness to increase purchasing decisions.
4. Menantea need to consider recruiting the right brand ambassadors to strengthen their brand awareness.
5. Menantea need to consider appropriate promotional strategies to strengthen their brand awareness.
6. Menantea need to consider other, more effective marketing strategies to strengthen their brand awareness.

7. Menantea need to consider more effective marketing strategies to improve purchasing decisions and strengthen relationships with customers.

6.3. Recomendation

The following are several recommendations for improvement for further research.

1. Conduct broader and in-depth research by involving more respondents from various regions in Indonesia. This can help to obtain results that are more representative and can be applied more widely.
2. Add other variables that can influence purchasing decisions, such as product quality, price, and customer service. This can help to obtain more complete and accurate results.
3. Conduct research that is more focused on the effect of brand ambassadors on purchasing decisions by considering factors such as popularity, trust, and social influence. This approach aims to attain a more comprehensive understanding of the effect of brand ambassadors on purchasing decisions.

7. References

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