

## **An Analysis of the Effect of Social Media Marketing on the TikTok App on Purchase Intention, with Brand Awareness and Consumer Brand Engagement as Mediating Variables (A Study of Potential Consumers of Gatsby Perfume Products in Semarang)**

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**Keywords:**

social media marketing, brand awareness, consumer brand engagement, purchase intention, tiktok

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**Abstract**

The rapid growth of digital technology and TikTok usage has transformed marketing communication and consumer behavior, particularly in the fragrance industry. Gatsby perfume faces increasingly competitive market conditions and fluctuating brand performance, making it important to examine how TikTok-based social media marketing shapes consumer purchase intention. This study aims to analyze the effect of social media marketing on purchase intention, with brand awareness and consumer brand engagement as mediating variables among potential consumers of Gatsby perfume products in Semarang. This research employed a quantitative explanatory approach using a survey method. Data were collected from 120 respondents selected through purposive sampling and analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS 4.0. The findings show that social media marketing has a positive and significant effect on purchase intention, brand awareness, and consumer brand engagement. Brand awareness and consumer brand engagement also positively and significantly influence purchase intention. Furthermore, consumer brand engagement significantly mediates the relationship between social media marketing and purchase intention, while brand awareness does not significantly mediate this relationship. These results indicate that interactive, informative, personalized, and trend-based TikTok marketing can strengthen consumer engagement and encourage purchase intention. Therefore, Gatsby should prioritize engagement-oriented digital campaigns to enhance consumer interest and brand competitiveness

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### **INTRODUCTION**

The development of digital technology and massive internet penetration has significantly changed consumer behavior, including the way they seek information, interact with brands, and make purchasing decisions. In Indonesia, internet users will reach around 212 million people at the beginning of 2025, with a penetration rate of around 74.6% of the total population (ContentGrip, 2025). The use of social media, which reaches more than 143 million active users in Indonesia (Statista, 2025), places this platform as the main channel of marketing communication that is very strategic. A report from We Are Social (2026) shows that 78.4% of Indonesians are active users of social media, with TikTok as the platform with the highest user growth rate below YouTube, Facebook, Instagram, and WhatsApp.

The development of information and communication technology has brought significant changes in the marketing patterns implemented by companies. Conventional marketing strategies that rely on print, radio, television, and direct promotion media are considered to have limitations in terms of market reach, cost efficiency, and the ability to accurately measure marketing performance. Kotler & Keller (2016) stated that changes in the technological environment have shifted the way companies interact with consumers, from one-way communication to more interactive communication. In addition, modern consumer behavior tends to actively seek out product information through the internet before making a purchase decision (Hollebeek et al., 2019). These changes encourage the switch from conventional marketing to digital marketing as a strategic step to reach consumers more effectively and relevantly (Ryan, 2016).

The emergence of TikTok as a short video content-based social media platform has brought significant changes in digital marketing practices. TikTok offers a short-form video format that is visual, dynamic, and easy to consume, so it is able to attract users' attention in a relatively short time. Supported by an interest-based algorithm, according to Omar & Dequan (2020), TikTok not only functions as an entertainment medium, but also as a source of information and product reference for users, especially the younger generation. Furthermore, Haenlein et al. (2020) stated that short video content-based platforms such as TikTok encourage the creation of more personal and participatory interactions between brands and consumers, thus potentially increasing brand awareness and consumer engagement.

In the midst of increasingly fierce market competition, companies need to understand what drives consumers to make a purchase. Purchase intention is the tendency or intention of consumers to purchase a particular product or brand as a result of a previous evaluation and consideration process (Dodds et al., 1991). Thus, purchase intention is a crucial variable in marketing research because it is able to explain the extent to which marketing strategies through TikTok can encourage consumers to the stage of real purchase decisions. One of the factors that has a significant role in forming and increasing purchase intention is social media marketing (SMM) activities. According to Felix et al. (2017), social media marketing is an organizational activity that involves creating, communicating, delivering, and exchanging valuable offerings through social media platforms to build relationships with various stakeholders.

Previous research has shown that social media marketing has a positive and significant influence on purchase intention (Balakrishnan et al., 2014; Septia & Suriyanto, 2024; Widiasti, 2024). However, in Vidyanata's (2022) study, it shows different results, where social media marketing does not have an effect on purchase intention. According to Aaker (1991), brand awareness is the ability of potential buyers to recognize or remember that a brand is part of a certain product category. The higher the level of brand awareness, the more likely it is that the brand will be considered in the purchasing decision-making process. Previous research has shown that brand awareness has a positive effect on purchase intention (Chen et al., 2024; Rahmadhani & Widodo, 2023), but Nur Rois et al. (2020) showed different results.

In addition to brand awareness, Brodie et al. (2011) state that consumer brand engagement is a psychological state that arises from interactive and collaborative experiences between consumers and brands. Previous research has shown that consumer brand engagement has a positive and significant influence on purchase intention (Algharabat et al., 2020; Bilal et al., 2020; Sari & Meranga, 2025), but Hayuningtyas & Hermawan (2023) show different results. Several studies also show that social media marketing has a positive influence on purchase intention through brand awareness and consumer brand engagement as mediating variables (Karlita Aprilianti et al., 2023; Rai et al., 2025; Tamzil et al., 2025; Adinda et al., 2025; Simbolon & Law, 2022; Walidi et al., 2024).

In this study, Gatsby perfume was chosen as the object of research. Gatsby is one of the brands of men's grooming products under the auspices of Mandom Corporation and marketed in Indonesia through PT Mandom Indonesia Tbk. This brand has long been known to the Indonesian people as a men's grooming brand that has a strong image and wide distribution in various sales channels, both offline and online. The men's perfume industry is currently facing increasingly fierce competition with the emergence of various local and international brands that actively use social media to increase consumer engagement and purchase intention. Brand Index is one of the indicators used to measure the strength of a brand in the minds of consumers, which is measured through top of mind awareness, last used, and future intention. Gatsby experienced value fluctuations which can be seen in Table 1 below.

Based on Top Brand Index data in the Eau de Parfum subcategory for the 2022–2025 period, it can be seen that Gatsby products are experiencing fluctuating index movements. After increasing in 2023, the Gatsby index shows a downward trend in 2024 to 2025. The decline in the index indicates that the performance of the Gatsby brand in the Eau de Parfum category tends to weaken, especially in maintaining the brand's position in the midst of increasingly competitive competition in the perfume industry. This phenomenon of index fluctuations shows that there is a possible gap between the digital marketing strategy implemented and consumer perception and response to the Gatsby brand.

This condition indicates that brand awareness and consumer brand engagement have a role as psychological mechanisms that bridge the influence of social media marketing on purchase intention. Based on the description of this phenomenon and supported by previous research, this study aims to analyze the influence of social media marketing on the TikTok platform on purchase intention with brand awareness and consumer brand engagement as mediating variables in consumers of Gatsby perfume products in Semarang City. The novelty of this research lies in the development of a model of the relationship between these variables in the context of perfume products, especially Gatsby Eau de Parfum, with a focus on consumers in Semarang City, which is still rarely specifically studied.

Uses and Gratifications Theory (UGT) is a communication theory that explains that individuals actively choose and use media to meet certain needs. According to Ruggiero (2000), UGT emphasizes that the audience is not a passive party, but has full control in determining the media used based on needs such as information, entertainment, and social interaction. Luo (2002) found that factors such as informativeness and entertainment have a significant influence on users' attitudes and behaviors in using online media.

In digital marketing research, UGT is a relevant theoretical foundation to explain the relationship between social media use and consumer behavior. Social media users tend to engage with content that is able to meet their needs, thereby increasing brand awareness and ultimately encouraging purchase intention. Therefore, UGT can be used to explain how social media marketing is able to influence purchase intention through consumer brand engagement and brand awareness.

Purchase intention is a fundamental concept in consumer behavior that reflects an individual's tendency to plan or want to buy a product or service in the future (L. Chen, 2013). According to Fishbein & Ajzen (1975) in the Theory of Reasoned Action, buying intention is a form of a person's readiness to perform a certain behavior, which in the context of marketing refers to purchasing behavior. Kotler & Keller (2016) explain that purchase intention is a stage in the consumer decision-making process where a person begins to show interest in buying a particular product after evaluating the brand and the benefits offered. The indicators used in this study include transactional interest, referential interest, preferential interest, and exploratory interest (Suciawan, 2022; Zeqiri et al., 2025).

Brand awareness is an important concept in marketing that relates to the ability of consumers to recognize and remember a brand. According to Keller (1993), brand awareness

is a part of brand knowledge that shows how strongly a brand is embedded in the consumer's memory. Aaker (1991) defines brand awareness as the ability of potential buyers to recognize and remember that a brand is part of a certain product category. The indicators used in this study consisted of top of mind, brand recognition, and brand recall (Cahyani & Sutrasmawati, 2016; Zeqiri et al., 2025).

Consumer Brand Engagement (CBE) is a concept that describes the level of cognitive, emotional, and behavioral consumer engagement with a brand. According to Hollebeek (2011), brand engagement is the level of cognitive, emotional, and behavioral investment of consumers in interactions with brands. Brodie et al. (2011) explain that engagement arises when consumers give full attention to activities related to the brand, feel emotional connectedness, and show active participation. The indicators used in this study include cognitive engagement, emotional engagement, and behavioral engagement (Razmus, 2021; Zeqiri et al., 2025).

Social media marketing is one of the modern marketing strategies that utilizes social media platforms to reach, communicate, and build relationships with consumers. According to Li et al. (2021), social media marketing is the use of social media as a means to create interaction and connections between companies and consumers to achieve marketing goals. Ramadevi (2024) states that social media marketing is the process of utilizing digital technology to promote products or services while analyzing consumer responses and behaviors. The indicators used in this study include interactivity, informativeness, personalization, trendiness, and word-of-mouth (Yadav & Rahman, 2017; Zeqiri et al., 2025).

Social media marketing has been proven to be able to influence buying interest because it provides information, entertainment, and interactive experiences for users (Zulqarnain et al., 2023; Ismail et al., 2025). Marketing activities on social media are also able to increase brand exposure and recognition (Setiawan et al., 2024; Fridayanthi et al., 2025), as well as encouraging consumer engagement with brands (Pertwi & Sondakh, 2025; Ranti, 2025). Furthermore, brand awareness (Fadlansyah & Handrito, 2023; Kerse, 2023) and consumer brand engagement (Aziz et al., 2023; Gong et al., 2023) each have an effect on purchase intention. These two variables can also act as mediators of the relationship between social media marketing and purchase intention (Ranti, 2025; Setiawan et al., 2024). Based on this description, the hypothesis of this study is formulated as follows:

H1: *Social Media Marketing* has a positive and significant effect on *Purchase Intention*.

H2: *Social Media Marketing* has a positive and significant effect on *Brand Awareness*.

H3: *Social Media Marketing* has a positive and significant effect on *Consumer Brand Engagement*.

H4: *Brand Awareness* has a positive and significant effect on *Purchase Intention*.

H5: *Consumer Brand Engagement* has a positive and significant effect on *Purchase Intention*.

H6: *Social Media Marketing* affects *Purchase Intention* through *Consumer Brand Engagement*.

H7: *Social Media Marketing* affects *Purchase Intention* through *Brand Awareness*.

## **METHOD**

This study uses a quantitative approach with an explanatory research type that uses a survey design. Quantitative research is a research method that uses numerical data and statistical analysis to test theories and explain the relationships between variables systematically (Siroj et al., 2024). Explanatory research aims to explain the causal relationship between variables through hypothesis testing (Apuke, 2017). This research was conducted in Semarang City in March 2026, with the object of the research being consumers who use perfume brands who are exposed to promotions through social media such as TikTok.

The population in this study is Gatsby perfume users in Semarang City (Sugiyono, 2019). The determination of the number of samples refers to the opinion of Hair et al. (2021) who stated that the sample size in *the Structural Equation Modeling* (SEM) analysis is at least 5 to

10 times the number of indicators. With a total of 20 indicators, the number of samples was set at 120 respondents ( $6 \times 20$ ). The sampling technique used is *non-probability sampling* with a type of *purposive sampling*, which is a sample determination technique with certain considerations so that the data obtained is more relevant to the research objectives.

The criteria for respondents in this study included: (1) men and women who knew Gatsby's perfume products; (2) have plans to buy perfume in the near future; (3) actively using social media; (4) be at least 18 years old; (5) domiciled in Semarang City; and (6) have seen, sought information, or been exposed to Gatsby's perfume promotions, either through social media or marketplaces.

The research variables consisted of *Social Media Marketing* as an independent variable, *Purchase Intention* as a dependent variable, and *Brand Awareness* and *Consumer Brand Engagement* as intervening variables (mediation). The data used are primary data obtained directly from respondents through the distribution of questionnaires, as well as secondary data from various literature, journals, and other relevant written sources. The data collection technique was carried out through a questionnaire distributed online using a Likert scale with a score range of 1 to 5 as presented in Table 1.

**Table 1. Likert Scale**

Scale	Explanation	Score
SS	Strongly agree	5
S	Agree	4
N	Neutral	3
TS	Disagree	2
STS	Strongly Disagree	1

*Source: Sugiyono (2019)*

The data validity technique was carried out through the evaluation of the measurement model (*outer model*) which included convergent validity tests (*outer loading* value  $\geq 0.70$  and *Average Variance Extracted/AVE*  $\geq 0.50$ ), discriminant validity (Fornell-Larcker and *Heterotrait-Monotrait Ratio/HTMT* criteria  $< 0.90$ ), and reliability (*Cronbach's Alpha* and *Composite Reliability*  $\geq 0.70$ ). Data analysis was carried out using a descriptive analysis approach using *the three box method* and inferential analysis using *the Partial Least Squares Structural Equation Modeling* (PLS-SEM) method with the help of SmartPLS 4.0 software (Hair et al., 2021; Ferdinand, 2014).

The evaluation of the structural model (*inner model*) included a determination coefficient ( $R^2$ ) with the categories of 0.75 (strong), 0.50 (moderate), and 0.25 (weak); *effect size* ( $f^2$ ) with the categories 0.02 (small), 0.15 (medium), and 0.35 (large); *predictive relevance* ( $Q^2$ ) with the  $Q^2$  criterion  $> 0$ ; and hypothesis test using *the bootstrapping* technique with the significance criteria of t-statistically  $> 1.64$  and p-value  $< 0.05$  for direct influence, and t-statistic  $> 1.65$  for indirect influence (mediation).

## RESULTS AND DISCUSSION

### Description of Research Object

The object of this research is the Gatsby perfume product produced by PT Mandom Indonesia Tbk, a company in the field of cosmetics and body care that was established in 1969. Gatsby is one of the most well-known brands in the men's care product category, including perfume products, which is designed to support the appearance and increase consumer confidence through a wide selection of fragrances, practical packaging, and relatively affordable prices. In the digital era, Gatsby's marketing activities through social media such as

TikTok also play a role in introducing products, building awareness, and consumer engagement with brands, so it is relevant to be researched in relation to the variables of *social media marketing*, *brand awareness*, *consumer brand engagement*, and *purchase intention*.

### Characteristics of Respondents

Descriptive analysis was conducted on 120 respondents. Respondent characteristics based on gender, age range, and type of occupation are presented in Table 2, Table 3 and Table 4.

**Table 2. Respondents by Gender**

Yes	Remarks	Quantity	Percentage
1	Male	70	58,3%
2	Women	50	41,7%
<b>Total</b>		<b>120</b>	<b>100%</b>

*Source: Primary Data processed (2026)*

Based on Table 2, respondents were dominated by male gender as many as 70 respondents (58.3%), while female respondents as many as 50 respondents (41.7%). This shows that male respondents dominate, according to the characteristics of male grooming perfume products.

**Table 3 Respondents by Age Range**

Yes	Age Range	Quantity	Percentage
1	18–24	63	52,5%
2	25–30	35	29,2%
3	>31	22	18,3%
<b>Total</b>		<b>120</b>	<b>100%</b>

*Source: Primary Data processed (2026)*

Based on Table 3, respondents were dominated by 63 respondents (52.5%) in the age range of 18-24 years. This reflects that the majority of respondents are still in the young age range who actively use social media.

**Table 4. Respondents by Type of Job**

Yes	Jobs	Quantity	Percentage
1	Student/Student	49	40,8%
2	Self-employed	19	15,8%
3	Civil Servant	19	15,8%
4	Private Employees	32	26,7%
5	Others	9	7,5%
<b>Total</b>		<b>120</b>	<b>100%</b>

*Source: Primary Data processed (2026)*

Based on Table 4, respondents were dominated by students/students as many as 49 respondents (40.8%). This reflects that the majority of respondents choose Gatsby perfume because it has a relatively affordable price for students.

### Descriptive Analysis of Variables

Descriptive analysis was carried out to describe the tendency of 120 respondents' answers to each statement item using the index value with *the three box method*. With a total of 120

respondents and a Likert scale of 1–5, the ideal maximum score for each item is 600, so the index value is calculated using the formula  $(\text{Total Actual Score} / 600) \times 100$  with the criteria: 20.00–46.67 (low); 46.68–73.34 (moderate); and 73.35–100 (high). The recapitulation of the index values of each indicator is presented in Table 5.

**Table 5. Recapitulation of Research Variable Index Values**

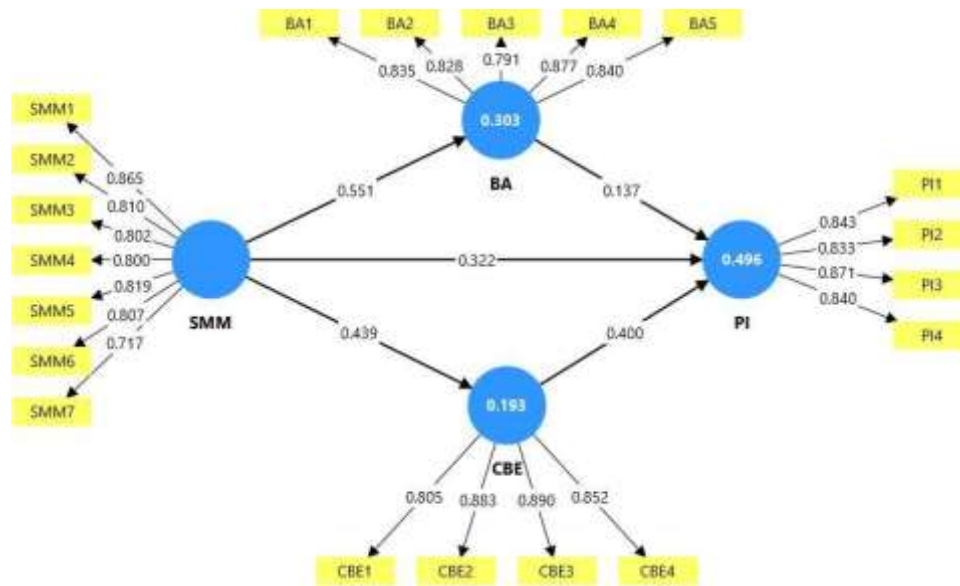
Variable	Indicator (Item)	Index Value	Categories
Purchase Intention	Transactional Interest (PI1)	79,0	Height
	Referential Interest (PI2)	78,2	Height
	Preferential Interest (PI3)	75,8	Height
	Exploratory Interest (PI4)	79,0	Height
	<b>Average</b>	<b>78,0</b>	<b>Height</b>
Consumer Brand Engagement	Cognitive (CBE1)	79,6	Height
	Emotional (CBE2)	81,2	Height
	Behavioral (CBE3)	80,6	Height
	Behavioral (CBE4)	78,4	Height
	<b>Average</b>	<b>79,95</b>	<b>Height</b>
Brand Awareness	Top of Mind (BA1)	75,4	Height
	Brand Recall (BA2)	77,2	Height
	Brand Recognition (BA3)	82,6	Height
	Brand Recognition (BA4)	81,2	Height
	Brand Recall (BA5)	77,2	Height
	<b>Average</b>	<b>78,72</b>	<b>Height</b>
Social Media Marketing	Interactivity (SMM1)	79,4	Height
	Interactivity (SMM2)	77,0	Height
	Informativeness (SMM3)	76,0	Height
	Personalization (SMM4)	81,6	Height
	Personalization (SMM5)	78,8	Height
	Trendiness (SMM6)	76,4	Height
	Word of Mouth (SMM7)	80,6	Height
	<b>Average</b>	<b>78,54</b>	<b>Height</b>

*Source: Primary Data processed (2026)*

Based on Table 5, all indicators in the four variables obtained a high category. The average value of the *Purchase Intention* index was 78.0; *Consumer Brand Engagement* of 79.95; *Brand Awareness* is 78.72; and *Social Media Marketing* is 78.54. This shows that in general, respondents have a positive perception of all variables studied.

#### **Evaluation of Measurement Models (Outer Model)**

The results of the measurement model test (*outer model*) in the form of a path diagram from SmartPLS are presented in Figure 1, which displays the *outer loading value* of each indicator, the path coefficient between constructs, and the  $R^2$  value of each endogenous variable.



**Figure 1. Outer Model Test Results (SmartPLS Path Diagram)**  
*Source: Primary Data processed (2026)*

The convergent validity test was carried out through *the outer loading* ( $\geq 0.70$ ) and AVE ( $\geq 0.50$ ) values. The results of the convergent validity test are presented in Table 6 and the AVE value in Table 7.

**Table 6. Convergent Validity Test Results (Outer Loading)**

Indicator	Outer Loading	Remarks
BA1	0,835	Valid
BA2	0,828	Valid
BA3	0,791	Valid
BA4	0,877	Valid
BA5	0,840	Valid
CBE1	0,805	Valid
CBE2	0,882	Valid
CBE3	0,890	Valid
CBE4	0,852	Valid
PI1	0,837	Valid
PI2	0,835	Valid
PI3	0,873	Valid
PI4	0,842	Valid
SMM1	0,867	Valid
SMM2	0,809	Valid
SMM3	0,800	Valid
SMM4	0,799	Valid
SMM5	0,821	Valid
SMM6	0,807	Valid
SMM7	0,718	Valid

*Source: Primary Data processed (2026)*

Based on Table 6, all indicators in the variables *Brand Awareness*, *Consumer Brand Engagement*, *Purchase Intention*, and *Social Media Marketing* are declared valid because they have a *loading factor* value above 0.70, so that each indicator is able to represent the construct it measures well.

**Table 7. Average Variance Extracted (AVE) Test Results**

Variable	AVE
Social Media Marketing	0,646
Brand Awareness	0,696
Consumer Brand Engagement	0,736
Purchase Intention	0,718

*Source: Primary Data processed (2026)*

Based on Table 7, all constructs have an AVE value above 0.50, which indicates that each construct is able to explain more than 50% of the variance of its indicators, so that all variables meet the criteria of convergent validity.

The discriminatory validity test was carried out through the Fornell-Larcker criteria, the results of which are presented in Table 8.

**Table 8. Results of the Discriminant Validity Test (Fornell-Larcker)**

	TO	CBE	PI	SMM
TO	0,834			
CBE	0,467	0,858		
PI	0,501	0,606	0,847	
SMM	0,551	0,440	0,571	0,804

*Source: Primary Data processed (2026)*

Based on Table 8, the square root value of AVE in each construct is greater than its correlation value with other constructs, so that all constructs have met the criteria of discriminant validity based on the Fornell-Larcker criterion.

The reliability test was conducted through *Cronbach's Alpha* and *Composite Reliability* ( $\rho_a$ ) values, the results of which are presented in Table 9.

**Table 9. Reliability Test Results**

Variable	Cronbach's Alpha	CR ( $\rho_a$ )	AVE	Ket.
Brand Awareness	0,891	0,896	0,696	Reliable
Consumer Brand Engagement	0,880	0,887	0,736	Reliable
Purchase Intention	0,869	0,869	0,718	Reliable
Social Media Marketing	0,908	0,913	0,646	Reliable

*Source: Primary Data processed (2026)*

Based on Table 9, all variables have *Cronbach's Alpha* and *Composite Reliability* values above 0.70, so that all constructs are declared reliable and have good internal consistency.

#### 4.5 Evaluation of Structural Models (Inner Model)

The evaluation of the structural model includes the coefficient of determination ( $R^2$ ), *predictive relevance* ( $Q^2$ ), and *effect size* ( $f^2$ ) as presented in Table 10, Table 11, and Table 12.

**Table 10. R-Square Value**

Variable	R-square	R-square adjusted
Brand Awareness	0,303	0,298
Consumer Brand Engagement	0,194	0,187
Purchase Intention	0,428	0,418

*Source: Primary Data processed (2026)*

Based on Table 10, *Brand Awareness* has an R-Square value of 0.303 (30.3%), *Consumer Brand Engagement* of 0.194 (19.4%), and *Purchase Intention* of 0.428 (42.8%). The model's ability to explain endogenous variables is in the weak to close to moderate category, with the largest explanatory value in the *Purchase Intention* variable.

**Table 11. Q-Square value ( $Q^2$ predict)**

Variable	$Q^2$ predict
Brand Awareness	0,284
Consumer Brand Engagement	0,177
Purchase Intention	0,275

*Source: Primary Data processed (2026)*

Based on Table 11, all  $Q^2$  values have a positive value ( $Q^2 > 0$ ), so that the research model has good predictive ability in explaining and predicting the endogenous variables studied.

**Table 12. F-Square Value (Effect Size)**

Relationships Between Variables	F-Square	Ket.
Brand Awareness → Purchase Intention	0,106	Medium
Consumer Brand Engagement → Purchase Intention	0,309	Medium
Social Media Marketing → Brand Awareness	0,436	Height
Social Media Marketing → Consumer Brand Engagement	0,240	Medium

*Source: Primary Data processed (2026)*

Based on Table 12, *Social Media Marketing* has a high influence on *Brand Awareness* (0.436) and a moderate influence on *Consumer Brand Engagement* (0.240). *Consumer Brand Engagement* had a moderate effect on *Purchase Intention* (0.309), as well as *Brand Awareness* on *Purchase Intention* (0.106).

#### 4.6 Hypothesis Test Results

Hypothesis testing is carried out through *bootstrapping* techniques to analyze the direct and indirect influences between variables. The results of the direct effects test are presented in Table 13 and the indirect effects in Table 14.

**Table 13. Direct Influence Hypothesis Test Results**

Relationships	O	T-Stat	P-Values	Ket.
SMM → Purchase Intention	0,322	3,646	0,000	Accepted

Relationships	O	T-Stat	P-Values	Ket.
SMM → Brand Awareness	0,551	8,587	0,000	Accepted
SMM → Consumer Brand Engagement	0,440	5,955	0,000	Accepted
Brand Awareness → Purchase Intention	0,279	3,452	0,000	Accepted
Consumer Brand Engagement → Purchase Intention	0,476	6,110	0,000	Accepted

*Source: Primary Data processed (2026)*

**Table 14. Indirect Influence Hypothesis Test Results**

Relationships	O	T-Stat	P-Values
SMM → Consumer Brand Engagement → Purchase Intention	0,176	3,921	0,000
SMM → Brand Awareness → Purchase Intention	0,075	1,464	0,072

*Source: Primary Data processed (2026)*

Based on Table 14, all direct influence relationships have a t-statistical value of  $> 1.64$  and a p-value  $< 0.05$ , so the hypotheses of H1 to H5 are accepted. Based on Table 15, Consumer Brand Engagement was able to mediate the influence of Social Media Marketing on Purchase Intention significantly ( $t = 3.921 > 1.64$ ;  $p = 0.000 < 0.05$ ) so that H6 was accepted, while Brand Awareness was unable to mediate significantly ( $t = 1.464 < 1.64$ ;  $p = 0.072 > 0.05$ ) so H7 was rejected.

**The Influence of Social Media Marketing on Purchase Intention.** Social Media Marketing has been shown to have a positive and significant effect on Purchase Intention ( $\beta = 0.322$ ;  $t = 3.646$ ;  $p = 0.000$ ), so H1 is accepted. This shows that the better the marketing activity through social media, the higher the consumer buying interest in Gatsby's perfume. Through social media, consumers can quickly obtain product information, see other users' reviews, follow trends, and interact directly with brands. From the perspective of Uses and Gratifications Theory (UGT), fulfilling the needs of information and entertainment helps consumers reduce uncertainty before making a purchase. These findings are in line with the research of Balakrishnan et al. (2014) and Septia & Surianto (2024).

**The Influence of Social Media Marketing on Brand Awareness.** Social Media Marketing had a positive and significant effect on Brand Awareness ( $\beta = 0.551$ ;  $t = 8.587$ ;  $p = 0.000$ ), so H2 was accepted. Through social media, product information can be conveyed widely, quickly, and repeatedly so that consumers can more easily recognize and remember the Gatsby brand. Repeated exposure to information through promotional content, user reviews, and interactions with brand accounts causes consumers to recognize the brand more. These findings are in line with the research of Karlita Aprilianti et al. (2023) and Rai et al. (2025).

**The Influence of Social Media Marketing on Consumer Brand Engagement.** Social Media Marketing has a positive and significant effect on Consumer Brand Engagement ( $\beta = 0.440$ ;  $t = 5.955$ ;  $p = 0.000$ ), so H3 is accepted. Engaging, informative, and interactive content can encourage consumers to respond, interact, and build a closer relationship with a brand. From UGT's perspective, social media allows consumers to interact actively, thereby increasing cognitive, emotional, and behavioral engagement. This finding is in line with the research of Ahmad Luthfi Hanif (2025) and Riley (2020).

**The Effect of Brand Awareness on Purchase Intention.** Brand Awareness has a positive and significant effect on Purchase Intention ( $\beta = 0.279$ ;  $t = 3.452$ ;  $p = 0.000$ ), so H4 is accepted. Consumers who are able to recognize and remember a brand tend to have greater trust so that it is easier to consider the product when making a purchase. However, the  $f^2$  value of 0.106

indicates that this influence is still at a moderate level. These findings are in line with the research of Chen et al. (2024) and Rahmadhani & Widodo (2023).

The Influence of Consumer Brand Engagement on Purchase Intention. Consumer Brand Engagement had a positive and significant effect on Purchase Intention ( $\beta = 0.476$ ;  $t = 6.110$ ;  $p = 0.000$ ), so H5 was accepted. An  $f^2$  value of 0.309 indicates that Consumer Brand Engagement makes the greatest contribution in explaining Purchase Intention. Consumers who have high engagement tend to interact with brands more often, have emotional closeness, and show greater concern for products. These findings are in line with the research of Bilal et al. (2020) and Hayuningtyas & Hermawan (2023).

The Role of Consumer Brand Engagement Mediation. The test results showed that Consumer Brand Engagement was able to mediate the influence of Social Media Marketing on Purchase Intention significantly ( $\beta = 0.176$ ;  $t = 3.921$ ;  $p = 0.000$ ), so H6 was accepted. This proves that social media marketing activities can increase consumer buying interest through increased consumer engagement with brands. These findings are in line with the research of Adinda et al. (2025), Simbolon & Law (2022), and Waldi et al. (2024).

The Role of Brand Awareness Mediation. The test results showed that Brand Awareness was not able to significantly mediate the influence of Social Media Marketing on Purchase Intention ( $\beta = 0.075$ ;  $t = 1.464$ ;  $p = 0.072$ ), so H7 was rejected. This shows that although Social Media Marketing is able to increase Brand Awareness and Brand Awareness has an effect on Purchase Intention, the brand awareness that is formed is not strong enough to be a significant mediation channel. Gatsby perfume consumers are more likely to consider other factors such as brand engagement, user experience, product quality, and personal preference rather than just recognizing the brand. These findings are not in line with the research of Karlita Aprilianti et al. (2023), Rai et al. (2025), and Tamzil et al. (2025).

## CONCLUSION

Based on the results of the analysis using the PLS-SEM method, it can be concluded that Social Media Marketing has a positive and significant effect on Purchase Intention, Brand Awareness, and Consumer Brand Engagement; Brand Awareness and Consumer Brand Engagement have a positive and significant effect on Purchase Intention, respectively; Consumer Brand Engagement is able to mediate the influence of Social Media Marketing on Purchase Intention significantly, while Brand Awareness is unable to mediate this influence significantly. Thus, Consumer Brand Engagement is the variable that contributes the most to encouraging the formation of consumer buying interest in Gatsby's perfume products. Suggestions for companies: considering that the relationship between Social Media Marketing and Brand Awareness has the greatest influence ( $f^2 = 0.436$ ), companies need to maintain and improve the quality of digital marketing, as well as strengthen the brand position through improving product quality, aroma innovation, and product differentiation because the Preferential Interest indicator obtained the lowest index value (75.8). In addition, since Consumer Brand Engagement plays the most significant role in increasing buying interest, companies are advised to focus their strategies on increasing consumer engagement through interactive content, user-generated content, participatory digital campaigns, and two-way communication that builds an emotional connection with consumers. For future researchers, considering that the R-Square Purchase Intention value of 42.8% leaves 57.2% of other factors outside the model, it is recommended to add variables such as e-WOM, brand trust, brand image, influencer marketing, customer satisfaction, and perceived quality, as well as expand the scope of the region and diversity of respondent characteristics so that the research results are more representative and can be generalized more widely.

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