The Impact of Social Media Marketing and Brand Awareness on Purchase Intention

Nyoman Shintya Novita Jayaswari[1]*, Ni Wayan Ekawati[2]

1,2 Faculty of Economic and Business Universitas Udayana, Bali, Indonesia

*Correspondence: Nyoman Shintya Novita Jayaswari
email:
shintyanovitajayaswari@gmail.com

Abstract

This study aims to analyze the mediating role of brand awareness in the influence of social media marketing on purchase intention. The research was conducted in Denpasar with a sample of 100 respondents selected using non-probability sampling. Data were analyzed using classical assumption tests, path analysis, and the Sobel test. The results show that social media marketing has a positive and significant effect on both brand awareness and purchase intention. Furthermore, brand awareness has a positive and significant effect on purchase intention and partially mediates the relationship between social media marketing and purchase intention. These findings indicate that stronger brand awareness of Semaya One Fast Boat enhances consumers' purchase intention for its sea transportation services.

Introduction

Indonesia, with over 17,000 islands, is recognized as the largest archipelagic country in the world. This unique geographical condition has positioned tourism as one of the country's main economic pillars, contributing significantly to national income. As a strategic sector, tourism plays a crucial role in strengthening Indonesia's economy, particularly by accelerating regional economic growth in areas that rely heavily on this industry (Suhartina & Nasir, 2018). Adequate tourism infrastructure and facilities, especially transportation services, have become key factors in enhancing the attractiveness of destinations such as Bali, encouraging tourists to extend their stays (Suhartina & Nasir, 2018). According to the Bali Provincial Bureau of Statistics (2024), the number of tourist arrivals in Bali continues to reflect the island's vital position in Indonesia's tourism sector (see Table 1).

Table 1. Number of Tourists Visiting Bali in 2019–2024

Year	Total Visitors (persons)	Annual Growth (%)
2019	6.275.210	3,37
2020	1.069.473	-82,96
2021	51	-99,99
2022	2.155.747	-4,228,922
2023	5.273.258	144,61
2024	6.333.360	20,10
2019	6.275.210	3,37

Source: Badan Pusat Statistika Provinsi Bali, 2024

The growth of Bali's tourism has created business opportunities in transportation, including land, air, and especially inter-island sea transportation. Transportation is a key driver of the economy in national, regional, and local, both urban and rural. Additionally, other sectors such as restaurants, accommodations, and tour services have experienced significant growth.

This situation creates opportunities for sea transportation companies such as *Semaya One Fast Boat*, which provides fast boat services from Bali to destinations such as Nusa Penida, the Gili Islands, and Lombok. Although sales have increased after the pandemic, internal company data show that sales targets have not yet been fully achieved. According to an interview with the owner of *Semaya One Fast Boat*, one of the main challenges is building consumer purchase intention amid increasingly intense competition. To address this, the company needs to optimize purchase intention by strengthening its engagement with customers. This strategy underscores how *Semaya One Fast Boat* stands out in digital marketing compared to similar service providers.

This study aims to analyze the impact of social media marketing on purchase intention mediated by brand awareness in the context of *Semaya One Fast Boat* in Denpasar City. The study is expected to contribute theoretically to the digital marketing literature and provide practical implications for companies in designing more effective digital marketing strategies.

Purchase intention represents a critical stage in the consumer decision-making process. According to Eliasari and Sukaatmadja (2017), purchase intention can be influenced by various factors, including social media marketing strategies. Social media enables companies to communicate promotional messages personally and interactively to consumers. Through visual content such as photos, videos, customer testimonials, and service information, companies can attract attention and foster consumer interest in their products or services (Anbiya & Sofyan, 2022). The Stimulus–Organism–Response (S–O–R) theory provides the conceptual basis for explaining this phenomenon, stating that impacts are reactions to specific situations. The impacts of mass media stimuli enable individuals to assess the alignment between messages delivered and audience responses (Effendy, 2007, p. 254).

Social media marketing is a digital marketing strategy that leverages social media platforms to promote products or services. According to Kotler *et al.* (2018) social media marketing is a way for companies to deliver information in text, image, audio, or video format to consumers via social media. Platforms such as Instagram, Facebook, and TikTok allow companies to interact directly with consumers in a two-way manner and reach broader markets more efficiently than traditional media.

However, previous studies have shown inconsistent findings regarding the impact of social media marketing on purchase intention. Some studies report a positive and significant impact Aji

et al. (2020); Sağtaş (2022) while others find no significant effect (Emini & Zeqiri, 2021). This indicates a need for a mediating variable that can comprehensively explain the relationship.

One such variable is brand awareness, which reflects how well consumers recognize and recall a brand. According to Upadana and Pramudana (2020) brands with high awareness are more likely to be considered in purchase decisions. Consistent social media marketing can enhance brand awareness by increasing exposure and interaction with consumers.

Based on the formulation of the problem and the theory presented, the following hypotheses can be obtained:

H1: Social media marketing positively and significantly impacts purchase intention.

H2: Social media marketing positively and significantly impacts brand awareness.

H3: Brand awareness positively and significantly impacts purchase intention.

H4: Brand awareness significantly mediates the impact of social media marketing on purchase intention.
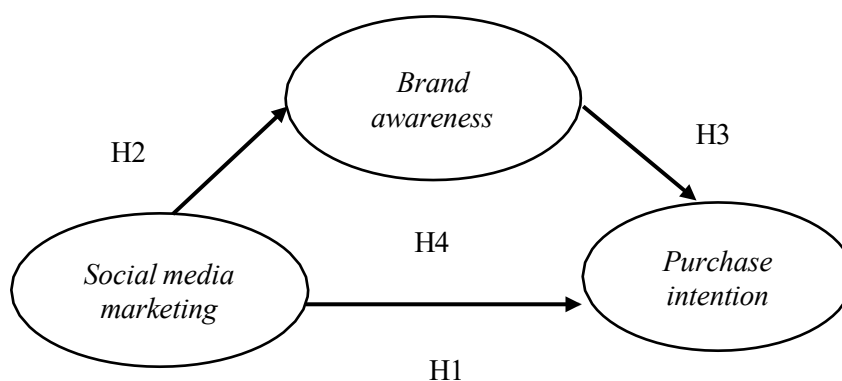
Figure 1. Conceptual Framework

Methods

This study employed a quantitative approach with a causal-associative method to examine the relationships between variables. The research was conducted in Denpasar City, focusing on consumer behavior, particularly purchase intention, influenced by social media marketing and mediated by brand awareness. The population of the study comprised residents of Denpasar who had never used the services of *Semaya One Fast Boat*.

A total of 100 respondents were selected as the research sample using a non-probability sampling technique with a purposive sampling approach, meeting the minimum required sample size. Data were collected through a survey method using questionnaires distributed both online via Google Forms and offline as printed questionnaires. All responses were measured using a Likert scale. The data analysis techniques used in this study included classical assumption tests, path analysis, and the Sobel test.

The indicators of each variable are as follows:

Table 2. Variables and Indicators

Variabel	Indicator	References
Purchase Intention (Y)	1. Stimulus (Y1) 2. Awareness (Y2) 3. Information Research (Y3) 4. Purchase Desire (Y4)	Semuel dan Setiawan (2018); Anas *et al.* (2023)
Social Media Marketing (X)	1. *Content creation* (X1) 2. *Content sharing* (X2) 3. *Connection* (X3) 4. *Community building* (X4)	Maulani dan Sanawiri (2019)
Brand Awareness (M)	1. *Recall* (M1) 2. *Recognition* (M2) 3. *Purchase* (M3) 4. *Consumption* (M4)	Sari *et al.* (2021)

Prior to distributing the questionnaires to respondents, the validity and reliability of the research instrument were tested on 30 respondents. The instrument was considered valid if the Pearson correlation coefficient ≥ 0.3 and reliable if Cronbach's alpha > 0.7.

Table 3. Validity Test Results

No	Variable	Indicator	Pearson Correlation	Description
1	*Purchase Intention* (Y)	Y1	0,834	Valid
		Y2	0,827	Valid
		Y3	0,874	Valid
		Y4	0,793	Valid
2	*Social Media Marketing* (X)	X1	0,807	Valid
		X2	0,895	Valid
		X3	0,816	Valid
		X4	0,801	Valid
3	*Brand Awareness* (M)	M1	0,856	Valid
		M2	0,860	Valid
		M3	0,784	Valid
		M4	0,771	Valid

Source: Primary Data Processing (2025)

Table 3 shows that all indicators in this study have a Pearson correlation coefficient ≥ 0.3, thus qualifying as valid research instruments.

Table 4. Reliability Test Results

No	Variable	*Croncbach's Alpha*	Description
1	*Purchase Intention* (Y)	0,848	Reliabel
2	*Social Media Marketing* (X)	0,844	Reliabel
3	*Brand Awareness* (M)	0,831	Reliabel

Source: Primary Data Processing (2025)

Table 4 shows that all variables in this study have a Cronbach's alpha exceeding 0.7, thus meeting the reliability requirements.

Results and Discussion

Table 5. Classification of Research Respondents

No	Variable	Classification	Number of Respondents (persons)	Percentages (%)
1	Last Education Level	Senior High School/Vocational	52	52
		Diploma	6	6
		Bachelor's Degree	39	39
		Master's Degree	3	3
	Total		**100**	**100**
2	Occupation	Student	56	56
		Private Employee	22	22
		Civil Servant	5	5
		Entrepreneur	17	17
	Total		**100**	**100**
3	Average Monthly Income	< IDR 3.0000.000	39	39
		IDR 3.000.000 - IDR 5.000.000	28	28
		> IDR 5.000.000 - IDR 7.000.000	16	16
		> IDR7.000.000	17	17
	Total		**100**	**100**

Source: Primary Data Processing (2025)

Based on Table 5, a total of 100 prospective consumers were sampled in this study, with the majority having a senior high school/vocational education level at 52 percent. Most respondents were students, accounting for 56 percent, and had a monthly income below IDR 3,000,000 at 39 percent.

Table 6. Respondents Responses on Purchase Intention

No	Indicator	Respondents' Answers (persons)					Average	Category
		1	2	3	4	5		
1	Stimulus (Y_1)	0	5	29	45	21	3.82	High
2	Awareness (Y_2)	0	3	29	45	23	3.88	High
3	Information Search (Y_3)	0	4	28	48	20	3.84	High
4	Purchase Desire (Y_4)	0	5	29	44	22	3.83	High
	Overall Average Response on Purchase Intention						**3.84**	**Tinggi**

Source: Primary Data Processing (2025)

Table 6 shows respondents' perceptions of the purchase intention variable. Purchase intention consists of four indicators with an overall average score of 3.84. The highest average score was recorded for the statement "I have the desire to make Semaya One Fast Boat my primary choice for sea transportation services (Y.2)" with an average score of 3.88, indicating that most respondents have a strong desire to choose Semaya One Fast Boat as their preferred sea transportation service.

Table 7. Respondents Responses on Social Media Marketing

No	Indicator	Respondents' Answers (persons)					Average	Category
		1	2	3	4	5		
1	Content Creation (X_1)	0	0	18	57	25	4.07	Good
2	Content Sharing (X_2)	0	0	22	55	23	4.01	Good
3	Connection (X_3)	0	0	18	58	24	4.04	Good
4	Community Building (X_4)	0	0	15	56	29	4.14	Very Good
	Overall Average Response on Social Media Marketing						**4.07**	**Good**

Source: Primary Data Processing (2025)

Table 7 shows respondents' perceptions of the social media marketing variable. Social media marketing consists of four indicators with an overall average score of 4.07. The highest average score was obtained for the statement "I see Semaya One Fast Boat's social media as functioning as an online community (X.4)," with an average score of 4.14, indicating that the majority of respondents perceive Semaya One Fast Boat's social media as functioning as an online community.

Table 8. Respondents Responses on Brand Awareness

No	Indicator	Respondents' Answers (persons)					Average	Category
		1	2	3	4	5		
1	Recall (M_1)	1	6	36	42	16	3.68	High
2	Recognition (M_2)	0	5	42	34	19	3.67	High
3	Purchase (M_3)	0	5	44	33	18	3.64	High
4	Consumption (M_4)	0	5	42	40	13	3.61	High
Overall Average Response on Brand Awareness							**3.65**	**High**

Source: Primary Data Processing (2025)

Table 8 shows respondents' perceptions of the brand awareness variable. Brand awareness consists of four indicators with an overall average score of 3.65. The highest average score was obtained for the statement "I find it easy to mention and recall the Semaya One Fast Boat brand (M.1)," with an average score of 3.68, indicating that the Semaya One Fast Boat brand is fairly well embedded in consumers' minds

Table 9. Normality Test

Substructure	*Asymp. Sig (2-tailed)* Kolmogrov-Smirnov Z
Substructure 1	0,200
Substructure 2	0,200

Source: Primary Data Processing (2025)

Table 9 shows that the structural equation model in this study meets the normality assumption, as the Asymp. Sig. (2-tailed) values exceed 0.05.

Table 10. Multicollinearity Test

	Variable	Collinearity Statistic	
		Tolerance	VIF
Substructure 1	Social Media Marketing	1,000	1.000
Substructure 2	Social Media Marketing	0,759	1.317
	Brand Awareness	0,759	1.317

Source: Primary Data Processing (2025)

Based on Table 10, none of the independent variables have a tolerance value less than 0.10 or a VIF value greater than 10. Therefore, the regression model is free from multicollinearity.

Table 11. Heteroscedasticity Test

	Variable	T	Sig.
Substructure 1	Social Media Marketing	0.010	0.992
Substructure 2	Social Media Marketing	-0.102	0.919
	Brand Awareness	0.309	0.758

Source: Primary Data Processing (2025)

Table 11 shows that the structural equation model in this study is free from heteroscedasticity, as the significance values are greater than 0.05.

Table 12. Summary of Direct and Indirect Effects of Social Media Marketing (X) on Brand Awareness (M) and Purchase Intention (Y)

Variable	Direct Effect	Indirect Effect through M	Total Effect	Std. Eror	Sig.	Result
X◉Y	0,331	0,241	0,572	0,119	0,000	Signifikan
X◉M	0,547		0,547	0,116	0,000	Signifikan
M◉Y	0,441		0,441	0,089	0,000	Signifikan

Source: Primary Data Processing (2025)

Based on Table 9, the results of the path analysis show the direct, indirect, and total effects among the variables tested. The path from social media marketing (X) to purchase intention (Y) has a direct positive effect of 0.331 with a significance value of 0.000, indicating a significant relationship. In addition, the indirect effect of social media marketing (X) on purchase intention (Y) through brand awareness (M) is 0.241, resulting in a total effect of 0.572. This finding suggests that brand awareness partially mediates the relationship between social media marketing and purchase intention. The path from social media marketing (X) to brand awareness (M) shows a direct positive effect of 0.547 with a significance value of 0.000, confirming that social media marketing significantly influences brand awareness. Similarly, the path from brand awareness (M) to purchase intention (Y) also demonstrates a direct positive effect of 0.441, with a significance value of 0.000, indicating that brand awareness has a significant positive impact on purchase intention.

A consumer study on Semaya One Fast Boat in Denpasar City examined the role of brand awareness in communicating the impact of social media marketing on purchase intention. The results of the study show that social media marketing has a direct positive effect on purchase intention of 0.331. Its indirect effect through brand awareness is 0.241, resulting in a total positive effect of 0.572. This indicates that brand awareness plays a mediating role in strengthening the impact of social media marketing on consumers' purchase intention.

$e_i = \sqrt{1 - R_i{}^2}$

$e_1 = \sqrt{1 - R_1{}^2} = \sqrt{1 - 0,299} = 0,837$ e_2

$= \sqrt{1 - R_2{}^2} = \sqrt{1 - 0,447} = 0,744$

The error value for substructure 1 (e1) was found to be 0.837, while the error value for substructure 2 (e2) was 0.751. The total coefficient of determination obtained is calculated as follows:

$R^2{}_m = 1 - (e_1)^2(e_2)^2$

$= 1 - (0,837)^2(0,744)^2$

$= 1 - (0,701)(0,554)$

$= 1 - 0,388 = 0,612$

The total coefficient of determination was found to be 0.612, indicating that 61.2% of the purchase intention variable is influenced by social media marketing and brand awareness, while the remaining 38.8% is influenced by other factors not included in or outside the scope of this research model. Based on the structural equation analysis, Figure 2 presents the calculated path coefficient values as indicated by the standardized beta coefficients for each relationship between the variables.
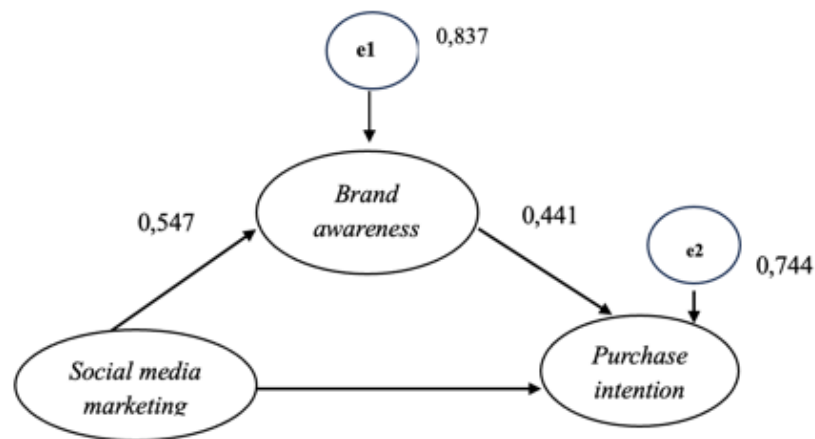
Figure 2. Final Path Analysis Model

The analysis results show that social media marketing has a beta coefficient of 0.331 and a significance value of 0.000 ≤ 0.05, thus H1 is accepted. This indicates that social media marketing positively and significantly influences the purchase intention of prospective consumers of Semaya One Fast Boat in Denpasar City. These results support the studies by Hati *et al.* (2022); (Laksamana, 2018); Mahdieh *et al.* (2024); Moslehpour *et al.* (2022), which also found that social media marketing has a positive and significant influence on purchase intention. This means that the higher the intensity of Semaya One Fast Boat in carrying out social media marketing, the higher the purchase intention of prospective consumers.

The analysis results show that social media marketing has a beta coefficient of 0.547 and a significance value of 0.000 ≤ 0.05, thus H2 is accepted. This means that social media marketing positively and significantly influences the brand awareness of prospective consumers of Semaya One Fast Boat in Denpasar City. These results support the studies conducted by Cheung *et al.* (2019); Dewindaru *et al.* (2022); Heskiano *et al.* (2020) ; Salamah *et al.* (2021); Sutariningsih and Widagda K (2021); Triaksara *et al.* (2024) which also stated that social media marketing has a positive and significant influence on brand awareness. This means that the higher the intensity of Semaya One Fast Boat in carrying out social media marketing, the higher the level of brand awareness perceived by prospective consumers of Semaya One Fast Boat in Denpasar City.

The analysis results show that brand awareness has a beta coefficient of 0.441 and a significance value of 0.000 ≤ 0.05, thus H3 is accepted. This means that brand awareness positively and significantly influences the purchase intention of prospective consumers of Semaya One Fast Boat in Denpasar City. These results support the studies conducted by Indah and Budiatmo (2018); Krisyanti and Rahanatha (2019); Putra and Aristana (2020); Tsabitah and Anggraeni (2021), which also stated that brand awareness has a positive and significant influence on purchase intention. This means that the higher the level of brand awareness possessed by prospective consumers of Semaya One Fast Boat, the higher the purchase intention of the prospective consumers.

Based on the Sobel test results, which obtained Z = 3.26 > 1.96, H4 is accepted. This shows that trust mediates the influence of social media marketing on purchase intention. These results support the studies conducted by Abdillah and Pradana (2023); Lisnaini *et al.* (2021); Ningrat and Yasa (2019); Priatni (2019); Putra and Aristana (2020), which also stated that social media marketing significantly influences purchase intention through brand awareness as a mediating variable. This means that the higher the brand awareness perceived by prospective consumers when seeing the social media marketing of Semaya One Fast Boat, the more it will foster purchase intention.

The implications of the results of this study are divided into two, namely theoretical and practical implications. Theoretically, this study supports and extends the Stimulus-Organism-Response (S-O-R) Theory, where social media marketing as the stimulus can influence brand awareness as an internal psychological process (organism), which then drives purchase intention as the response. The finding that brand awareness acts as a mediator reinforces the view that brand awareness is an important factor in shaping purchase intention, especially in the digital era, where consumers are not only exposed to promotional content but also form consistent perceptions and memories of a brand.

Practically, the results of this study can serve as a reference for Semaya One Fast Boat in formulating digital marketing strategies. The company is advised to develop content on social media platforms that is attractive, consistent, and easy to remember in order to strengthen brand awareness. The finding that community building is the highest indicator in the social media marketing variable emphasizes the importance of social interaction in building emotional closeness with consumers. In addition, high brand recall shows that social media has successfully embedded the brand in the minds of consumers, thereby driving purchase intention. Therefore, an effective and responsive social media marketing strategy is crucial in strengthening brand positioning and increasing purchase intention.

Conclusion

This study concludes that social media marketing has a positive and significant effect on the purchase intention of prospective consumers of Semaya One Fast Boat, meaning that the higher the intensity of social media marketing activities carried out, the higher the purchase intention of prospective consumers towards the services of Semaya One Fast Boat. In addition, social media marketing is also proven to have a positive and significant effect on brand awareness, indicating that the more active and strategic the marketing through social media, the higher the level of brand awareness in the minds of consumers. Furthermore, brand awareness also has a positive and significant effect on purchase intention, which means that the stronger the brand awareness of Semaya One Fast Boat, the greater the desire of prospective consumers to use the services of Semaya One Fast Boat. Brand awareness is also proven to partially mediate the relationship between social media marketing and purchase intention. This shows that social media marketing not only has a direct impact but also an indirect impact through brand awareness.

Based on these results, it is recommended that Semaya One Fast Boat improve the quality of its social media content by providing complete and attractive information, as well as strengthening brand identity through consistent visual elements. Active interaction with consumers also needs to be enhanced to build emotional closeness and loyalty.

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