

Analysis of The Impact of Social Media Marketing on Purchase Decisions with Brand Awareness as A Mediating Variable: A Study on MySkill.ID

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Abstract

This study aims to determine the effect of the impact of social media marketing on purchasing decisions with the mediating variable of brand awareness. This type of research is explanatory research which explains the causal relationship between variables through hypothesis testing. This study used a sample of 105 respondents with the Nonprobability sampling method and quota sampling technique. Data analysis in this study is Partial Least Square (PLS) technique. The test results can be concluded that social media marketing has a significant direct influence on brand awareness. Brand awareness has a significant direct influence on purchasing decisions. On the other hand, social media marketing does not have a significant direct influence on purchasing decisions. Brand awareness mediates social media marketing on purchasing decisions.

1. Introduction

The need for digital workforce in order to support companies in their transformation to adapt to the rapidly evolving information technology landscape is essential for staying competitive in the market and not falling behind their competitors. The increasing demand for IT (Information & Technology) professionals has led to the emergence of many new startups in the field of Edtech or Education Technology, aimed at helping workers develop their IT skills. These startups provide various strategies to enhance the effectiveness, efficiency, and accessibility of education systems for everyone.

MySkill is one such Edtech startup focused on career preparation for young individuals. Specializing in career development, MySkill offers digital products like Bootcamps and certified e-learning courses that can be accessed anytime and anywhere, making it easier for workers to improve their skills or for those looking to switch careers. Currently, MySkill has nearly 600,000 Instagram followers, indicating its larger following compared to its competitors. Despite its substantial Instagram following and a few flagship products, MySkill is still relatively unknown to the general public, as evidenced by a survey conducted by DailySocial.id, which found that MySkill was not among the most popular EdTech platforms in 2022.

There are various marketing strategies that can be employed to increase brand awareness and reach a wider audience, with one effective method being the use of social media. Through social media, companies can promote their brand and products extensively through advertising campaigns to gain recognition among a larger audience. Based on previous research conducted by Made Wahyu & Komang (2020), it is evident that brand awareness benefits positively from social media marketing. This demonstrates that brand awareness increases proportionally with the quality of social media marketing. Given this information, the author is inclined to delve into a similar research topic with some differences in their study.

In this study, the author aims to investigate how the use of Instagram as a marketing platform by MySkill.id influences individuals' purchase decisions. The study also seeks to explore the role of brand awareness as a mediating variable in this relationship. This research topic is particularly relevant and timely, given the growing importance of social media in shaping consumer behavior and the need for startups like MySkill.id to effectively leverage these platforms for marketing and brand promotion.

2. Literature Review

2.1 Theoretical Review

2.1.1 Social Media Marketing

Social Media Marketing is the process of building and maintaining customer relationships through the use of social media platforms and networks. Social media marketing is a form of digital marketing that involves using social media platforms and networks to engage with customers, create brand awareness, and drive website traffic and sales (A.K Singh, 2017). The indicators for the social media marketing variable consist of four indicators based on Gunelius (2011). The four indicators are as follows:

1. Content Creation
2. Content Sharing
3. Connection
4. Community Building

2.1.2 Brand Awareness

Brand awareness is the extent to which consumers are familiar with a particular brand and can recognize or recall it when they see or hear it. Brand awareness is crucial because it increases the likelihood that consumers will consider the brand when making purchase decisions and also creates a positive perception of the brand in the minds of consumers. Building brand awareness is a key component of the marketing mix and is the foundation of a successful brand.

There are four indicators that make up the brand awareness variable (Kartajaya, 2021):

- Unaware of Brand
- Brand Recognition
- Brand Recall
- Top of Mind Awareness.

2.1.3 Purchase Decision

Purchase Decision is the method used by consumers to choose which brand to buy. Consumers will purchase the most popular brand, but they are susceptible to two elements that play a role between purchase intent and the actual decision: the opinions of others and unforeseen circumstances. If consumers are forced to delay a purchase or switch to an alternative, their initial intent can change (Kotler, 2018). There are four measurement dimensions of purchase decisions to support consumer choices, as outlined by Kotler & Armstrong (2018):

- Confidence in purchasing after obtaining product information.
- Deciding to buy because it's the preferred brand.
- Buying because it matches wants and needs.
- Making a purchase based on recommendations from others.

2.1.4 Research Hypothesis

In this research, there are four hypotheses proposed. First, hypothesis H1 states that Social Media Marketing has a positive and significant impact on Brand Awareness, meaning that social media marketing campaigns can increase brand awareness among consumers. Next, hypothesis H2 indicates that Brand Awareness has a positive and significant impact on Purchase Decisions, suggesting that the higher the brand awareness among consumers, the greater the likelihood they will choose to purchase products or services from that brand. Furthermore, hypothesis H3 states that Social Media Marketing has a positive and significant impact on Purchase Decisions, implying that effective social media marketing strategies can motivate consumers to make purchase decisions. Lastly, hypothesis H4 suggests that Brand Awareness plays a significant mediating role between the Social Media Marketing variable and Purchase Decisions, signifying that brand awareness can act as a bridge connecting the influence of social media marketing to consumer purchase decisions.

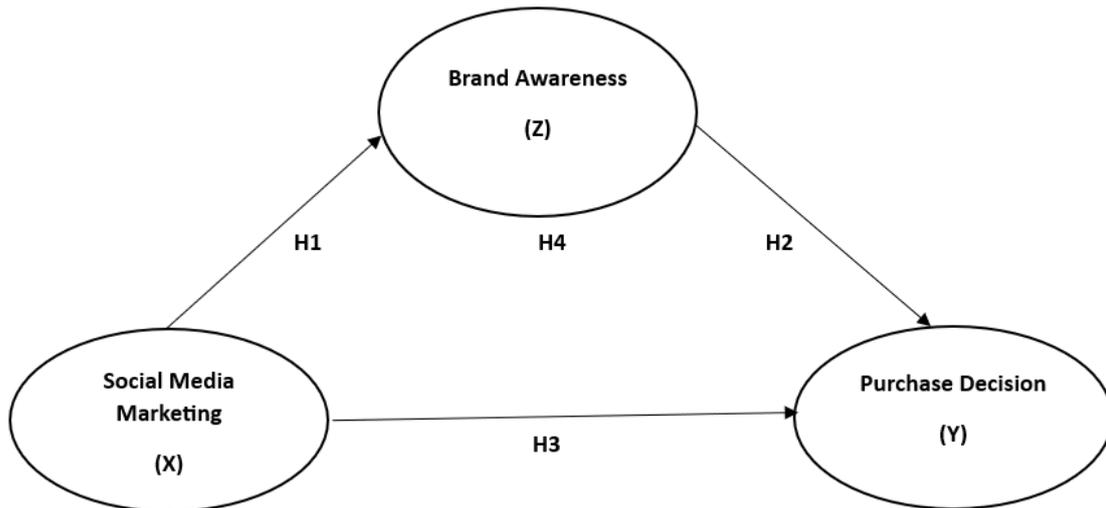


Fig. 1 Research models

3. Research Method

3.1 Research Approach

In this study, the type of research used is Explanatory Research, based on the book authored by Sugiyono (2017). The data type employed in this research is Quantitative research.

The sampling method in this study is the Non-Probability sampling technique, specifically using purposive sampling. In non-probability sampling, not all members of the population have an equal chance to participate in the study. In addition to using purposive sampling, the sample size is determined using quota sampling, which means selecting samples from a population with specific characteristics until the desired quota is reached (Sugiyono, 2016). In this research, a total of 105 samples will be examined as predetermined.

3.2 Data Analysis Method

In this research, the method employed is the SEM-PLS (Structural Equation Modeling - Partial Least Squares) method. Testing involves the analysis of reflective measurement data, evaluation of the structural model to test hypotheses, and assessment of model fit and goodness-of-fit. Data processing for this study is conducted using SmartPLS 3.0.

4. Result & Discussion

4.1 Characteristics of Respondents

Table 1 Characteristics of respondents

Profil	Frequently	%
Men	44	42
Women	61	58
18-22 years	43	1
23-27 years	45	3
>28 years	17	6

Based on the results of descriptive analysis of respondents from a total of 105 participants, there were 44 male respondents, accounting for approximately 42% of the total respondents. Meanwhile, there were 61 female respondents, constituting about 58% of the total respondents. This indicates that the majority of respondents in this study are female. However, male respondents also made a significant contribution to this research.

Regarding the analysis of respondents' age, it shows that the majority of respondents fall into the age group of 18-27 years, with a percentage reaching 84%. On the other hand, respondents aged above 28 years make up only about 16% of the total respondents.

4.2 Data Analysis

4.2.1 Evaluation of the Reflective Measurement Model (Outer Model)

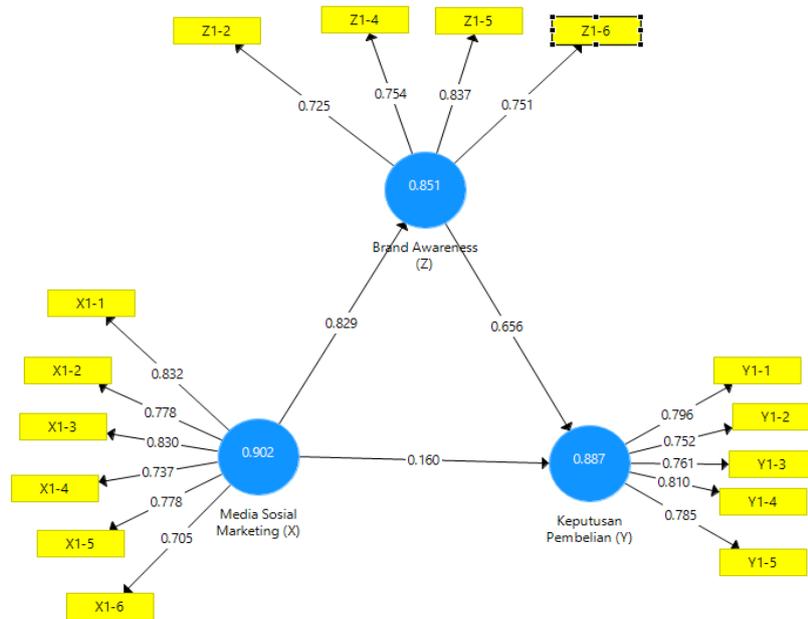


Fig. 2 Outer loading test

Based on the table above, it is evident that the endogenous variable of social media marketing has all its indicator variables with loading factor values >0.7.

Table 2 Cross loading test

Indicator	Social Media Marketing	Purchase Decision	Brand Awareness
X1-1	0.849	0.574	0.633
X1-2	0.798	0.491	0.501
X1-3	0.845	0.657	0.691
X1-4	0.739	0.511	0.516
X1-5	0.785	0.538	0.608
Y1-1	0.589	0.803	0.572
Y1-2	0.52	0.755	0.614
Y1-3	0.558	0.744	0.486
Y1-4	0.49	0.813	0.552
Y1-5	0.554	0.79	0.553
Z1-2	0.694	0.498	0.739
Z1-3	0.571	0.492	0.842
Z1-5	0.557	0.664	0.852
Z1-6	0.546	0.616	0.77

The table above represents the results of cross-loading, indicating that all indicators of Social Media Marketing, Brand Awareness, and Purchase Decision have values greater than the cross-loading of other constructs. This signifies that all these indicators are relevant to the criteria and have higher construct values compared to other variables and indicators.

Table 3 *Fornell-Lacker criterion test*

	BA (Z)	PD (Y)	SMM (X)
BA (Z)	0.802		
PD (Y)	0.713	0.782	
SMM (X)	0.741	0.695	0.804

Discriminant validity evaluation requires the use of the Fornell & Larcker criteria. The Fornell & Larcker criteria stipulate that the square root of the AVE (Average Variance Extracted) of a variable should be greater than the correlations with other variables.

For the variable "Brand Awareness," its AVE (0.802) is greater than its correlation with the "Purchase Decision" variable (AVE root of 0.713) and also greater than its correlation with the "Social Media Marketing" variable (AVE root of 0.741).

Next, for the "Purchase Decision" variable, it has an AVE root of (0.782), which is higher than its correlation with the "Social Media Marketing" variable (AVE root of 0.695). Lastly, the "Social Media Marketing" variable has an AVE root of (0.804), which is greater than the correlation values with other indicators. These results indicate that the variables meet the Fornell & Larcker criteria for discriminant validity, as the square root of the AVE for each variable is greater than its correlations with other variables or indicators.

Table 4 *Heterotrait monotrait ratio test*

	BA (Z)	PD (Y)	SMM(X)
BA (Z)			
PD (Y)	0.855		
SMM (X)	0.874	0.809	

The table above demonstrates that the assessment criteria have been met, and the variables share more variation with the measuring items than with items from other variables. In accordance with the criteria, the HTMT (Heterotrait-Monotrait) value should be below 0.90 (Hair, 2019).)

Table 5 *Reliability test*

	Cronbach's Alpha	Composite Reliability	AVE
SMM (X)	0.863	0.901	0.647
PD (Y)	0.84	0.887	0.611
BA (Z)	0.814	0.878	0.643

The Cronbach's alpha results above indicate that the Cronbach's alpha values for all constructs are above 0.7, thus confirming the reliability of all constructs. Additionally, the Composite Reliability, as determined from the test results, also exceeds 0.7. Regarding the assessment of AVE (Average Variance Extracted), based on the AVE table data, it is evident that all AVE values are greater than 0.5 or >0.5

4.2.2 Structural Model Evaluation

Table 6 *Inner VIF (Variance Inflation Factor) multicollinearity test*

	BA (Z)	PD (Y)	SMM (X)
BA (Z)	1	2.218	
PD (Y)		2.218	
SMM (X)			

The multicollinearity test results for VIF indicate that there is no evidence of multicollinearity as the VIF values are below 5, in accordance with the criteria.

Table 7 Direct effect test

Hipothesis	Path Coefficient	P Values	Confidence Interval 95%		f- Square
			Lower	Upper	
SMM (X) -> BA(Z)	0.83	0	0.748	0.897	2.219
BA -> PD (Y)	0.402	0.018	0.128	0.766	0.111
SMM (X) -> PD(Y)	0.37	0.082	-0.053	0.713	0.094

- The analysis results indicate that Social Media Marketing has a significant influence on Brand Awareness, with a path coefficient of 0.741 and a p-value of 0.00. This indicates that the impact of Social Media Marketing on Brand Awareness is positive and statistically significant.
- The analysis also shows that Brand Awareness has a positive impact on Purchase Decisions, with a path coefficient of 0.402 and a p-value of 0.018. The f-square value of 0.111 suggests that Brand Awareness has a moderate influence on Purchase Decisions.
- However, the analysis reveals that Social Media Marketing does not have a significant influence on Purchase Decisions. The p-value, which is greater than the threshold (0.082 > 0.05), and an f-square of 0.094 indicate a low impact.

Table 8 Indirect effect (mediation test)

Variabel	Path Coefficient t	P Values	Confidence Interval 95%		Upsilon V
			Lower	Lower	
			SMM -> BA -> PD	0.334	

The results of the Indirect Effect and Mediation tests with υ indicate that Brand Awareness has a significant mediating effect with a path coefficient of 0.334 and a p-value (0.028 < 0.05). Furthermore, at the structural level, the mediating role of Brand Awareness falls into the category of medium mediation ($\upsilon = 0.111$) (Ogbeibu, 2020). Additionally, the examination of the mediation role of Brand Awareness is classified as full mediation.

4.2.3 Evaluation Goodness of Fit

Table 9 R-Square & Q-Square test

	R Square	Q Square
BA	0.689	0.423
PD	0.546	0.296

Based on the data, the R-square value for Brand Awareness is 0.689, which can be interpreted as Social Media Marketing having a moderate and significant impact on Brand Awareness, accounting for 68.9% (high influence) and explainable by the exogenous variables in the research model.

Meanwhile, the Q-square value for Brand Awareness is 0.423, meaning the model can predict Brand Awareness with an accuracy of 42.3% (moderate prediction accuracy). The Q-square value for the Purchase Decision variable is 0.296, indicating the model can predict Purchase Decisions with an accuracy of 29.6% (moderate prediction accuracy), signifying that Q-square in this study possesses predictive relevance.

Table 10 SRMR test

Model Estimation	
SRMR	0.089

Based on the test results, the data meets the acceptable fit criteria with a value of 0.089.

Table 11 GoF index test

Communnality	Mean R-Square	GoF Index
0.633	0.560	0.390

The generated GoF Index value is 0.390, indicating that the GoF model falls into the high category, and the tested data can explain approximately 39% of the observed variance in the empirical data.

Table 12 *PLS predict test*

	PLS		LM	
	RMSE	MAE	RMSE	MAE
Z1-5	0.72	0.527	0.691	0.548
Z1-6	0.939	0.751	0.93	0.753
Z1-2	0.666	0.494	0.68	0.49
Z1-3	0.784	0.637	0.809	0.653
Y1-1	0.667	0.485	0.67	0.481
Y1-5	0.753	0.552	0.739	0.511
Y1-2	0.87	0.671	0.866	0.666
Y1-3	0.78	0.618	0.812	0.635
Y1-4	0.672	0.507	0.676	0.507

Based on the results of processing the 9 PLS prediction tests, it can be concluded that the RMSE and MAE values in the PLS model are lower compared to the LM model for all measurement variables. Based on the estimation results, this indicates that the PLS SEM model has medium predictive power.

Table 13 *Quadratic effect test*

Quadratic Effect	Path Coefficient	P Value	Result
QE (BA) -> PD	-0.255	0.204	Linear
QE (SMM) -> PD	0.200	0.07	Linear
QE (SMM) -> BA	0.035	0.204	Linear

Based on the linear relationship test results above, it can be concluded that there is no significant relationship between the Social Media Marketing variable and Purchase Decision. Additionally, there is no significant relationship between the Brand Awareness variable and Purchase Decision, and there is no significant relationship between the Social Media Marketing variable and Brand Awareness in this model.

4.3 Research Discussion

4.3.1 Social Media Marketing Has a Significant Impact on Brand Awareness On Myskill.Id's Social Media

The direct effect with a path coefficient of (0.810 > 1.96) and a P-value (0.00 < 0.05) indicates that the influence of the Social Media Marketing variable on Brand Awareness is positively significant. The F-Square result (1.90) suggests that Social Media Marketing has a high impact on Brand Awareness. Therefore, any marketing efforts conducted through social media can enhance Brand Awareness, making social media marketing crucial for Myskill. These results align with and support previous research conducted by Upadana & Pramudana (2020) and Angelyn (2021).

4.3.2 Brand Awareness Significantly Influences Purchase Decisions on Myskill.Id's Social Media

The direct effect with a path coefficient of (0.613 > 1.96) and a P-value (0.00 < 0.05) indicates that the impact of the Social Media Marketing variable on Brand Awareness is positively significant. The F-Square result (1.90) implies that Social Media Marketing has a high impact on Brand Awareness. Therefore, every marketing effort conducted through social media can enhance Brand Awareness, making social media marketing crucial for Myskill. These research findings align with prior studies conducted by Upadana & Pramudana (2020) and Angelyn (2021).

4.3.3 Social Media Marketing Does Not Have a Significant Impact on Purchase

Decisions On Myskill.Id's Social Media

"The direct effect with a path coefficient of $(0.188 < 1.96)$ and a p-value $(0.335 > 0.05)$ indicates that the impact of the Social Media Marketing variable on purchase decisions is not significantly significant. The F-Square result (0.03) suggests that Social Media Marketing has a very low direct impact on Purchase Decisions. In conclusion, the marketing strategies employed by Myskill through social media do not have a significant influence on purchase decisions. Therefore, Myskill needs to reconsider their marketing strategies and find alternative ways to enhance the impact of their social media marketing, thus directly affecting consumer purchase decisions. These research findings stand in contrast to various previous studies that served as references for this study, such as those conducted by Upadana & Pramudana (2020), Angelyn (2021), and Sukron (2021), which unanimously state that social media marketing influences purchase decisions."

4.3.4 Brand Awareness Mediates the Impact of Social Media Marketing on Purchase Decisions on Myskill.Id

The indirect effect with a path coefficient of $(0.496 < 1.96)$ and a P-value $(0.00 < 0.05)$ indicates that the impact of the Brand Awareness variable mediates the relationship between Social Media Marketing and Purchase Decisions significantly. The mediation test result, ϵ , shows a value of (0.111) , implying that Brand Awareness has a medium mediating effect. Furthermore, based on the mediation model method proposed by Baron & Kenny (1998), it is shown that the influence of the mediation variable on variable Y is significant, and the influence of variable X on Y is not significant. It can be concluded that the mediation model in this study, with the variable Brand Awareness, can be classified as full mediation.

5. Conclusion

- Social Media Marketing (X) significantly influences Brand Awareness (Z) with a path coefficient of 0.810 and a p-value of 0.00, indicating that the impact of Social Media Marketing on Brand Awareness is positive and statistically significant. The f-square value of 1.90 indicates that the Social Media Marketing variable has a strong influence on Brand Awareness.
- Brand Awareness has a significant and positive impact on Purchase Decisions, with a path coefficient of 0.613 and a p-value of $0.00 < 0.05$, showing that the impact of Brand Awareness on Purchase Decisions is positive and significant. The f-square value of 0.322 indicates that the Brand Awareness variable has a moderate influence on Purchase Decisions.
- Social Media Marketing is not significant in influencing purchase decisions, with a P-Value greater than the criterion, which is $0.335 > 0.05$. The F-Square of 0.03 indicates that Social Media Marketing on Purchase Decisions has a low influence. Therefore, it can be concluded that there is no positive and significant influence between Social Media Marketing and Purchase Decisions.
- The research results show that the mediation variable, Brand Awareness, mediates an indirect or indirect effect on the Social Media Marketing variable with a path coefficient of (0.496) and a p-value of $0 < 0.05$, indicating that the mediation variable has a positive and significant impact on purchase decisions. The effect size (ϵ) result of 0.247 indicates that the mediation test result in this study is quite high and falls into the category of full mediation.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

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