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By Sekar Aulia Rachman

Mediating Role of Brand Awareness: The Influence of Social Media Marketing and Product Quality on Purchasing Decisions

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ABSTRACT

Social media marketing is a promotional strategy to enhance product awareness through social media platforms. Social media marketing tactics can affect purchasing decisions by shaping how consumers see things during their buying process. This study aims to assess the impact of social media marketing and product quality, mediated by brand awareness, on consumer purchasing decisions at Pepari Leather. This study employs a quantitative methodology for data collecting through observations and descriptive surveys derived from questionnaire findings. This study employs a basic random sample strategy for data collection. The participants in this study were consumers of Pepari Leather. This study demonstrates that brand awareness mediates the relationship between social media marketing, product quality, and consumer purchasing decisions at Pepari Leather. Pepari Leather must persist in optimizing social media to introduce products to potential consumers, ensuring they remain cognizant of Pepari Leather's offerings.

Keywords: Social Media Marketing, Product Quality, Brand Awareness and Purchase Decisions

INTRODUCTION

The advancement of contemporary civilization has necessitated the adaptation of all facets of existence to new functions. This development is intrinsically linked to the evolution of fashion trends in Indonesia. The Ministry of Cooperatives and Small and Medium Enterprises said that the total number of micro, small, and medium enterprises (MSMEs) surpassed 65 million units as of May 2022. The aggregate quantity of MSMEs will perpetually rise annually. Indonesia's current number of micro, small, and medium enterprises fosters rivalry among businesses. In West Java Province, fashion MSMEs occupy the third position, followed by food and culinary MSMEs in quantity. The swift advancement of the fashion sector in Indonesia has significantly influenced the proliferation of fashion enterprises. (Tauran, Andriani, Wahyuningtyas & Isaskar, 2022; Savitri, Hurriyati, Wibowo & Hendrayati, 2022)

Fashion is an evolving trend that progresses over time. The network mostly centers on several fashion enterprises, particularly among youthful fashion enthusiasts. The Indonesian populace, particularly the youth and social media users, represents a promising market for fashion businesses. Authentic leather is a hallmark of fashion. Leather is extensively utilized in producing accessories, ranging from bags to wallets. Leather fashion items have distinct allure and attributes. Genuine leather features enduring hues and designs and exhibits substantial endurance, with many pieces presenting a classic and sumptuous aesthetic. Pepari Leather is a fashion manufacturer that uses leather as its primary material. Pepari Leather is a micro, small, and medium enterprise (UMKM) producing accessories from authentic cowhide in Bogor City. Pepari Leather is a prominent and well-recognized UMKM accessory brand among the local community and tourists. Pepari Leather frequently hosts client visits representing government bodies within and beyond Bogor City. Pepari Leather boasts a substantial following and significantly influences monthly sales performance. (Salhab, Al-Amarneh, Aljabaly, Zoubi & Othman, 2023; Helmi, Ariana & Supardin, 2022)

Pepari Leather has yet to encounter decreased product sales and challenges in enhancing sales turnover. The reduction in sales transpires when the quantity of products sold diminishes over time. The products' sales diminished by 50 percent, and the owner is concerned that buyers may forget the Pepari Leather brand. This condition necessitates business stakeholders to exert efforts to mitigate

the decrease in sales. This research will concentrate on Pepari Leather consumers. (Aljumah, Nuseir & Refae, 2023; Saraswati & Giantari, 2022)

To date, a limited study has investigated brand awareness as a mediating variable in micro, small, and medium companies (MSMEs). The literature gap underscores the necessity for additional investigation into the impact of brand awareness on the interplay between essential marketing and product elements and consumer purchase decisions. The current body of research examining models incorporating social media marketing and product quality, mediated by brand awareness on purchasing decisions, needs to be revised. This constraint highlights the significance of such studies, which seek to address these gaps and offer practical insights for practitioners. (Wikantari, 2022; Hanaysha, 2022)

This study intends to boost brand recognition for MSMEs in Indonesia by examining the dynamics of these variables and offering additional insights and recommendations. These changes are essential for firms aiming to compete in more digital and competitive industries, where consumers are inundated with options and strongly depend on brand perceptions to inform their purchasing decisions. Rectifying these deficiencies in the literature enhances scholarly comprehension and provides pragmatic advantages, enabling enterprises to forge more robust relationships with their intended audiences.

This study's theoretical approach is based on the Theory of Planned Behavior. This theory offers a solid basis for comprehending the impact of attitudes, subjective norms, and perceived behavioral control on intentions and ensuing behaviors. This study applies the theory's concepts to examine the relationships among social media marketing, product quality, brand awareness, and purchasing decisions.

Social media marketing is an essential element of the framework. Ajzen's concept of normative views posits that an individual's perception of others' expectations profoundly affects their behavior. In marketing, normative ideas influence how organizations utilize social media platforms to shape impressions and fulfill consumer expectations. Social media marketing is effective for engaging potential customers, fostering connections, and promoting behaviors such as acquiring goods or services. By comprehending and shaping normative views, social media marketing establishes a means to affect consumer intentions, especially purchasing intentions.

Purchasing decisions, a significant variable, are shaped by behavioral beliefs and attitudes. Behavioral views include favorable and unfavorable perceptions regarding an action, namely acquiring a product or service. Attitudes toward activity provide an individual's

comprehensive assessment of whether they perceive the behavior positively or negatively. These beliefs and attitudes are directly associated with product quality, which signifies the perceived value and satisfaction obtained from a product's attributes. Premium items and efficient marketing methods cultivate positive perceptions and enhance the probability of favorable purchasing decisions. (Praditya & Purwanto, 2024; Romadhoni, Akhmad, Naldah & Rossanty, 2023)

Brand awareness, regarded as a mediating variable, is intricately linked to Ajzen's theory, especially the notion of purpose. Intention denotes an individual's motivation to engage in a particular behavior, whether conscious or unconscious. In this context, brand awareness signifies customers' positive perceptions of a brand's dependability, legitimacy, and capacity to fulfill or exceed their expectations. Robust brand awareness bolsters consumer confidence, cultivates trust, and eventually elevates purchase probability. This study elucidates the role of brand awareness as a conduit linking social media marketing, product quality, and purchasing decisions, enhancing comprehension of its influence on customer behavior. (Rachmawati & Suroso, 2022; Hmoud, Nofal, Yaseen, Al-Masaeed & AlFawwaz, 2022)

The variable influencing purchasing decisions is fundamentally based on behavior, a vital component of the Theory of Planned Behavior.

According to Ajzen, behavior denotes observable acts that arise from an individual's intentions and external stimuli. This study perceives purchasing decisions as actions influenced by brand awareness and external factors such as product quality and marketing strategies. Comprehending the catalysts and mechanisms influencing purchase decisions is essential for enterprises seeking to enhance their strategies and outcomes.

This study seeks to evaluate the applicability of the Theory of Planned Behavior in elucidating these links. It offers a solid theoretical foundation for investigating how MSMEs utilize social media marketing and product quality to augment brand recognition and affect purchasing decisions. This study enhances the existing knowledge of marketing and customer behavior and provides practical recommendations for MSMEs aiming to succeed in competitive markets. (Simbolon, Nurcholifa & Safarina, 2022; Farzin, Sadeghi, Fattahi & Eghbal, 2022)

The amalgamation of social media marketing, product quality, brand recognition, and purchase decisions within the context of the theory of planned behavior provides significant insights for researchers and practitioners alike. For MSMEs, comprehending these dynamics offers a framework for developing robust brands, formulating efficient marketing strategies, and eventually enhancing sales growth. As digital transformation persists in altering the corporate

environment, the insights derived from this study will be crucial for MSMEs to adapt and thrive.

METHOD

This study is quantitative. Quantitative research is the investigation that formulates hypotheses through empirical testing, wherein modifications are implemented to evaluate new ideas. This strategy seeks to generate objective and statistically quantifiable data, ensuring that the outcomes are dependable and possess scientific validity. This study employed a causal research strategy. Quantitative causal research seeks to ascertain the extent of influence the independent variable exerts on the dependent variable while also elucidating the causal relationship between these variables.

The primary data utilized in this study is primary data. Primary data was collected directly from Pepari Leather users via the distribution of questionnaires. Due to the unknown population in this investigation, the researcher employed a sampling strategy utilizing the Lemeshow formula. Utilizing a significance threshold (alpha) of 5%, the requisite sample size was 98 responders, subsequently rounded to 100 Pepari Leather consumers. This sample is anticipated to reflect the entire population and accurately depict the topic under investigation.

The employed sample methodology was simple random sampling, a procedure that involves selecting items randomly without any preferential treatment. This strategy ensures that every individual in the population has an equal probability of being chosen as a sample. This condition guarantees that the distribution of research subject characteristics is not preordained, minimizing bias and yielding more representative outcomes.

The data-gathering instrument consisted of a questionnaire with 66 items. Validity and reliability tests were conducted using SPSS 26 software to guarantee the data's validity and reliability. All variables utilized in this study were deemed trustworthy, indicating that the questionnaire regularly and accurately measured the variables.

This study employed the SEM-PLS (Structural Equation Modeling - Partial Least Squares) analysis technique with WarpPLS 7 software for data analysis. SEM-PLS analysis has three principal stages, specifically:

1. External Model Assessment
   This phase evaluates the validity and reliability of the indicators employed in assessing latent variables. Convergent and discriminant validity are assessed to confirm that the indicators align with the constructs they signify.

2. Evaluation of the Inner Model
   At this juncture, the association among latent variables is evaluated to ascertain the relationship's strength, path coefficient, and determination value (R²).

This analysis seeks to elucidate the influence of the independent variables on the dependent variables via the established pathway.

3. Hypothesis Testing

The third stage seeks to evaluate the hypotheses formulated throughout the investigation. Testing examines the statistical significance value to ascertain whether the link between variables is empirically significant.

This approach not only elucidates the link between variables but also guarantees that the employed model is valid, dependable, and suitable for decision-making. This study aims to significantly enhance the understanding of the impact of social media marketing, product quality, and brand recognition on customer purchase decisions.

Variabel/Item	Loading Factors	Loading Factors setelah eliminasi	AVE	AVE setelah eliminasi	Composite Reability	Composite Reability setelah eliminasi
K1	0.541					
K2	0.641					
K3	0.646					
K4	0.775	0.771				
K5	0.734	0.732				
K6	0.712	0.716				
K7	0.666					
K8	0.684	0.670				
K9	0.718	0.714				
K10	0.686	0.686				
K11	0.784	0.795				
K12	0.693	0.703	0.466	0.539	0.947	0.952
K13	-0.126					
K14	0.094	0.095				
K15	0.802	0.804				
K16	0.686	0.693				
K17	0.667					
K18	0.804	0.793				
K19	0.754	0.760				
K20	-0.285					
K21	0.746	0.757				
K22	0.699	0.723				
K23	0.713	0.732				
K24	0.719	0.725				
BA1	0.724	0.794				
BA2	0.624					
BA3	0.736	0.781				
BA4	0.780	0.839				
BA5	0.818	0.883				
BA6	0.724	0.783				
BA7	0.164		0.858	0.876	0.888	0.907
BA8	0.551					
BA9	0.590					
BA10	0.706	0.628				
BA11	0.473					
BA12	0.560					

Variabel/Item	Loading Factors	Loading Factors setelah eliminasi	AVE	AVE setelah eliminasi	Composite Reability	Composite Reability setelah eliminasi
KP1	0.630					
KP2	0.693	0.727				
KP3	0.647					
KP4	0.674	0.726				
KP5	0.574					
KP6	0.698	0.741				
KP7	0.497					
KP8	0.062		0.887	0.832	0.906	0.877
KP9	0.582					
KP10	0.574					
KP11	0.716	0.769				
KP12	0.641					
KP13	0.749	0.768				
KP14	0.674	0.692				
KP15	0.629					
KP16	0.650					

RESULTS and DISCUSSION

Table 1. Outer Model Evaluation Table

Variabel/Item	Loading Factors	Loading Factors setelah eliminasi	AVE	AVE setelah eliminasi	Composite Reability	Composite Reability setelah eliminasi
SM1	0.662					
SM2	0.688	0.724	0.421	0.576	0.903	0.904
SM3	0.703	0.665				

Variabel/Item	Loading Factors	Loading Factors setelah eliminasi	AVE	AVE setelah eliminasi	Composite Reability	Composite Reability setelah eliminasi
SM4	0.630					
SM5	0.723	0.741				
SM6	0.622					
SM7	0.724	0.805				
SM8	0.702	0.792				
SM9	0.790	0.811				
SM10	0.644					
SM11	0.728	0.763				
SM12	0.602					
SM13	-0.027					
SM14	0.474					
SM1	0.662					

The results in Table 1 indicate that multiple aspects remain non-compliant with the fit evaluation criteria for the outer model. A point of concern is the loading factor number for multiple question items that remains below the minimal level of 0.7. This low score signifies that the items lack sufficient strength to reflect the construct being measured adequately. Consequently, removing components with values below 0.7 must be executed to enhance the validity of the overall

model. This elimination step is crucial to the model adjustment phase, ensuring that the indicators employed substantially contribute to the latent construct.

Upon completing the elimination process, the subsequent stage involves verifying the discriminant validity value. Discriminant validity assesses the degree to which a construct is genuinely distinct from other constructs within the study model. The validity can be assessed by comparing the Average Variance Extracted (AVE) square root with the correlation between constructs. An elevated AVE value relative to the correlation between constructs signifies that the constructs possess sufficient discriminant validity.

Verifying discriminant validity is crucial in confirming that the employed model can yield precise and pertinent data. Consequently, this study's findings are anticipated to make a substantial contribution to elucidating the correlation among social media marketing, product quality, brand awareness, and purchase decisions.

Table 2. Discriminant Validity Table

	CS	KP	BT	K
CS	**0,759**	0,623	0,584	0,664
KP	0,623	**0,734**	0,667	0,618
BT	0,584	0,667	**0,789**	0,701
K	0,664	0,618	0,701	**0,737**

The assessment of discriminant validity, as indicated in Table 2, involves comparing the Average Variance Extracted (AVE) square root with the correlations among latent constructs. The requisite conditions stipulate that the Average Variance Extracted (AVE) square root for each

latent construct must exceed the correlation values among other latent constructs. The analysis results indicate that all constructs satisfy this condition, as demonstrated in the table, where the square root of AVE (bolded figures) exceeds the correlation among constructs. Consequently, this fit parameter has been validated, allowing the study to progress to the inner model evaluation phase to assess the link between latent variables.

Table 3. Individual Inner Model Testing

Kriteria	Brand Awareness	Keputusan Pembelian
R-squared	0,758	0,963
Adjusted Rquare	0,753	0,962
Square Predictive Relevance	0,761	0,874

Table 3 indicates that the R-squared value for the brand awareness variable is 0.758, while the R-squared value for the purchasing decision variable is 0.963, as evidenced by the Adjusted R-squared and Q-square predictive relevance values. The R-squared value for the brand awareness and purchasing choice variables falls within the range of 0.33 to 0.67, indicating a moderate relationship. If the R-square value for both variables exceed 0, it can be asserted that they possess strong predictive validity. The Adjusted R-square values for the brand awareness and purchasing decision variables are moderate, measuring 0.753 and 0.962, respectively. The squared predictive relevance value for the brand awareness variable is 0.761, whereas the purchasing decision variable is 0.874. This result indicates that the model

possesses predictive validity, as the values of both variables exceed 0.

Table 4. Model Fit and Quality Indices

No.	Model Fit and Quality Indices	Kriteria fit	Hasil Analisis	Ket.
1.	Average path coefficient (APC)	P<0,05	0.407, P<0.001	Accepted
2.	Average R-squared (ARS)	P<0,05	0.861, P<0.001	Accepted
3.	Average adjusted R-squared (AARS)	P<0,05	0.858, P<0.001	Accepted
4.	Average block VIF (AVIF)	acceptable if <= 5, ideally <= 3.3	2.682	Accepted
5.	Average full collinearity VIF (AFVIF)	acceptable if <= 5, ideally <= 3.3	4.019	Accepted
6.	Tenenhaus GoF (GoF)	small >= 0.1, medium >= 0.25, large >= 0.36	0.701	Large
7.	Sympson's paradox ratio (SPR)	acceptable if >= 0.7, ideally = 1	1,000	Accepted
8.	R-squared contribution ratio (RSCR)	acceptable if >= 0.9, ideally = 1	1,000	Accepted
9.	Statistical suppression ratio (SSR)	acceptable if >= 0.7	1,000	Accepted
10.	Nonlinear bivariate causality direction ratio (NLBCDR)	acceptable if >= 0.7	1,000	Accepted

Based on Table 4, the analysis of the model fit and quality indices shows acceptable results, meeting the required thresholds. This indicates that the model is well-specified and reliable, allowing the research to proceed to the hypothesis testing stage to evaluate the relationships between the studied variables and validate the proposed model.

Table 5. Hypothesis Testing Results

H	Jalur	Koefisien	P Value	Ket
H1	Social media marketing terhadap brand awareness	0,323	<0,001	Diterima
H2	Kualitas produk terhadap brand awareness	0,643	<0,001	Diterima
H3	Social media marketing terhadap keputusan pembelian	0,614	<0,001	Diterima
H4	Kualitas produk terhadap keputusan pembelian	0,681	<0,001	Diterima
H5	Brand awareness terhadap keputusan pembelian	0,264	0,003	Diterima
H6	Social media marketing terhadap keputusan pembelian	0,085	0,011	Diterima
	melalui brand awareness			
H7	Kualitas produk terhadap keputusan pembelian melalui brand awareness	0,17	0,007	Diterima

The subsequent conclusions are derived from the test output above, utilizing a significance threshold of 5%:

1. Social media marketing positively influences brand recognition among Pepari Leather consumers.

2. Product quality positively influences brand recognition among Pepari Leather buyers.

3. Social media marketing positively influences the purchasing decisions of Pepari Leather consumers.

4. A positive correlation exists between product quality and the purchase decisions of Pepari Leather consumers.

5. A positive correlation exists between brand awareness and the purchasing decisions of Pepari Leather consumers.

6. Social media marketing positively influences purchasing decisions by enhancing brand awareness among Pepari Leather consumers.

7. A favorable correlation exists between product quality and purchasing decisions mediated by brand awareness among Pepari Leather consumers.

Social media marketing is a promotional technique that enhances product awareness by leveraging a broader audience to launch a brand.

Brand awareness assesses clients' capacity to recognize and comprehend a brand. This study's results demonstrate that the social media marketing variable positively influences brand awareness. This result indicates that an increased frequency of social media marketing observed by Pepari Leather consumers correlates with heightened brand awareness.

The findings of this investigation need to be more consistent with prior results. Social media marketing does not substantially influence the brand awareness of Grab consumers in Tangerang, even though it is a highly effective internet marketing strategy for attracting the public.

Nevertheless, according to research conducted on Grab application users in Tangerang, social media marketing did not improve the company's brand awareness.

Favorable and substantial outcomes concerning the correlation between social media marketing and brand recognition. Social media marketing has four characteristics that might affect customers, initially perceived but eventually recognized and recalled, enhancing brand recognition.

Product quality represents the value of a product that fulfills client wants and aspirations, enhancing brand recognition and impacting purchasing decisions. This study's results demonstrate that product quality characteristics positively influence brand awareness variables.

Consumers will exhibit increased interest in purchasing higher-quality goods. The quality of a product significantly impacts each customer's purchasing decision. Consumers who derive advantages from premium products will likely be more interested in purchasing them and retaining brand recognition. Brand awareness refers to consumers' capacity to recall and identify a brand, eliciting favorable responses towards the product. Consumers prefer purchasing products from established brands with a long history and recognized reputation since they associate these names with high quality and reliable performance. The quality of a product influences brand recognition, both partially and concurrently. High product quality perceived by customers will enhance brand recall and influence purchasing decisions.

The quality of a product is its capacity to fulfill client requirements and desires, enhancing brand recognition and impacting purchasing decisions. This study's results demonstrate that product quality characteristics positively influence brand awareness variables. Consumers will exhibit increased interest in purchasing higher-quality goods. Product quality is a significant determinant in a customer's purchasing decision. Consumers who derive advantages from premium products are generally more inclined to exercise caution and retain brand awareness. Brand awareness is the capacity of consumers to recall and identify a brand, hence eliciting favorable associations with

the product. A correlation exists between product quality and brand awareness. Consumers generally prefer purchasing products from established brands with a long-standing reputation for quality, as they trust the product's performance. The quality of a product influences brand recognition, both partially and concurrently. High product quality perceived by customers will enhance recall and influence purchasing decisions.

Social media marketing is a promotional strategy designed to enhance product awareness by utilizing social media to engage with a broader audience for the introduction of a product or brand. Social media marketing executed by a corporation can shape an individual's perceptions, thus affecting others prior to their purchasing decisions. A purchasing decision is a choice made by consumers to select the goods they will ultimately acquire. This study's results demonstrate that social media marketing positively affects purchasing decisions. This result indicates that an enhanced marketing strategy utilizing social media, as perceived by Pepari Leather consumers, correlates with an elevated level of brand recognition among them. Consistent with other research, the results indicate a favorable and strong correlation between social media marketing and purchasing decisions. Social media marketing is a successful technique for reaching diverse consumer groups through social media platforms. The elements

affecting social media marketing enable consumers to understand a product better, influencing their purchasing decisions. Social media marketing significantly influences purchase decisions, enabling businesses to reach potential consumers extensively. Social media advertising can enhance brand recognition and capture the interest of prospective consumers.

To facilitate substantial business expansion, it is imperative to prioritize and uphold product quality. Quality products possess the appropriate precision, achieved through effective and efficient methods. Superior products can attain customer pleasure, which will ultimately enhance purchase decisions. Innovative enterprises can surpass rivals, enhance outcomes, and deliver value to their stakeholders.

This study contradicts data indicating that some product quality criteria do not significantly influence purchase decisions, as the younger demographic prefers to emphasize trends over quality. Young individuals are typically inclined to adhere to prevailing trends, often neglecting the quality of a product. Product quality exerts no influence and is insignificant in purchasing decisions. Nonetheless, emerging trends may lead potential consumers to favor trend adherence.

There are positive and robust correlations between product quality and purchase decisions. The quality of the product influences consumer purchasing decisions. Higher product quality

correlates with increased customer interest in purchasing. Product quality exerts a favorable and significant impact on purchasing decisions. As consumers perceive more excellent benefits from a product's quality, their purchasing decisions will grow.

Brand awareness refers to consumers' capacity to recall and identify a brand, hence exerting a favorable influence on it. Purchasing decisions are choices made by consumers to determine which products to acquire. Brand awareness quantifies how customers can recognize and recall a brand's presence. Increased consumer awareness of a brand facilitates purchasing decisions.

The findings indicate that brand awareness does not significantly affect purchasing decisions; age considerations exert influence in this study. Young consumers prefer novelty; hence, established brands often need to be considered.

Brand awareness exerts a favorable and substantial impact on purchasing decisions. Consumer awareness of a brand might impact purchasing decisions. Elevated brand awareness among consumers will lead them to select brands they recognize. Brand awareness does not impact purchase decisions, as it fails to entice customers to make such selections.

The primary objective of social media marketing tactics is to broadly enhance brand awareness among customers. Through the implementation of social media marketing,

businesses can familiarize customers with brands that they may still need to be aware of relevant and engaging information about a product brand on social media, which will enhance brand awareness. Social media marketing exerts a favorable and substantial influence on purchasing decisions. This result indicates that consumers are more inclined to purchase when the social media marketing strategy is more effective. Brand awareness mediates the favorable and significant association between social media marketing utilization and purchasing decisions. Brand awareness mediates the relationship between social media marketing and purchase decisions, indicating that purchasing decisions are influenced by both the degree of brand awareness and the extent of social media marketing. Social media marketing cultivates robust brand recognition, as substantial brand awareness is derived from the impact of effective social media marketing. Social media marketing significantly impacts brand awareness.

High product quality will motivate buyers to purchase a product. When multiple products in the same category exist, if one product is of higher quality and the brand is already familiar to the consumer, the consumer will select the superior product. Consumers prefer purchasing products from well-recognized brands, as superior product quality instills confidence in their performance. A correlation exists between product quality and brand awareness.

Brand awareness is established when people recognize a product, or the brand's positive image facilitates product recall. It impacts consumer purchase decisions. Consumers often purchase established brands due to the assurance they offer and the mitigation of potential usage concerns. Brand awareness facilitates consumer recognition of the product, thereby increasing their willingness to purchase it. It exerts a favorable and substantial impact on purchasing decisions.

Product quality does not affect purchase decisions, as consumers prefer essential quality items at lower prices to superior quality products priced accordingly. Brand awareness does not affect purchasing decisions and does not influence customers to make more informed purchasing decisions.

CONCLUSION

Acquisition choices are critical actions undertaken by consumers when selecting what to purchase. This process is crucial for customers and significantly impacts firms, as consumer purchasing decisions directly enhance income and corporate sustainability. This study examines the impact of Social Media Marketing and Product Quality on purchasing decisions, with Brand Awareness as a mediating variable.

The study's results indicate that Social Media Marketing positively and significantly impacts

purchasing decisions. Effective social media marketing methods, including appealing promos, helpful content, and active customer engagement, have demonstrated the capacity to stimulate consumer purchasing interest. Furthermore, Product Quality exerts a favorable and substantial impact on purchasing decisions. Products that fulfill consumer expectations regarding usefulness, durability, and beauty are generally more favored and trusted, enhancing consumer purchasing intent.

In this study, Brand Awareness is a significant mediating variable. Brand knowledge among consumers has been demonstrated to enhance the impact of Social Media Marketing on purchasing decisions. As brand recognition rises due to regular social media promotion, consumers get more acquainted with the available products. The same happens in the relationship between product quality and purchasing decisions, where brand awareness strengthens consumers' positive perceptions of the product.

Companies are urged to enhance their marketing strategy via social media by leveraging platforms pertinent to their target market. Furthermore, sustaining and enhancing product quality is essential for preserving client trust. Enhancing Brand Awareness enables organizations to forge more profound emotional connections with consumers, ultimately favorably impacting purchasing decisions. This result is

anticipated to facilitate long-term corporate success.

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