

# The Influence of Social Media Marketing on Purchase Decision Mediated by Brand Awareness and e-WOM

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## ABSTRACT

*This study analyzes the influence of social media marketing on brand awareness, electronic word of mouth (e-WOM), and consumer purchase decision for Tyeso Tumbler products in Jakarta. The research method used is quantitative with purposive sampling technique through questionnaires to 110 respondents, and data analysis using Structural Equation Modeling (SEM). The results of the study indicate that social media marketing has a positive and significant effect on brand awareness e-WOM, and purchase decision. In addition, brand awareness and e-WOM have a positive effect on purchase decision and are proven to act as mediating variables in the relationship between social media marketing and purchase decision. These findings confirm that professional social media management not only increases brand awareness but also encourages consumer interaction and strengthens purchase decision.*

**Keywords:** *Electronic Word of Mouth, Purchase Decision, Brand Awareness, Social Media Marketing.*

## INTRODUCTION

Social media marketing has become a highly effective strategy for companies to reach consumers (Husain et al., 2022). Especially in the consumer products industry, where competition is increasingly fierce, the use of social media provides a significant opportunity for companies to introduce products, interact with consumers, and increase sales (Kumar & Upadhya, 2019). One product that is currently gaining popularity in this category is the Tyeso Tumbler, a household product known not only for its practical function but also for its superiority as an eco- friendly alternative that does not pollute the environment. The popularity of Tyeso Tumbler continues to grow globally as consumer awareness of sustainable lifestyles increases. This product has become the choice of many consumers who want to reduce the use of single-use plastics and to support environmental conservation movements (Özer et al., 2022). Social media offers various platforms that allow brands to build direct relationships with consumers through advertising, organic content, influencer campaigns, and customer reviews (Seifollahi & Eskandari, 2021). With over 4.5 billion social media users worldwide (Statista, 2024), the potential reach that a social media marketing strategy can achieve is enormous.

Social media marketing has become a key strategy for companies to increase customer engagement and expand brand reach (Kilumile & Zuo, 2024). One of the most significant impacts of social media marketing is the increase in word-of-mouth communication, namely, direct interactions between consumers who share their experiences and opinions (Chatterjee & Basu, 2023). Consumer interactions on social media, such as reviews, comments, and recommendations, can strengthen brand credibility and influence potential buyers' opinions (Ho & Chung, 2020). When a brand can provide a positive experience to its customers, consumers are likely to be encouraged to share that experience through social media, which allows information about the brand to spread more widely through digital word-of-mouth (Khalid, 2024). Strong word-of-mouth can strengthen customer trust in a brand, ultimately driving customers to make purchase decisions (Qi & Kuik, 2022). This research is relevant to efforts to obtain product information, research reviews, and interact with brands (Ho & Chung, 2020). Research related to social media marketing is essential to understanding the dynamics of evolving consumer behavior trends so that the marketing strategies implemented remain relevant (Husain et al., 2022).

Brand awareness is important for research because it has a significant impact on a brand's success in the

market (Yang et al., 2022). Consumers tend to choose brands that they already know over unfamiliar brands (Kumar et al., 2023). Brands with high consumer awareness are more likely to earn long-term loyalty (Sudhana et al., 2023). Research on brand awareness can help identify strategies to retain customers and increase their trust in a brand (Pitaloka & Widiatami, 2022).

Before making a purchase decision, consumers typically seek references in the form of reviews, recommendations, and experiences from other users. This information is considered more convincing because it comes from real-life experiences, thus influencing consumer trust and confidence (Gasawneh et al., 2023). Through research on e-WOM, companies can make more informed strategic decisions to build consumer trust, increase customer loyalty, and maintain competitiveness amid increasingly fierce digital market competition (Saputra, 2021). Purchase decisions are important because they directly relate to a business's success in attracting and retaining customers (Nguyen et al., 2024). Purchase decisions are the ultimate goal of any business strategy in the electronics industry (Liang et al., 2023). Purchase decisions about a product are crucial for consumers, brands, and the market as a whole (Kittur & Chatterjee, 2021). By understanding how consumers make purchase decisions, companies can design more effective marketing strategies, including tailoring advertising, promotions, and customer experiences, to better suit the needs of their target markets (Hawkins & Saleem, 2024).

This study adopts Gökerik's (2024) study on the impact of social media marketing activities on consumer repurchase intention. However, the results of this study differed from those of previous studies. First, the mediating variable, brand image, was replaced with brand awareness. Second, the researcher replaced the dependent variable with repurchase behavior and purchase decisions. Third, the mediating variable, e-WOM, was added. Fourth, previous studies have focused more on Instagram users in Turkey, while this study focuses on the plastic manufacturing sector in Indonesia.

The purpose of this study is to explore and analyze how the implementation of social media marketing strategies can influence brand awareness, word-of-mouth, and purchase decisions in a consumer goods manufacturing company. Furthermore, this study aims to identify the variables that have the greatest influence on purchase decisions. It is hoped that this research will contribute to marketing management theory and increase the use of social media, thereby effectively providing information to the Indonesian plastics industry.

## LITERATURE REVIEW

### Social Media Marketing

Social media marketing involves creating and sharing content to increase the visibility of a brand, product, or service and to interact directly with audiences through social media platforms (Cheung et al. 2019). According to Ho and Chung (2020), social media marketing uses social media platforms and websites to build relationships with audiences, promote products, and communicate with consumers directly and personally. Sidharta et al. (2021) defined social media marketing as a part of digital marketing that focuses on using social media to bring brands closer to consumers and influence purchase decisions through shared content. According to Hoang et al. (2024), social media marketing is a form of two-way communication between companies and consumers that occurs on social media and can increase interaction and build stronger relationships with audiences. According to Kilumile and Zuo (2024), social media marketing is part of a social marketing strategy that involves the creation and distribution of interesting content, use of influencers, and interaction with customers to improve the products displayed.

### Brand Awareness

Brand awareness is the extent to which consumers can recognize or recall a brand under various conditions, and reflects the strength of the brand's presence in the minds of consumers.

According to Cheung et al. (2019): According to Gaurav and Ray (2020), brand awareness is one of the basic dimensions of a brand's equity, which is often considered as one of the requirements of a consumer's purchasing decision because it is an important factor in considering a brand. According to Sethi and Kapoor (2021), brand awareness is defined as consumer acceptance of a brand that has an association with or image of the product. According to Ali and Alqudah (2022), brand awareness includes brand recognition and brand recall, both of which play important roles in the consumer purchasing decision process and marketing communications. Kumar et al. (2023) defined brand awareness as the ability of potential customers to recognize or remember that a brand is part of a particular product category. According to Almarzoqi et al. (2025), brand awareness is the extent to which consumers can recognize or recall a brand under various conditions, and reflects the strength of the brand's presence in the minds of consumers.

### **Electronic Word of Mouth (e-WOM)**

Electronic Word of Mouth refers to knowledge about information, arguments, and comments on a service to increase the target market. Yu et al. (2021). According to Liao et al. (2023), e-WOM is an online forum that can bring together potential customers. With e-WOM communication on social media, the dissemination of information becomes faster and wider. Meanwhile, Hamdani et al. (2023) defined e-WOM as a means of reducing service risks, improving perceptions, and increasing consumer attractiveness. Pareek et al. (2024) define e-WOM as communication activities on social media related to customer comments about the shortcomings or advantages of a service, which is an individual's behavior after use. Nguyen et al. (2024) added that e-WOM is the exchange of information about products or services in the virtual world, made possible by widespread Internet access.

### **Purchase Decision**

Purchasing decisions are the final step in the consumer decision-making process, in which individuals decide to purchase a particular product or service after considering all relevant information and available alternatives. According to Chatterjee et al. (2022), According to Liao et al. (2023), purchasing decisions are decisions made by consumers regarding whether they will buy a product, which product to choose, when, where, and how to buy it. According to Hawkins and Saleem (2024), purchasing decisions are a step in the decision-making process after consumers identify their needs and evaluate product alternatives.

## **THEORETICAL FRAMEWORK AND HYPOTHESES**

### **Relationship Between Social Media Marketing and Brand Awareness**

Social media marketing is an effective strategy for building relationships between brands and consumers (Heskiano et al., 2020). Specifically, social media marketing focuses on consumer behavior, content strategy, and relevance analysis to create brand awareness (Yang et al., 2022). Ardiansyah and Sarwoko (2020) state that brand awareness is one of the main outputs of business social media marketing. Hoang et al. (2024) state that social media marketing helps increase brand awareness by expanding reach and interacting directly with consumers. Consumer engagement with brand content on social media (through consumption, contribution, and creation) can increase brand awareness (Mahendra & Edastama, 2022). Thus, social media can be used as a business platform for the direct marketing of a product because it can encourage interaction with customers to promote the product (Sheak & Abdulrazak, 2023). Research (Dülek & Saydan, 2019; Khalid, 2024) found that social media marketing activities positively affect brand awareness. Therefore, based on the above statement, the following hypothesis is proposed.

**H<sub>1</sub>:** Social Media Marketing has a positive influence on Brand Awareness.

### **Relationship Between Social Media Marketing and Electronic Word of Mouth (e-WOM)**

Social media marketing provides a platform for customers to share their experiences with a brand, strengthening the impact of e-WOM (Chiu et al., 2024). Yani and Rojuaniah (2023) stated that the more interesting and relevant the content presented in social media marketing is, the more likely consumers are to share and discuss it. Content that is emotional or informative tends to spread widely and spark conversations through e-WOM (Lisun et al., 2024). Online reviews, comments, and discussions triggered by social media marketing can build brand trust and credibility through e-WOM (Lisun et al., 2024). Consumers who feel actively engaged with a brand on social media are more likely to share their experiences, write reviews, or recommend the brand to others (Almarzoqi et al., 2025). Research (Chiu et al., 2024; Dao et al., 2025) find that social media marketing has an impact on e-WOM. Therefore, based on the above discussion, the following hypothesis is proposed:

**H<sub>2</sub>:** Social Media Marketing has a positive influence on Electronic Word of Mouth (e-WOM).

### **Relationship Between Social Media Marketing and Purchasing Decision**

Consumers tend to trust reviews, testimonials, and recommendations from other users more than direct advertisements from companies (Khan et al., 2024). The more positive the reviews circulating on social media, the higher the level of consumer trust in a brand, which can ultimately encourage them to make a Purchase Decision (Mushtaq et al., 2025). Positive reviews on social media increase consumer trust in a brand and encourage purchase decisions (Ali & Naushad, 2023). Aqueveque and Rodrigo (2021) stated that high levels of engagement, such as quick responses to customer questions, interactions through comments, and interactive campaigns, can increase consumer trust and loyalty towards a brand. This accelerates the decision-making process, especially for consumers who seek a personalized experience and connection with the brands in which they are interested in (Wasiat & Bertuah, 2022). Bakar and Almutairi (2024) stated that

positive experiences in interacting with a brand on social media can create customer loyalty, which ultimately influences purchase decisions. Empirical results (Moslehpour et al., 2021; Khan et al., 2024) show that social media marketing has a positive impact on purchase decisions. Therefore, based on the above explanation, the following hypothesis is proposed:

**H<sub>3</sub>:** Social Media Marketing has a positive influence on Purchase Decision.

#### **Relationship Between Brand Awareness and Purchase Decision**

Brand awareness plays a key role in determining consumer purchasing decisions (Rafiki et al., 2023). Furthermore, the hierarchy of effects model suggests that consumers move through a series of thought and affective stages, beginning with brand awareness and ending with purchase decisions (Nguyen et al., 2024). Increasing brand awareness through marketing strategies has been shown to be effective in shaping consumer preferences, and ultimately driving purchase decisions (Nguyen et al., 2024). Brand awareness plays a crucial role in the consumer purchasing decision-making process; when consumers are more familiar with a brand, they tend to consider it in their purchase decisions (Baltaci et al., 2024). Research conducted by Kumar and Upadhaya (2019) and Khalid (2024) find that brand awareness can have a positive impact on purchasing decisions. Therefore, based on the above discussion, the following hypothesis is proposed:

**H<sub>4</sub>:** Brand Awareness has a positive influence on Purchase Decision.

#### **Relationship Between Electronic Word of Mouth (e-WOM) and Purchase Decision**

Information obtained through e-WOM has a strong influence on purchasing decisions, as consumers tend to trust the opinions of individuals who have had actual experience with a product (Chatterjee et al., 2022). In today's digital environment, purchasing decisions are often influenced by the positive and negative reviews available on various online platforms (Wiratama et al., 2022). Liao et al. (2023) emphasize that e-WOM allows for rapid and widespread dissemination.

of consumer experience, creating a ripple effect that can shape potential buyers' perceptions and opinions (Khurshid et al., 2022). The more reviews available, especially those that are detailed and informative, the greater their influence on shaping consumers' perceptions and beliefs in making purchase decisions (Chang & Hsiao, 2025). Qi & Kuik (2022) in their research on the fashion industry on social media found that the more frequently a product receives positive reviews, the higher the likelihood of consumers purchasing it. Based on this statement, the following hypothesis is proposed:

**H<sub>5</sub>:** Electronic word-of-mouth (e-WOM) has a positive influence on purchase decisions.

#### **Relationship Between Brand Awareness and Social Media Marketing and Purchasing Decision**

Social media marketing helps build brand awareness, which is an early stage in the purchasing decision process (Dzogbenuku et al., 2023). With high exposure and engaging content, social media marketing allows consumers to recognize and understand a brand before considering a purchase (Suvittawat & Suvittawat, 2024). One of the main reasons social media marketing has a significant impact on purchase decisions is its ability to increase brand awareness (Sudhana et al., 2023). Khalid (2024) states that the more frequently consumers see and interact with a brand on social media, the more likely they are to consider that product when shopping. Furthermore, the presence of engaging content, such as promotional videos, customer testimonials, or creative advertisements, can help build strong brand awareness in consumers' minds (Sudhana et al., 2023). Consumers tend to purchase products from well-known brands, even without an in-depth evaluation of their quality (Yadav et al., 2024). Ebrahim (2020) finds that social media marketing has a positive effect on purchasing decisions, but the effect is stronger when brand awareness is included as a mediating variable. Therefore, based on the above statement, the following hypothesis is proposed.

**H<sub>6</sub>:** Brand Awareness Mediates the Relationship Between Social Media Marketing and Purchase Decision.

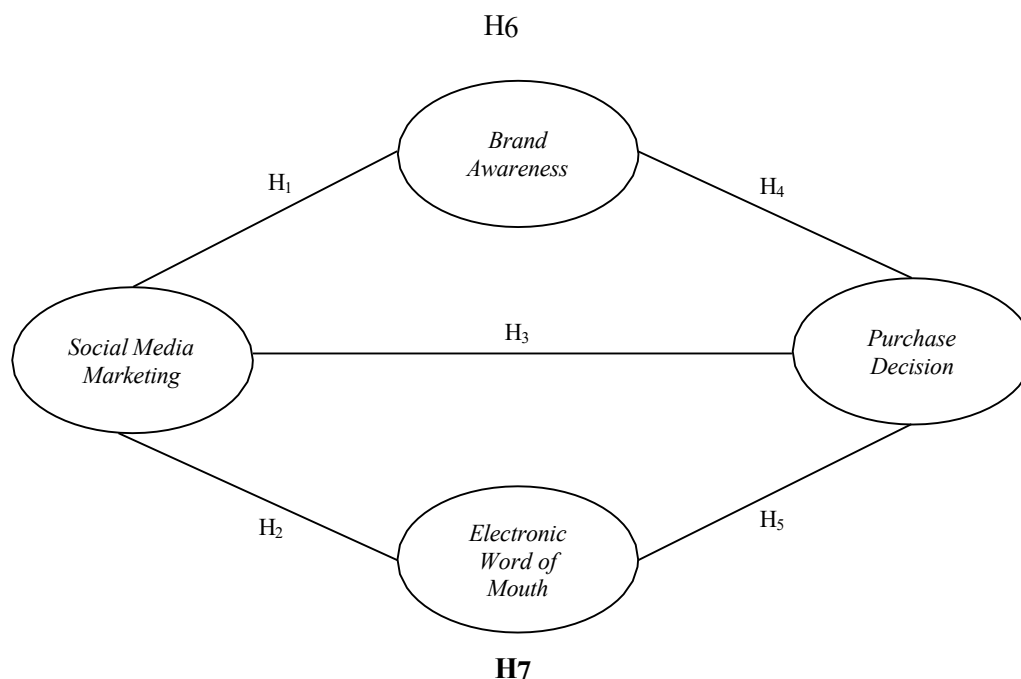
#### **Relationship between Electronic Word of Mouth (e-WOM) and Social Media Marketing and Purchasing Decision**

Electronic word of mouth significantly influences purchase decisions because it includes reviews, recommendations, and consumer experiences shared through social media and other digital platforms (Khurshid et al., 2022; Hamdani et al., 2023). E-WOM information is considered more credible than company advertisements, thus increasing consumer trust and encouraging them to make purchases (Ambarwati & Sari, 2024). Nguyen et al. (2024) also stated that positive reviews on social media can increase consumer trust in a product, which ultimately encourages consumers to make a purchase. After consumers receive information through social media, e-WOM becomes a convincing source of information and an important factor in shaping their purchase decisions (Qi & Kuik, 2022). Other empirical results from (Santy & Andriani, 2023; Khan et al., 2024) show that information from e-WOM can act as a mediator in the relationship between marketing strategies on social media and consumer purchase decisions. Based on the above explanation, we propose the following hypothesis:



**H<sub>7</sub>:** Electronic Mouth (e-WOM) mediates the relationship between social media marketing and purchase decisions.

Based on the above hypothesis framework, the research model can be described as follows:



**Figure 1.** Conceptual Framework

This study was adapted from a previous journal, and there were 22 indicators in this research questionnaire. The measurement related to the Social Media Marketing variable consists of five statements adopted from Bilgin (2018). The measurement of the Brand Awareness variable consists of seven statements adopted from (Hou & Wonglorsaichon, 2016; Schivinski et al., 2021), The measurement of the e-WOM variable consists of five statements adopted from Tariq et al. (2017), and the measurement of the Purchase Decision variable consists of five statements adopted from (DeShields et al., 1996).

The sampling technique used was non-probability sampling, which does not provide an equal opportunity for each member of the population to be selected as a sample. The type of non- probability sampling used to collect data is purposive sampling, which is the determination of the sample based on certain criteria that will be used in accordance with the objectives of the study. The population in this study comprises consumers who use light household appliances, especially Tyeso brand tumblers in Indonesia. Although official data are not yet available, it is estimated that the number of Tyeso tumbler users has reached hundreds of thousands to millions of people, especially among urban communities. Given that the population coverage is quite broad and spread across various regions, an appropriate sampling technique is needed so that the data obtained remain representative and can accurately describe the characteristics of the population. To anticipate this, we used the recommendation from Sugiyono (2018) using purposive sampling to determine the number of samples based on predetermined criteria by the researcher: potential consumers who have seen Tyeso tumbler product advertisements, have read reviews from influencers about the product, and customer reviews on social media are over 17 years old and domiciled in Jakarta.

The data collection technique used was the distribution of questionnaires on the internet via Google Forms. The questionnaire used a Likert scale with a measurement scale of 1-5, where a score of five means strongly agree (SS), a score of four means agree (S), a score of three means neutral (N), a score of two means disagree (TS), and a score of one means strongly disagree (STS). The type of research used was quantitative research using the Structural Equation Modeling (SEM) method, where the number of samples was determined based on the fact that Hair et al. (2014) stated that the minimum sample size that can be used is five times larger than the number of questions, and a maximum of 10 times larger, so the sample size used in this study was  $(22 \times 5)$  110 respondents.

Data collection began with the distribution of an initial questionnaire (pre-test) to the 30 respondents. Validity and reliability tests were conducted using Confirmatory Factor Analysis (CFA) to test and measure

the hypothesized model. Furthermore, validity tests were conducted using the Kaiser Meyer Olkin (KMO) and Measures of Sampling Adequacy (MSA) anti-image matrix correlation measurements, with the condition that acceptable factor analysis values were  $KMO \geq 0.5$  and  $MSA \geq 0.5$ . Furthermore, reliability tests examined Cronbach's alpha value, with the condition that an acceptable value was  $\geq 0.6$  (Hair et al., 2021).

Then, the analysis of primary data, totaling 110 respondents, used the structural equation Modeling method to test the outer and inner models. In the outer model test, convergent validity, discriminant validity, reliability, collinearity, and adjusted R were assessed. Meanwhile, the inner model test consists of the criteria p-value, t-statistic, and the original sample. The value of convergent validity can be determined by examining the loading factor value in the outer loading table and the Average Variance Extracted (AVE) value. According to research (Hair et al., 2021), the value that meets convergent validity is  $> 0.7$  for the loading factor and the AVE value is  $> 0.5$ . Furthermore, according to Hair et al. (2021), if the T-statistic value is greater than the T table (1.650) with a P-value  $< 0.05$ , this can be said to have a positive effect, while the direction of the relationship can be determined by looking at the original sample value.

## RESULTS AND DISCUSSION

Validity testing at the pretest stage refers to the Kaiser Meyer Olkin (KMO) and Measures of Sampling Adequacy (MSA) anti-image matrix correlation values, with a requirement of  $\geq 0.50$  (Hair et al., 2021). Based on these test results, the KMO and MSA values were obtained  $\geq 0.50$  for each indicator, totaling 22 statements, so all indicators met the validity requirements and could be used in the next analysis stage. The reliability test refers to Cronbach's alpha with a requirement of  $\geq$ .

0.6 (Hair et al., 2021). Based on the reliability test, the results obtained were that all statement indicators obtained values  $\geq 0.6$  exceeding the predetermined value limit, indicating that all indicators in this study were reliable and could be used for further analysis.

Respondents in this study were prospective consumers who had seen Tyeso Tumbler product advertisements located in Jakarta, based on the results of distributing online questionnaires via Google Form, 110 respondents were obtained, consisting of 14 male (12.7%) and 86 female (78.2%). Regarding age range, 49 people 49% were dominated by 17-30 years old, and 24 people (21.8%) were aged 31-43. The education level was dominated by 104 high schools (94.5%), six diplomas (5.5%), and five bachelor's (5%).

### Outer Model Testing

Table 1. Outer Model Results

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Electronic Word of Mouth	e-WOM1	0.755	0.883	0.915	0.683
	e-WOM2	0.795			
	e-WOM3	0.809			
	e-WOM4	0.872			
	e-WOM5	0.893			
Brand Awareness	BA1	0.803	0.865	0.907	0.583
	BA2	0.782			
	BA3	0.785			
	BA4	0.734			
	BA5	0.744			
Purchase Decision	PD1	0.795	0.881	0.903	0.650
	PD2	0.815			
	PD3	0.778			
Social Media	PD4	0.838	0.856	0.897	0.635
	PD5	0.804			
	SMM1	0.815			
	SMM2	0.773	0.856	0.897	0.635
	SMM3	0.782			

<i>Variable</i>	<i>Indicator</i>	<i>Outer Loading</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>AVE</i>
Marketing	SMM4 SMM5	0.826 0.787			

Convergent validity can be determined by examining the loading factor values in the external loading table and the Average Variance Extracted (AVE) value. Hair et al. (2021) stated that the fixed value that must be met to measure convergent validity is  $> 0.7$ , followed by factor loading and AVE with a value  $> 0.5$ . In this study, the loading factor value obtained from 22 indicators was  $> 0.7$ , thus indicating that the 22 indicators were acceptable, and the AVE value was  $> 0.5$ , thus passing the requirements, and it can be concluded that the 22 indicators have met the requirements and are acceptable. In addition, the internal consistency reliability test used to measure the indicator's ability to measure its latent construct based on Composite Reliability and Cronbach's Alpha values, which are acceptable ranging from  $> 0.6$  to  $0.7$  (Hair et al., 2021). The results of data processing showed that all latent variables (constructs) had Composite Reliability values  $> 0.7$ . and a Cronbach's alpha value  $> 0.6$ . Thus, both the composite reliability and Cronbach's alpha values met the established criteria and indicated that the instrument had good reliability.

Discriminant validity describes the differences between one latent variable and another (Hair et al., 2021). Three methods can explain the discriminant validity test: the Heterotrait-Monotrait Ratio (HTMT), the Fornell-Larckel Criterion, and Cross-Loading. The Heterotrait-Monotrait Ratio (HTMT) is used to assess discriminant validity by comparing the average correlation between indicators of different constructs to the average correlation of indicators within the same construct. According to Henseler et al. (2015), an HTMT value below  $0.90$  indicates that the construct has adequate discriminant validity. Based on the results of this study, all relationships between variables showed HTMT values below  $0.90$ ; thus, it can be concluded that discriminant validity was met properly.

The Fornell-Larckel Criterion states that a latent construct should explain the variance of its own indicators better than the variance of other latent constructs (Hair et al., 2021). All variables measured in this study met the criteria; thus, the Fornell-Larckel criterion had good discriminant validity. The cross-loading value indicates the correlation between an indicator, its construct, and other constructs. The correlation value of an indicator with its latent variable should be greater than that with other latent variables (Hair et al., 2021). Based on the calculation results, the overall cross-loading value for the measurement items for social media marketing, brand awareness, electronic word-of-mouth, and purchase decision have a stronger correlation with the main variable being measured compared to other variables, indicating that the variable has good discriminant validity.

The internal consistency reliability test in SEM-PLS can then be measured by examining the Composite Reliability (CR) value. According to Hair et al. (2021), a CR value is considered reliable if it is greater than  $0.7$ . The calculations show that all latent variables (constructs) have composite reliability values greater than  $0.70$ . Collinearity between indicators was assessed using the Collinearity Statistics (VIF). In the Inner VIF Value table, the VIF value is  $< 5$ , indicating that the indicators do not have collinearity issues (Hair et al., 2021). The calculations indicate that all indicators have VIF values  $< 5$ , indicating that they do not experience multicollinearity.

**Table 2.** Coefficient of Determination

	R Square	R Square Adjusted
Brand Awareness	0.643	0.639
Electronic Word of Mouth	0.670	0.667
Purchase Decision	0.816	0.810

Source: Researcher-processed data findings, 2025

The coefficient of determination explains the extent to which the independent variable explains the dependent variable (Hair et al., 2021). Based on calculations, the Social Media Marketing variable can explain the Brand Awareness variable by  $64.3\%$ , while the remaining  $35.7\%$  is explained by other variables not examined in this study. The Social Media Marketing variable is able to explain the electronic word-of-mouth variable by  $67.0\%$ , while the remaining  $33.0\%$  is explained by other variables not examined in this study. The social media marketing, brand awareness, and electronic word-of-mouth variables can explain the

Purchase Decision variable by 81.0%, while the remaining 19.0% is explained by other variables not examined in this study.

### Inner Model Testing (Hypothesis Testing)

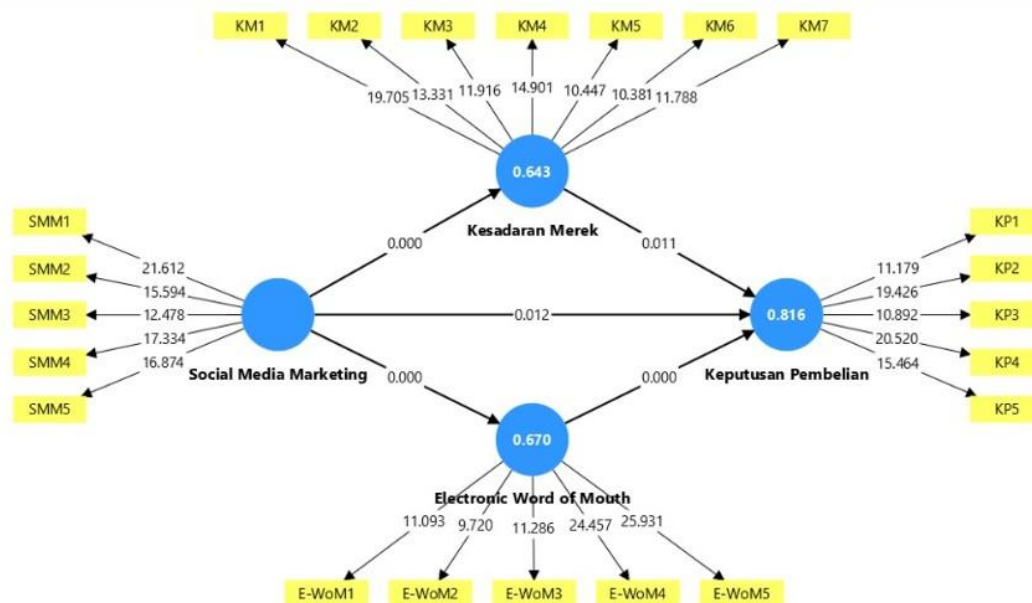


Figure 2. Hypothesis Test Results

Testing the inner model (hypothesis testing) of the study by looking at the results of the significance of the path coefficient. According to Hair et al. (2021), if the T-statistic value is greater than the T value (1.650) at the 5% level with a p-value < 0.05, it can be said that there is a significant influence, while the direction of the relationship can be determined by looking at the original sample value.

The results of the calculations using the bootstrapping method are shown in the table below.

Table 3. Hypothesis Test Results

	<i>Hypothesis</i>	<i>Original Sample (O)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>	<i>Information</i>
SMM → BA	H1	0.802	14.381	0.000	The data support the hypothesis
SMM → e-WOM	H2	0.819	14.251	0.000	The data support the hypothesis
SMM → KP	H3	0.102	2.268	0.012	The data support the hypothesis
BA → PD	H4	0.232	2.292	0.011	The data support the hypothesis
e-WOM → PD	H5	0.536	5.738	0.000	The data support the hypothesis

Source: Researcher-processed data findings, 2025

Inner model testing (hypothesis testing) was performed by examining the results of path coefficient significance. If the T-statistic value is greater than the T-table (1.650) at the 5% level, with a p-value of < 0.050, it can be said that there is a positive influence. Testing hypothesis one of the influences of Social Media Marketing on Brand Awareness obtained T Statistics 14.381 > 1.650 with a p-value of 0.000 < 0.050, it can be said that there is a significant and positive influence between Social Media Marketing on Brand Awareness; thus, H1 can be accepted.

Hypothesis testing of the two influences of Social Media Marketing on Electronic Word of Mouth obtained T Statistic 14.251 > 1.650 with p-value 0.000 < 0.000, indicating a positive influence between Social Media Marketing on Electronic Word of Mouth. Thus H2 is accepted. Hypothesis testing of three influences of Social Media Marketing on Purchase Decision obtained T Statistic 2.268 > 1.650 with p-value 0.012 < 0.050, indicating that there is a significant and positive influence between Social Media Marketing on Purchase Decision, thus H3 can be accepted.

Testing hypothesis four of the influence of Brand Awareness on Purchase Decision obtained T Statistics 2.292 > 1.650 with a p-value of 0.012 < 0.050, it can be said that there is a positive influence between brand



awareness and purchase decisions. Thus H4 is accepted. Testing hypothesis 5 of the influence of electronic word of mouth on purchasing decisions obtained T Statistics  $5.738 > 1.650$  with a p-value of  $0.000 < 0.050$ , it can be said that there is a positive influence between electronic word of mouth on purchase decisions. Thus H5 is accepted.

#### Analysis of Mediation Effects

**Table 4.** Mediation Test Results

	<i>Hypothesis</i>	<i>Original Sample (O)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>	<i>Information</i>
SMM → BA → PD	H6	0.186	2.255	0.012	The data support the hypothesis
SMM → e-WOM → LP	H7	0.439	5.428	0.000	The data support the hypothesis

Source: Researcher-processed data findings, 2025

The sixth hypothesis tests the mediating effect of Brand Awareness between social media marketing and purchase decisions. The T-statistic is 2.255, which is greater than the T-table (1.650) with a p-value of  $0.012 < 0.05$ . Thus, Brand Awareness has a positive mediating effect on the relationship between social media marketing and purchase decisions. Thus, H6 is accepted.

The seventh hypothesis tests the mediating effect of Electronic Word on the relationship between social media marketing and purchase decisions. The T-statistic is 5.428, which is greater than the T-table (1.650) with a p-value of  $0.000 < 0.05$ . This means that Electronic Word of Mouth has a positive mediating effect on the relationship between social media marketing and purchase decisions. Thus, H7 is accepted.

The first finding of this study shows that social media marketing has an impact on building brand awareness among Tyeso Tumbler consumers in Jakarta. This is reflected in the respondents' statements that they feel that social media provides relevant and easily accessible information about

Tyeso Tumbler products. Respondents also expressed the ease of recommending this product through social media and actively shared information about their experiences and knowledge of the product on various digital platforms. Most respondents stated that they were familiar with Tyeso Tumbler products, understood the logo used, and recognized that the product was widely distributed among the public. Furthermore, respondents tended to prefer Tyeso Tumblers to other similar products. Social media is considered a means of sharing information about Tyeso Tumblers, thereby expanding the brand's reach and strengthening its presence in consumers' minds. The demographic characteristics of the respondents, particularly those aged 17–30 years with a high school/vocational high school education, also indicated strong involvement in social media use. This group tends to be interested in seeking information about products that they are unfamiliar with. This curiosity prompted them to try and further explore the Tyeso Tumbler product, ultimately increasing their brand awareness. This finding aligns with previous research showing that social media marketing can influence consumers' brand awareness in consumers (Bilgin, 2018; Khalid, 2024).

The results show that social media marketing drives the growth of electronic word-of-mouth among Tyeso Tumbler consumers in Jakarta. The respondents felt that social media made it easier for them to share their opinions and experiences regarding the product. The content displayed on Tyeso Tumbler's official Instagram and TikTok accounts was deemed interesting, informative, and relevant to consumer needs, thus encouraging them to share their reviews and usage experiences with others. Various forms of E-WoM were evident in consumers' habits of leaving comments, making reposts, and even creating short video reviews highlighting product advantages such as elegant design, material quality, and temperature resistance. Discussions about the product also frequently emerged in digital conversations, whether through stories, captions, or comments, which stimulated further interaction. This finding is reinforced by the tendency of consumers, particularly women aged 31–40 years, to actively share information through social media. This group has a significant influence because it quickly responds to digital trends and is accustomed to sharing product recommendations with colleagues and relatives. Thus, social media plays a significant role in expanding the reach of E-WoM, strengthening the product's positive image, and increasing consumer trust in Tyeso Tumbler. The results of this study are in line with the empirical findings put forward by (Chiu et al., 2024; Dao et al., 2025), which state that social media marketing can influence the formation of electronic word of mouth among consumers.

This study also found that social media marketing is related to consumers' purchase decisions for Tyeso Tumbler. This finding is reflected in a number of respondents' statements, indicating that they found it easy

to recommend Tyeso Tumblers through social media and felt able to assess product quality based on information they obtained online. The content displayed on Tyeso Tumblers' official social media accounts was considered interesting and relevant to their information needs, thus encouraging consideration for purchasing. Some respondents stated that their decision to purchase Tyeso Tumblers was made after considering the various information obtained from social media. This decision was also influenced by the ongoing trends in the surrounding environment and emotional attachment to the brand. In addition, they compared products with similar brands before finally deciding to purchase Tyeso Tumbler. Demographic aspects such as age and education level also played a role in the purchasing decision-making process. Respondents aged 17–30 years with a high school/vocational school educational background tended to be more careful and selective in making decisions. They tended to make purchases after feeling confident that their decisions had been thoroughly considered, especially those based on information obtained from social media. These results are in line with previous research conducted by (Moslehpour et al., 2021; Ali & Naushad, 2023), who stated that marketing through social media can influence the consumer purchasing decision-making process.

Another finding from this study indicates that brand awareness is related to consumers' purchase decisions for Tyeso Tumblers. This is reflected in respondents' responses stating that they are familiar with Tyeso Tumblers and feel able to assess product quality based on this information.

they have. This product also frequently comes into mind, indicating strong brand recognition. Most respondents are aware that Tyeso Tumblers are widely known in the community, and that their purchase decisions are influenced by their perception of the brand. Furthermore, trends in the surrounding environment contribute to decision-making processes. Several respondents stated that they had seen and read promotional content for Tyeso Tumblers, and some even shared or commented on it. The tendency to choose Tyeso Tumblers over similar products also arises from their brand recognition level. Age is another factor that influences the decision-making process. Respondents aged over 30 tended to be more confident in choosing products they were already familiar with. They have sufficient experience in evaluating products; therefore, they do not rely entirely on reviews or other consumers' opinions before deciding to purchase. This finding is in line with the results of previous research conducted by (Syahrivar & Ichlas, 2018; Nguyen et al., 2024), which explain the relationship between the level of brand awareness and consumer tendencies in making purchasing decisions.

The findings of this study reveal that e-WOM is closely related to consumer purchase decisions for Tyeso Tumblers. This is evident in consumers' tendency to share their product usage experiences frequently through various digital channels, particularly social media platforms such as Instagram and TikTok. Consumer reviews, expressed in the form of stories, video reviews, comments, and posts, are considered helpful in assessing product quality and advantages such as modern design, temperature resistance, and material quality. Information derived from real-life experiences is considered more credible than company advertisements, thus strengthening consumer trust before making a purchase decision. In addition to digital platforms, information dissemination also occurs in everyday informal conversations, whether in the form of direct recommendations, discussions with friends, or re-sharing of promotional content. The emotional aspect also plays a role when satisfied consumers share positive experiences with others, which in turn impacts purchase intention. Demographic factors also support this finding, with women aged over 30 appearing to be more active in sharing personal experiences through social media, making them an important source of reference for other consumers. Thus, e-WOM through social media has proven to be an effective channel for expanding the reach of information, strengthening positive images, and driving purchase decisions for Tyeso Tumblers. Overall, these results are similar to those of previous studies conducted by (Khurshid et al., 2022; Chatterjee et al., 2022), which highlight the relationship between electronic word of mouth and consumer purchasing tendencies.

Equally important to the previous findings, this study also demonstrates that brand awareness plays a role as a bridging variable in the relationship between social media marketing and purchase decisions for Tyeso Tumblers. This was evident from the respondents' responses, which demonstrated a high level of familiarity with the product. Many stated that they were familiar with Tyeso Tumblers and that they frequently thought of them when discussing or considering purchasing similar products. They also acknowledged that the product was widely recognized by the community. The respondents actively shared their experiences using Tyeso Tumblers, discussed the product with friends, and recommended it to others. These activities demonstrate that their awareness of the Tyeso Tumbler brand was firmly established. In the decision-making process, most respondents stated that their purchase choices were influenced by their feelings about the brand and their comparisons with other brands before deciding to purchase. Demographic factors such as sex

also influenced these findings. Women tended to be more active in conveying information about the products they used. They were considered capable of providing information quickly and clearly about Tyeso Tumblers, thus playing a role in shaping brand perceptions in social circles. Based on these findings, brand awareness appears to play a significant role in strengthening the relationship between social media marketing and purchase decisions. These empirical results align with previous research by (Sudhana et al. (2023) and Khalid (2024), which showed that social media marketing is not directly related to purchase decisions but rather that this relationship is mediated by consumers' level of brand awareness.

The results of this study indicate that e-WOM acts as a bridge between social media marketing and consumer purchase decisions for Tyeso Tumblers. Respondents actively shared their product usage experiences through everyday conversations and social media platforms, such as Instagram and TikTok. Reviews in the form of comments, story posts, and video reviews on TikTok often highlight product advantages such as elegant design, material quality, and temperature retention, thus encouraging other consumers to consider purchasing. Social media has become a key platform for digital word-of-mouth communication as it provides easily accessible, relevant, and shareable information. Activities such as product recommendations, discussions, and dissemination of promotional content occur naturally among consumers and strengthen decision-making considerations. Demographic factors also play a role, with women aged over 30 years appearing more active in sharing personal experiences through social media, making them an important reference for other consumers. Thus, e-WOM through social media not only broadens the reach of information but also strengthens the consumer process of making purchasing choices. Overall, these results are consistent with previous research conducted by (Khurshid et al., 2022; Nguyen et al., 2024), which states that electronic word of mouth can act as a mediating variable in the relationship between social media marketing and purchase decisions.

## CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

The results of this study indicate that social media marketing plays a substantial role in influencing consumer behavior toward Tyeso Tumblers in Jakarta. Digital marketing strategies implemented through platforms such as Instagram and TikTok have proven to increase brand awareness, encourage the creation of e-WOM, and contribute to the formation of purchase decisions. Consumers not only obtain information from official company content but also strengthen their perceptions through reviews, recommendations, and discussions that take place on social media and informal conversations. Furthermore, this study shows that e-WOM functions as a mediating variable bridging the influence of social media marketing on purchase decisions. Information obtained through e-WOM is considered more credible because it is sourced from the real experiences of other consumers. Thus, it can influence consumer preferences and beliefs in determining purchase decisions. Overall, these findings confirm that the integration of social media marketing, brand awareness, and e-WOM forms a mutually reinforcing information chain that drives consumer purchase decisions. Therefore, companies need to continuously optimize their digital marketing strategies to strengthen their brand positions in the market and build long-term consumer loyalty.

This study has several limitations that should be considered when interpreting the results and developing further research. First, the research object focused on Tyeso Tumbler consumers in the Jakarta area; therefore, the findings cannot be generalized to other regions with different demographic characteristics and consumer behavior. Second, the characteristics of respondents were dominated by the 17–30 age group and women aged 31–40 years, which could influence the overall representation of perceptions. Findings related to the influence of social media, brand awareness, and electronic word-of-mouth may show different results if tested on other age or gender segments. Third, the data used in this study were obtained through a quantitative, questionnaire-based approach, so it does not capture the emotional context or personal motivations of consumers in making purchase decisions in depth. A qualitative or mixed-method approach can provide a more comprehensive picture. Fourth, other variables have the potential to influence consumer purchase decisions, such as price perception, product quality, and brand loyalty, which have not been discussed in this study. Considering these limitations, the results of this study are expected to serve as a basis for further research, which is broader, more in-depth, and more representative.

The implications of this research are that Tyeso Tumbler needs to recognize the importance of social media as a primary marketing channel, as social media marketing has been shown to drive the formation of e-WOM, which plays a role in purchase decisions. Creative, educational, and easily shareable content on Instagram and TikTok, such as consumer reviews unboxing videos, testimonials, and product comparisons strengthen positive perceptions and become important references for potential buyers. Therefore, the company needs to manage its accounts consistently, encourage consumer participation

through user-generated content, and tailor content segmentation to groups that actively share information, particularly those aged 17–30 and women aged 31–40 years. In this way, e-WOM on social media can strengthen brand credibility and expand the audience's reach.

Companies are advised to optimize their digital marketing strategies through social media by presenting engaging, informative, and shareable content. Instagram and TikTok can be utilized as e-WOM platforms through consumer reviews, testimonials, and creative content, highlighting the benefits of Tyeso Tumbler. Content should be tailored to key demographics such as those aged 17–

Thirty and women aged 31–40 years who actively share information. Furthermore, establishing user communities and collaborating with public figures can expand promotional reach, while strengthening consumer trust and loyalty.

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