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The Influence of Social Media Marketing on Purchase Decisions with Brand Awareness as Mediation (Study on Truffle Belly Jimbaran)

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Abstract: Social media marketing is a marketing strategy that leverages social media platforms to build relationships with consumers, enhance brand awareness, and drive purchasing decisions. This study aims to analyze the role of brand awareness in mediating the influence of social media marketing on purchasing decisions among consumers of Truffle Belly Jimbaran. The study involved 100 respondents selected using the purposive sampling method. Data were collected through online questionnaires and analyzed using path analysis techniques, the Sobel test, and the VAF test. The results indicate that all hypotheses were supported. Social media marketing has a significant positive impact on purchase decisions; social media marketing has a significant positive impact on brand awareness; brand awareness has a significant positive impact on purchase decisions; and brand awareness is proven to partially mediate the influence of social media marketing on purchase decisions. The theoretical implications of this research support the S-O-R (Stimulus-Organism-Response) theory and previous studies on consumer behavior. The practical implications suggest that Truffle Belly Jimbaran should enhance the quality and consistency of promotional content on social media, strengthen brand awareness among consumers, and optimize digital marketing strategies to maintain stability and increase sales.

Keywords: Social Media Marketing, Brand Awareness, Purchasing Decisions.

INTRODUCTION

The culinary industry in Bali is one of the fastest-growing business sectors and significantly contributes to the local economy. According to data compiled by the Bali Provincial Central Bureau of Statistics, Bali's economy in the fourth quarter of 2023 experienced impressive growth. The economic growth data for Bali can be seen in Figure 1.



	TW IV-2022	TW III-2023	TW IV-2023
Pertanian, Kehutanan, dan Perikanan	-0,41	-0,20	1,05
Administrasi Pemerintahan, Pertahanan dan Jaminan Sosial Wajib	0,54	-0,85	0,79
Penyediaan Akomodasi dan Makan Minum	0,80	0,89	0,51
Lapangan Usaha Lainnya (14 Kategori)	2,18	0,49	1,24
PDRB	3,11	0,34	3,60

Figure 1. Source of GRDP Growth for Several Business Fields in Q4-2022, Q3-2023, and Q4-2023 (Central Bureau of Statistics, 2024)

The sectors contributing to economic growth can be seen in Figure 2, which presents the growth rate and sources of growth from various business fields. Based on the data, one of the main sectors driving this growth is Accommodation and Food & Beverage Services, which grew significantly by 13.87 percent year-on-year.

Lapangan Usaha	Laju Pertumbuhan			Sumber Pertumbuhan		
	Tw IV-2023 Terhadap Tw III- 2023 (*q-to-q*)	Tw IV-2023 Terhadap Tw IV-2022 (*y-on-y*)	Kum Tw IV-2023 Terhadap Tw IV-2022 (*c-to-c*)	Tw IV-2023 Terhadap Tw III- 2023 (*q-to-q*)	Tw IV-2023 Terhadap Tw IV-2022 (*y-on-y*)	Kum Tw IV-2023 Terhadap Tw IV-2022 (*c-to-c*)
(1)	(2)	(3)	(4)	(5)	(6)	(7)
A. Pertanian, Kehutanan dan Perikanan	8,17	5,92	-0,59	1,05	0,80	-0,08
B. Pertambangan dan Penggalian	0,01	-0,88	1,48	0,00	-0,01	0,01
C. Industri Pengolahan	1,99	1,23	2,26	0,12	0,08	0,15
D. Pengadaan Listrik dan Gas	15,94	10,22	13,84	0,03	0,02	0,03
E. Pengadaan Air, Pengelolaan Sampah, Limbah dan Daur Ulang	-5,82	11,21	3,55	-0,01	0,02	0,01
F. Konstruksi	1,00	2,88	0,91	0,11	0,31	0,10
G. Perdagangan Besar dan Eceran, Reparasi Mobil dan Sepeda Motor	4,70	7,51	5,40	0,47	0,74	0,53
H. Transportasi dan Pergudangan	-4,99	12,62	25,29	-0,33	0,72	1,35
I. Penyediaan Akomodasi dan Makan Minum	2,76	13,87	16,16	0,51	2,34	2,62
J. Informasi dan Komunikasi	1,71	3,29	1,73	0,14	0,26	0,15
K. Jasa Keuangan dan Asuransi	0,21	15,66	13,35	0,01	0,68	0,60
L. Real Estat	3,00	-0,93	0,51	0,15	-0,05	0,03
M,N. Jasa Perusahaan	1,13	4,18	6,88	0,01	0,05	0,08
O. Administrasi Pemerintahan, Pertahanan dan Jaminan Sosial Wajib	15,49	0,10	-1,08	0,79	0,01	-0,06
P. Jasa Pendidikan	7,60	-4,52	-0,15	0,41	-0,28	-0,01
Q. Jasa Kesehatan dan Kegiatan Sosial	4,06	2,18	2,23	0,11	0,06	0,06
R,S,T,U. Jasa Lainnya	1,96	5,18	8,01	0,04	0,10	0,15
Produk Domestik Regional Bruto (PDRB)	**3,60**	**5,86**	**5,71**	**3,60**	**5,86**	**5,71**

Figure 2. Growth Rate and GRDP Growth Sources of Bali Province by Business Field Q4-2023 Base Year 2010 (Central Bureau of Statistics, 2024)

This growth rate reflects Bali's appeal as a global tourist destination and the success of the tourism sector in driving economic activity. In this context, the culinary business in Bali has vast opportunities to develop as part of a dynamic tourism ecosystem. However, behind these promising opportunities, competition in Bali's culinary sector is intense. This is indicated by the many culinary businesses spread across the island, both in tourist areas and along main roads, making business players compete to attract attention and gain customers. The intense competition in this sector demands that business players continue to innovate and take advantage of available opportunities. Many business players must compete to capture consumers' attention by understanding their behavior, particularly regarding purchasing decisions.

Table 1. Number of Restaurants and Food Establishments by Regency/City in Bali (Units), 2021-2023

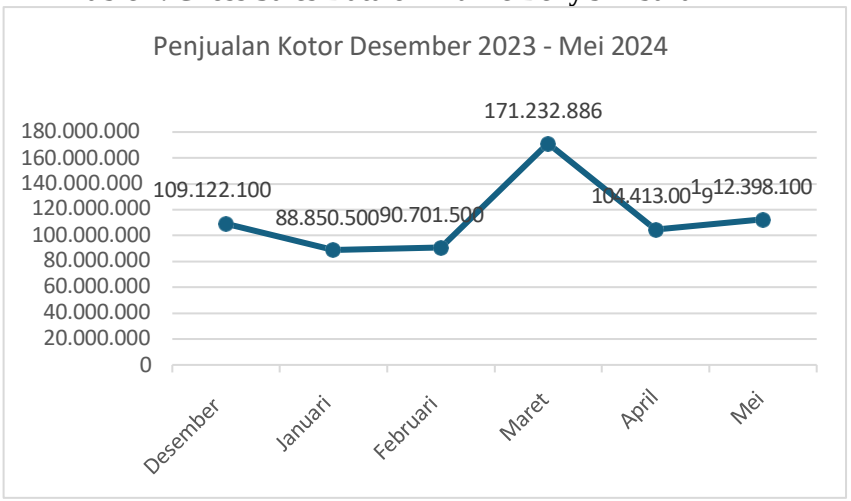
city	Number of Restaurants and Food		
	2021	2022	2023
Kab. Jembrana	158	136	317
Kab. Tabanan	119	92	-
Kab. Badung	728	823	869
Kab. Gianyar	1.053	952	1.223
Kab. Klungkung	375	245	423
Kab. Bangli	14	47	67
Kab. Karangasem	269	146	43
Kab. Buleleng	548	200	535
Kota Denpasar	604	604	952
Provinsi Bali	3.868	3245	4.429

Source: Central Bureau of Statistics, 2024

Consumer purchasing decisions are the core of business success as they reflect consumers' decision-making process in selecting products or services amid numerous alternatives. This challenge becomes even more complex when business players experience sales fluctuations, as seen in the case of Truffle Belly Jimbaran. Truffle Belly Jimbaran is a culinary business focusing on rice bowl dishes with various menu variants. Its market segment comprises millennials and Generation Z, with psychographics indicating consumers who enjoy delicious, simple, easy, and quick meals. Compared to its competitors in Jimbaran, such as Ricebowl & Ayam Kremes Sambal Nusantara, Truffle Belly Jimbaran has a higher rating on the Gojek app, although it also receives many negative reviews.

This indicates an issue with the consistency of consumer purchasing decisions. While Truffle Belly Jimbaran has a higher rating than its competitors, a significant number of negative reviews can influence customer perception and loyalty. The uncertainty in customer experience has the potential to hinder future purchasing decisions, leading to significant sales fluctuations. Based on an analysis of sales data over the past six months, Truffle Belly Jimbaran experienced a drastic increase in March, followed by a sharp decline in April.

Table 2. Gross Sales Data of Truffle Belly Jimbaran



Source: Truffle Belly Jimbaran Archives, 2024

In addition to sales fluctuations, negative customer reviews on platforms such as Google Review, shown in Figure 3, present a significant challenge for Truffle Belly Jimbaran. Some customers provide low ratings regarding service quality, food taste, or serving time, which can influence potential customers' perceptions.

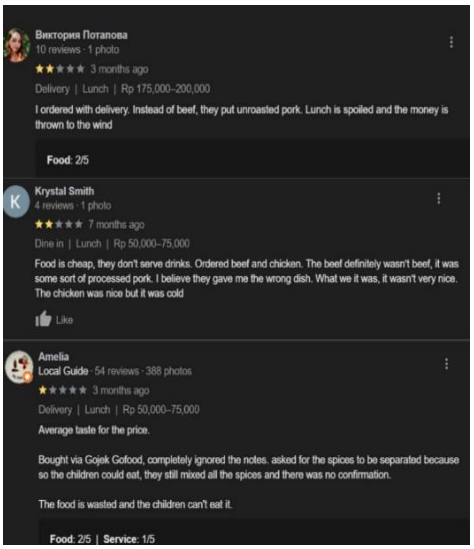


Figure 3. Customer Reviews on Google Review
Source: Google Page, 2024

This phenomenon reflects challenges in maintaining sales stability, which is influenced by marketing strategies, trend changes, or consumer behavior. The sharp increase in March was driven by digital marketing on social media, which successfully created buzz but was not followed by a sustainable marketing strategy. Meanwhile, the sharp decline in the following month highlights the importance of strategies that can maintain customer loyalty and consistently drive purchasing decisions.

Sales fluctuations at Truffle Belly Jimbaran emphasize the importance of understanding consumer decision-making processes. Research on purchasing decisions also helps uncover potential issues, such as unexpected sales fluctuations. This is particularly relevant in the culinary business, which often experiences dynamic sales trends. Additionally, customer reviews on platforms like Google Review often attract public attention and can spread to social media, directly impacting brand awareness. Viral negative reviews on social media can lower consumer perceptions of a brand, significantly influencing purchasing decisions.

This research is relevant to Truffle Belly Jimbaran's need to enhance audience purchasing decisions through effective social media marketing strategies. Although Truffle Belly has outlets in several locations in Bali, this study focuses on Truffle Belly Jimbaran, as it has the highest reviews and sales in Bali. Truffle Belly Jimbaran's issues align with the research topic on purchasing decisions, as reflected in sales data showing a drastic surge in March followed by a sharp decline in the following month. This phenomenon is likely related to the impact of social media marketing, such as viral marketing, which often provides short-term but unsustainable sales boosts.

Truffle Belly Jimbaran's characteristics are similar to many MSMEs in the culinary sector, making this research applicable and beneficial for other MSMEs looking to enhance their social media marketing strategies. This study focuses on social media marketing, particularly Instagram, as it is the second most frequently used platform in Indonesia. Purchasing decisions are defined as an individual's problem-solving activity in selecting the most appropriate behavioral alternative from two or more options before making a purchase decision (Firmansyah, 2018:27). Purchasing decisions are based on brand preferences and

involve several steps before making a purchase. The process begins when consumers desire to meet a specific need (Wardhana, 2024:123).

METHOD

This study employs a quantitative approach with an associative method to analyze the relationship between social media marketing and purchasing decisions through brand awareness. This approach involves collecting data from a specific population or sample using predetermined research instruments, as well as conducting statistical analysis to test the formulated hypotheses. The indicators for each variable in this study are adapted from previous research and modified to suit the research subject. The study is conducted at Truffle Belly Jimbaran in Badung Regency, Bali, due to its high popularity and customer satisfaction, as evidenced by a 4.7-star rating on GoFood and positive reviews on the Horego platform. The decision to select this location is also supported by factors of consistency and service quality, making Truffle Belly Jimbaran a suitable research site compared to its other branches.

The subject of this research is Truffle Belly Jimbaran as an entity implementing social media marketing strategies, while the object of this study is the influence of social media marketing on purchasing decisions mediated by brand awareness. The research population includes all customers who have purchased products from Truffle Belly Jimbaran, although the exact number is unmeasurable as the company does not maintain a customer database. The sample for this study is selected using purposive sampling, with criteria that respondents must be at least 17 years old, reside in Badung Regency, have a social media account, and have made a purchase from Truffle Belly Jimbaran within the last three months. The sample size is determined using the formula by Hair et al. (2018), where the number of indicators is multiplied by 5 to 10, resulting in a total sample of 100 respondents. This sample size is deemed sufficient to obtain representative data.

The data used in this study comprises both quantitative and qualitative data, obtained from primary and secondary sources. Quantitative data includes Truffle Belly Jimbaran's sales figures, social media growth from 2020 to 2024, and responses from the distributed questionnaire. Meanwhile, qualitative data consists of the company's history, social media marketing strategies, and customer reviews. Data collection methods include interviews with the business owner to gather insights into the company's history and marketing strategies, as well as online surveys distributed to customers to collect information related to the research variables. The data collection process is planned to take place over 14 to 30 days to ensure accurate and relevant results for further analysis.

RESULTS AND DISCUSSION

Hypothesis Testing

Testing to explain the interpretation of the influence between each variable is conducted using partial parameter testing (t-test) and simultaneous parameter testing (F-test).

1. t-Test

   The t-test is performed by comparing the t-table value with the calculated t-value for each variable. Based on the t-test conducted, the following results were obtained:

   1) For the social media marketing variable, the calculated t-value is 5.682 > t-table value of 1.984, or a significance value of 0.000 < 0.05. This indicates that social media marketing has a partial influence on consumer purchasing decisions at Truffle Belly Jimbaran.
   2) For the brand awareness variable, the calculated t-value is 7.122 > t-table value of 1.984, or a significance value of 0.000 < 0.05. This means that brand awareness has a partial influence on consumer purchasing decisions at Truffle Belly Jimbaran.

2. F-Test

The significance value of the F-test in the sub-structural equation II regression is 0.000, which is smaller than 0.05. This result indicates that H1 is accepted, meaning that social media marketing and brand awareness simultaneously influence purchasing decisions.

Classical Assumption Test

Normality Test

The normality test aims to determine whether the regression model follows a normal distribution. This test can be conducted using the Kolmogorov-Smirnov statistical method. A regression model is considered normally distributed if the Asymp. Sig coefficient value is greater than 0.05. The normality test results are shown in Table 4.

Table 4. Normality Test Results (One-Sample Kolmogorov-Smirnov Test)

Model	*Asymp.Sig (2-tailed)*
Sub-Structural I	0,200
Sub-Structural II	0,200

(Source: Appendix 9, processed primary data, 2024)

Table 4 indicates that the regression equation model for sub-structural I has an Asymp. Sig (2-tailed) value of 0.200, and the regression equation model for sub-structural II also has an Asymp. Sig (2-tailed) value of 0.200. These values show that both regression equation models are normally distributed as their Asymp. Sig (2-tailed) values are greater than 0.05.

Multicollinearity Test

The multicollinearity test aims to examine whether there is a correlation between independent variables in the regression model. An ideal regression model is one that is free from multicollinearity issues. Multicollinearity symptoms can be identified through tolerance values or the Variance Inflation Factor (VIF). If the tolerance value is greater than 0.10 or the VIF is less than 11, then the model is considered free from multicollinearity. The multicollinearity test results are shown in Table 5.

Table 5. Multicollinearity Test Results

Variable	***Tolerance***	**VIF**
Social Media Marketing	0,498	2,009
Brand Awareness	0,498	2,009

(Source: Appendix 10, processed primary data, 2024)

Table 5 shows that the tolerance and VIF values for the social media marketing and brand awareness variables are 0.498 and 2.009, respectively. These values indicate that the tolerance values for each variable are greater than 0.10 and the VIF values are below 10, confirming that the regression model is free from multicollinearity issues.

Heteroscedasticity Test

The heteroscedasticity test is conducted to assess whether there is a difference in residual variance between one observation and another within the regression model. If the residual variance is consistent or constant, this condition is referred to as homoscedasticity, whereas if the variance differs, it is termed heteroscedasticity.

Table 6. Heteroscedasticity Test Results

Model	*Unstandardized Coefficients*		*Standardized Coefficients*	t	*Sig*
	B	**Std.Error**	**Beta**		
Sub-structural I					
Social Media Marketing	-0,023	0.049	-0,047	-0,462	0,645
Sub-structural II					
Social Media Marketing	0,21	0,048	0,061	0,425	0,671
Brand Awareness	-0,025	0,041	-0,085	-0,592	0,555

(Source: Appendix 11, processed primary data, 2024)

An ideal regression model is one that meets the homoscedasticity condition or does not show any heteroscedasticity symptoms. Table 6 shows that the significance results of the sub-structural I and sub-structural II models have significance values greater than 0.05. These values indicate that both regression models do not exhibit symptoms of heteroscedasticity.

The Influence of Social Media Marketing on Purchase Decisions

Based on the analysis results, the influence of social media marketing on purchase decisions indicates that the social media marketing variable significantly enhances the purchase decisions for Truffle Belly Jimbaran products among social media users, particularly on Instagram. This is evidenced by a Standardized Coefficients Beta value of 0.414 with a significance value of 0.000. This means that the better the social media marketing strategy implemented, the higher the purchase decisions for Truffle Belly Jimbaran. Thus, the first hypothesis is accepted.

The social media marketing strategy employed by Truffle Belly Jimbaran has successfully created a unique appeal for consumers. Informative, engaging, and relevant content—such as attractive visuals, customer testimonials, and consistently posted discount promotions—enables consumers to gain a comprehensive understanding of the product. Additionally, direct interactions through comments or direct messages provide a more personalized experience, thereby increasing consumer trust and interest in making a purchase.

These findings align with previous research, such as that by Mahardhika & Tjahyadi (2022), which states that the more effective the use of social media marketing, the greater its influence on consumer purchase decisions. Other studies by Upadana & Pramudana (2020), Dewi et al. (2021), Oktaviasih (2022), Wikantari (2022), and Prayogo & Yoestini (2022) also demonstrate that elements such as clear information, intensive interaction, and high engagement on social media play a crucial role in driving purchase decisions. Thus, social media marketing serves not only as a promotional tool but also plays a strategic role in shaping consumer perceptions and influencing their purchase decisions. This strategy provides businesses with opportunities to connect more closely with consumers and offer a personalized experience, ultimately contributing to the company's success.

The Influence of Social Media Marketing on Brand Awareness

The analysis results show that social media marketing has a highly significant influence on the brand awareness of Truffle Belly Jimbaran among Instagram users in Badung Regency. This is supported by a Standardized Coefficients Beta value of 0.709 with a significance value of 0.000. This value indicates that the better the social media marketing strategy implemented, the stronger the brand awareness of Truffle Belly Jimbaran. Therefore, the second hypothesis is accepted.

The social media marketing strategies applied by Truffle Belly Jimbaran—such as creating aesthetically pleasing visual content, delivering product information, and actively engaging with audiences through comments, direct messages, and polls—have proven effective in building brand recognition. Furthermore, the use of strategic hashtags and collaborations with relevant influencers have increased brand exposure and made it more memorable to consumers.

These findings are consistent with research by Upadana & Pramudana (2020), which states that the better the social media marketing strategy, the greater its impact on brand awareness. Additional studies by Saputra & Wardana (2023) and Putra & Aristana (2020) also support the idea that elements such as engaging content, consistency in communication, and optimal use of social media features play a vital role in enhancing brand recognition. With a high Beta value of 0.709, it can be concluded that social media marketing makes a substantial contribution to increasing brand awareness. Creative, relevant, and consistent marketing strategies are key factors for Truffle Belly Jimbaran in building a brand that is not only recognized but also remembered by consumers. This success demonstrates that social media is a highly strategic tool for strengthening brand identity in the digital era.

The Influence of Brand Awareness on Purchase Decisions

The analysis results demonstrate that brand awareness significantly influences the purchase decisions for Truffle Belly Jimbaran products among Instagram users in Denpasar City. This is evidenced by a Standardized Coefficients Beta value of 0.519 and a significance value of 0.000. This value indicates that the stronger the brand awareness perceived by consumers, the greater its influence on their decision to purchase Truffle Belly Jimbaran products. Consequently, the third hypothesis in this study is accepted. Consumers with strong brand awareness of Truffle Belly Jimbaran tend to feel more confident in making purchase decisions. This occurs because brand awareness creates a positive perception of product quality and fosters a sense of familiarity that enhances consumer trust. Truffle Belly Jimbaran's strategies for building brand awareness—through consistent content, collaborations with influencers, and active social media interactions—help prospective consumers feel more certain about the brand.

These findings are consistent with the research by Prayogo & Yoestini (2022), which highlights the significant role of brand awareness in influencing purchase decisions. Other studies by Arianty & Andira (2021), Mahardhika & Tjahyadi (2022), and Gunarto et al. (2020) also found that brand awareness aids consumers in recognizing, recalling, and understanding a brand more effectively, thereby facilitating their product choices. Additionally, Abiemanyoe & Depari (2021) assert that a brand strongly embedded in consumers' minds provides a significant competitive advantage, particularly in shaping purchase preferences. With a Beta coefficient of 0.519, this study shows that brand awareness contributes substantially to purchase decisions. Therefore, Truffle Belly Jimbaran can continue to strengthen its strategies to enhance brand awareness through relevant and innovative campaigns. Such efforts will positively impact not only consumer perceptions of the brand but also overall purchase decisions.

The Mediating Role of Brand Awareness in the Influence of Social Media Marketing on Purchase Decisions

Based on the Sobel test calculations, the results indicate that brand awareness plays a positive and significant role in mediating the influence of social media marketing on purchase decisions for Truffle Belly Jimbaran products in Badung Regency. This is supported by a Z coefficient value of 5.717, which exceeds the critical value of 1.96 at a 95 percent confidence level. This means that the better the implementation of social media marketing strategies, the

stronger the consumer brand awareness, which ultimately enhances their purchase decisions. Furthermore, the Variance Accounted For (VAF) calculation yields a value of 46.69 percent, falling into the category of partial mediation. This implies that the direct relationship between social media marketing and both brand awareness and purchase decisions is significant, as is the relationship between brand awareness and purchase decisions. Thus, brand awareness serves as an important partial mediator in the relationship between social media marketing and purchase decisions.

Truffle Belly Jimbaran's creative, informative, and consistent marketing content helps build brand awareness in consumers' minds. Clear product information enables consumers to consider Truffle Belly Jimbaran as a viable option when purchasing food products, thereby increasing purchase decisions. Active social media interactions—such as responding to comments and utilizing polling and Q&A features—further reinforce this influence.

These findings support previous studies by Handono & Midiawati (2021), Prayogo & Yoestini (2022), and Upadana & Pramudana (2020), which state that brand awareness positively and significantly mediates the influence of social media marketing on purchase decisions. These studies also found that brand awareness plays a crucial role in building consumer trust, which ultimately affects their decision to purchase. Thus, this study confirms that brand awareness plays a strategic role in linking the influence of social media marketing with increased purchase decisions. Truffle Belly Jimbaran's efforts to enhance brand awareness through relevant and creative digital campaigns have proven to be an effective step in driving business success.

CONCLUSION

The conclusions drawn from the discussion of the research findings are as follows: Social media marketing has a significant positive influence on purchase decisions, with the more effective strategies implemented by Truffle Belly Jimbaran, such as promotions on Instagram, leading to higher consumer purchase decisions for the offered products; additionally, social media marketing significantly and positively affects brand awareness, as engaging, interactive, and relevant marketing activities on social media have proven to enhance Truffle Belly Jimbaran's brand awareness, making the brand more recognized and memorable to consumers; furthermore, brand awareness also has a significant positive impact on purchase decisions, where a higher level of consumer awareness of the Truffle Belly Jimbaran brand increases the likelihood of purchases, playing a vital role in building consumer trust and preference for the product; lastly, brand awareness significantly and positively mediates the relationship between social media marketing and purchase decisions, with analysis showing it acts as an effective mediating variable that strengthens the influence of social media marketing on purchase decisions, meaning that a well-executed social media marketing strategy can indirectly boost purchase decisions by enhancing brand awareness—collectively, these conclusions highlight the critical roles of social media marketing and brand awareness in influencing consumer purchase decisions, particularly in the local culinary industry, such as with Truffle Belly Jimbaran.

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