The Role of Brand Awareness in Mediating the Effect of Social Media Marketing on Purchase Decisions Among Wety Medan Tuntungan

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Abstract

This study aims to analyze the influence of social media marketing and product innovation on purchasing decisions through brand awareness as an intervening variable among Wety Snack SMEs in Medan Tuntungan. This study employs a quantitative approach using an associative-causal research design. The sample consisted of 190 respondents selected through purposive sampling. Data were collected using a questionnaire with a Likert scale, while data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software. The results indicate that Social Media Marketing has a positive and significant effect on Purchase Decision with a path coefficient of 0.304 and on Brand Awareness with a path coefficient of 0.390. Product Innovation has a positive and significant effect on Purchase Decisions (coefficient: 0.368) and on Brand Awareness (coefficient: 0.509). Brand Awareness also has a positive and significant effect on Purchase Decisions with a coefficient of 0.329. The results of the indirect effect test indicate that Brand Awareness mediates the effect of Social Media Marketing on Purchase Decisions with a coefficient of 0.128 and the effect of Product Innovation on Purchase Decisions with a coefficient of 0.167. The R-squared value indicates that the model explains 43.5% of the variation in Brand Awareness and 56.3% of the variation in Purchase Decisions. This study concludes that Social Media Marketing and Product Innovation play a role in increasing Purchase Decisions, both directly and through the reinforcement of Brand Awareness.

Keywords: *Social Media Marketing, Product Innovation, Brand Awareness, Purchase Decision*

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Introduction

Business competition in the snack food sector requires MSME operators to have the ability to retain customers and attract new consumers. Today's consumers have many product options with diverse characteristics, prices, packaging, and promotional strategies. These conditions necessitate that business operators pay attention to how consumers become aware of a product, obtain information, compare options, and ultimately make a purchase decision. In such a competitive environment, the ability to produce products that meet market needs must go hand in hand with the ability to build marketing communication and strengthen brand identity.

Changes in consumer behavior are also linked to the growing use of social media. Consumers can now more easily access product information through Instagram, TikTok, Facebook, and various other digital platforms. They can view product images, read customer reviews, compare offers, and communicate directly with sellers before making a purchase. These changes have made social media an increasingly vital tool in marketing activities. For SMEs, social media opens up opportunities to introduce products to consumers without having to rely on conventional promotions, which require relatively high costs.

However, a social media presence does not automatically boost sales. Business owners need to manage their marketing activities strategically so that the content they publish can attract attention and build relationships with consumers. A high posting frequency does not necessarily lead to purchase decisions if the content fails to provide clear information, does not meet consumer needs, or fails to build trust in the brand. These challenges highlight the need for SME owners to understand how social media marketing influences consumer behavior.

In marketing studies, these activities are known as Social Media Marketing. Social Media Marketing refers to marketing activities that utilize social media platforms to convey information, introduce products, foster interaction, and create consumer engagement with the brand. Liu, Shin, and Burns (2021) discuss social media marketing activities through the lenses of entertainment, interaction, trend-following tendencies, and information adaptation. These aspects indicate that the quality of social media marketing depends on a business's ability to present engaging content, provide a space for communication, keep up with information trends, and convey messages relevant to consumers. These activities can help SMEs build relationships with customers while expanding the reach of product awareness.

Marketing challenges for SMEs extend beyond the ability to reach consumers. Business owners must also ensure that consumers can recognize and remember the brands they offer. This relates to brand awareness. Aaker (1991) defines brand awareness as a consumer's ability to recognize or recall a brand as part of a specific product category. Keller (1993) also identifies brand awareness as a key component of brand knowledge stored in consumers' memories. Both perspectives indicate that marketing success depends not only on how frequently consumers see promotions but also on the promotions' ability to create lasting brand memories.

The relationship between social media marketing and brand awareness can be seen through consistent exposure to information. When consumers repeatedly encounter a brand's name, product visuals, information, and business communications via social media, they have a greater chance of recognizing and remembering that brand. Engaging content can also help consumers associate a brand's identity with the product categories it offers. Therefore, social media marketing activities have the potential to build brand awareness, especially for small and medium-sized enterprises (SMEs) that need to expand their product recognition amid the multitude of options available in the market.

Brand awareness is closely linked to purchasing decisions because consumers need information and knowledge about a brand before making a choice. When consumers recognize a brand, they are more likely to include it among their purchasing options. This is particularly important in the snack food market, where consumers are often faced with a wide variety of

products with relatively similar functions and categories. Brands that are easily recognizable and memorable have a greater chance of capturing consumers' attention when they are searching for or purchasing snack products. Thus, brand awareness can serve as one of the factors explaining how social media marketing activities relate to purchasing decisions.

The phenomenon of declining customer numbers has become an empirical issue that requires attention at the Wety Medan Tuntungan Snack SME. Based on the business's internal data, the number of customers at Camilan Wety has declined for three consecutive years. In 2023, the business recorded 7,646 customers. That number dropped to 6,754 customers in 2024 and decreased further to 6,034 customers in 2025. These changes in customer numbers are shown in the following table.

Table 1.1. Customer Data for the Camilan Wety SME
Years 2023–2025

Year	Number of Customers	Decrease	Percentage Decrease
2023	7,646		
2024	6,754	892	11.66%
2025	6,034	720	10.66%
Total		1,612	21.08%

Source: Internal data from Camilan Wety SME, 2026.

The data in Table 1.1 reveals a clear issue regarding the trend in the number of Camilan Wety customers. From 2023 to 2025, the number of customers decreased by 1,612 people, or approximately 21.08%, compared to 2023. The largest decline in absolute numbers occurred between 2023 and 2024, amounting to 892 customers. In the subsequent period, the number of customers decreased again by 720. Although the magnitude of the decline varied, this situation indicates that the business has not succeeded in maintaining the same level of customer numbers over the three-year observation period.

This phenomenon warrants attention because the number of customers provides insight into the development of the business's relationship with its consumers. A decline in the number of customers may be related to various factors, such as changes in consumer preferences, competition from similar products, changes in purchasing power, marketing reach, or the business's ability to retain customers. The available data cannot yet determine which factor is the most dominant. However, this decline provides an empirical basis for researchers to examine marketing factors related to consumer purchasing decisions, particularly through social media activity and brand awareness.

In the context of Camilan Wety, social media marketing is a relevant aspect to study because social media can help businesses introduce products, provide information, and maintain communication with consumers. Consumers who receive clear information about a product have the opportunity to understand what the business offers before making a purchase decision. Conversely, if marketing efforts fail to reach consumers effectively, information about the product may not be widely disseminated. This can limit the business's ability to attract new customers and maintain relationships with existing ones.

The next issue relates to Camilan Wety's ability to build brand awareness. In the snack market, consumers do not always choose the first product they come across. They may consider brands that are already well-known, easy to remember, and backed by credible information. If a brand does not yet have a strong position in consumers' minds, it may not be considered when making a purchase. This situation poses a challenge for SMEs, which need to consistently build their brand identity so that consumers can distinguish their products from those of competitors.

Social Media Marketing and Brand Awareness are interrelated in the marketing process. Social media marketing activities can serve as a means to repeatedly introduce a brand's identity through visual content, product information, communication, and customer experiences. Such exposure has the potential to enhance consumers' ability to recognize and recall Wety Snacks. Once brand awareness is established, consumers have a better foundation of knowledge to consider the product when they need a snack. Thus, brand awareness can explain the mechanism linking social media marketing activities to purchasing decisions.

Previous research provides empirical evidence regarding the relationship between social media marketing, brand awareness, and purchasing behavior. Ardiansyah and Sarwoko (2020) examined how social media marketing influences consumer purchasing decisions, with brand awareness serving as a mediating variable. Their study specifically tested the role of brand awareness in explaining the relationship between social media marketing activities and consumer decisions.

A study by Aprilianti, Rastini, and Rahanatha (2023) on Sensatia Botanicals products in Denpasar also found that social media marketing has a positive and significant effect on brand awareness and purchase intention. The study showed that brand awareness mediates the relationship between social media marketing and consumer purchase intention.

A study by Triaksara, Ekawati, and Rastini (2024) on Bron Cafe in Denpasar yielded consistent findings. Social media marketing and brand awareness have a positive relationship with purchase intention, while brand awareness acts as a mediating variable in that relationship.

These findings from previous studies indicate that brand awareness plays a crucial role in explaining the influence of digital marketing on consumer behavior. However, studies on beauty products and cafes involve market characteristics that differ from those of snack-based SMEs. Differences in product characteristics, consumption patterns, competition, and customer behavior can lead to different marketing responses. Therefore, examining the relationship between Social Media Marketing, Brand Awareness, and Purchase Decisions at the Wety Snack SME remains relevant for obtaining empirical evidence in the context of local snack businesses.

The main issue underlying this study lies in the decline in the number of Wety Snacks customers during the 2023–2025 period. This decline raises questions about the business's ability to reach consumers, introduce the brand, and drive purchasing decisions. This study does not automatically assume that weak social media marketing or low brand awareness is the cause of the decline in customers. Both factors need to be empirically tested to determine their relationship and the extent of their influence on purchasing decisions.

This study positions Brand Awareness as a mediating variable because social media marketing activities have the potential to influence purchasing decisions by shaping consumers' knowledge and memories of the brand. With this approach, the study can explain two pathways of influence. The first pathway tests the direct effect of Social Media Marketing on Purchasing Decisions. The second pathway tests the indirect effect via Brand Awareness. Testing both pathways is crucial to determine whether social media marketing activities can drive purchases directly or whether brand awareness must be established first to strengthen their influence on purchasing decisions.

Given the declining number of customers, the growth of digital marketing, and the findings of previous studies, research on the role of Brand Awareness in mediating the influence of Social Media Marketing on Purchase Decisions at the Wety Medan Tuntungan Snack SME is relevant and warranted. This study is expected to provide an empirical contribution to marketing management research, particularly regarding the relationship between social media marketing, brand awareness, and purchasing decisions among SMEs in the snack food sector. Practically, the research findings can help the managers of Camilan Wety evaluate their digital marketing strategies, strengthen brand recognition, and develop marketing approaches that are better aligned with consumer behavior.

Based on this description, the researcher is interested in conducting a study titled "The Role of Brand Awareness in Mediating the Effect of Social Media Marketing on Purchase Decisions at the Camilan Wety SME in Medan Tuntungan".

Literature Review

2.1 Grand Theory: Consumer Behavior Theory

The grand theory used in this study is Consumer Behavior Theory. Consumer behavior theory explains how individuals or groups select, purchase, use, and evaluate products or services to satisfy their needs and desires.

Consumer behavior is not only related to the act of purchasing but also encompasses the processes that occur before a consumer makes a purchase. Consumers first identify their needs, seek and receive information, evaluate various alternatives, form preferences, and then determine which product or brand to purchase.

In this study, Consumer Behavior Theory is used as the grand theory because the primary variable—and the ultimate objective of the research—is the purchase decision. A purchase decision is a form of consumer behavior that occurs after consumers obtain information, recognize a brand, evaluate products, and determine their purchase choice.

The relevance of consumer behavior theory to this study can be seen in the role of social media marketing, product innovation, and brand awareness as factors that can influence the consumer decision-making process.

2.2 Purchase Decision

According to Kotler and Keller (2022), a purchase decision is the process by which a consumer chooses to buy a product or service after considering various factors related to needs, product choices, brand choices, timing of purchase, and purchase quantity. A purchase decision is essentially a stage in consumer behavior where the consumer has evaluated various alternatives and then determined which product or brand to purchase. In the context of the Camilan Wety Medan Tuntungan SME, a purchase decision is the consumer's decision to select and purchase Camilan Wety products after considering the product, brand, timing of purchase, purchase quantity, and method of obtaining the product.

2.3 Purchase Decision Indicators

According to Kotler and Keller (2022), the purchase decision indicators in this study include:

1) Product Choice
   Product choice is the consumer's decision to determine which product best suits their needs and desires.
2) Brand Choice
   Brand choice is the consumer's decision to determine which brand to purchase.
3) Channel/Place of Purchase Choice
   Distributor choice is the consumer's decision regarding the place or channel used to obtain a product.
4) Time of Purchase
   Time of purchase is the consumer's decision regarding when to make a purchase.
5) Purchase Quantity
   Purchase quantity is the consumer's decision regarding the number of products to be purchased.

2.4 Brand Awareness

According to Huang and Sarigöllü (2021), brand awareness is the consumer's ability to recognize and recall a brand associated with a specific product category. Brand awareness indicates the extent to which a brand is present in consumers' memories, enabling them to recognize the brand when faced with relevant product categories. Brand awareness plays a

crucial role in the consumer decision-making process because brands that are familiar and easy to remember are more likely to be considered by consumers when making a purchase. In this study, brand awareness refers to consumers' ability to recognize and recall the Camilan Wety brand as one of the snack product brands.

2.5 Brand Awareness Indicators

According to Huang and Sarigöllü (2021), indicators of brand awareness consist of:

1) Brand Recognition
   Brand recognition is the ability of consumers to recognize a brand when they see its identity or characteristics.
2) Brand Recall
   Brand recall is the ability of consumers to recall a brand when thinking about a specific product category.
3) Top-of-Mind Awareness
   Top of mind refers to a brand's ability to be one of the first brands that comes to mind when consumers think of a specific product category.
4) Brand Knowledge
   Brand knowledge indicates the extent to which consumers are familiar with a brand's characteristics and identity.

2.6 Social Media Marketing

According to Liu, Shin, and Burns (2021), social media marketing is a marketing activity conducted through social media to create experiences, interactions, information sharing, and communication between consumers and brands. Social media marketing can provide companies with opportunities to build closer relationships with consumers while increasing consumer engagement with the brand. Liu et al. (2021) identified five main dimensions of social media marketing: entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM).

In this study, social media marketing refers to the marketing activities conducted by the Camilan Wety SME via social media to convey product information, interact with consumers, follow trends, provide information tailored to consumer needs, and encourage consumer communication regarding Camilan Wety products.

2.7 Social Media Marketing Indicators

According to Liu, Shin, and Burns (2021), social media marketing indicators consist of:

1) Entertainment
   Entertainment refers to the ability of social media content to provide an engaging and enjoyable experience for consumers.
2) Interaction
   Interaction reflects social media's ability to foster communication between consumers and brands.
3) Trendiness
   Trendiness indicates the extent to which content shared via social media keeps up with the latest information and trends.
4) Customization
   Customization reflects social media's ability to provide information tailored to consumers' needs.
5) Electronic Word of Mouth (e-WOM)
   e-WOM refers to the dissemination of information, experiences, opinions, and recommendations regarding products or brands through social media.

2.8 Hypothesis Development

a. The Impact of Social Media Marketing on Purchase Decisions

Social Media Marketing is a marketing activity conducted through social media platforms to convey information, build interactions, foster engagement, and influence consumers regarding a product or brand. Through social media, consumers can access various information about products, such as product types, variants, quality, prices, promotions, consumer experiences, and other details that can serve as considerations before making a purchase.

In the context of the Camilan Wety Medan Tuntungan SME, the use of social media marketing can serve as a means to introduce products to a wider audience of consumers. Engaging content, relevant information, positive interactions with consumers, and recommendations or reviews from other consumers can increase consumer interest in Camilan Wety products. The information consumers obtain through social media can help them evaluate products before making a purchase decision.

The more effective the social media marketing, the greater the likelihood that consumers will obtain the information they need and develop a positive perception of the products offered. These conditions can increase consumer interest and confidence in making a purchase. Thus, effective social media marketing is expected to increase consumers' purchasing decisions regarding Camilan Wety products.

The results of Negara's (2024) study indicate that several dimensions of social media marketing—namely, customization, interaction, and trendiness—have a positive influence on purchasing decisions among SMEs in Indonesia. These findings suggest that the use of social media to provide relevant information, foster interaction, and keep up with trends can encourage consumers to make purchasing decisions. Research by Suryani and Widiati (2023) also indicates that social media marketing influences purchasing decisions.

Based on this discussion, it can be concluded that the more effective the social media marketing conducted by the Wety Snacks SME, the higher the likelihood that consumers will make a purchase. Therefore, the proposed hypothesis is:

H1: Social media marketing has a positive and significant effect on purchasing decisions at the Camilan Wety SME in Medan Tuntungan.

b. The Effect of Social Media Marketing on Brand Awareness

Social media marketing not only serves as a means to convey information and promotions but can also be used to build and enhance consumer awareness of a brand. Marketing activities through social media allow consumers to be repeatedly exposed to a brand through various forms of content, such as product photos, videos, product information, promotions, testimonials, and communication with consumers.

Brand awareness is the ability of consumers to recognize and recall a brand when encountering a specific product category. The more frequently consumers see and receive information about a brand through social media, the greater the likelihood that the brand will be recognized and remembered by consumers.

In the context of the Camilan Wety Medan Tuntungan SME, consistent social media marketing activities can help introduce the name, products, characteristics, and identity of Camilan Wety to consumers. Engaging and easily recognizable content can capture consumer attention, while ongoing interaction and information sharing can reinforce consumers' memory of the brand.

Research findings by Suryani and Widiati (2023) indicate that social media marketing influences brand awareness. These findings suggest that the more effective social media marketing activities are, the higher the level of consumer awareness of a brand. Akbar's (2026) study also demonstrates that social media marketing plays a role in increasing brand awareness in the context of SMEs.

Thus, the more effective the social media marketing conducted by the Camilan Wety SME, the greater consumers' ability to recognize and recall the brand. Based on the above discussion, the proposed hypothesis is:

H2: Social media marketing has a positive and significant effect on brand awareness at the "Camilan Wety" SME in Medan Tuntungan.

c. The Effect of Brand Awareness on Purchase Decisions

Brand awareness is the ability of consumers to recognize and recall a brand within a specific product category. Brand awareness is a key factor in the decision-making process because consumers tend to consider brands they are already familiar with when making a purchase.

Brands that consumers are already familiar with can provide a sense of familiarity and reduce uncertainty in the purchasing process. When consumers need snack products, brands that are easily recognizable and memorable are more likely to be included in their list of options compared to unfamiliar brands.

In the context of the Wety Medan Tuntungan Snack MSME, a high level of brand awareness indicates that consumers are familiar with the name, products, distinctive features, and identity of Wety Snacks. When consumers need snack products, their ability to recall and recognize Wety Snacks increases the likelihood that the brand will be selected and purchased.

Research findings by Suryani and Widiati (2023) show that brand awareness influences purchasing decisions. These findings indicate that the higher consumers' awareness of a brand, the greater the likelihood that consumers will choose that brand during the purchasing process. Research by Arimurti and Raflah (2024) also demonstrates a relationship between brand awareness and purchasing decisions regarding SME products.

Based on this discussion, the higher consumers' brand awareness of Wety Snacks, the greater their tendency to make a purchase decision. Therefore, the proposed hypothesis is:

H3: Brand awareness has a positive and significant effect on purchasing decisions regarding the Wety Snacks MSME in Medan Tuntungan.

d. The Effect of Social Media Marketing on Purchase Decisions Through Brand Awareness

Social media marketing can influence purchasing decisions not only directly but also through the process of building brand awareness. Marketing activities on social media allow consumers to repeatedly receive information and exposure to a brand. This exposure can enhance consumers' ability to recognize and recall the brand.

When social media marketing is engaging, interactive, trend-driven, provides information tailored to consumer needs, and is supported by electronic word-of-mouth, consumers will interact more frequently with information about the brand. These conditions can boost brand awareness for Camilan Wety.

Stronger brand awareness can then influence purchasing decisions. Consumers who have recognized and remembered Camilan Wety will be more likely to consider the brand when they need snack products. Thus, brand awareness can serve as a mechanism that bridges the influence of social media marketing on purchasing decisions.

The results of a study by Suryani and Widiati (2023) show that social media marketing influences purchasing decisions through brand awareness as an intervening variable. These findings indicate that marketing activities via social media can increase consumer awareness of a brand, which ultimately drives purchasing decisions.

This study reinforces the argument that social media functions not only as a direct promotional tool but also as a means to build brand awareness before consumers make purchasing decisions.

Based on this discussion, the more effective the social media marketing conducted by the Wety Snacks MSME, the higher the consumers' brand awareness, which in turn can increase purchasing decisions. Therefore, the proposed hypothesis is:

H4: Social media marketing has a positive and significant effect on purchasing decisions through brand awareness as an intervening variable at the Camilan Wety MSME in Medan Tuntungan.

2.9 Conceptual Framework

Based on the hypothesis formulated above, the researcher developed a conceptual framework. This conceptual framework was designed to illustrate the relationships among the variables under study, thereby clarifying the theoretical and empirical reasoning used to address the research problem.

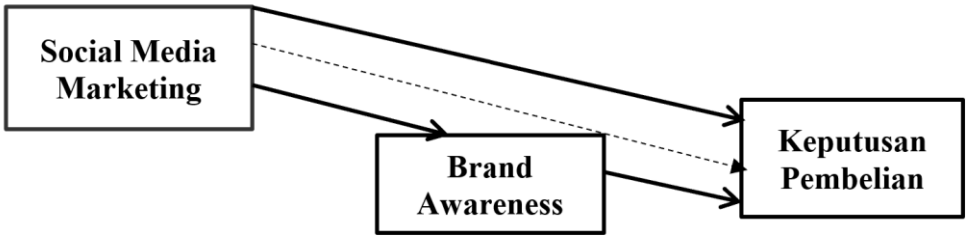


Figure 1. Conceptual Framework

2.10 Research Hypotheses

1. Social media marketing has a positive and significant effect on purchasing decisions at the Wety Medan Tuntungan Snack MSME.
2. Social media marketing has a positive and significant effect on brand awareness at the Wety Medan Tuntungan Snack MSME.
3. Brand awareness has a positive and significant effect on purchase decisions at the Wety Medan Tuntungan Snack MSME.

Social media marketing has a positive and significant effect on purchasing decisions through brand awareness as an intervening variable at the Wety Snack MSME in Medan Tuntungan.

Research Methodology

3.1 Type of Research

This study employs a quantitative approach using an associative-causal research design. The quantitative approach was chosen because this study aims to empirically test the relationships between variables through objective measurements and statistical analysis. According to Sugiyono (2022), quantitative research methods are used to study a specific population or sample with the objective of testing established hypotheses using numerical data.

3.2 Research Location and Time

a. Research Location

The study was conducted at the Wety Medan Tuntungan snack MSME, located in Medan City, at Jalan Bunga Pariama II No. 93 LK V, Ladang Bambu Village, Medan Tuntungan Subdistrict, Medan City.

b. Research Period

This study is planned to be conducted over approximately 3 (three) months, beginning in September 2026 and ending in December 2026. The research phases include proposal development, data collection, data processing and analysis, and the preparation of the research report.

3.3 Research Population and Sample

a. Research Population

The population in this study consists of all consumers who have ever purchased snack products from the Wety Medan Tuntungan MSME. This population was selected because consumers are the ones who directly experience interactions through social media marketing, product innovation, and brand awareness, all of which influence their purchasing decisions regarding Wety Medan Tuntungan's snack products. Therefore, customers of Wety Medan Tuntungan's snack products are considered the most relevant group to provide the information needed for this study. The total population consists of 6,034 customers.

b. Research Sample

The determination of the sample size in this study is based on the findings of Hair et al. (2022), who state that the sample size for Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis can be determined using an approach of 5–10 times the number of research indicators.

This study uses 14 indicators consisting of the variables social media marketing, brand awareness, and purchase decision. Based on the maximum sample size calculation, the sample size was determined as follows:

$10 \times 14 = 140$

Based on these calculations, the sample size for this study is 140 respondents.

The sampling technique used in this study is purposive sampling, a non-probability sampling method in which respondents are selected based on specific criteria set by the researcher in accordance with the study's objectives. This technique was chosen to identify respondents who have firsthand experience purchasing Wety Snacks products and possess knowledge or experience related to the product's marketing activities via social media.

The criteria for respondents in this study are as follows:

1. At least 17 years of age.
2. Be familiar with or know about Camilan Wety products.
3. Have purchased Camilan Wety products at least once.
4. Have purchased Camilan Wety products within the 12 months prior to completing the questionnaire.
5. Have seen, followed, or interacted with Camilan Wety marketing content via social media, such as Instagram, TikTok, Facebook, or other social media platforms.

These criteria were established to ensure that respondents have experience as consumers and have been exposed to Camilan Wety's marketing activities via social media. Thus, respondents are expected to provide relevant assessments of the variables Social Media Marketing, product innovation, Brand Awareness, and purchase decisions, so that the data obtained aligns with the research objectives and can be used to test the relationships between variables in the research model.

3.4 Data Collection Techniques

a. Data Sources

a) Primary Data

Primary data is data obtained directly from respondents through the distribution of questionnaires to customers of Wety Snacks, a small and medium-sized enterprise (SME). This data is used to measure respondents' perceptions of the variables social media marketing, product innovation, brand awareness, and purchase decisions.

b) Secondary Data

Secondary data is data obtained indirectly, such as from organizational documents, internal company reports, books, scientific journals, and literature relevant to the study. This data is used to support the theoretical framework and strengthen the research analysis.

b. Data Collection Methods

The data collection methods used in this study are as follows:

a) Questionnaire

A questionnaire is the primary technique for data collection, conducted by providing respondents with a set of written questions to answer. According to Sugiyono (2022), a questionnaire is an efficient data collection technique when the researcher knows the variables to be measured.

b) Documentary Study

A documentary study involves collecting data from relevant documents, such as organizational profiles, organizational structures, and other supporting data related to the research.

c. Measurement Scale (Likert Scale)

Variables in this study were measured using the Likert scale, which is used to measure respondents' attitudes, perceptions, and opinions regarding a research subject. According to Likert, the Likert scale is used to measure the degree to which respondents agree with the statements provided. The scale used in this study is a 5-point scale, namely:

d. Questionnaire Distribution Method

The questionnaires in this study will be distributed in person and via the digital platform Google Forms to respondents who meet the study criteria. Distribution will be conducted in accordance with research ethics, such as maintaining the confidentiality of respondents' identities and ensuring that the data collected is used solely for research purposes.

e. Data Analysis Method

Data analysis in this study was conducted quantitatively using SmartPLS software (Partial Least Squares – Structural Equation Modeling/PLS-SEM). The choice of PLS-SEM was based on the consideration that this research model involves the mediating variable of User Satisfaction and has a relatively large number of indicators; therefore, PLS is more suitable for simultaneously testing causal relationships among variables (Hair et al., 2022).

Systematically, the data analysis steps include:

1. **Research Instrument Validation**

   Validity Test: Conducted using outer loading (>0.7), Average Variance Extracted (AVE) (>0.5), and cross-loading to ensure that the indicators adequately represent the constructs being measured.

   Reliability Test: Uses Composite Reliability (CR) (>0.7) and Cronbach's Alpha (>0.7) to ensure the internal consistency of the instrument.

2. **Measurement Model Test (Outer Model)**

   This test aims to assess convergent validity, discriminant validity, and construct reliability. This is important to ensure that every dimension and indicator within the variables of Social Media Marketing, Product Innovation, Brand Awareness, and Purchase Decisions is truly suitable for use in the research model.

3. **Structural Model Test (Inner Model)**

   The structural model was tested using the R-Square (R^2) value, which indicates the amount of variation in the dependent variable that can be explained by the independent variables. Additionally, the Q-Square (Q^2) and Goodness of Fit (GoF) values were used to assess the model's predictive power.

4. **Hypothesis Testing**

   Hypothesis testing was conducted using the bootstrapping method in SmartPLS. The testing criteria were based on a t-statistic value > 1.96 and a p-value < 0.05, indicating a significant relationship between variables. In this context, seven hypotheses were tested, involving both direct and indirect effects through the mediating role of perceived value.

5. **Mediation Test**

   The mediating effect was tested using the bootstrapping indirect effect technique to assess whether brand awareness significantly mediates the relationship between social media marketing, product innovation, and purchase decisions. If the direct path is significant but

the indirect path is also significant, then the mediation is partial; whereas if the direct path is not significant but the indirect path is significant, then the mediation is full (Hair et al., 2022).

Using this approach, the research results are expected to provide a comprehensive empirical picture of the influence of social media marketing and product innovation on purchasing decisions through brand awareness as an intervening variable at the Wety Medan Tuntungan Snack SME.

Results

4.1 Respondent Characteristics

The number of respondents in this study was 190. Respondent characteristics included gender, age, occupation, highest level of education, monthly income or allowance, purchasing experience, purchase frequency, time of the last purchase, and information sources used.

Table 4.1. Distribution of Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	35	25.0
	Female	105	75.0
	Total	140	100.0
Age	17–25 years	50	35.7
	26–35 years	23	16.4
	36–45 years	39	27.9
	>45 years	28	20.0
	Total	140	100.0
Employment	Students/College Students	43	30.7
	Civil Servants/Military/Police	34	24.3
	Housewives	22	15.7
	Private-Sector Employee	16	11.4
	Self-Employed	13	9.3
	Other	12	8.6
	Total	140	100.0
Highest Level of Education	Junior High School or Equivalent	9	6.4
	High School or Equivalent	65	46.4
	Associate's Degree (D3)	15	10.7
	Bachelor's Degree (S1)	47	33.6
	Graduate (Master's/Ph.D.)	4	2.9
	Total	140	100.0
Monthly Income/Allowance	< Rp1,000,000	46	32.9
	Rp1,000,000–Rp3,000,000	29	20.7
	Rp3,000,001–Rp5,000,000	42	30.0
Purchase Frequency			

Characteristics	Category	Frequency	Percentage (%)
	> Rp5,000,000	23	16.4
	Total	140	100.0
	1 time	19	13.6
	2–3 times	36	25.7
	4–5 times	19	13.6
	More than 5 times	66	47.1
Last Purchase Date	Total	140	100.0
	Last 1–3 months	104	74.3
	Last 4–6 months	26	18.6
	Last 7–12 months	10	7.1
	Total	140	100.0
Information Media	WhatsApp	26	18.6
	Instagram	23	16.4
	TikTok	23	16.4
	Marketplace	9	6.4
Characteristics Gender	Recommendations from friends/family	38	27.1
	Other	21	15.0
	Total	140	100.0
	Category	Frequency	Percentage (%)
	Male	35	25.0
	Female	105	75.0
	Total	140	100.0

Source: Processed primary data, 2026.

Based on Table 4.1, the characteristics of the study respondents can be described as follows.

By gender, female respondents predominated, numbering 105 (75%), while male respondents numbered 35 (25%). This indicates that the majority of respondents who purchased Wety Snacks in this study were women.

By age, the largest group of respondents was in the 17–25 age group, totaling 50 people (35.7%). Next, the 36–45 age group comprised 39 people (27.9%), those over 45 years old numbered 28 (20%), and the 26–35 age group consisted of 23 people (16.4%). These results indicate that consumers of Camilan Wety in this study are predominantly from the younger age groups, particularly those aged 17–25.

Based on occupation, the respondents were predominantly students, totaling 43 people (30.7%). Next were civil servants, military personnel, and police officers, totaling 34 people (24.3%); homemakers, totaling 22 people (15.7%); private-sector employees, totaling 16 people (11.4%); self-employed individuals, totaling 13 people (9.3%); and those in other occupations, totaling 12 people (8.6%). This indicates that Wety Snacks are popular among consumers from a wide range of occupational backgrounds.

Based on highest level of education, the majority of respondents—65 people (46.4%)—had a high school diploma or equivalent. Next were bachelor's degree (S1) graduates, totaling

47 people (33.6%); associate degree (D3) graduates, totaling 15 people (10.7%); junior high school (SMP) or equivalent graduates, totaling 9 people (6.4%); and graduate degree (S2/S3) holders, totaling 4 people (2.9%). Thus, the study's respondents were predominantly consumers with a high school or equivalent education level.

Based on monthly income or allowance, the largest group of respondents was in the less than Rp1,000,000 category, comprising 46 people (32.9%). Next, the group with an income of Rp3,000,001–Rp5,000,000 comprised 42 people (30%), the group with an income of Rp1,000,000–Rp3,000,000 comprised 29 people (20.7%), and the group with an income above Rp5,000,000 consisted of 23 people (16.4%). These results indicate that the majority of respondents have an income or monthly allowance of less than Rp1,000,000.

Based on purchase frequency, 66 respondents (47.1%) have purchased Wety Snacks more than five times. A total of 36 respondents (25.7%) made purchases 2–3 times, while 19 respondents (13.6%) each made purchases once and 4–5 times. This indicates that the majority of respondents have made repeat purchases of Camilan Wety products.

Based on the time of their most recent purchase, 104 respondents (74.3%) made a purchase within the last 1–3 months. A total of 26 respondents (18.6%) made a purchase within the last 4–6 months, while 10 respondents (7.1%) made a purchase within the last 7–12 months. These results indicate that the majority of respondents are relatively new consumers of Camilan Wety products.

Based on information sources, recommendations from friends or family were the most common source of information, cited by 38 respondents (27.1%). Next were WhatsApp with 26 respondents (18.6%), Instagram and TikTok with 23 respondents each (16.4%), other media with 21 respondents (15%), and online marketplaces with 9 respondents (6.4%). These results indicate that recommendations from friends or family remain the primary source of information for Camilan Wety consumers. Meanwhile, WhatsApp was the digital platform most frequently used by respondents to obtain product information.

4.2 Outer Model Analysis

Validity Test

Table 4.2. Outer Loadings

	Brand Awareness	Purchase Decision	Social Media Marketing
X1.1			0.807
X1.2			0.809
X1.3			0.877
X1.4			0.824
X1.5			0.801
Y.1		0.771	
Y.2		0.860	
Y.3		0.753	
Y.4		0.863	
Y.5		0.821	
Z.1	0.802		
Z.2	0.762		
Z.3	0.866		
Z.4	0.847		

Source: Smart PLS Output, 2026

Based on the values in Table 4.2 above, the results of the outer model test using factor loadings/outer loadings show that all indicators for each variable have loadings ≥ 0.70. This

indicates that each indicator is measured validly and reliably. Therefore, it can be concluded that all items in the questionnaire meet the validity criteria, as shown in the following figure.

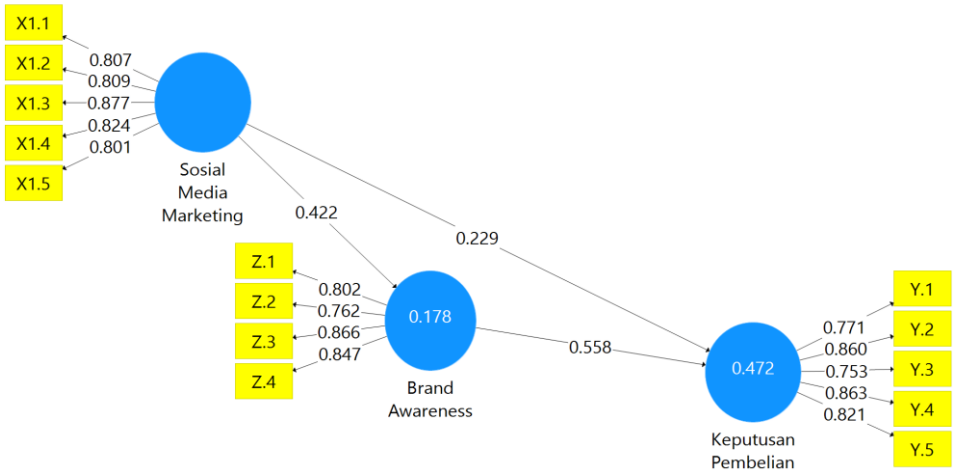


Figure 2. Outer Loadings

4.3 Reliability Test

Table 4.3. Construct Reliability and Validity Tests

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness	0.838	0.848	0.892	0.673
Purchase Decision	0.873	0.877	0.908	0.664
Social Media Marketing	0.882	0.883	0.914	0.679

Source: Smart PLS Output, 2026

From Table 4.3 above, the reliability test results show that the Cronbach's Alpha and Composite Reliability values for all constructs are above 0.70 and the AVE values are above 0.50. This indicates that all indicators possess high internal consistency and are reliable in measuring their respective constructs. Consequently, the research instrument is deemed reliable and suitable for use in structural equation modeling.

4.4 Coefficient of Determination (R^2)

When evaluating a model using PLS, the process begins by examining the R-squared value for each latent dependent variable. The table below presents the estimated R-squared values obtained using SmartPLS.

Table 4.4. R-Square Results

	R-Square	Adjusted R-Square
Brand Awareness	0.178	0.174
Purchase Decision	0.472	0.466

Source: Smart PLS, 2026

Table 4.4 shows the R-squared values for both dependent variables. For the brand awareness variable, the R-squared value is 0.178; this means that social media marketing accounts for 0.178, or 17.8%. The remainder is attributed to other variables outside the model. The R-squared value for purchase decision is 0.472, meaning that social media marketing and brand awareness account for 0.472, or 47.2%; the remainder is attributed to other variables outside the model.

4.5 Structural Model Testing (Inner Model)

a. Direct Effects Between Variables

Direct effects between variables can be seen in the *path coefficients*. The data analysis results show that the direct effects are presented in the following table.

Table 4.5. *Path Coefficients* (Direct Effects)

	Original Sample	T-Statistics	P-Values	Conclusion
Social Media Marketing → Purchase Decisions	0.229	3.993	0.000	Accepted
Social Media Marketing -> Brand Awareness	0.422	6,681	0.000	Accepted
Brand Awareness -> Purchase Decision	0.558	10.078	0.000	Accepted

Source: Smart PLS Output, 2026

Table 4.5 shows the following direct effect values:

a. Social media marketing has a positive and significant effect on purchasing decisions, with a t-statistic of 3.993 (above 1.96) and a p-value of 0.000 (below 0.05). This means that social media marketing has a significant effect on purchase decisions because the significance level is below 0.05 . These findings are consistent with previous research, which found that social media marketing has a positive and significant effect on purchase decisions (Aziz et al., 2025).
b. Social media marketing has a positive and significant effect on brand awareness, with a t-statistic of 6.681 (above 1.96) and a significance level of 0.000 (below 0.05). This means that social media marketing has a significant effect on brand awareness because the significance level is below 0.05. These findings are consistent with previous research, which also found that social media marketing has a positive and significant effect on brand awareness (Pratiwi et al., 2025; NY & Widodo, 2024).
c. Brand awareness has a positive and significant effect on purchase decisions, with a t-statistic of 10.078 (greater than 1.96) and a p-value of 0.000 (less than 0.05). This indicates that brand awareness has a significant effect on purchase decisions because the p-value is less than 0.05. These findings are consistent with previous research, which also found that brand awareness has a positive and significant effect on purchasing decisions (Andjani et al., 2025).

b. Indirect Effects Between Variables

Indirect effects between variables can be seen in the *specific indirect effect* values. The data analysis results show that the indirect effect values are presented in Table 4.6 below.

Table 4.6. *Specific Indirect Effects*

	Original Sample	T Statistics	P-Values	Conclusion
Social Media Marketing → Brand Awareness → Purchase Decision	0.235	5.530	0.000	Accepted

Source: Smart PLS Output, 2026

Table 4.6 shows indirect effects between variables, namely: social media marketing has a positive and significant effect on purchase decisions through brand awareness, with a t-statistic of 5.530 (above 1.96) and a p-value of 0.000 (below 0.05). This means that brand awareness acts as an intervening variable between social media marketing and purchase decisions.

CONCLUSION

Based on the research results and discussion regarding the influence of social media marketing and product innovation on purchasing decisions through brand awareness as an intervening variable at the Wety Medan Tuntungan snack SME, the research conclusions can be formulated as follows:

1. Social media marketing has a positive and significant effect on purchasing decisions at the Wety Medan Tuntungan snack SME.
2. Social media marketing has a positive and significant effect on brand awareness at the Wety Medan Tuntungan snack SME.

3. Brand awareness has a positive and significant effect on purchasing decisions at the Wety Medan Tuntungan snack SME.
4. Social media marketing has a positive and significant effect on purchasing decisions through brand awareness as an intervening variable at the Wety Medan Tuntungan Snack SME.

Recommendations

Based on the research results, several recommendations can be provided to the Wety Medan Tuntungan Snack SME and future researchers.

1. For the Wety Medan Tuntungan Snack SME
   Wety Snacks SME needs to improve the effectiveness of its social media marketing through more engaging, informative, and consistent content management. TikTok can be a priority promotional platform, as the respondents' characteristics indicate that TikTok is the most frequently chosen information source, with 49 respondents (25.8%). Business managers can create content such as videos of the production process, introductions to product variants, customer testimonials, pricing information, and trend-based promotions. Managers should also enhance interaction with consumers through comments, direct messages, and responses to customer reviews to strengthen the relationship between consumers and the brand.
2. Strengthening Brand Awareness
   Wety Snacks, an SME, needs to strengthen brand awareness so that consumers can more easily recognize and remember the brand when they want to buy snacks. This can be achieved by maintaining a consistent visual identity, such as the logo, colors, packaging design, and the style of promotional content. Business managers can also increase the sharing of customer testimonials, implement referral programs, and organize promotional activities that involve consumers. These strategies are expected to strengthen brand recognition, improve consumers' ability to recall the brand, and solidify Camilan Wety's position in consumers' minds.
3. Improving Purchase Decisions
   The Wety Snacks SME needs to pay attention to the factors consumers consider when making a purchase. Business managers can improve the ease of transactions, provide clear product and pricing information, ensure product availability, and offer purchasing options that meet consumer needs. Promotional programs, bundled packages, discounts during specific periods, and responsive customer service can also serve as strategies to drive purchasing decisions. The implementation of these strategies should be evaluated periodically based on transaction trends and customer growth.
4. For Future Researchers
   Future researchers are advised to develop a research model by adding other variables that could potentially influence purchasing decisions, such as product quality, price, service quality, consumer trust, and customer satisfaction. This recommendation is based on the results of the coefficient of determination test, which showed that the research model explains 56.3% of the variation in purchasing decisions. This means that there is still 43.7% of the variation associated with other factors outside the research model. Future researchers may also expand the scope of respondents, compare several food and snack MSMEs, and use different research approaches to gain a broader understanding of consumer behavior

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