THESIS

THE ROLE OF BRAND AWARENESS AND BRAND TRUST ON THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND CUSTOMER PURCHASE DECISION (Study on Economic Project Concert Event)

By:

FELIX LAURENSIUS TEJO

NIM C1H021019

MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY
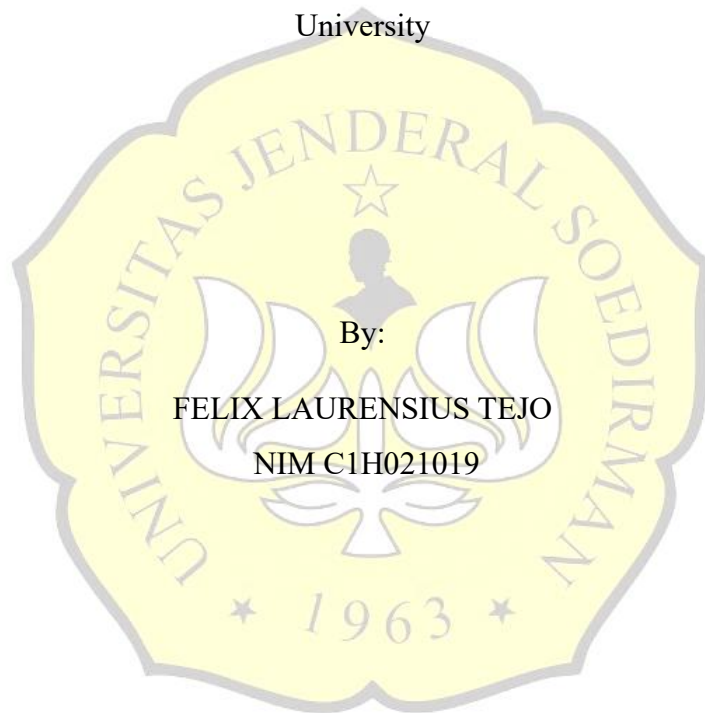
JENDERAL SOEDIRMAN UNIVERSITY

FACULTY OF ECONOMICS AND BUSINESS

MAJORING IN MANAGEMENT

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Submitted to Fulfill the Requirements of Acquiring a Bachelor's Degree in Management at the Faculty of Economics and Business, Jenderal Soedirman University

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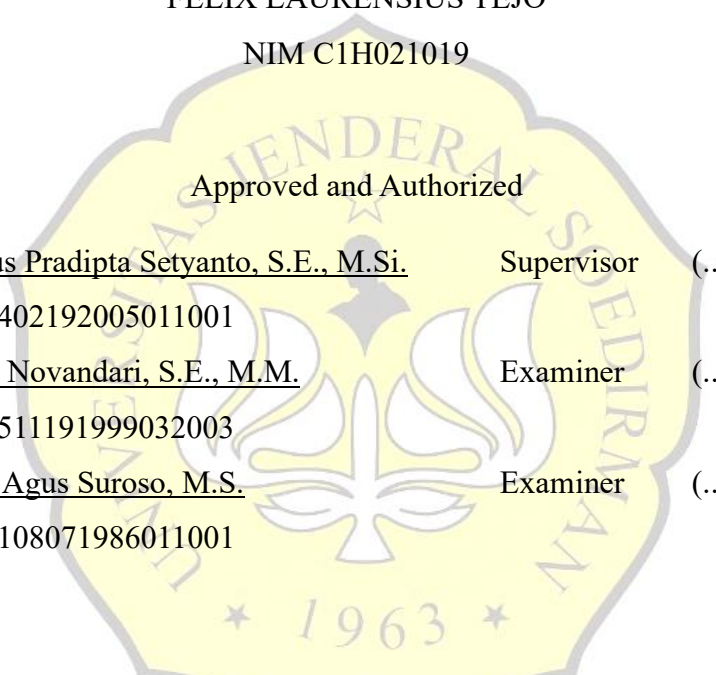
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Approved and Authorized

1. <u>Dr. Refius Pradipta Setyanto, S.E., M.Si.</u>   Supervisor   (....................)
   NIP. 197402192005011001
2. <u>Dr. Weni Novandari, S.E., M.M.</u>   Examiner   (....................)
   NIP. 197511191999032003
3. <u>Prof. Dr. Agus Suroso, M.S.</u>   Examiner   (....................)
   NIP. 196108071986011001

Acknowledged,

Head of Management Department

Faculty Of Economics and Business Universitas Jenderal Soedirman

<u>Dr. E. Siti Zulaikha Wulandari, S.E., M.Si.</u>

NIP. 197308181999032001

STATEMENT OF THESIS AUTHENTICITY

Who has signed below:

Name	: Felix Laurensius Tejo
Student Number	: C1H021019
Major	: International Management
Faculty	: Economics and Business

Declaring with truth, this thesis is truly the author's work; it is not a takeover of other people's writings or thoughts that the author recognizes as the author's writings or thoughts, except those that are referred to in this manuscript and mentioned in the bibliography.

If in the future it is proven or can be proven that this thesis is the result of plagiarism, then I as the author am willing to accept sanctions in the form of revocation of academic degrees that the author has obtained related to this thesis.

Purwokerto, July 25th, 2025

Who made the statement,

Felix Laurensius Tejo

NIM C1H021019

PREFACE

First of all, the author would like to express gratitude to God, who has given His grace, so that the author can complete the thesis entitled "THE ROLE OF BRAND AWARENESS AND BRAND TRUST ON THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND CUSTOMER PURCHASE DECISION (Study on Economic Project Concert Event)" very well.

In preparing this thesis, the author received a lot of help from various parties, so on this occasion, the author wants to express sincere gratitude to:

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The author fully realizes that the results of the preparation of this thesis are far from perfect. Therefore, the author sincerely hopes that the reader will be willing to provide criticism and suggestions for the perfection of this thesis.

In the end, the author apologizes profusely to the reader if there are mistakes in this thesis and the author hopes that this thesis can be useful for all parties in need.

Purwokerto, July 25th, 2025

Felix Laurensius Tejo

SUMMARY

This research, titled "The Role of Brand Awareness and Brand Trust on the Relationship Between Social Media Marketing and Customer Purchase Decision (Study on Economic Project Concert Event)", aims to address inconsistencies in prior studies regarding the effects of social media marketing (SMM) on brand awareness and purchasing decisions. It also explores how large-scale events like the Economic Project influence consumer behavior. This quantitative study surveyed 190 respondents familiar with the @economicproject Instagram account. Using SEM (Structural Equation Modeling) via AMOS, the results show that SMM positively influences customer purchase decisions, brand awareness, and brand trust. Additionally, both brand awareness and brand trust positively affect purchase decisions, and brand awareness significantly influences brand trust. Brand awareness also mediates the relationship between SMM and customer purchase decisions. However, brand trust does not serve as a significant mediator in this relationship. The study offers practical implications, especially for event marketers. It suggests that marketers prioritize investment in engaging, visual, and interactive content to strengthen brand awareness. Consistency in the frequency and quality of promotional social media content is also recommended to maintain trust and drive purchase decisions. Despite its contributions, the study has limitations. Future research could apply this framework to different industries like food or fashion, or explore other mediators such as customer experience or FOMO (fear of missing out). Additionally, comparing SMM effectiveness across platforms, particularly emerging ones like TikTok, could offer deeper insights into platform-specific strategies for influencing consumer behavior.
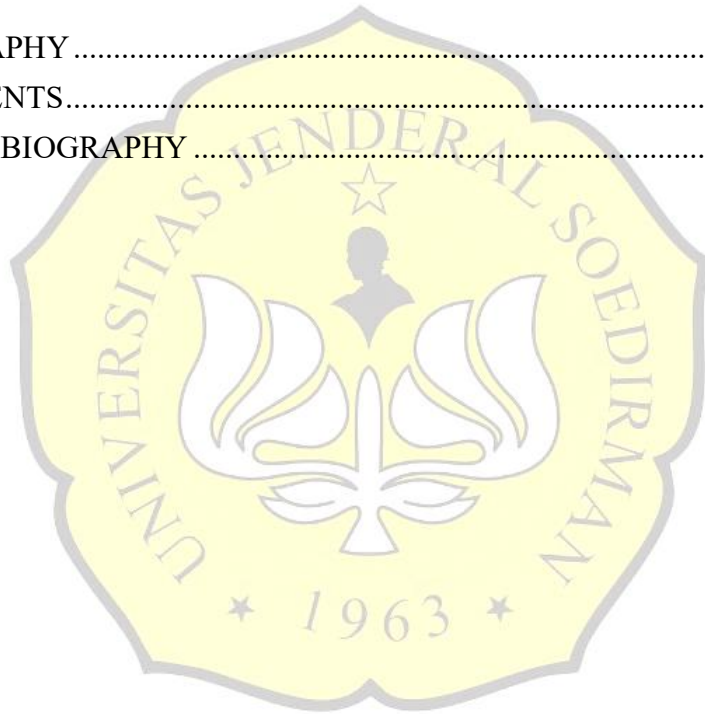
Keywords: Social Media Marketing, Brand Awareness, Brand Trust, Customer Purchase Decision

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CHAPTER I
INTRODUCTION

A. Background

Digitalization is the method of changing data from an analog frame to a computerized frame. In the rapidly evolving landscape of the digital age, consumer behavior has experienced a profound shift, driven primarily by the widespread adoption of the Internet and technology (Anand et al., 2023). This shift has transformed the way consumers engage with brands. The development of digital technology, particularly the Internet and social media, had a tremendous impact that allows consumers to obtain information more quickly and easily. Consumers tend to rely more on online platforms, whether through e-commerce sites, discussion forums, or social media, to find product information and form their preferences (Erwin et al., 2024). This phenomenon shows that digitalization, through online channels, significantly influences consumer purchasing decisions. Customer purchase decisions are decisions that consumers make through a sequence of choices (Ayuningtyas & Sijabat, 2022). So, in other words, when people buy a product, it is called a purchase decision.

In other words, customer purchase decisions can be influenced by digitalization, where digitalization itself has a marketing process called digital marketing. There are several digital marketing strategies and one of them is social media marketing (Desai & Vidyapeeth, 2019). Yong et al. (2018), characterize social media marketing is a term used to describe the practice through which items or services are promoted by people through online social channels, and a much larger community is tapped into. So, social media marketing is a marketing strategy that company can provide information to customer using online social media.

Research by Kuncoro & Kusumawati (2021), uncovered that social media marketing encompasses a significant positive impact on customer

purchase decisions. This statement is additionally upheld by a study by Hanaysha (2022) which signifies that social media platforms constitute a pivotal medium for brands to achieve their desired marketing objectives and exert influence on consumers' purchase decisions.

In any case, distinctive results were found in an inquiry by Ayuningtyas & Sijabat (2022), which states the theory of the first hypothesis, social media marketing encompasses a positive effect on purchasing decisions. Unfortunately, this theory isn't demonstrated, the result obtained is that social media marketing does not have impact on purchasing decisions. choices. From the research result, the company is very dynamic in social media and online promoting, but based on overviews, clients are more fascinated by Shopee's online advertisements instead of social media advertisements.

The contrast in research results regarding the impact of social media promotion on customer purchase decisions can be caused by numerous reasons. Among them are contrasts within the indicators of social media marketing variables between one research and another. In expansion, it is additionally due to the contrasts in mediation variable factors between one research and another.

Seo et al. (2020), define brand awareness as the ability of customers who have the potential to recognize and remember certain brands in a product. Ayuningtyas & Sijabat (2022), state that brand awareness has a strong positive influence on purchase decisions. As consumers become more aware of a brand and its offerings, they typically seek more information about it online. Then, they assess the benefits of choosing it over competitors before making a purchase (Sharma et al., 2021).

Moreover, brand awareness can also be the mediating variable for the effect of social media marketing on customer purchase decision. Brand awareness acts as an important mediator that connects social media marketing with purchasing decisions. Through social media marketing, consumers become more familiar with and remember the brand because of

the info seen on the company's social media, thus increasing the likelihood of buyers considering the brand in the purchasing process. Many studies have proven it, for instance, the research from Sharma et al., (2021). Sharma et al. (2021), examine how, when consumers become more aware of a brand and its offerings, they usually seek more information about it online. Then, they assess the benefits of choosing it over competitors before making a purchase decision. Another research that proves the statement that brand awareness could be the mediating variable from social media marketing on customer purchase decisions is from Bonaldy et al. (2023). The results of data analysis by Bonaldy et al. (2023), demonstrate that social media marketing significantly impacts purchase decisions by raising brand awareness. This awareness is measured by indicators of social media marketing and brand awareness. Therefore, it's safe to say that if brand awareness is high, the effectiveness of social media marketing in influencing purchase decisions can also increase significantly.

Furthermore, there are other factors that play a significant role in influencing consumer purchase decisions, which are brand trust. Brand trust is represented as the consumers' willingness to rely on a brand by facing risks and hoping that the brand will provide positive results (N. F. Fauzi & Evanita, 2024). Christian Sumarto & Sularsih Anggarawati (2024), state that the more frequent and better the use of social media marketing affects the brand trust of consumers. Interestingly, Harifin & Paramita (2024), also explain that trust in a brand plays an important role, especially in influencing consumer purchasing decisions. As brand trust grows, it will be easier for firms to convey their desired marketing messages and create favorable impressions about their brands in consumers' minds.

Another study also states that brand trust could be a mediating variable for the relationship between social media marketing on customer purchase decisions. Through consistent and credible social media marketing, companies can build consumer trust in the brand, which is the basis for their confidence to make a purchase. The research by Hanaysha (2022), states

that a critical role is played by brand trust in mediating the relationship between two of the selected social media marketing features (interactivity and informativeness) on purchase decisions. This statement is also in line with the study by Vidyanata (2022), which indicates that social media marketing activities can indirectly influence consumers' purchase decisions through brand trust. So, with brand trust, consumers not only recognize the brand but also feel confident in its quality and integrity, thus increasing their likelihood of purchase.

Brand awareness is the first step of communication in building a strong brand. When someone is aware of a brand, they begin to trust it. Yoon (2002), suggested that awareness is significantly related to website trust, some scholars defined brand trust online as a consumer's psychological state of confidence and positive expectations from a brand. Brand awareness could be the antecedent of brand trust and brand trust directly affects brand loyalty. The results study by Susanti et al. (2020), show that there is a significant brand awareness influence on brand trust.

This research uses Stimulus-Organism-Response (SOR) theory to underlie this research. SOR theory offers a viable system for understanding how components within the marketing environment can impact customer behavior. The SOR theory clarifies that an external stimulus (such as a promotion, advertising, and content on social media) impacts the organism (the consumer's cognitive and emotional forms), which at that point comes about in a response (the purchase decision). Social media marketing plays a role as a stimulus (S), brand awareness and brand trust play a role as an organism (O), and customer purchase decisions as the generated response (R).

The effectiveness of social media marketing in influencing customer purchase decisions, uses the Stimulus-Organism-Response (SOR) Theory, within brand awareness and brand trust as mediators become increasingly important, particularly in the promotion of events such as economic projects.

Economic Project is the annual concert event from the Faculty of Economics and Business, Universitas Jenderal Soedirman (FEB UNSOED). Just like the previous year, Economic Project commonly abbreviated as Ecopro, always presents guest stars of famous national artists. Economic Project uses a social media marketing strategy using social media Instagram with the username @economicproject. Social media marketing is useful for increasing brand awareness and brand trust in the Economic Project itself.
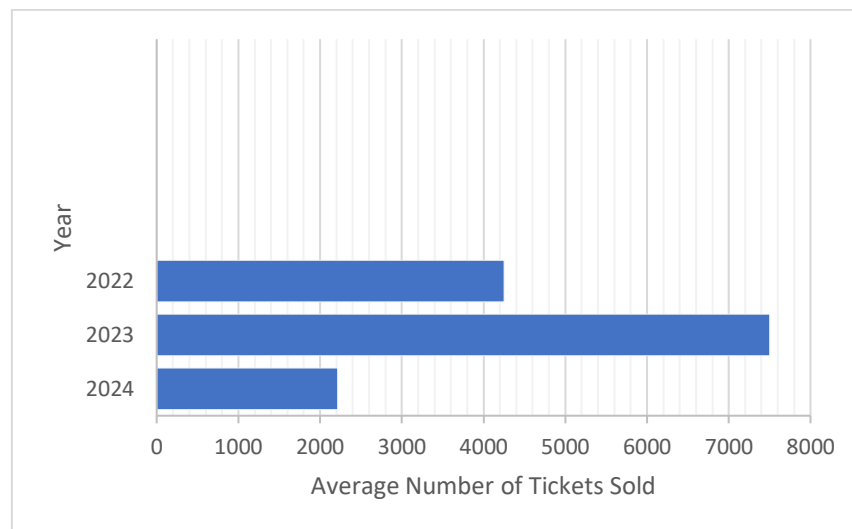
Figure 1.1. Diagram of the Average Number of Tickets Sold in the Last 3 Years

From the data above, the Economic Project Event Committee was able to sell music concert tickets with an average number of 4,654 tickets in the last three years, this proves that the Economic Project's social media marketing has been very effective in increasing purchase decisions, but has a decreased in 2024. Based on a brief interview, shows that the purchase of Economic Project concert tickets is based on information known from Instagram social media marketing managed by the Economic Project committee itself.

Therefore, it is necessary to conduct research with the title "The Role of Brand Awareness and Brand Trust on the Relationship between Social Media Marketing and Customer Purchase Decision".

B. Formulation of the Problem

The problem of this research is the inconsistencies in the results of previous research (research gap) regarding the effect of social media marketing and brand awareness on customer purchase decisions. The first previous research explains that the results of the data analysis show that social media marketing and brand awareness have a significant effect on purchasing decisions (Nugroho & Herdinata, 2021). But, on the contrary, the second previous research says that social media marketing does not have an impact on purchasing decision choices (Ayuningtyas & Sijabat, 2022). Other previous research also concludes the hypothesis that "brand awareness has a partial effect on product purchasing decisions" is rejected (Afisa & Muhajirin, 2024). Thus, to explain the inconsistency of those previous research results, researchers will analyze the variables of brand awareness and brand trust as mediating variables in this study.

The inconsistency of the results of previous studies related to the influence of social media marketing on customer purchase decisions is an important foundation for digging deeper into this topic, especially by choosing the Economic Project as the object of research. The reason for choosing the Economic Project concert event as the object of research is that the Economic Project is the largest concert event within the Faculty of Economics and Business, which has a unique appeal as a forum for developing student creativity as well as a means of social interaction involving various parties. With its wide scale and popularity, the Economic Project significantly influences the institution's image, student engagement, and the potential for creative economic development in academic circles. This research will provide in-depth insights into how an event of the magnitude of the Economic Project is able to influence audience behavior, build brand awareness and brand trust, and create a positive impact on the faculty as a whole.

Thus, based on these research problems, research questions can be formulated as follows:

1. Does social media marketing affect customer purchase decisions?
2. Does social media marketing affect brand awareness?
3. Does social media marketing affect brand trust?
4. Does brand awareness affect customer purchase decisions?
5. Does brand trust affect customer purchase decisions?
6. Does brand awareness affect brand trust?
7. Does brand awareness mediate the effect of social media marketing on customer purchase decisions?
8. Does brand trust mediate the effect of social media marketing on customer purchase decisions?

C. Research Purposes

1. General purposes

To find out the factors that affect purchase decisions on the Economic Project's ticketing and to measure the level of effectiveness of social media marketing carried out by the Economic Project Event.

2. Specific purposes

a. To examine the effect of social media marketing on customer purchase decision
b. To examine the effect of social media marketing on brand awareness
c. To examine the effect of social media marketing on brand trust
d. To examine the effect of brand awareness on customer purchase decision
e. To examine the effect of brand trust on customer purchase decision
f. To examine the effect of brand awareness on brand trust
g. To examine the effect of social media marketing on customer purchase decisions through brand awareness as a mediating variable

h. To examine the effect of social media marketing on customer purchase decisions through brand trust as a mediating variable

D. The Scope of the Research

The scope of this research focuses on customer purchase decision as a dependent variable. Brand awareness and brand trust as mediating variables. Also, social media marketing as an independent variable. The research will be limited to someone who knows @economicprojects' Instagram.

E. Benefits of the Research

1. Practical benefits

This research is useful for the Economic Project's committee because it provides advice to be more optimal for using social media marketing so it can improve brand awareness, brand trust, and customer purchase decisions.

2. Theoretical benefits

The results of this research can be used as a reference for further research that also researches the effect of social media marketing on customer purchase decisions with brand awareness and brand trust as mediating variables.

CHAPTER II
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. Literature Review

1. Stimulus Organism Response (SOR) theory

The S-O-R (Stimulus-Organism-Response) theory was originated from psychology and then adapted to communication studies, which introduced by Hovland, Janis, and Kelly in 1953. This theory examines how environmental that act as stimuli (S) influence an individual as an organism (O) through cognitive and affective processes and leading to behavioral responses (R) (Cortinas et al., 2019). This S-O-R model illustrates how various external elements can serve as cues in environmental psychology. These external cues then influence an individual's internal state, which in turn can influence their behavior (Mukti & Santosa, 2023). Moreover, the S-O-R model in marketing highlights communication as a process of action and reaction, and marketers often use it to analyze the relationship between stimuli provided to consumers and their responses, such as buying, consuming, or spending, with the goal of aligning consumer behavior with marketing expectations (Hardianto, 2019).

Several studies have implemented this theory in their object research. The first study by Vidyanata (2022), used the S-O-R model to analyze how social media marketing activities (S) influence brand trust (O) and purchase decisions (R) in the healthcare industry. With the results show that brand trust mediates the influence of social media marketing on purchasing decisions. Another research by Septyarini et al. (2022) also used the S-O-R theory to analyze how sensory stimuli such as website design and service environment (S) influence customer affective state (O), which in turn influences customer satisfaction and advocacy (R) at Bankaltimtara. The results show that the affective state

of customers mediates the effect of sensory stimuli on customer satisfaction and advocacy.

Furthermore, the relevance of the S-O-R theory in this study lies in its ability to explain the mechanism of how social media marketing can shape consumer purchasing behavior through psychological factors. With brand awareness, potential audiences will be more familiar with and remember the brand of the event concert, which can strengthen positive perceptions of the promoted concert. Meanwhile, brand trust plays a role in building confidence that the concert offered has credibility and good quality, thus increasing the trust to make ticket purchases. The combination of these two variables creates a pathway that explains how marketing stimulus through social media can lead to an increase in concert ticket purchase intention.

Hence, in the context of this research, the stimuli (S) in the form of a social media marketing strategy are implemented as a trigger that can influence consumer perceptions and emotions. Organism (O) in this theory refers to consumer psychological factors, such as brand awareness and brand trust, which act as mediating variables. The response (R) resulting from this process is the consumer's decision to purchase concert tickets, which is the ultimate goal of the marketing strategy.

2. **Customer purchase decision**

Customer purchase decisions are a process that consumers go through when going to make transactions with companies (Tirtaatmaja et al., 2019). Komalasari et al. (2021), on their research, concludes that purchase decision is the process of selecting, acquiring, and evaluating a product or service. During this process, consumers search for information about the product, evaluate it, decide to purchase it, and experience satisfaction or dissatisfaction with the purchase. Kotler & Armstrong (2014), also explain that purchasing decision behavior refers

to the final actions taken by consumers, whether individuals or households when buying products for personal use. So, it can be concluded that a customer purchase decision is the ultimate choice made by consumers to purchase a product or service, influenced by their needs, preferences, and evaluations

According to Kotler & Armstrong (2008), the buying decision process goes through five stages, which are problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, which begins long before the actual purchase is made and has an impact long after that. While, Nugraha et al. (2018), identifies that there are three phases in the purchase decision process. The first stage is the pre-purchase stage, which occurs before the purchase. During this stage, customers observe and evaluate the products or services offered to help them make a purchase decision. The second stage is the encounter stage, where customers interact with the service provider. Here, customers interact with the service provider. There are two types of contact services: high and low. High-contact service involves customers and service providers meeting face-to-face to make the purchase. Low-contact service involves customers and service providers communicating through media such as websites, phones, and emails. The final stage is the post-encounter stage. In this stage, the purchase is made, and the customer experiences the purchase. The customer then evaluates their satisfaction with the service based on their expectations and perceptions. Another statement said that the stages of customer purchase decisions are problem recognition, the search of information, alternatives evaluation, purchase decision, and the behavior after purchase (Puspitasari et al., 2018). In conclusion, the buying decision process consists of several stages, starting from problem recognition and information search to post-purchase behavior, highlighting customer evaluation and interaction with service providers throughout the journey.

Customer purchase decisions occur when consumers perform an act of purchasing products or services to satisfy their needs and desires. (Rakhmawati, 2023). It can be influenced either by internal or external marketing factors. The internal factors include beliefs and attitudes, personality, lifestyle, roles, status, etc. While the external marketing factors include culture, social class, trends, etc (Hanaysha, 2022). Afisa & Muhajirin (2024), state that the factors that can drive consumer purchasing decisions are brand awareness and brand trust. Other studies also say that promotional programs have a simultaneous positive influence on purchasing decisions (Katrin et al., 2016). Lastly, the research by Tirtaatmaja et al. (2019), state that the independent variables brand image and price have a significant effect both partially and simultaneously on the purchasing decision variable. Thus, the consumer purchase decisions are influenced by a combination of internal factors, such as beliefs and personality, and external factors, such as culture and social trends, with additional drivers including brand trust, promotional programs, brand image, and pricing.

Customer purchase decision also affects several things. Customer purchase decisions have a positive and significant effect on customer satisfaction (Sugiono et al., 2021). Purchase decision effect on repurchase (D. H. Fauzi & Ali, 2021). Brand image, brand identification, and brand love are the main issues in this study. They are related to the retention of customers. This is a key success factor in today's business world. Consumer word-of-mouth and purchase decisions are important factors in this regard (Sallam, 2014). To summarize customer purchase decisions variable not only influence satisfaction and repurchase behavior but also play a crucial role in shaping brand image, brand loyalty, and customer retention, which are essential for business success.

Customer purchase decisions have several indicators to measure these variables. These indicators are product readiness, habit of buying products, providing recommendations to others, and making repeat

purchases (Nurlinda, 2018). Another study by Bonaldy et al. (2023), mentions that the indicators of the purchase decision are product/service selection, brand selection, time selection, and method selection. Kotler & Armstrong (2008), in their book, they state that the indicators for customer purchase decision variables are steadiness to buy after knowing product information, deciding to buy the most preferred brand, purchase based on needs and wants, and lastly buying based on the recommendations of other people. While on the other hand, Kotler & Keller state the indicators, namely the stages of need recognition, information search, alternative evaluation, buying decisions, and post-purchase behavior (Kotler & Keller, 2014). So, based on the definition and the prior research, the indicators of customer purchase decision in this study are steadiness to buy after knowing product information, deciding to buy the most preferred brand, purchase based on needs and wants, and buying based on the recommendations of other people.

3. **Social media marketing**

Social media marketing is the integration of traditional communication methods with the Internet and other digital technologies to achieve marketing objectives (Chaffey & Ellis-Chadwick, 2016). Admitted by Kotler et al. (2022), social media marketing serves as a platform where consumers can exchange text, images, audio, and video content among themselves and with companies, and vice versa. It enables marketers to establish a public voice and online presence while effectively enhancing other communication activities. Rakhmawati, (2023), highlight that social media are a crucial marketing tool for develop the brands, particularly in regards to creating brand awareness and excitement. Social media marketing influences people's consumption patterns besides playing an important role in promoting a product. This highlight that, social media marketing is the practice of utilizing digital platforms and technologies to integrate traditional

communication methods, allowing businesses to share content such as text, images, audio, and video while facilitating interactions between companies and consumers.

Acquiesced to Sholihin (2019), Social media can be categorized into two types. The first type includes expressive social media like YouTube, Twitter, Facebook, Instagram, and similar services. The second type consists of collaborative social media such as Wikipedia, Rotten Tomatoes, and others. This distinction exists because social media caters to specific audiences, and not all users engage with every platform. People choose social media based on their social associations, intellectual preferences, and hobbies. In conclusion, Social media is categorized into expressive platforms, like YouTube and Instagram, and collaborative platforms, like Wikipedia, with users selecting platforms based on their social connections, interests, and hobbies.

In addition, social media marketing has several antecedents. The study of Almohaimmeed (2019) explains that organizational reputation and frequency of social media updates are the antecedents of social media marketing. On the other hand, product involvement, attitude towards community, and interest in online interaction are also antecedents of social media marketing (Dessart, 2017). Finally, social media motivation, open collaborative business models, and distributed leadership also influence social media marketing (Odoom et al., 2017).

On the other hand, social media marketing not only plays a significant role in promoting products but also shapes people's consumption habits. Social media marketing could create brand awareness, brand resonance, and purchase intention because social media creates a real connection between customers and companies (Tatar & Eren-Erdoğmuş, 2016). The result of this study by Bonaldy et al. (2023) demonstrates that there is a positive and significant effect on purchase decisions influenced by social media marketing at Cap Tikus 1978. The high influence of social media marketing on purchasing

decisions is illustrated by the following indicators: content, context, connectivity, and continuity. Then, Haudi et al. (2022), also explain that social media marketing shows a positive impact on brand trust, brand equity, and lastly brand trust. Consequently, social media marketing significantly influences purchasing decisions, brand awareness, and brand trust by fostering connections between customers and companies through content, context, connectivity, and continuity.

Social media marketing has several indicators, namely content, context, connectivity, and continuity (Bonaldy et al., 2023). Tatar & Eren-Erdoğmuş (2016), state that social media marketing in accommodation industry has 5 dimensions that can be listed as follows: a clear website, website security, active and updated social media tools, online interactivity, and collaboration with useful websites. Lastly, the research by As'ad & Alhadid (2014), also state that social media the indicators of social media marketing variable are online communities, interaction, sharing of content, accessibility, and credibility. In conclusion, in this research, social media marketing variable is measured through content, context, interaction, accessibility, and credibility indicators.

4. **Brand awareness**

Brand awareness is the ability of consumers to recognize various attributes attached to a product compared to products belonging to other brands (Nasib & Bashira, 2019). Brand awareness is the activity of potential buyers and existing customers that makes it easy for them to remember or recognize a brand (Rahmatin & Rusdianto, 2024). Brand awareness is the ability of a consumer to recall a brand or an advertisement, either through spontaneous circumstances or after having been stimulated by keywords (Fajri et al., 2021). Ultimately, brand awareness refers to a consumer's ability to recognize, recall, and differentiate a brand or its attributes, making it easier for potential and

existing customers to identify and remember the brand in various contexts.

The significance of brand awareness in customers' minds can be assessed through various stages, such as recognition, recall, top-of-mind awareness, brand dominance, and brand knowledge (Pramod, 2017). Other stages of brand awareness are no brand awareness, brand recognition, brand recall and finally top of mind (Anwer, n.d.). Another research state that there are six levels of brand awareness. Seliani & Pratomo (2019), state the six brand awareness' levels are recognition (consumers are aware of the brand), recall (consumers remember a particular brand from a product category), top of mind (the first brand name that immediately comes to mind), brand dominance (the only brand that immediately comes to mind), brand knowledge (consumers know the brand well), and brand opinion (consumers have an opinion about the brand). So, it can be conclude that the significance of brand awareness can be assessed through stages like recognition, recall, top-of-mind awareness, brand dominance, brand knowledge, and brand opinion.

Apart from that, brand awareness also has antecedent factors or factors that can affect brand awareness. The study by Ansari et al., (2019), states that the antecedent factors for brand awareness are hashtags and shares on blogs. The research of Swimbawa & M. Lemy (2023), also explain that the social media marketing could be the antecedent variable of the brand awareness because the social media marketing has a significant influence towards the brand awareness. Different study discovered that brand awareness consists of both brand recognition and brand recall (Seliani & Pratomo, 2019). To summarize, Brand awareness is influenced by antecedent factors such as hashtags, blog shares, social media marketing, and consists of components like brand recognition and brand recall.

Furthermore, brand awareness can impact various variables. Harifin & Paramita (2024), revealed that brand awareness is more influential on consumer purchase decisions. Khairunnisa et al. (2020), also noted that brand awareness has a significant influence toward decision-making. Other studies has demonstrated the influence of brand awareness on brand equity (Seliani & Pratomo, 2019). In summary, brand awareness significantly impacts various variables, including consumer purchase decisions and brand equity.

Brand awareness certainly has several indicators that are used as measuring instruments for these variables. Some of the indicators put forward by Tjiptono (2016), is the popularity of a brand, the level of brand knowledge, and the brand being the first choice. Other indicators, as identified by Bonaldy et al. (2023), including brand recognition, brand recall, brand knowledge, and brand familiarity. While in other research, it is stated that brand awareness has several indicators, include being memorable, easily comparable, and easily recognizable (Mudzakkir & Nurfarida, 2015). All in all, brand awareness in this research is measured through the popularity of a brand, the brand being the first choice, the brand being memorable, the brand easily comparable, and brand recall.

5. **Brand trust**

Brand trust reflects consumer confidence in the integrity, quality, and commitment of a brand (Harifin & Paramita, 2024). Tatar & Eren-Erdoğmuş (2016), explain that trust towards a brand is the belief that the brand will keep or fulfil its promises. In other words, brand trust is the consumer's belief that the brand they want is reliable, provides guarantees, and the brand's performance is valuable (Khairunnisa et al., 2020). Brand trust begins with the consumer's pre-purchase behavior and continues through post-purchase (Khamwon & Pattanajak, 2021). Accordingly, brand trust represents consumers' confidence in a brand's

integrity, quality, and commitment, reflecting their belief that the brand is reliable, fulfills promises, provides guarantees, and delivers valuable performance.

There are several variables that becomes the antecedents of brand trust. The variable factors of brand reputation, brand predictability, and brand competence are one of the common causes of the formation of the trust variable (Khairunnisa et al., 2020). Other research conducted by Khamwon & Pattanajak (2021), also found that brand leadership is positively related to brand trust and loyalty. Social networks are als essential to building brand trust, as effective social networks help build customer trust in brand (Fianto et al., 2021). To summarize, several variables act as antecedents of brand trust, including brand reputation, predictability, competence, brand leadership, and social networks, all of which play a crucial role in fostering consumer confidence and loyalty toward a brand.

Moreover brand trust can affect several things. This statement is supported by several studies. Jadil et al. (2022), reported that trust in the online context can affect consumers' purchase intention indirectly. Moreover, trust in a brand plays an important role, especially in influencing consumer purchasing decisions (Harifin & Paramita, 2024). The study by Haudi et al. (2022), examines how brand trust positively influences brand equity. Therefore, brand trust can influence various outcomes, such as indirectly affecting consumers' purchase intentions, playing a crucial role in purchasing decisions, and positively impacting brand equity,

Brand trust has various indicators to measure these variables. The indicators of brand trust according to Deodata & Soamole (2019), are trust, rely, honest, and safe. While Christian Sumarto & Sularsih Anggarawati (2024), on their study state that the indicators of brand trust are related to brand characteristic, company characteristics, consumer brand characteristic. Additionally, brand trust can be

evaluated through the dimensions of viability and intentionality, as noted by Haudi et al. (2022). As a result, in this study, brand characteristic, company characteristic, rely, honest, and safe are used as indicators for brand trust variable.

B. Research Conceptual Model

Furthermore, similarities and differences from previous research can also be used as a theoretical basis. The following table presents a literature review of previous research.

Table 2.1. Previous Research

No	Authors (Year)	Result	Similarity	Differences
1	Jalal Rajeh Hanaysha (2022)	The findings indicate that social media sites are important platforms for fast food brands to achieve their desired marketing goals, such as building brand trust and affecting customers' purchase decisions. In addition, brand trust plays a critical role in mediating the relationship between two of the selected features of social media marketing (interactivity and informativeness) and purchase decisions.	The similarities that exist in both studies (research by Hanaysha and this research) are the use of the variables. Both use social media marketing as an independent variable, customer's purchase decision as a dependent variable, and brand trust as a mediator.	While the difference is in this research, brand awareness is used as another mediating variable. Another difference is the research object, Hanaysha researches the fast-food industry, while this research does research on concert events or entertain industry.
2	Lidwina Larasati Ayuningtyas & Rosdiana Sijabat (2022)	The conclusion that can be drawn is that social media marketing has no impact on purchase decisions. Thus, no significant relationship exists between social	The existing studies share similarities with the author's research in utilizing social media	The difference lies in the mediating variable and additional independent variable used. The author's

		media marketing and brand awareness. Online advertising has a positive effect on purchase decisions and brand awareness. Brand awareness positively influences purchase decisions. Brand awareness does not positively mediate social media marketing influence, despite previous studies supporting this. Finally, brand awareness has a positive mediating effect on the influence of online advertising on purchase decisions.	marketing as the independent variable and customer purchase decision as the dependent variable. Additionally, both explore brand awareness as a mediating variable that connects social media marketing with purchasing decisions	research includes brand trust as an additional mediating variable, while the study by Ayuningtyas & Sijabat incorporates online advertising as an additional independent variable.
3	Christian Sumarto & Sularsih Anggarawati (2024)	On the basis of the analysis, it can be concluded that the effect of social media marketing on brand trust is proven to have a significant influence and a positive direction. Brand trust in purchase decisions has proven significant impact and positive direction. Social media marketing on purchase decisions has a significant influence and positive direction. The role of brand trust as a mediating influence of social media marketing on purchase decisions is shown to have a significant influence and positive direction.	The similarities that exist in both studies (research by Christian & Sularsih and this research) are the use of the variables. Both use social media marketing as an independent variable, purchase decision as a dependent variable, and brand trust as a mediating variable.	While the distinction is in this research, brand awareness is used as other mediating variables.
4	Ilham Fajri, Mochamad Whilky Rizkyanfi,	The results indicate that social media marketing positively and significantly	The similarity is that both studies investigate the	The difference is that Rizkyanfi & Ismaya's

	& Rizma Ismaya (2021)	affects brand awareness and purchase decisions, and brand awareness positively and significantly mediates the relationship between social media marketing and purchase decisions.	influence of social media marketing on customer purchase decisions.	research uses brand awareness as an intervening variable and focuses on the culinary field with Praketa Coffee Shop Purwokerto as the research object, while the author's study examines a concert event, Economic Project, as the research object.
5	Sinoka Ansari, Ghishwa Ansari, Muhammad Umar Ghori, & Abdul Ghafoor Kazi (2019)	It has been concluded that brand awareness has a weak positive significant relationship with the consumer's decision to purchase, whereas social media content marketing has a moderate positive significant relationship with the consumer's decision to purchase.	The resemblance lies in the fact that both studies (Ansari et al & this research) use the same three variables: social media marketing, brand awareness, and the customer's purchase decision.	The difference is that this study examines social media marketing as a whole and investigates the role of both brand awareness and brand trust as mediating variables, whereas the previous study focused on social media content and examined the role of brand awareness specifically on the independent variable.

C. Hypothesis Development

Social media marketing refers to the practice of promoting personal websites, products, or services through online social platforms, enabling individuals to engage with and gather feedback from a wide audience (Yong et al., 2018). Customer purchase decision refers to the process consumers undergo when determining a transaction involving goods or services available in the market (Ansari et al., 2019).

Social media marketing could affect customer purchase decisions. Social media marketing presents content that makes the audience feel more engaged, through the content presented it can also build brand recognition so that the audience can more easily remember and recognize products or services, and social media marketing enables consumers to see reviews from fellow users, which can build trust in products or services. The more active a brand is in utilizing social media marketing, the faster consumers get information, consider products, and finally make a decision to buy. Therefore, the higher the intensity of social media marketing, the stronger the influence on consumer purchasing decisions. The assumption of an effect between social media marketing and customer purchase decisions is supported by some previous research results. Study by Kuncoro & Kusumawati (2021), revealed that social media marketing has a significant positive impact on customer purchase decisions. Another finding also states that social media marketing has a positive effect on the customer purchase decision (Christian Sumarto & Sularsih Anggarawati, 2024). Similarly, social media marketing has a significant and positive impact on customer purchase decisions (Mutiara Dini & Abdurrahman, 2023).

Therefore, the hypothesis for this research is as follows:

H1: Social media marketing has a positive effect on customer purchase decision

On the other hand, social media marketing has a positive effect on brand awareness. Brand awareness is associated with the strength of a brand's

presence or trace in memory, which can be measured by a consumer's ability to recognize and identify the brand under various conditions (Pramod, 2017).

As said earlier, social media marketing presents interesting content from brands. In addition, the content presented is consistent and widely spread through social media platforms. With this, it can be said that social media marketing strategies can increase brand awareness because it can make brands easier to recognize and remember by consumers. In addition, interaction strategies through social media, such as collaborations with influencers help strengthen brand exposure and create a deeper impression in the minds of consumers. This means that the more frequently a company engages in social media marketing, the higher the level of brand awareness. Several studies have proven the assumption that social media marketing has a positive effect on brand awareness. The study conducted by Swimbawa & M. Lemy (2023), proves that social media marketing has a strong impact on brand awareness. In another study, it was revealed that there is a positive significant relationship between social media marketing variables and brand awareness variable (Ardiansyah & Sarwoko, 2020). Nugroho & Herdinata (2021), also confirm that social media marketing had a considerable impact on brand awareness.

Therefore, the hypothesis for this research is as follows:

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

Brand trust is the perception of reliability from the consumer's point of view based on experience, or rather on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and satisfaction (Haudi et al., 2022).

Another statement explains that social media marketing has a positive effect on brand trust. Social media marketing influences brand trust by driving transparency, engagement, and credibility through direct interactions with consumers by providing tangible evidence of customer reviews, testimonials, and even reviews from influencers. When brands

consistently share content, respond quickly to customer inquiries, and display real user experiences, they build trust by demonstrating reliability and openness. Consumers can be more likely to trust brands because they are actively engaged. Thus, by ensuring consistency in messaging and delivering on promises, social media marketing strengthens consumers' trust in brands. This statement is supported by some previous research results. The link between brand trust and social media was mostly related (Tatar & Eren Erdoğmuş, 2016). Another research conducted by Haudi et al. (2022), also found that social media marketing had a favorable effect on brand trust. In addition, on the basis of the research findings of Christian Sumarto & Sularsih Anggarawati (2024), it is proven and accepted that social media marketing can have a beneficial effect on brand trust.

Therefore, the hypothesis for this research is as follows:

H3: Social media marketing has a positive effect on brand trust

Moreover, brand awareness has a positive effect on customer purchase decisions. Brand awareness influences customer purchase decisions by increasing familiarity and recognition, making consumers more likely to choose a known brand over an unfamiliar one. When consumers repeatedly see and recall a brand through advertisements, social media, or word-of-mouth, they develop a sense of trust and reliability, which leads to customer purchase decisions. Additionally, strong brand awareness keeps a brand top-of-mind during the decision-making process, influencing consumers' preferences and choices. When faced with multiple options, consumers tend to select brands they recognize and remember, ultimately leading to higher purchase intention and customer purchase decisions. This justification is supported by some previous research results. Ayuningtyas & Sijabat (2022), state that brand awareness strongly positively influences purchase decisions. Research by Prameswari et al. (2022), also concludes that brand awareness significantly affects purchase decisions. Finally, the study of Nasib & Bashira (2019), also describes that the brand awareness variable has a positive and significant effect on purchasing decisions, in part.

Therefore, the hypothesis for this research is as follows:

H4: Brand awareness has a positive effect on customer purchase decision

Furthermore, brand trust has a positive effect on customer purchase decisions. Brand trust influences consumer purchasing decisions by reducing perceived risk and increasing confidence in the brand's reliability, quality, and authenticity. When consumers trust a brand, they feel more confident in their purchase decisions, knowing that the product or service will meet their expectations. In addition, consumers are more likely to choose a brand they trust over competitors, even when alternatives are available because trust creates a sense of security and long-term value. These assumptions are supported by some previous research results. The study conducted by Hanaysha (2022), explains that brand trust has a positive effect on the decision to purchase. Another research also comes to the conclusion that brand trust has a significant impact on the purchase decisions of customers. It means that the more the brand trust rises, the more the purchase decision will also rise (Prameswari et al., 2022). The other research showed that the brand trust has a partial effect on the purchase decision, so it can be concluded that in this study, the variable of brand trust has an effect on the variable of purchase decision (Afisa & Muhajirin, 2024)(Afisa & Muhajirin, 2024).

Therefore, the hypothesis for this research is as follows:

H5: Brand trust has a positive effect on customer purchase decision

Unexpectedly brand awareness also positively affects brand trust. Brand awareness affects brand trust by increasing familiarity and recognition, which help establish credibility and reliability in the minds of consumers. When consumers are frequently exposed to a brand, they become more comfortable and confident in its existence and reputation. Thus, strong brand awareness provides repeated exposure to a brand's values, messages, and customer experiences, reinforcing positive perceptions. The more familiar a brand is, the more likely consumers are to believe in its

authenticity and reliability, ultimately leading to higher levels of trust. Several studies have supported this assumption. The results study by Susanti et al. (2020), shows that there is a significant brand awareness influence on brand trust. Another research also found that the exogenous variables of brand awareness affected brand trust, which means that as customers' exposure to information brands increases, customers' trust in the brand also increases (Mudzakkir & Nurfarida, 2015). It can be also concluded that brand awareness has a significant effect on brand trust, based on the results of the analysis conducted by Rahmatin & Rusdianto (2024).

Therefore, the hypothesis for this research is as follows:

H6: Brand awareness has a positive effect on brand trust

Another hypothesis would come from a statement that brand awareness could be a mediating variable for the relationship between social media marketing and customer purchase decisions. Social media marketing helps shape customer purchase decisions by delivering engaging content, promotions, and active interactions. However, this influence is not always as direct as it could be, as brand awareness plays an important mediating role. When a brand actively engages in social media marketing, its visibility increases, making it more memorable and recognizable. This enhanced brand awareness then strengthens consumer preference for the brand, ultimately leading to a higher likelihood of making a purchase. Moreover, without sufficient brand awareness, the impact of social media marketing efforts may be less effective, as consumers are less likely to consider purchasing from a brand they do not recognize. By increasing familiarity and recall, brand awareness bridges the gap between exposure to social media marketing and the final decision to purchase, reinforcing the importance of this mediating role. Thereby, the more effective social media marketing, it will increase brand awareness along with customer purchase decisions. Several studies have proven that brand awareness can mediate the effect of social media marketing on customer purchase decisions. Sharma et al. (2021), examine that as consumers become more aware of a brand and

its offerings, they typically seek out more information about it online and then assess the benefits of selecting it over those of competitors before making a purchase decision. Other results indicate that brand awareness has a mediating effect on social media marketing relationships on customer purchase decisions (Fajri et al., 2021). The results of data analysis by Bonaldy et al. (2023), show that social media marketing has a significant impact on purchase decisions through brand awareness as mediating variable.

Therefore, the hypothesis for this research is as follows:

H7: Brand awareness mediates the effect of social media marketing on customer purchase decision

Likewise, brand trust also could be a mediating variable for the relationship between social media marketing and customer purchase decisions. When brands actively engage in social media marketing, they encourage transparency, responsiveness, and credibility, which helps build consumer trust. This trust, in turn, assures customers of the brand's reliability and quality, making them more confident in their purchasing decisions. In such a way, by fostering credibility and emotional connection, social media marketing strengthens trust, which in turn facilitates and reinforces consumer purchase decisions. Several research results amplify these assumptions. The result by Vidyanata (2022), indicates that social media marketing activities can indirectly influence consumers' purchase decisions through brand trust. Others also say that brand trust has a positive effect on mediating the relationship between social media marketing and purchase decision (Christian Sumarto & Sularsih Anggarawati, 2024). Lastly, a result that brand trust plays a critical role in the mediation of the relationship between social media marketing attributes and purchase decisions (Hanaysha, 2022).

Therefore, the hypothesis for this research is as follows:

H8: Brand trust mediates the effect of social media marketing on customer purchase decision

In addition, a conceptual framework can be prepared for this research, as presented in the following figure:
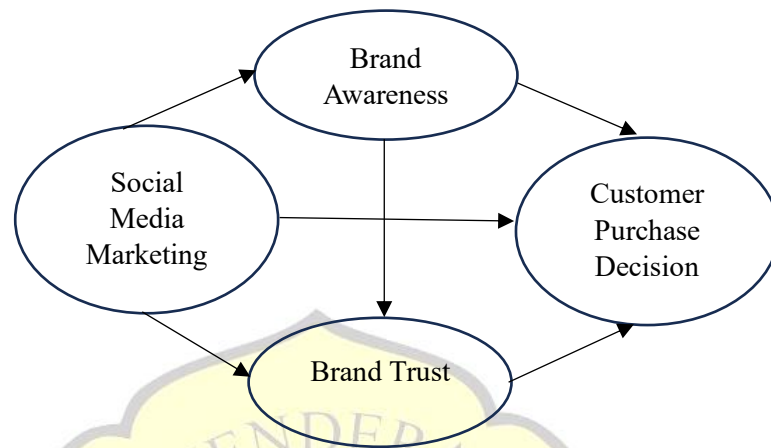
Figure 2.1. Research Conceptual Framework
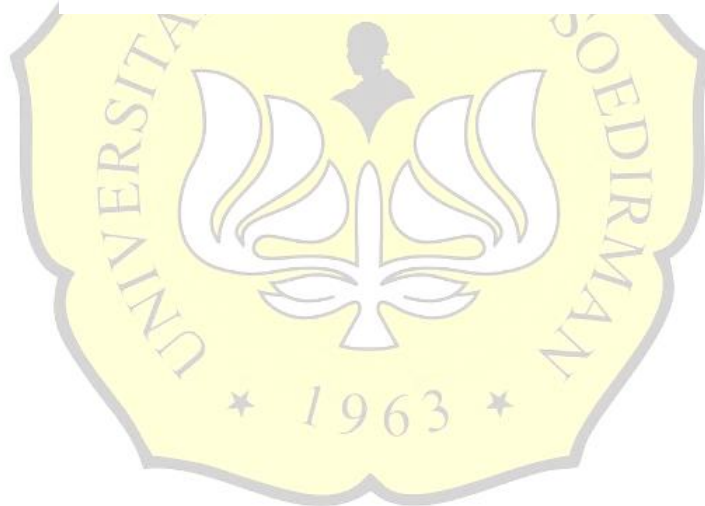
CHAPTER III
RESEARCH METHODS

A. Research Design

1. Type of research

This study employs a quantitative research approach, which means researchers can present data in numerical form, reflecting predefined standards.

2. Research location

This study was carried out in Purwokerto.

3. Research time

This research was performed from December 2024 until June 2025.

4. Research object

The research object for this research is social media marketing, brand awareness, brand trust, and customer purchase decision variables.

5. Research subject

Economic Project's audience who know the @economicproject Instagram account becomes the research subject.

6. Population and sample

The population in this study was all the Economic Project's audiences. In this study, the researcher took several samples to represent the population. According to Sugiyono (2013), a sample is part of a population that has a number of characteristics possessed by the population. In this research, the population in this study is the entire Economic Project's audience who knows the Instagram account @economicproject. This study uses SEM AMOS. The minimum sample size in SEM AMOS is determined by using 5 to 10 parameters.

There are 20 indicators and 6 paths in this study so the parameter size is

$$5n = 5\,(19 + 6)$$

$$5n = 5\,(25)$$

$$5n = 125$$

Based on the calculation above, the minimum sample size in this research is 125.

With an estimated response rate of 80%. So, in this research, 157 questionnaires will be distributed to anticipate unreturned or incomplete questionnaires.

7. **Data source**

The data for this study will be derived from both primary and secondary sources. Primary data will be obtained directly from the Economic Project's audiences through surveys and observations, as well as from interviews with several Economic Project committees. Meanwhile, secondary data will be gathered from journals, books, and online sources. These data sources aim to examine the impact of social media marketing on purchase intention, with brand awareness and brand trust serving as mediating variables.

8. **Data collection technique**

The sampling method used in this study is convenience sampling which is based on the convenience and availability of the sample. Those who know the Economic Project's Instagram social media with sample age criteria of 17 - 40 years old and are willing to fill out a questionnaire that will be distributed online via Instagram, Twitter, and WhatsApp. In addition, from the results of direct interviews with several Economic Project committees.

B. Conceptual and Operational Definition of Variables

Social media marketing refers to the practice of promoting personal websites, products, or services through online social platforms, enabling individuals to engage with and gather feedback from a wide audience (Yong et al., 2018). Customer purchase decision refers to the process consumers undergo when determining a transaction involving goods or services available in the market (Ansari et al., 2019).

Table 3.1. Table of Conceptual Definitions, Operational Definitions, and Indicators of The Variables

Variable	Conceptual Definition of Variable	Operational Definition of Variable	Indicator of Variable	Indicator's Sources
Customer Purchase Decision	Customer purchase decision is a process that consumers go through in transacting with businesses (Tirtaatmaja et al., 2019).	Customer purchase decision is the process by which audiences decide to purchase a ticket for the Economic Project event, reflecting their final choice to commit to the transaction after considering various factors related to the event.	a. Steadiness to buy after knowing product information b. Deciding to buy the most preferred brand c. Purchase based on needs and wants d. Buying based on the recommendations of other people	(Kotler & Armstrong, 2008)
Social Media Marketing	Social media marketing integrates traditional communication methods with internet and other digital technologies for the achievement of marketing objectives (Chaffey & Ellis-Chadwick, 2016).	Social media marketing refers to the strategic use of digital platforms to promote the concert event Economic Project (@economicproject) by sharing content such as text, images, audio, and video while facilitating interactions	a. Content b. Context c. Interaction d. Accessibility e. Credibility	(Astuti & Abdurrahman, 2022; Bonaldy et al., 2023)

		between admin and audiences.		
Brand Awareness	Brand awareness is a consumer's ability to recall a brand or advertisement, either spontaneously or after keyword stimulation (Fajri et al., 2021).	Brand awareness is the process of increasing the visibility and awareness of the Economic Project event through the social media presence of the Economic Project.	a. The popularity of a brand b. The brand being the first choice c. The brand being memorable d. The brand easily comparable e. Brand recall	(Bonaldy et al., 2023; Mudzakkir & Nurfarida, 2015; Tjiptono, 2016)
Brand Trust	Brand trust is the belief that the desired brand is reliable, offers warranties, and the performance of the brand is worthwhile (Khairunnisa et al., 2020).	Brand trust refers to the level of trust that the audience has in the Economic Project event, based on their perception of its credibility, consistency and the quality of the interaction through social media.	a. Brand characteristic b. Company characteristic c. Rely d. Honest e. Safe	(Christian Sumarto & Sularsih Anggarawati, 2024; Deodata & Soamole, 2019)

C. Data Analysis Technique

The analysis technique used in this study is Structural Equation Modeling or SEM using AMOS software. SEM structural equation modeling is a multivariate analysis technique used to describe a set of simultaneous linear relationships between indicator variables and latent variables. Meanwhile, according to Ghozali (2015), SEM is a multiple equation model developed by combining the principles of sociology and psychology. SEM analysis models are classified into two types: covariance-based (CB-SEM) and variance-based (VB-SEM). This study used a data processing tool called AMOS (Analysis of Moment Structure) as a type of SEM. The steps for SEM analysis using AMOS are as follows:

1. **Structural Equation Modeling (SEM) calculation method**

   a. Theory-based model development

     In a research model, it is important to conduct a literature review to establish the relationship between one variable and another. This aims to obtain the theoretical justification or model to be used. This technique is used to test existing theories and new theories that will be developed by researchers. Without having a strong theoretical basis, the use of SEM (Structural Equation Modelling) cannot be done.

   b. Path diagram development

     A path diagram will illustrate the theoretical model, which describes the causal relationship between existing variables. Structural equation modeling (SEM) is used to measure these relationships. The path diagram facilitates estimation and visualization of the tested causal relationship. Arrows in the path diagram describe the relationships between its variables. Arrows that are straight indicate a direct relationship between constructs

   c. Evaluation of Goodness of Fit criteria

     1) Evaluation of SEM assumptions

      a) Normality, the criterion for normality is that a Z-value should be < 2.58, at a significance level of 0.01. The data distribution is assumed abnormal if the Z-value exceeds the critical value

      b) Outliers, outliers are defined as observations or data sets that possess distinctive characteristics, diverging significantly from both individual variables and combined variables. The declaration of the data as an outlier is made by use of a critical value criterion of ±3. An outlier is defined as data with a Z-score greater than or less than 3

2) Fit test and statistical test

   a)   Chi-square test

       The determination of the model's quality, whether good or satisfactory, is made through the execution of a chi-square test. Basically, the smaller the chi-square value, the better the model. And the significance value is greater than the cutoff value, that is $p > 0.05$.

   b) RMSEA

       The RMSEA (Root Mean Square Error of Approximation) indicates the expected goodness-of-fit when the model is estimated in the underlying population. The existence of an RMSEA value of less than or equal to 0.08 serves as an indication of model acceptability, with the value indicating a close fit of the model based on utilization of degrees of freedom.

   c) GFI

       The GFI, also known as the Goodness of Fit Index, is a type of non-statistical measure that can be expressed in a range of values between 0 (poor fit) and 1.0 (perfect fit). A high value means it fits better.

   d) AGFI

       The AGFI (Adjusted Goodness of Fit Index) is deemed acceptable if its value is 0.90 or exceeds that level.

   e) CMIN/DF

       The CMIN/DF is the minimum sample distinction function. It is measured by dividing the chi-square statistic (CMIN) by the degrees of freedom (DF). Generally, the relative chi-square value less than 2.0 indicates an acceptable fit or a better fit between the hypothesized model and the observed data.

f) TLI

The TLI, or Tucker-Lewis Index, is a gradual index that evaluates a model that has been examined against a standard model with a minimum of 0.95, which is nearly 1.0, signifying an excellent fit.

g) CFI

CFI, an acronym for Comparative Fit Index, is a metric that values near 1 indicate an optimal degree of congruence. A CFI of at least 0.94 is recommended.

3) Reliability test

Reliability test where the accepted construct reliability value is ≥ 0.70. While variance extract is acceptable if the value ≥ 0.50. The formula used is:

$$Variance\ Extract = \frac{\Sigma\ Standars\ Loading^2}{\Sigma\ Standar\ Loading^2 + \varepsilon.j}$$

4) Validity test

Researchers carry out a validity test to ensure the ability of the research instrument to measure the variable. This test involves analyzing the loading factor valuation of each research variable indicator to determine if it meets predetermined standards. A standardized loading estimate or loading factor of 0.50 or higher is considered valid.

5) Hypothesis testing

Hypothesis testing determines the relationship between variables in this study. Hypothesis testing is carried out with a 95% significance level. The significance level is 5% ($\alpha = 0.05$). Rejection of the null hypothesis at the 95% confidence level means the possibility of the results of drawing conclusions being 95% true. This indicates a convincing (significant) relationship between the two variables.

So, conclusions can be drawn for the hypothesis criteria:

a. If the CR value ≥ t table or p-value < 0,05, then the hypothesis is accepted

b. If the CR value ≤ t table or p-value ≥ 0,05, then the hypothesis is rejected

6) Mediation test

The independent variable on the dependent variable can be directly proven its an influence. But it can also be indirect, namely through connecting or mediating variables. This mediating variable test is used to determine whether brand awareness and brand trust mediate the effect of social media marketing on purchase intention.

Testing the mediation hypothesis in this study will use the Sobel test. The calculation in the Sobel test according to Coller (2020) is done by measuring how much influence the independent variable (X) has on the dependent variable (Y) through the intervening variable (M).
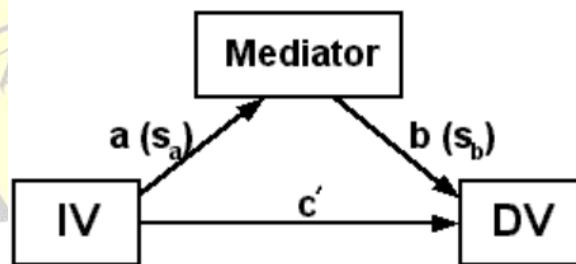
Figure 3.1. Sobel Test Formula

The calculation of the indirect effect of X (independent variable) on Y (dependent variable) through M is done by multiplying the X-M path (a) by the M-Y path (b). C represents the effect of X on Y without controlling for M, while c' represents the effect of X on Y after controlling for M. Additionally, the standard errors of the coefficients a and b are denoted as Sa and Sb. Therefore, it can be concluded that:

a: Independent variable path (X) with mediating variable (M)

b: Mediating variable path (M) with dependent variable (Y)

Sa: standard error of coefficient a

Sb: standard error of coefficient b

Then, starts calculating with the Sobel test calculator. Later on, compared the p-value result with 0,05 (significance level). If the value of p-value < 0,05, it can be concluded that there is a mediating effect between the path.
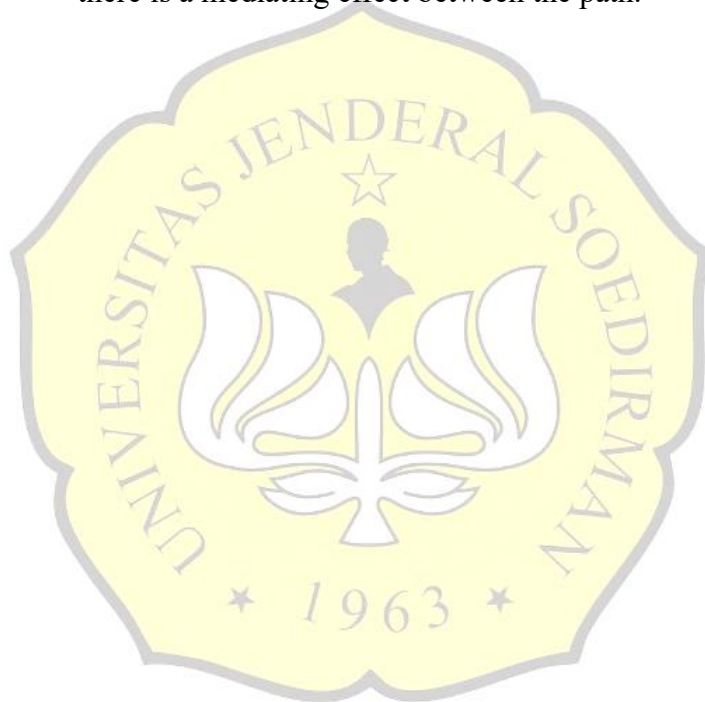
CHAPTER IV

RESULTS AND DISCUSSION

A. Description of Research Data

1. Questionnaire distribution results

In this study, 200 online questionnaires were distributed, and it was distributed through social media platforms. Questionnaires were distributed to people who know the Economic Project Concert Event.

Table 4.1. Table of Questionnaire Distribution Results

Description	Total
Total online questionnaire distribution	200
Total questionnaires distributed	200
Total returns	190
Number of questionnaires not required	10
Return rate (190:200)*100	95%
Number of respondents	190
Total questionnaires processed	**190**

Source: Primary data processed

From the table above, it can be seen that the level of respondents was high because the return rate reached 95%, with a total of 190 respondents. So, 190 questionnaires were declared eligible to be used as research samples and ready to be tested.

2. Respondent characteristics

Online questionnaires were distributed via social media platforms from April 29, 2025, to May 6, 2025. The subject of this research is the Economic Project's audience, which already knows the @economicproject Instagram account. There are several introductory questions to find out the demographic and behavioral characteristics of the respondents who filled out the questionnaire, which will be described at the points below.

a. Respondent's demographic characteristics based on age

Based on the processed questionnaires, the respondents' ratio comparison of the age range is as follows:

Table 1.2. Table of Respondent Characteristics Based on Age

Age	Total Respondents	Percentage (%)
17-26	129	67.89
27-40	61	32.11
Total	**190**	**100**

Source: Primary data processed

From the table above, it can be seen that the number of respondents in this study was dominated by people in the age range of 17-26 years old, with 124 respondents. At that age, it can also be said that they are still actively using Instagram social media, including to view the @economicproject account. So, if it is concluded, the age dominance is appropriate and describes the average audience or people who know the Economic Project concert.

b. Respondent's demographic characteristics based on gender

Based on the questionnaires that have been processed, the ratio of the number of male and female respondents is as follows:

Table 4.3. Table of Respondent Characteristics Based on Gender

Gender	Total Respondents	Percentage (%)
Men	97	51.05
Women	93	48.95
Total	**190**	**100**

Source: Primary data processed

From table 4.3, it can be explained that this study has a fairly even distribution of respondents in terms of gender. Men slightly dominated the comparison as much as 51.05% with a total of 97 respondents, while the total female respondents were 93 people with a percentage of 48.95%. It can be said that the distribution of

questionnaires provides a good representation because it is not biased towards one particular gender.

c. Respondent's behavioral characteristics based on the frequency of daily use of Instagram

Based on the processed questionnaires, each respondent's characteristics based on the frequency of daily use of Instagram are described as follows:

Table 4.4. Table of Respondent Characteristics Based on the Frequency of Daily Use of Instagram

Frequency Hour	Total Respondents	Percentage (%)
<1 hour	5	2.63
1-3 hours	46	24.21
4-6 hours	87	45.79
7-9 hours	42	22.11
>10 hours	10	5.26
Total	**190**	**100**

Source: Primary data processed

Based on the table above, the highest daily Instagram usage frequency of respondents is the use of Instagram for 4-6 hours, which is 87 people. So it can be said that people who actively access Instagram social media could be the main target of the Economic Project concert marketing. This could be because those who have a high frequency of Instagram usage may also have high engagement on this platform. Furthermore, it is also possible that they saw the Economic Project concert information through the @economicproject Instagram account.

d. Respondent's behavioral characteristics based on preferences for following the @economicproject Instagram account

Based on the processed questionnaires, the respondents' ratio based on preferences for follows the @economicproject Instagram account as is follows:

Table 4.5. Table of Respondent Characteristics Based on the
Preferences for Following the Economic Project's Instagram
Account

Respondent's Following Preference	Total Respondents	Percentage (%)
Follow the Instagram	178	94
Do not Follow the Instagram	12	6
Total	**190**	**100**

Source: Primary data processed

From the table above, 178 respondents follow the @economicproject Instagram account. While the other 12 have not followed the Instagram account. But it could be that the 12 respondents who do not follow the Economic Project's Instagram account are still up to date with the Economic Project because the content is floating around on their social media accounts, but they choose not to follow the official Economic Project's Instagram account. Therefore, all the respondents are considered to meet the criteria because they know the Economic Project. In other words, it can be said that there will be no bias in this study because all the respondents are aware of the Economic Project, and most of the respondents are fully aware of the Economic Project's Instagram account because they follow it.

B. Descriptive Analysis of Research Variables

The purpose of this analysis is to determine the respondents' responses to each of the variables studied, namely social media marketing, brand awareness, brand trust, and customer purchase decision. The frequency of intensity of the state of each variable can be known by multiplying the highest score on each variable by the number of question items on each variable, which is then divided into five categories, namely very high, high, medium, low, and very low, with the acquisition of intervals as a table below:

Table 4.6. Interval Category Table

Interval	Category
4,21 ≤ x ≤ 5,00	Very High
3,41 ≤ x ≤ 4,20	High
2,61 ≤ x ≤ 3,40	Medium
1,81 ≤ x ≤ 2,60	Low
1 ≤ x ≤ 1,8	Very Low

Table 4.6, used to categorize variables based on a certain number of respondents. Measurement of this research variable uses descriptive statistics with 190 respondents.

1. **Descriptive analysis of social media marketing variables**

This analysis is carried out by identifying the average value of each valid item/indicator and the average total value of the social media marketing variable.

Table 4.7. Descriptive Analysis of Social Media Marketing Variable

Code	Items (Indicators)	Average
SMM1	The content design on Instagram @economicproject is interesting (Content).	3.75
SMM2	The information conveyed by Instagram @economicproject is in accordance with the needs of the audience as a potential audience for the Economic Project concert (Context).	3.51
SMM3	I often interact with other users when accessing Instagram @economicproject (Interaction).	3.62
SMM4	I can easily access information about the concert through Instagram @economicproject (Accessibility).	3.62
SMM5	I feel @economicproject is transparent in providing information about the concert (Credibility).	3.52
Total Average of Social Media Marketing Variable		**3.60**

Source: Primary data processed

Based on Table 4.7, the social media marketing variable shows an average overall score of 3.60, which is in the high category interval. Furthermore, the highest average value is found on the content indicator (SMM1) with an average of 3.75, which indicates this indicator is the

main factor for measuring the social media marketing variable. While the lowest average value is found on the context indicator (SMM2) with an average of 3.51. The indicator "Content" has the highest average, perhaps the main reason is that people are interested in seeing an Instagram account because of the attractive feed design. So that when they "post" further on the Instagram account, especially @economicproject, they do not feel bored because they see the feeds that have high aesthetic value or high quality design value.

2. **Descriptive analysis of brand awareness variables**

This analysis is carried out by identifying the average value of each valid item/indicator and the average total value of the brand awareness variable.

Table 2.8. Descriptive Analysis of Brand Awareness Variable

Code	Items (Indicators)	Average
BA1	Economic Project concerts are often talked about by people around (The Popularity of a Brand).	3.71
BA2	Economic Project is my first choice if I want to attend a concert (The Brand Being the First Choice).	3.61
BA3	Economic Project comes to mind when the audience thinks of a concert event (The Brand Being Memorable).	3.61
BA4	I can compare events organized by the Economic Project and others (The Brand Easily Comparable).	3.63
BA5	I can recognize Economic Project as a concert organizer without having to see the advertisement first (Brand Recall).	3.68
Total Average of Brand Awareness Variable		**3.65**

Source: Primary data processed

Based on Table 4.8, the brand awareness variable shows an average overall score of 3.65, which is in the high category interval. Specifically, the highest average value is found on the popularity of a brand indicator (BA1) with an average of 3.71, which indicates this indicator is the main factor for measuring the brand awareness variable.

While the lowest average value is found with an average of 3.61 from two indicators, which are the brand being the first choice (BA2) and the brand being memorable (BA3). The popularity of a brand (Economic Project) is the indicator with the highest average value because, for now, it can be said that Economic Project concerts are very favored by local people. With many people talking about Economic Project concerts, there are also many people who feel familiar and have a high relevance to the chatter. Furthermore, they may be involved in the virality of the Economic Project brand or concert.

3. **Descriptive analysis of brand trust variables**

This analysis is carried out by identifying the average value of each valid item/indicator and the average total value of the brand trust variable.

Table 3.9. Descriptive Analysis of Brand Trust Variable

Code	Items (Indicators)	Average
BT1	Economic Project is known as a unique concert organizer (has characteristics) (Brand Characteristic).	3.68
BT2	I feel that the Economic Project's teamwork has high standards in artist selection (Company Characteristic).	3.67
BT3	I am confident that the Economic Project concert meets my expectations (Rely).	3.75
BT4	I believe that Economic Project is honest in conveying information about the concerts held (Honest).	3.66
BT5	I believe that the tickets sold by Economic Project can be trusted (Safe).	3.67
Total Average of Brand Trust Variable		**3.69**

Source: Primary data processed

From the table above, the brand trust variable received an average score of 3.69, which is in the high category. The highest average came from the rely indicator (BT3) with an average score of 3.75. This rely indicator could be the main factor for measuring the brand awareness variable. The lowest average came from the honest indicator (BT4) with

an average score of 3.66. The highest average indicator (Rely) indicates that most people consider Economic Project concerts to have a consistent and professional brand image. It can be seen from the previous Economic Project concerts, which have also been successfully held and have met the expectations of many audiences. So, the audience also believes that the next Economic Project concert or the one they will attend again will meet their expectations.

4. **Descriptive analysis of customer purchase decision**

This analysis is carried out by identifying the average value of each valid item/indicator and the average total value of the customer purchase decision variable.

Table 4.10. Descriptive Analysis of Customer Purchase Decision

Code	Items (Indicators)	Average
PD1	The information provided on Instagram @economicproject makes me steady in making decisions to buy concert tickets (Steadiness to buy after knowing product information).	3.67
PD2	From several concert organizers, I decided to buy tickets from Economic Project (Deciding to buy the most preferred brand).	3.74
PD3	I buy concert tickets that match my preferences (Purchase based on needs and wants).	3.73
PD4	I bought concert tickets recommended by my friends (Buying based on the recommendations of other people).	3.67
Total Average of Customer Purchase Decision Variable		**3.70**

Source: Primary data processed

Based on Table 4.10, the average score of the customer purchase decision variable is 3.70, which is in the high category. The deciding to buy the most preferred brand (PD2) indicator became the main factor in measuring the customer purchase decisions variable because it has a high average score among other indicators. The deciding to buy the most preferred brand (PD2) indicator has an average score of 3.74. While the lowest average score is 3.67, that came from two indicators,

which are steadiness to buy after knowing product information (PD1) and buying based on the recommendations of other people (PD4) indicators. The indicator "From several concert organizers, I decided to buy tickets from Economic Project (Deciding to buy the most preferred brand)" reflects the final purchase decision based on preference for one brand over another. This indicator has a high average value because the audience considers that Economic Project concerts have a stronger appeal than other competitors. In addition, the promotions carried out on @economicproject's social media may be more convincing and attractive than promotions from other organizers, thus creating a decision to buy Economic Project concert tickets and unwilling to take risks with other concerts.

C. Data Analysis
1. Structural Equation Modeling (SEM) calculation method
a. Theory-based model development

In a research model, it is important to conduct a literature review to establish the relationship between one variable and another. This aims to obtain the theoretical justification or model to be used. This technique is used to test existing theories and new theories that will be developed by researchers. Without having a strong theoretical basis, the use of SEM (Structural Equation Modelling) cannot be done. The following is a table of theory-based model development based on the available constructs:

Table 5.11. Theory Based Development Model Table

Variable	Items	Code
Social Media Marketing	1. The content design on Instagram @economicproject is interesting.	SMM1
	2. The information conveyed by Instagram @economicproject is in accordance with the needs of the audience as a potential	SMM2

		audience for the Economic Project concert.	
	3.	I often interact with other users when accessing Instagram @economicproject.	SMM3
	4.	I can easily access information about the concert through Instagram @economicproject.	SMM4
	5.	I feel @economicproject is transparent in providing information about the concert.	SMM5
Brand Awareness	1.	Economic Project concerts are often talked about by people around.	BA1
	2.	Economic Project is my first choice if I want to attend a concert.	BA2
	3.	Economic Project comes to mind when the audience thinks of a concert event.	BA3
	4.	I can compare events organized by the Economic Project and others.	BA4
	5.	I can recognize Economic Project as a concert organizer without having to see the advertisement first.	BA5
Brand Trust	1.	Economic Project is known as a unique concert organizer (has characteristics).	BT1
	2.	I feel that the Economic Project's teamwork has high standards in artist selection.	BT2
	3.	I am confident that the Economic Project concert meets my expectations.	BT3
	4.	I believe that Economic Project is honest in conveying information about the concerts held.	BT4
	5.	I believe that the tickets sold by Economic Project can be trusted.	BT5
Customer Purchase Decision	1.	The information provided on Instagram @economicproject makes me steady in making decisions to buy concert tickets.	PD1

2.	From several concert organizers, I decided to buy tickets from Economic Project.	PD2
3.	I buy concert tickets that match my preferences.	PD3
4.	I bought concert tickets recommended by my friends.	PD4

b. Path diagram development

A path diagram will illustrate the theoretical model, which describes the causal relationship between existing variables. Structural equation modeling (SEM) is used to measure these relationships. The path diagram facilitates estimation and visualization of the tested causal relationship. Arrows in the path diagram describe the relationships between its variables. Arrows that are straight indicate a direct relationship between constructs. The following figure illustrates the analysis of all constructs and initial research items:
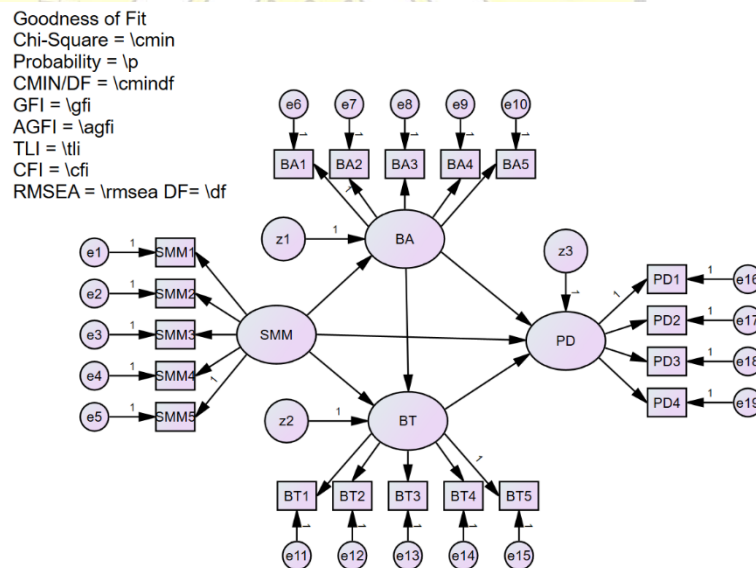
Figure 4.1. Path Diagram

c. Evaluation of Goodness of Fit criteria

1) Evaluation of SEM assumptions

a) Normality, the criterion for normality is that a Z-value should be < 2.58, at a significance level of 0.01. The data distribution is assumed abnormal if the Z-value exceeds the critical value.

Table 6.12. Assessment of Normality Table

Variable	min	max	skew	c.r.	kurtosis	c.r.
PD4	1,000	5,000	-,675	-3,809	-,361	-1,019
PD3	1,000	5,000	-,769	-4,338	-,696	-1,962
PD2	1,000	5,000	-,790	-4,456	-,557	-1,571
PD1	1,000	5,000	-,669	-3,777	-,435	-1,227
BT1	1,000	5,000	-,592	-3,341	-,549	-1,550
BT2	1,000	5,000	-,779	-4,396	-,310	-,874
BT3	1,000	5,000	-,609	-3,438	-,941	-2,653
BT4	1,000	5,000	-,865	-4,881	-,223	-,629
BT5	1,000	5,000	-,730	-4,118	-,375	-1,059
BA5	1,000	5,000	-,827	-4,666	-,274	-,772
BA4	1,000	5,000	-,634	-3,576	-,735	-2,075
BA3	1,000	5,000	-,717	-4,045	-,676	-1,906
BA2	1,000	5,000	-,615	-3,469	-,674	-1,900
BA1	1,000	5,000	-,582	-3,284	-,666	-1,880
SMM1	1,000	5,000	-,664	-3,746	-,650	-1,833
SMM2	1,000	5,000	-,774	-4,368	-,531	-1,499
SMM3	1,000	5,000	-,494	-2,789	-1,151	-3,246
SMM4	1,000	5,000	-,722	-4,076	-,585	-1,651
SMM5	1,000	5,000	-,607	-3,422	-,535	-1,508
Multivariate					22,267	5,447

From the table above, it can be seen that the multivariate normality value is 5.447 > 2.58. So, it can be assumed that the data is does not normally distributed (Haryono, 2016). Haryono (2016), explains that in research, the data collected are not always normally distributed. Similarly, Gujarati (2003), argue that the normality assumption is not essential when dealing with large sample sizes (n ≥ 100). They further note that with a sufficiently

large sample, the sample statistics tend to approximate a normal distribution.

In this research, the sample used was 190. This can be categorized as a large sample. Therefore, the normality test in this research is not the most important and main, referring to existing sources. Thus, results found also prove that it is almost close to the normality distribution.

b) Outliers, outliers which defined as observations or data sets that possess distinctive characteristics, diverging significantly from both individual variables and combined variables. The declaration of the data as an outlier is made by use of a critical value criterion of ±3. An outlier is defined as data with a Z-score greater than or less than 3.

The univariate outlier results can be seen in the attachments 2. The conclusion that can be drawn from these results is that the standardized value (Z-Score) of each indicator is less than 3, which means that the data in this study has univariate outliers.

2) Fit test and statistical test

Goodness of fit tests using Chi Square, RMSEA, GFI, AGFI, CMIN/DF, TLI, and CFI are expected to be in the expected range of values expected. The results can be seen in the following table:

Table 7.13. Goodness of Fit Criteria Table

GoF Index	Cut-Off Value	Research Value	Model Evaluation
Chi Square	Expected Small	295.094	Fit
RMSEA	≤ 0,08	0.073	Fit
GFI	≥ 0,90	0.863	Marginal
AGFI	≥ 0,90	0.822	Marginal
CMIN/DF	≤ 2,00	2.021	Marginal
TLI	≥ 0,95	0.963	Fit

CFI	≥ 0,94	0.968	Fit
Probability	≥ 0,05	0.000	Marginal

a) Chi-square test

The determination of the model's quality, whether good or satisfactory, is made through the execution of a chi-square test. Based on Table 4.13, the chi-squared value of 295.094 at a significance level of 0.05 indicates that the model used is acceptable. The model is considered a marginal fit structural equation model because its significance value is smaller than 0.05.

b) RMSEA

The RMSEA (Root Mean Square Error of Approximation) indicates the expected goodness-of-fit when the model is estimated in the underlying population. Based on Table 4.13, the RMSEA value of 0.073 is smaller than 0.08. So, it can be said that the model is fit according to the degrees of freedom.

c) GFI

The GFI, also known as the Goodness of Fit Index, is a type of non-statistical measure that can be expressed in a range of values between 0 (poor fit) and 1.0 (perfect fit). A high value means it fits better. In this research data, the GFI value is 0.863 as shown in Table 4.13. Therefore, it can be interpreted that the value is in the good range and the model is marginal.

d) AGFI

The AGFI (Adjusted Goodness of Fit Index) is deemed acceptable if its value is 0.90 or exceeds that level. In Table 4.13, it can be seen that the AGFI value is 0.822. Therefore, it can be said that the model is marginal or not fit because the value is not within the expected range or does not exceed 0.90.

e) CMIN/DF

The CMIN/DF is the minimum sample distinction function. It is measured by dividing the chi-square statistic (CMIN) by the degrees of freedom (DF). Generally, the relative chi-square value less than 2.0 indicates an acceptable fit or a better fit between the hypothesized model and the observed data. Based on Table 4.13, it can be seen that the value for CMIN/DF is 2.021. Thus, it can be described that the model is not fit or marginal.

f) TLI

The TLI, or Tucker-Lewis Index, is a gradual index that evaluates a model that has been examined against a standard model with a minimum of 0.95, which is nearly 1.0, signifying an excellent fit. The value for Tucker Lewis Index in this study is 0.963, as shown in Table 4.13, that can be inferred that the model is fit and almost reaches a very good fit model.

g) CFI

CFI, an acronym for Comparative Fit Index, is a metric that values near 1 indicate an optimal degree of congruence. A CFI of at least 0.94 is recommended. In Table 4.13, it can be seen that the CFI value is 0.968. Thus, the model can be summed up as the fit model.

3) Reliability test

Reliability test where the accepted construct reliability value is ≥ 0.70. While variance extract is acceptable if the value ≥ 0.50. The formula used is:

$$Variance\ Extract = \frac{\Sigma\ Standars\ Loading^2}{\Sigma\ Standar\ Loading^2 + \varepsilon.j}$$

The reliability test can be shown in the table below:

Table 8.14. Reliability Test Table

Variable	Indicator	Loading Factor	Construct Reliability	Variance Extract
Social Media Marketing	SMM1	0.878	0.966	0.851
	SMM2	0.857		
	SMM3	0.881		
	SMM4	0.863		
	SMM5	0.861		
Brand Awareness	BA1	0.841	0.962	0.836
	BA2	0.846		
	BA3	0.888		
	BA4	0.835		
	BA5	0.871		
Brand Trust	BT1	0.855	0.966	0.850
	BT2	0.856		
	BT3	0.892		
	BT4	0.876		
	BT5	0.858		
Customer Purchase Decision	PD1	0.84	0.954	0.840
	PD2	0.881		
	PD3	0.886		
	PD4	0.831		

From the table above, we can conclude that all the variables have reached the value for construct reliability (≥ 0.70) and variance extract (≥ 0.50). Overall, the data can be said to be reliable. It has been demonstrated by the results of the reliability testing and variance extraction with latent variables on their forming variables that all variables can be reliably measured.

4) Validity test

Researchers carry out a validity test to ensure the ability of the research instrument to measure the variable. This test involves analyzing the loading factor valuation of each research variable indicator to determine if it meets predetermined standards. A standardized loading estimate or loading factor of 0.50 or higher is considered valid.

Table 9.15. Validity Test Table

Variable	Indicator	Loading Factor	Description
Social Media Marketing	SMM1	0.878	Valid
	SMM2	0.857	Valid
	SMM3	0.881	Valid
	SMM4	0.863	Valid
	SMM5	0.861	Valid
Brand Awareness	BA1	0.841	Valid
	BA2	0.846	Valid
	BA3	0.888	Valid
	BA4	0.835	Valid
	BA5	0.871	Valid
Brand Trust	BT1	0.855	Valid
	BT2	0.856	Valid
	BT3	0.892	Valid
	BT4	0.876	Valid
	BT5	0.858	Valid
Customer Purchase Decision	PD1	0.84	Valid
	PD2	0.881	Valid
	PD3	0.886	Valid
	PD4	0.831	Valid

Assuming, from the table above, it can be seen that all indicators (see attachments 4) for social media marketing, brand awareness, brand trust, and customer purchase decision variable have a loading factor value greater than 0.50. Therefore, all variables' indicators in this study are declared valid.

5) Hypothesis testing

Hypothesis testing determines the relationship between variables in this study. Hypothesis testing is carried out with a 95% significance level. For the hypothesis criteria would be, if the CR value $\geq$ t table or P $\leq$ 0.05, then the hypothesis is accepted. Thus, if the CR value $\leq$ t table or P $\geq$ 0.05, then the hypothesis is rejected. The following table is the result of hypothesis testing (based on regression weight attachments 3):

Table 10.16. Hypothesis Test Table

		Estimate	S.E.	C.R.	P	Description
SMM	→ CPD	.332	.076	4.340	***	H1 Accepted
SMM	→ BA	1.053	.064	16.454	***	H2 Accepted
SMM	→ BT	.300	.104	2.889	,004	H3 Accepted
BA	→ CPD	.385	.149	2.588	,010	H4 Accepted
BT	→ CPD	.294	.137	2.146	,032	H5 Accepted
BA	→ BT	.695	.106	6.566	***	H6 Accepted

Therefore, based on the data from Table 4.16, it can be concluded that:

a) The examination of the effect of Social Media Marketing on Customer Purchase Decision is obtained with a value of C.R. = 4.340 with a P value of 0.000 < 0.05. The significance value (p-value), which is smaller than 0,05, indicates that the social media marketing variable has a positive effect on the customer purchase decision variable. Thus, the statistical test results of the first hypothesis (H1) are accepted.

b) The examination of the effect of Social Media Marketing on Brand Awareness is obtained with a value of C.R. = 16.454 with a P value of 0.000 < 0.05. The significance value (p-value), which is smaller than 0.05, indicates that the social media marketing variable has a positive effect on the brand awareness variable. Thus, the statistical test results of the second hypothesis (H2) are accepted.

c) The examination of the effect of Social Media Marketing on Brand Trust is obtained with a value of C.R. = 2.889 with a P value of 0.004 < 0.05. The significance value (p-value), which is smaller than 0.05, indicates that the social media marketing variable has a positive effect on the brand trust variable. Thus, the statistical test results of the third hypothesis (H3) are accepted.

d) The examination of the effect of Brand Awareness on Customer Purchase Decision is obtained with a value of C.R. = 2.588 with a P value of $0.010 < 0.05$. The significance value (p-value), which is smaller than 0.05, indicates that the brand awareness variable has a positive effect on the customer purchase decision variable. Thus, the statistical test results of the fourth hypothesis (H4) are accepted.

e) The examination of the effect of Brand Trust on Customer Purchase Decision is obtained with a value of C.R. = 2.146 with a P value of $0.032 < 0.05$. The significance value (p-value), which is smaller than 0.05, indicates that the brand trust variable has a positive effect on the customer purchase decision variable. Thus, the statistical test results of the fifth hypothesis (H5) are accepted.

f) The examination of the effect of Brand Awareness on Brand Trust is obtained with a value of C.R. = 6.566 with a P value of $0.000 < 0.05$. The significance value (p-value), which is smaller than 0.05, indicates that the brand awareness variable has a positive effect on the brand trust variable. Thus, the statistical test results of the sixth hypothesis (H6) are accepted.

6) Mediation test

The independent variable on the dependent variable can be directly proven its an influence. But it can also be indirect, namely through connecting or mediating variables. This mediating variable test is used to determine whether brand awareness and brand trust mediate the effect of social media marketing on purchase intention. Testing the mediation hypothesis in this study will use the Sobel test.

Table 11.17. Mediation Test Table

Path	a	b	SEa	SEb	Sobel Test (p-value)
SMM → BA → CPD	1.053	0.385	0.064	0.149	0.01069202
SMM → BT → CPD	0.300	0.294	0.104	0.137	0.08510896

a) The examination of the indirect effect of Social Media Marketing on Customer Purchase Decision through Brand Awareness is obtained with a P value of $0.011 < 0.05$ using the Sobel test. The significance value (p-value), which is smaller than 0.05, indicates that the brand awareness mediates the effect of social media marketing on customer purchase decision. Thus, the statistical test results of the seventh hypothesis (H7) are accepted.

b) The examination of the indirect effect of Social Media Marketing on Customer Purchase Decision through Brand Trust is obtained with a P value of $0.085 > 0.05$ using the Sobel test. The significance value (p-value), which is more than 0.05, indicates that the brand trust does not mediate the effect of social media marketing on customer purchase decision. Thus, the statistical test results of the eighth hypothesis (H8) are rejected.

D. Discussion

1. The effect of social media marketing on customer purchase decision

The results of this study show that social media marketing has a positive effect on customer purchase decisions, and H1 is accepted. According to the answers given by respondents to the statements or item questionnaire in the social media marketing indicator, respondents considered that social media marketing on Instagram

@economicproject has an interesting content design. This can be seen in the descriptive analysis (Table 4.7), which shows that the SMM1 indicator is the main factor for measuring the marketing social media marketing variable. Furthermore, users can also access information easily through social media (SMM4).

The information conveyed by the Instagram @economicproject is also expected to align with the needs of the users as a potential audience for the Economic Project concert (SMM2). So, the audience can get information about the concert according to their needs and desires to watch concerts. Furthermore, from the information provided on Instagram @economicproject and from the matched preferences, the audience tends to decide to buy the concert ticket (PD1 and PD3). In other words, these indicators of social media marketing can increase customer interest and motivation, which ultimately leads to an increase in the decision to purchase Economic Project concert tickets. Thus, it can be concluded that the strategic use of social media marketing elements directly contributes to increasing customer purchase decisions.

The result found in this study is in accordance with the previous research by Christian Sumarto & Sularsih Anggarawati (2024), that proves social media marketing has a positive effect on customer purchase decisions. Another research by Mutiara Dini & Abdurrahman, (2023), also proves that social media marketing significantly and positively impacts customer purchase decisions. Lastly, research by Kuncoro & Kusumawati (2021), also revealed that social media marketing has a significant impact on customer purchase decisions.

2. **The effect of social media marketing on brand awareness**

According to the results calculation, social media marketing exerts a positive effect on brand awareness, which leads to the acceptance of hypothesis H2 that states "social media marketing has a positive effect on brand awareness". The social media marketing

strategies used by Economic Project, such as creating interesting content and providing easy-to-access concert information through Instagram (SMM1 and SMM4), have a strong impact on how people recognize the brand. Attractive content draws people's attention, and when people frequently see the content, they are more likely to remember the Economic Project when they think of a concert event (BA3).

In addition, complete and easy-to-find information on Instagram helps potential audiences understand the event and compare Economic Project's concerts with those from other organizers (BA4). Furthermore, because the content is regularly shown and informative, many people can recognize Economic Project as a concert organizer even without seeing an advertisement first (BA5). This shows that social media marketing strategies not only attract attention but also help build brand image in the public's mind. In other words, interesting content and accessible information play a key role in helping people become familiar with and remember the Economic Project brand as a concert organizer.

The findings of this study align with those of previous research conducted by Nugroho & Herdinata (2021), which demonstrated that social media marketing has an impact on brand awareness. Similarly, Swimbawa & M. Lemy's research (2023) also confirmed the same relationship, which is that social media marketing significantly affects brand awareness. In addition, Ardiansyah & Sarwoko (2020), found comparable results, further supporting the effect of social media marketing on brand awareness.

3. **The effect of social media marketing on brand trust**

The outcome of the analysis shows that social media marketing significantly affects or has a positive effect on brand trust, leading to H3 being accepted. Social media, especially @economicproject in this

study, contributes significantly to building brand trust among its audience. One of the key factors is the interactive nature of the platform (SMM3), where social media is not only used for promotion but also allows users to engage with one another.

This interaction creates a sense of community and openness, which makes the audience feel more connected to the brand. When users are able to share their experiences and opinions freely, it increases the credibility of the brand, as information is not only coming from the organizer but also from other real users. Moreover, the audience perceives that the Instagram account @economicproject provides clear and honest information about the concert (SMM5). This sense of transparency builds confidence among followers, as they feel the brand is being open about important event details such as ticketing, line-ups, and schedules. Transparency in communication directly supports the belief that Economic Project is honest in conveying information about its concerts (BT4). When people feel that the brand communicates honestly, they are more likely to trust it. Furthermore, the audience believes that the tickets sold by Economic Project are trustworthy (BT5). This trust is reinforced by the presence of authentic user comments and feedback on Instagram. The ability to see reviews, reactions, and real-time discussions from other audiences serves as social proof. When users see that others have had positive and genuine experiences, their trust in the brand increases naturally. In conclusion, the use of social media as a space for interaction and a transparent source of information (SMM3 and SMM5) strongly supports the development of brand trust. These strategies help audiences believe in the brand's honesty (BT4) and safety (BT5), which are essential for customers such as how they decide to buy the ticket.

This study's results are consistent with earlier research by Christian Sumarto & Sularsih Anggarawati (2024), which confirmed

the impact of social media marketing on brand trust. A similar conclusion was drawn by Haudi et al. (2022), who also identified a positive relationship between social media marketing to brand trust. Furthermore, findings from Tatar & Eren-Erdoğmuş (2016), echoed these results, emphasizing the role of social media marketing in influencing brand trust.

4. **The effect of brand awareness on customer purchase decision**

The hypothesis H4 is accepted as the findings reveal that brand awareness positively influences consumer purchasing decisions. From the data, we can conclude that brand awareness plays a key role in influencing customers' decisions to purchase tickets to the Economic Project's concert events. When a brand is widely recognized and often discussed, it gains public attention and builds popularity (BA1). A strong level of preference and trust toward the brand, making the brand become the top-of-mind. So, when Economic Project becomes the audience's first choice for attending a concert (BA2) and when Economic Project comes to the audience's mind immediately when they think of a concert (BA3), it shows that the brand has succeeded in creating a memorable image or brand awareness. Consequently, these levels of awareness directly influence the audience's decision-making process. The popularity or familiarity, preference, and strong recall associated with the Economic Project give the audience confidence and assurance in their decision, leading them to choose the Economic Project over other concert options. In other words, among various concert organizers, customers tend to buy tickets from the Economic Project concert event (PD2). Thus, the more aware people are of a brand, the more likely they are to trust it and choose it when making purchasing decisions, especially in a competitive market like concert events.

According to this research, the results are in line with those of Nasib & Bashir (2019), who provided evidence that brand awareness positively and significantly affects customer purchase decisions. Supporting this, Ayuningtyas & Sijabat (2022), also found that brand awareness has a strong influence on customer purchase decisions. Lastly, Prameswari et al. (2022), reached a similar conclusion, reinforcing the existing body of evidence namely brand awareness has a positive and significant effect on purchasing decision.

5. **The effect of brand trust on customer purchase decision**

The data supports that brand trust has a significant effect on customer purchase decisions, confirming the validity of H5. From the data secured, it can be said that brand trust is important when customers are deciding what to buy, especially for things like entertainment. When people trust the company organizing something, it affects what they think and what they do. When the audience is confident that the Economic Project concert will meet their expectations (BT3), it establishes a solid trust. This confidence makes potential buyers feel secure in their decision, knowing the concert will be satisfying. Moreover, trust in the reliability or safety of ticket sales also increases the likelihood that audiences will go through with the transaction (BT5). In an industry where scams or unreliable organizers can be a concern, this sense of trust becomes a major factor in the decision-making process.

As a result, audiences are more likely to buy tickets because the concert aligns with their preferences (PD3). When trust exists, customers feel assured that what is promised will be delivered, making them more confident that the concert will match their interests in terms of genre, atmosphere, or performance quality. Moreover, when the audience believes in the quality and reliability of Economic Project concert events, they are more likely to recommend the concert to other

people. This persuasive statement leads many people to make a purchase. So, it can be said that people or customers probably buy the tickets based on recommendations from friends or people they trust (PD4). In conclusion, brand trust directly supports purchase decisions by increasing assurance and encouraging social recommendations. It shows that when a brand like Economic Project is trusted by its audience, it will not only drive individual ticket sales but also influence others through positive referrals.

The outcomes obtained in this study reflect findings from prior studies, such as that of Afisa & Muhajirin (2024), which proved that brand trust significantly contributes to customers' purchase decisions. Another research also validates this conclusion, which is that brand trust has a significant and positive impact toward customer purchase decisions (Hanaysha, 2022; Prameswari et al., 2022), showing consistency across various studies.

6. **The effect of brand awareness on brand trust**

The hypothesis H6 is accepted as the findings reveal that brand awareness has a positive effect on brand trust. It can be said that unexpectedly, brand awareness and brand trust are closely related. Especially in shaping audience perceptions and confidence. Where customers are familiar enough with the brand to evaluate it against others (BA4) and when the brand has successfully created a lasting impression or has a brand recall (BA5), it more often leads to stronger trust in the brand's quality, uniqueness, and reliability. So, in another hand, the highest level of awareness supports the development of trust through brand characteristics. The Economic Project concert could be recognized as a unique concert organizer with its own identity (BT1). Moreover, the audience's perception or awareness about the high standards of the committee in selecting the artist (BT2) strengthens its reputation for quality, such as professionalism and commitment. In sum,

high brand awareness, achieved through easy comparison and strong recall, supports and enhances brand trust by reinforcing Economic Project's unique identity and professional image. Audiences are more likely to trust and choose Economic Project as their preferred concert organizer when they know the brand well and associate it with consistent, unique, and high-standard experiences.

The result of this study reflects the findings of Mudzakkir & Nurfarida (2015), who discovered that brand awareness impacts the brand trust. Another study carried out by Susanti et al. (2020), also confirmed that brand awareness plays an important role in influencing brand trust. Moreover, Rahmatin & Rusdianto (2024)'s research reached the same conclusion which are brand awareness significantly affects brand trust.

7. **The effect of social media marketing on customer purchase decisions through brand awareness**

As demonstrated in this study, social media marketing, especially through Instagram @economicproject, plays a significant role in influencing customer purchase decisions, with brand awareness acting as a mediating factor. Therefore, the hypothesis H7 is accepted. According to the answers given by respondents, interesting content design (SMM1), relevant information (SMM2), and easy access to information (SMM4) ensure that the content captures the audience's attention, also making it easy for users to quickly find concert details. These marketing strategies contribute to building strong brand awareness.

As a result, Economic Project becomes the first choice for audiences when they want to attend a concert and comes to mind easily when people think of concert events (BA2 and BA3). The audience is also able to compare Economic Project's events with other organizers (BA4), showing a deeper level of awareness and brand consideration.

This heightened awareness leads to stronger purchase decisions. The audience feels more confident in buying tickets after receiving complete and relevant information (PD1). Furthermore, from several options, they are more likely to choose the Economic Project because it is the brand they recognize and prefer (PD2). In short, effective social media marketing boosts brand awareness, which in turn increases audience confidence and influences their final decision to purchase concert tickets from Economic Project.

The findings in this research are in line with the results of Fajri et al. (2021), who concluded that social media marketing positively influences customers' purchase decisions through brand awareness as a mediating variable. Supporting this, Sharma et al. (2021), also found that social media marketing has a positive effect on customer purchase decisions through brand awareness. In the same way, Bonaldy et al. (2023), confirmed a similar influence which is brand awareness plays a role as a mediating variable on the relationship of social media marketing on customer purchase decision in their study.

8. **The effect of social media marketing on customer purchase decisions through brand trust**

Based on the findings in this study, a p-value more than 0,05 (the significance level) confirms that brand trust does not mediate the effect of social media marketing on customer purchase decision. Therefore, H8 was rejected. The rejection of the hypothesis that brand trust mediates the positive relationship between social media marketing and customer purchase decision in this study can be explained through the characteristics of the context that consumer purchasing decisions may be more influenced by other factors such as the urgency of the time or the popularity of the artists involved, rather than the level of trust in the organizer's brand. This suggests that although social media marketing is able to reach and influence audiences, this influence does not

necessarily go through the process of building brand trust because audiences are more focused on the experience or entertainment offered, not on the long-term reputation of the brand. In addition, the temporary nature of products or services such as music concerts tends to encourage impulse purchase decisions that do not require in-depth consideration of brand trust. Consumers in this case may not thoroughly assess the level of credibility or integrity of the event organizer, but rather prioritize emotional factors and social trends shaped by social media campaigns. In other words, it can be said that social media marketing strategies can affect customer purchase decisions, but do not have to use or pass through brand trust variables.

This study reaffirms the conclusions of the earlier study by Siboro et al. (2024) which established social media marketing on customer purchase decision cannot be mediated by brand trust because the P-value are greater than 0.050. Social media marketing did have a direct effect on purchasing decisions, but not through trust, possibly because consumer trust is formed more by other factors, namely service experience (such as e-service) rather than just exposure to promotions or content on social media.

CHAPTER V
CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the analysis conducted in the previous chapter, it can be concluded that:

1. Social media marketing has a positive effect on customer purchase decision
2. Social media marketing has a positive effect on brand awareness
3. Social media marketing has a positive effect on brand trust
4. Brand awareness has a positive effect on customer purchase decision
5. Brand trust has a positive effect on customer purchase decision
6. Brand awareness has a positive effect on brand trust
7. Brand awareness mediates the effect of social media marketing on customer purchase decision
8. Brand trust does not mediate the effect of social media marketing on customer purchase decision

B. Implications

Theoretical and practical implications of the research results can be stated as follows:

1. Theoretical implications

There are several theoretical implications for future researchers, among others:

a. This research confirms the relevance of the Stimulus-Organism-Response (SOR) theory in the context of entertainment events (concerts).

b. This study emphasizes how brand awareness becomes an important and effective factor in conveying the effect of social media marketing toward customer purchase decisions.

2. Practical implications

Moreover, several practical implications can be used for marketers or brands, especially the Economic Project concert event in this study, among others:

a. The Economic Project committee is encouraged to create more persuasive content strategies such as countdowns, early bird ticket alerts, and interactive Instagram Story features. These approaches help push audiences toward faster purchase decisions by leveraging urgency and engagement.

b. To ensure consistent visibility such as the brand appears frequently and memorably in audience timelines, the committee can utilize Instagram ads and setting up highlight reels such as "Line Up" with incorporating recognizable visual elements in each advertisement.

c. The marketers are advised to regularly updates, showcasing testimonials, previous highlight, and behind-the-scenes preparations or the event's background to help strengthen brand reliability and professionalism.

d. Since brand awareness serves as a crucial mediator, marketers are encouraged to implement social media marketing strategies that go beyond mere promotional posts. Instead, they should focus on crafting storytelling content that highlights the journey, core values, and unique identity of the brand, in order to build emotional connections with the audience and increase their intention to purchase.

C. Limitations and suggestion

This research has several limitations that need to be known, including:

1. Some research results have marginal Goodness of Fit or slightly below optimal thresholds, but still on the criteria of not fit. Future researchers are encouraged to refine the model by improving measurement items,

including additional latent variables, or even exploring different model specifications that may increase the model accuracy and enhance the alignment with empirical data.

2. An important limitation in this research is related to the role of one variable, brand trust, which was found not to mediate the effect of social media marketing on customer purchase decisions. Furthermore, future researchers could consider other mediating or moderating variables such as price discount, fear of missing out (FOMO), self-expressive brand value, and many more to provide a more comprehensive overview.

3. Future researchers can also conduct research on other subjects, such as various other industries, in order to see the impact of related variables to test the hypothesis gap in this study.

4. Future researchers can also compare the effectiveness of social media marketing from various social media platforms (such as TikTok, X, and Facebook) to see its effect on purchase decisions.
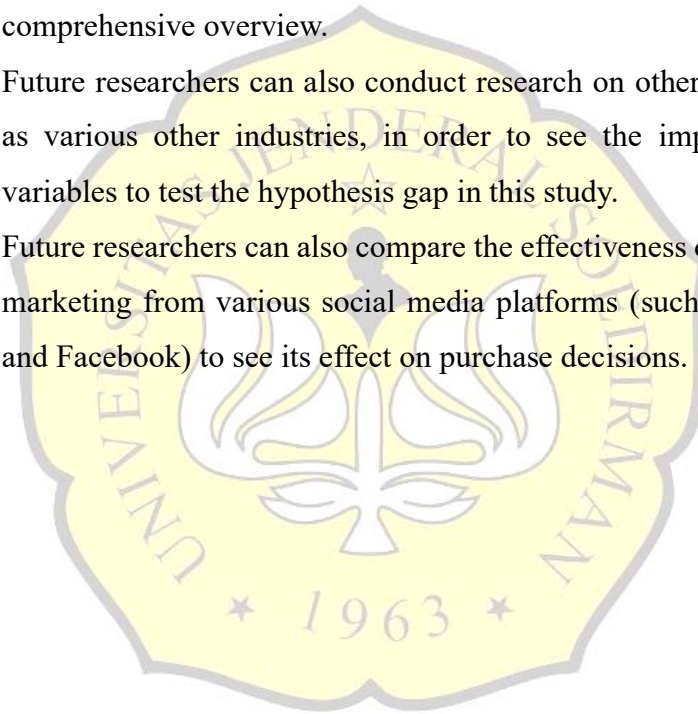
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ATTACHMENTS

Attachments 1. Questionnaire

A. Pengantar

Perkenalkan saya Felix Laurensius Tejo, mahasiswa tingkat akhir Jurusan Manajemen Internasional Universitas Jenderal Soedirman. Saat ini saya sedang melakukan penelitian untuk menyelesaikan Tugas Akhir dengan judul **"Pengaruh Brand Awareness dan Brand Trust Terhadap Hubungan Antara Social Media Marketing dan Customer Purchase Decision"**. Penelitian ini bertujuan mengetahui sejauh mana strategi pemasaran melalui Instagram dapat meningkatkan keputusan pembelian tiket konser melalui kesadaran dan kepercayaan terhadap brand Economic Project.

Melalui pengantar ini, saya mohon kesediaan Anda untuk menjadi responden dengan mengisi kuesioner penelitian ini. Adapun kriteria responden penelitian ini adalah:

e. Pria atau Wanita usia 17-40 tahun
f. Mengikuti atau setidaknya mengetahui Instagram Economic Project yaitu @economicproject

Demikian atas perhatian dan kesediaannya saya ucapkan terima kasih.

B. Data Responden
1. Nama   :
2. Usia   :
   ☐ < 17 tahun
   ☐ 17 – 26 tahun
   ☐ 27 – 40 tahun
   ☐ > 40 tahun
3. Jenis Kelamin   :

  □ Laki-laki

  □ Perempuan

4. Nomor Telepon/HP :

5. Frekuensi Harian Menggunakan Instagram

  □ < 1 jam

  □ 1 – 3 jam

  □ 4 – 6 jam

  □ 7 – 9 jam

  □ > 10 jam

6. Apakah Anda Pernah Melihat Promosi Konser Economic Project di Instagram?

7. Apakah Anda Mengikuti Instagram Economic Project yaitu @economicproject ?

8. Apakah Anda Pernah Membeli Tiket Konser Economic Project?

C. Petunjuk Pengisian Kuesioner

   Bacalah item pertanyaan dengan seksama. Kemudian silakan berikan jawaban yang paling sesuai dengan pendapat Anda terhadap pernyataan berikut. Gunakan skala berikut untuk menjawab setiap pertanyaan:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

D. Item Pertanyaan

Variable	Items	Option				
		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
		Content				

	Desain konten di Instagram @economicproject menarik.					
	Context					
	Informasi yang disampaikan oleh Instagram @economicproject ini sesuai dengan kebutuhan audiens sebagai calon penonton konser Economic Project.					
	Interaction					
Social Media Marketing	Saya sering berinteraksi dengan pengguna lain saat mengakses Instagram @economicproject					
	Accessibility					
	Saya dapat dengan mudah mengakses informasi mengenai konser tersebut melalui Instagram @economicproject					
	Credibility					
	Saya merasa @economicproject transparan dalam memberikan informasi tentang konser tersebut.					
	The Popularity of a Brand					
	Konser Economic Project sering dibicarakan oleh orang-orang di sekitar.					
Brand Awareness	**The Brand Being the First Choice**					
	Economic Project menjadi pilihan pertama saya jika ingin menghadiri konser.					
	The Brand Being Memorable					
	Economic Project muncul dalam pikiran penonton ketika memikirkan					

	sebuah acara konser.					
	The Brand Easily Comparable					
	Saya dapat membandingkan acara yang diselenggarakan oleh Economic Project dan lainnya.					
	Brand Recall					
	Saya dapat mengenali Economic Project sebagai penyelenggara konser tanpa harus melihat iklannya terlebih dahulu.					
	Brand Characteristic					
	Economic Project dikenal sebagai penyelenggara konser yang unik (memiliki ciri khas).					
	Company Characteristic					
	Saya merasakan bahwa kerja tim Economic Project memiliki standar tinggi dalam pemilihan artis.					
	Rely					
Brand Trust	Saya yakin bahwa konser Economic Project sesuai harapan saya.					
	Honest					
	Saya yakin bahwa Economic Project jujur dalam menyampaikan informasi tentang konser yang diadakan.					
	Safe					
	Saya yakin bahwa tiket yang dijual Economic Project dapat dipercaya.					
Customer Purchase Decision	**Steadiness to buy after knowing product information**					
	Informasi yang diberikan di Instagram					

@economicproject membuat saya mantap dalam mengambil keputusan membeli tiket konser.					
Deciding to buy the most preferred brand					
Dari beberapa penyelenggara konser, saya memutuskan membeli tiket dari Economic Project.					
Purchase based on needs and wants					
Saya membeli tiket konser yang sesuai dengan preferensi saya.					
Buying based on the recommendations of other people					
Saya membeli tiket konser yang direkomendasikan oleh teman saya.					

Attachments 2. Outliers Test Table

Observation number	Mahalanobis d-squared	p1	p2
30	38,205	,006	,657
12	35,605	,012	,660
97	35,079	,014	,485
74	34,930	,014	,290
76	33,086	,023	,467
69	33,066	,024	,298
182	32,630	,027	,245
68	32,550	,027	,149
84	32,515	,027	,081
3	32,045	,031	,074
77	31,867	,032	,048

Observation number	Mahalanobis d-squared	p1	p2
85	31,763	,033	,027
174	30,898	,041	,056
62	30,422	,047	,065
9	30,356	,047	,040
61	30,330	,048	,022
54	29,876	,053	,028
67	29,826	,054	,016
57	28,818	,069	,069
100	28,796	,069	,043
170	28,579	,073	,040
81	28,426	,076	,032
96	28,278	,078	,026
163	28,245	,079	,016
93	28,193	,080	,010
64	28,071	,082	,008
66	27,926	,085	,006
60	27,895	,085	,004
95	27,859	,086	,002
52	27,793	,088	,001
72	27,742	,089	,001
70	27,722	,089	,000
178	27,649	,090	,000
189	27,590	,092	,000
98	27,473	,094	,000
56	27,150	,101	,000

Observation number	Mahalanobis d-squared	p1	p2
78	27,050	,103	,000
53	26,946	,106	,000
166	26,886	,107	,000
89	26,778	,110	,000
73	26,639	,113	,000
179	26,504	,117	,000
181	26,450	,118	,000
79	26,166	,126	,000
65	26,057	,129	,000
185	25,816	,135	,000
99	25,552	,143	,000
58	25,227	,153	,000
88	24,920	,163	,001
86	24,862	,165	,000
94	24,724	,170	,000
5	24,561	,175	,001
175	24,018	,195	,004
169	23,883	,201	,004
75	23,870	,201	,003
83	23,839	,202	,002
165	23,522	,215	,004
59	23,422	,219	,004
172	23,315	,224	,004
164	23,225	,228	,004
63	23,142	,231	,003

Observation number	Mahalanobis d-squared	p1	p2
183	22,924	,241	,005
2	22,797	,246	,006
184	22,692	,251	,006
55	22,564	,257	,006
24	22,531	,259	,005
49	22,310	,269	,008
162	21,899	,289	,027
177	21,803	,294	,027
80	21,736	,298	,024
101	21,695	,300	,020
6	21,566	,306	,022
82	21,470	,311	,022
87	21,362	,317	,024
16	21,238	,324	,027
43	21,223	,325	,020
173	21,210	,325	,014
180	21,100	,331	,015
92	20,569	,361	,076
168	20,468	,367	,080
51	20,337	,375	,091
167	20,063	,391	,154
71	19,949	,398	,166
176	19,894	,401	,154
91	19,765	,409	,173
41	19,457	,428	,290

Observation number	Mahalanobis d-squared	p1	p2
90	18,760	,472	,705
42	18,637	,480	,731
1	18,525	,488	,749
7	18,436	,494	,755
44	18,306	,502	,783
47	18,189	,510	,803
186	18,078	,517	,819
22	17,905	,529	,862
40	17,433	,561	,966
190	16,950	,593	,995
114	16,833	,601	,996
32	16,463	,626	,999
29	16,408	,630	,999
28	16,361	,633	,999

Attachments 3. Regression Weights

Regression Weights: (Group number 1 – Default model)

			Estimate	S.E.	C.R.	P	Label
BA	<---	SMM	1,053	,064	16,454	***	par_16
BT	<---	SMM	,300	,104	2,889	,004	par_18
BT	<---	BA	,695	,106	6,566	***	par_20
PD	<---	BA	,385	,149	2,588	,010	par_17
PD	<---	BT	,294	,137	2,146	,032	par_19
PD	<---	SMM	,332	,076	4,340	***	par_21
SMM5	<---	SMM	1,000				
SMM4	<---	SMM	1,107	,066	16,796	***	par_1

			Estimate	S.E.	C.R.	P	Label
SMM3	<---	SMM	1,182	,068	17,484	***	par_2
SMM2	<---	SMM	1,088	,066	16,570	***	par_3
SMM1	<---	SMM	1,043	,060	17,390	***	par_4
BA1	<---	BA	1,000				
BA2	<---	BA	,980	,064	15,393	***	par_5
BA3	<---	BA	1,144	,068	16,751	***	par_6
BA4	<---	BA	1,038	,069	15,046	***	par_7
BA5	<---	BA	1,039	,064	16,200	***	par_8
BT5	<---	BT	1,000				
BT4	<---	BT	1,059	,062	17,066	***	par_9
BT3	<---	BT	1,124	,063	17,762	***	par_10
BT2	<---	BT	1,024	,063	16,368	***	par_11
BT1	<---	BT	1,003	,061	16,329	***	par_12
PD1	<---	PD	1,000				
PD2	<---	PD	1,124	,067	16,660	***	par_13
PD3	<---	PD	1,184	,070	16,851	***	par_14
PD4	<---	PD	,906	,060	15,065	***	par_15

Attachments 4. Standardized Regression Weights

Standardized Regression Weights: (Group number 1 – Default model)

			Estimate
BA	<---	SMM	1,032
BT	<---	SMM	,301
BT	<---	BA	,711
PD	<---	BA	,392
PD	<---	BT	,292

			Estimate
PD	<---	SMM	,331
SMM5	<---	SMM	,861
SMM4	<---	SMM	,863
SMM3	<---	SMM	,881
SMM2	<---	SMM	,857
SMM1	<---	SMM	,878
BA1	<---	BA	,841
BA2	<---	BA	,846
BA3	<---	BA	,888
BA4	<---	BA	,835
BA5	<---	BA	,871
BT5	<---	BT	,858
BT4	<---	BT	,876
BT3	<---	BT	,892
BT2	<---	BT	,856
BT1	<---	BT	,855
PD1	<---	PD	,840
PD2	<---	PD	,881
PD3	<---	PD	,886
PD4	<---	PD	,831

Attachments 5. Correlations Each Variable

→ **Correlations**

[DataSet4]

Correlations

		SMM	BA	BT	PD
SMM	Pearson Correlation	1	.965**	.971**	.965**
	Sig. (2-tailed)		.000	.000	.000
	N	190	190	190	190
BA	Pearson Correlation	.965**	1	.954**	.956**
	Sig. (2-tailed)	.000		.000	.000
	N	190	190	190	190
BT	Pearson Correlation	.971**	.954**	1	.962**
	Sig. (2-tailed)	.000	.000		.000
	N	190	190	190	190
PD	Pearson Correlation	.965**	.956**	.962**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	190	190	190	190

**. Correlation is significant at the 0.01 level (2-tailed).

Attachments 6. Matrices Implied

Implied (for all variables) Covariances (Group number 1 – Default model)

	SMM	BA	BT	PD	PD4	PD3	PD2	PD1	BT1	BT2	BT3	BT4	BT5	BA5	BA4	BA3	BA2	BA1	SMM1	SMM2	SMM3	SMM4	SMM5
SMM	1,006																						
BA	1,060	1,049																					
BT	1,038	1,047	1,02																				
PD	1,047	1,063	1,042	1,11																			
PD4	,9	,9	,9	,9	1,2																		

	SMM	BA	BT	PD	PD4	PD3	PD2	PD1	BT1	BT2	BT3	BT4	BT5	BA5	BA4	BA3	BA2	BA1	SMM1	SMM2	SMM3	SMM4	SMM5

The cell values are printed as vertically-stacked digits (comma used as decimal separator). Reproduced in grid form below:

```
            SMM  BA  BT  PD  PD4 PD3 PD2 PD1 BT1 BT2 BT3 BT4 BT5 BA5 BA4 BA3 BA2 BA1 SMM1 SMM2 SMM3 SMM4 SMM5
             4   6   4   1   0
             8   3   4   6   1
             1   1   1   1   1   1
PD3          ,   ,   ,   ,   ,   8
             2   2   2   1   0   8
             3   5   3   9   8   0
             9   8   3   7   5   5

             1   1   1   1   1   1   1
PD2          ,   ,   ,   ,   ,   3   6
             1   1   1   1   0   4   4
             7   9   7   3   3   4   4
             6   4   0   6   0   6   6

             1   1   1   1   1   1   1   1
PD1          ,   ,   ,   ,   9   ,   ,   ,
             0   0   0   0   1   1   1   4
             4   6   4   1   6   9   3   3
             7   3   2   1       7   6   3

             1   1   1   1   1   1   1   1   1
BT1          ,   ,   ,   ,   9   ,   ,   ,   ,
             0   0   0   0   4   2   1   0   3
             4   5   0   4   6   3   7   4   7
             2   0   5   5       7   4   5   7

             1   1   1   1   1   1   1   1   1   1
BT2          ,   ,   ,   ,   9   ,   ,   ,   ,   4
             0   0   0   0   6   2   1   0   0   3
             6   7   2   6   6   6   9   6   2   3
             3   2   6   6       3   8   6   9   3

             1   1   1   1   1   1   1   1   1   1   1
BT3          ,   ,   ,   ,   0   ,   ,   ,   ,   ,   5
             1   1   1   1   6   3   3   1   1   1   5   8
             6   7   2   7   6   8   1   7   2   5   8
             7   6   6   0   0   6   5   0   9   2   8

             1   1   1   1   1   1   1   1   1   1   1   1
BT4          ,   ,   ,   ,   0   ,   ,   ,   ,   ,   ,   4
             1   1   0   1   0   3   2   1   0   0   1
             0   0   6   0   0   0   4   0   6   8   9   6
             0   9   1   3   0   6   0   3   5   7   2   7

             1   1   1   1   1   1   1   1   1   1   1   1   1
BT5          ,   ,   ,   ,   9   ,   ,   ,   ,   ,   ,   ,   3
             0   0   0   0   4   2   1   0   0   0   1   0
             3   4   0   4   4   3   7   4   0   2   6   6   6
             8   7   2   2       3   0   2   5   6   1   0

             1   1   1   1   1   1   1   1   1   1   1   1   1   1
BA5          ,   ,   ,   ,   0   ,   ,   ,   ,   ,   ,   ,   ,   4
             1   0   0   1   0   3   2   1   0   1   2   1   0
             0   9   8   0   0   0   4   0   9   1   2   5   8   9
             1   0   8   4   0   7   1   4   1   4   2   2   8   2

             1   1   1   1   1   1   1   1   1   1   1   1   1   1   1
BA4          ,   ,   ,   ,   9   ,   ,   ,   ,   ,   ,   ,   ,   ,   6
             1   0   0   1   9   3   2   1   0   1   2   1   0   1
             0   8   8   0   9   0   4   0   9   1   2   5   8   3   2
             0   9   7   3       6   0   3   0   3   1   1   7   1   3

             1   1   1   1   1   1   1   1   1   1   1   1   1   1   1   1
BA3          ,   ,   ,   ,   ,   4   3   2   2   2   3   2   1   2   2   7
             2   2   1   2   1   4   6   1   0   2   4   6   9   4   4   4
             1   0   9   1   0   0   7   6   2   7   6   9   8   7   6   4
             3   1   8   6   2

             1   1   1   1   1   1   1   1   1   1   1   1   1   1   1   1   1
BA2          ,   ,   ,   ,   9   ,   ,   ,   ,   ,   ,   ,   ,   ,   ,   1   4
             0   0   0   0   4   2   1   0   0   0   1   0   0   0   0   6
             3   2   2   4   4   3   7   4   2   5   5   8   2   6   6   7   0
             9   8   6   2       3   1   2   9   1   3   7   6   8   7   7   8

             1   1   1   1       1   1   1   1   1   1   1   1   1   1   1   1   1
BA1          ,   ,   ,   ,   9   ,   ,   ,   ,   ,   ,   ,   ,   ,   ,   ,   2   0   4
             0   0   0   0       2   1   0   0   0   1   1   0   0   0   2   0
```

	SMM	BA	BT	PD	PD4	PD3	PD2	PD1	BT1	BT2	BT3	BT4	BT5	BA5	BA4	BA3	BA2	BA1	SMM1	SMM2	SMM3	SMM4	SMM5
	6	4	4	6	6	5	9	6	5	7	7	0	4	9	8	0	2	8					
	0	9	7	3	3	8	4	3	0	2	6	9	7	0	9	1	8	2					
	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1				
SMM1	,0	,1	,0	,0	9	,2	,2	,0	,0	,1	,2	,1	,0	,1	,1	,2	,0	,1	4				
	5	0	8	9	8	9	2	9	8	0	1	4	8	4	4	6	8	0	2				
	0	6	3	2	9	3	7	2	7	9	7	8	3	9	8	6	4	6	1				
	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
SMM2	,0	,1	,1	,1	,0	3	2	,1	,1	,1	2	,1	,1	,1	,1	3	,1	,1	,1	6			
	9	5	2	3	3	4	7	3	3	5	6	9	2	9	9	2	3	5	4	2			
	5	3	9	8	1	8	9	8	3	6	9	6	9	8	7	0	0	3	2	0			
	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
SMM3	,1	2	2	2	,1	4	3	2	2	2	3	3	2	3	3	4	2	2	2	2	8		
	9	5	2	3	2	6	9	3	3	5	7	0	2	0	0	3	2	5	4	9	1		
	0	3	8	7	1	5	1	7	1	7	9	0	8	2	1	4	8	3	1	4	4		
	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
SMM4	,1	,1	,1	,1	,0	3	3	,1	,1	,1	2	2	,1	2	2	3	,1	,1	,1	2	3	6	
	1	7	5	5	5	7	0	5	5	7	9	1	5	2	1	4	5	7	6	1	1	5	
	4	4	0	9	0	2	2	9	3	7	2	8	0	0	8	3	1	4	3	2	7	7	
	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
SMM5	,0	,0	,0	,0	9	2	,1	,0	,0	,0	,1	,1	,0	,1	,1	2	,0	,0	,0	,0	,0	,1	,3
	0	6	3	4	4	3	7	4	4	6	6	0	3	0	0	1	3	6	5	9	9	1	5
	6	0	8	7	8	9	6	7	2	3	7	0	8	1	0	3	9	0	0	5	0	4	8

Attachments 7. Sobel Test Calculator for the Indirect Effect of Social Media Marketing on Customer Purchase Decision Through Brand Awareness as Mediating Variable

Input:		Test statistic:	Std. Error:	p-value:
a 1.053	Sobel test:	2.55260643	0.15882002	0.01069202
b 0.385	Aroian test:	2.54801758	0.15910604	0.0108337
s_a 0.064	Goodman test:	2.55722016	0.15853348	0.01055124
s_b 0.149	Reset all	Calculate		

Attachments 8. Sobel Test Calculator for the Indirect Effect of Social Media Marketing on Customer Purchase Decision Through Brand Trust as Mediating Variable

Input:		Test statistic:	Std. Error:	p-value:
a 0.300	Sobel test:	1.72178233	0.05122599	0.08510896
b 0.294	Aroian test:	1.65881304	0.05317055	0.09715347
s_a 0.104	Goodman test:	1.792514	0.04920464	0.07305067
s_b 0.137	Reset all	Calculate		

AUTHOR'S BIOGRAPHY

The Author was born in Purwokerto on September 21, 2002 as the second of three children of Tedjo and Sri Apriyani. Currently, the author resides at Jl. Komisaris Bambang Suprapto No. 104, Purwokerto, Central Java. E-mail address: felixlaurencius@gmail.com. The Author completed high school education at SMA Bruderan Purwokerto and graduated in 2021. Then, in 2021, the author was accepted into the International Management Major, Faculty of Economics and Business Universitas Jenderal Soedirman. During the lecture period, the author was an active several committees organized by the campus.