

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