
INFLUENCE OF SOCIAL MEDIA MARKETING INSTAGRAM AND BRAND AWARENESS ON PURCHASE DECISIONS OF PT. MEPRO'S PRODUCTS

Devi Natali Setiawati¹, Tongam Sirait²

Sekolah Tinggi Ilmu Ekonomi Harapan Bangsa, Jawa Barat, Indonesia

devinatali08@gmail.com¹, tongam@ithb.ac.id²

ABSTRACT

Social media platforms have become crucial tools in modern marketing strategies, significantly influencing consumer behavior and purchasing decisions. Instagram, with its visual-centric approach, has proven particularly effective in engaging users and building brand awareness. This study explores the impact of Instagram social media marketing and brand awareness on purchasing decisions of PT. Mepro products. This causal explanatory research employs both primary and secondary data collection methods. Primary data was gathered through questionnaires distributed to a minimum of 99 respondents, calculated using the Slovin method, who are followers of the mepro.official Instagram account and range in age from 11 to 68 years. Secondary data was obtained through literature review and analysis of historical data. Utilizing quantitative data and analyzed with SPSS 28, the research investigates the relationships between the independent variables—Instagram social media marketing (X_1) and brand awareness (X_2) and the dependent variable, purchasing decisions (Y). The findings reveal that both Instagram social media marketing and brand awareness significantly influence purchasing decisions, accounting for 59.6% of the variance, with other variables explaining the remaining influence. This research underscores the importance of strategic social media engagement and brand visibility in driving consumer purchases.

Keywords: Social Media Marketing, Brand Awareness, Purchasing Decisions.

Corresponding Author: Devi Natali Setiawati

Email: devinatali08@gmail.com



INTRODUCTION

In today's digital era, the rapid development of information and communication technology makes internet access more accessible and faster, which causes a shift in marketing techniques. The utilization of technology is expected to bring enormous benefits to the increasingly competitive business world. Companies that can compete in a competition are companies that can apply technology in their companies. In order to improve, various products or services should be marketed through e-commerce or electronic commerce, and digital marketing should be relied on to reach consumers. E-commerce or e-marketing allows manufacturers to sell products and services online (Wahyuningrum, 2019).

The Internet is an electronic tool that can be used for various activities, such as communication, research, and business transactions. Selling products on the Internet will change the way marketing is bought. The widespread use of the Internet marks the arrival of a new world of e-commerce—the data on the development of e-commerce or online marketplace in Indonesia.

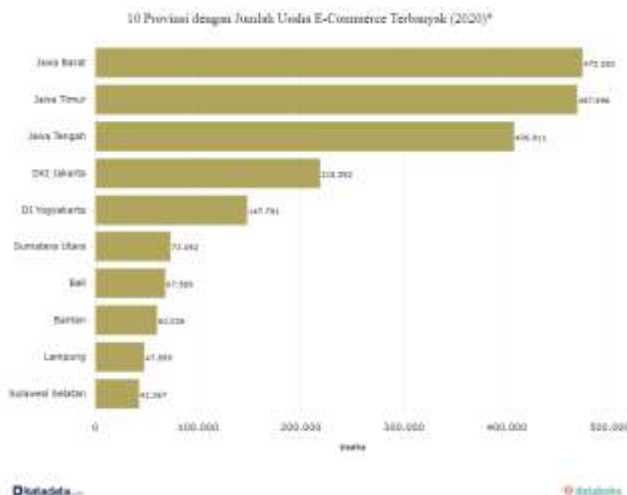


Figure 1. 10 provinces with the highest number of E-commerce businesses (2020)

Source: (sasanadigital.com), accessed February 23, 2024

Of these, 1.77 million businesses are located on the island of Java. This is because Java is the center of the economy and has adequate digital infrastructure. West Java has the highest number of e-commerce businesses in Indonesia: 473,283 businesses in the province. After seeing the landscape of e-commerce or online marketplace development in Indonesia, I found 25 online marketplace ranking tables in Indonesia based on visits.

Table 1. Most popular online marketplaces in Indonesia (2023)

Rating	Marketplace	Estimated visits per year	Instagram App Usage
#1	Shopee	237.000.000	There is
#2	Tokopedia	88.900.000	There is
#3	Lazada	47.690.000	There is
#4	Blibli	28.890.000	There is
#5	Orami	18.660.000	There is
#6	Bukalapak	11.200.000	There is
#7	Click Indomaret	2.662.000	There is
#8	Zalora	2.065.000	There is
#9	Sociolla	1.368.000	There is
#10	Bhinneka	1.040.000	There is
#11	Jakarta Notebook	803.312	There is
#12	Jamtangan	683.879	No
#13	The Sun	643.003	There is a
#14	Mapclub/Mapemall	476.536	Available
#15	Jakmall	474.526	Available
#16	Otten Coffe	383.079	Available
#17	I style	334.341	Available
#18	Sephora Indonesia	221.595	Available
#19	Berrybenka	170.949	Available
#20	Hijup	170.847	Available
#21	Laku6	162.145	Available
#22	MyHartono	154.540	There is
#23	Mothercare	105.409	There is
#24	Ralali	75.179	There is
#25	Brodo	61.185	There is

Source: (sasanadigital.com), accessed February 23, 2024

Although some social media sites such as Facebook, Instagram, and TikTok have started to launch shop features, they do not make the marketplace drop positions, and all marketplaces dominantly use Instagram as a promotional media. The use of the Internet is currently one of the supporting factors in the success of the Company in obtaining company profits on a broader scope. For this reason, one of the strategies entrepreneurs use to make sales is digital marketing / online marketing.

Social media marketing benefits consumers and marketers, as it is a sound communication tool for building a more intimate and close relationship with customers. Digital marketing can connect sellers with consumers, and sellers can reach more targeted audiences and help save marketers' expenses (Adhimursandi et al., 2024). It emphasizes the importance of effective social media marketing in enabling customers to make purchasing decisions. Similarly, Ellitan (2022) showed that social media marketing activities can positively influence purchasing decisions.

Consumer purchasing decisions result from a person's attitude to buy or use a product, either in the form of goods or services, that is likely to satisfy them by being willing to take the risks involved. According to Kotler and Armstrong (2018), this purchase decision is a collection of several organized decisions. Before purchasing, many aspects and processes must be considered (Kotler & Armstrong, 2018).

Challenges and competition to gain market share are increasing along with current business developments. Therefore, companies must be able to strengthen their resources in order to have an advantage over the competition. One technology that can be used as an advertising medium is the Internet. Data from Data Box shows that 63.52% of users use digital marketing.

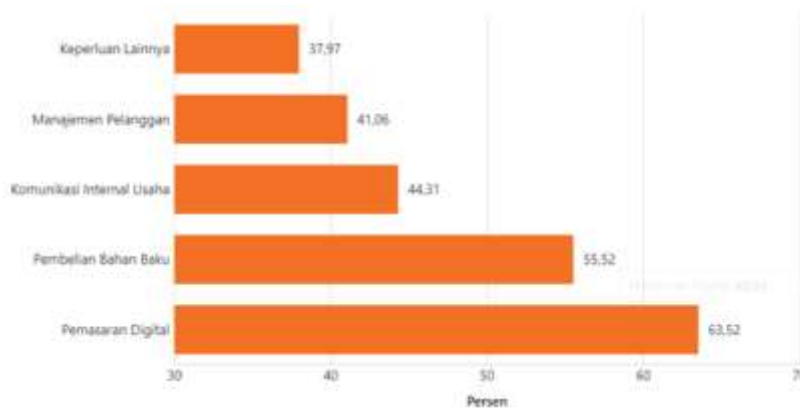


Figure 2. Internet utilization by digital businesses

Source: Internet Utilization by Digital Business Actors (katadata.co.id), accessed February 12 2024

The picture shows the great potential of utilizing the Internet to improve consumer purchasing decisions. According to (Kotler and Armstrong, 2018), Digital marketing and social media use digital marketing tools such as websites, social media and applications, online videos, emails, blogs, and other digital platforms to reach consumers anywhere and anytime through various digital devices. Today, almost every business reaches its customers through various digital platforms such as social media, websites, emails, and online applications, which are practical solutions to consumer shopping problems.

The pharmaceutical sector is one of the most complex business models. It continues to manufacture and market various advanced chemical products (NCEs) and bioproducts (proteins,

monoclonal antibodies, vaccines, etc.) to improve human welfare. The concept of "Advanced Analytics," emerging from the Industry 4.0 era, has been implemented throughout the value chain of pharmaceutical companies, covering research and development, safety, production, and regulatory aspects. Industry 4.0 provides a wide range of potential and advanced opportunities in healthcare delivery. Industry 4.0, in particular, focuses on research and development in the pharmaceutical sector. Big data analytics and mobile health are used significantly in diagnostics. The application of Industry 4.0 advances technological development. Information technology plays a vital role in manufacturing operations management.

The pharmaceutical sector that utilizes social media as a marketing tool is Meprofarm. PT Mepro is an organization that specializes in manufacturing high-quality drugs. PT Mepro sells various drugs, vitamins, weight loss slimming, vitamin and mineral supplements, skin care creams, wound care, etc. The best-selling products sold by PT Mepro are drugs and vitamins. According to direct observation, PT Mepro utilizes various social media platforms for its breakfast marketing. Among them are Instagram, with a total of 9,625 followers, TikTok 75 followers, and Youtube 397 subscribers. Based on the data on the number of followers, the audience of PT Mepro is mainly on Instagram; therefore, it is Instagram Mepro. official store is one of the most effective and efficient social media platforms for reaching audiences and consumers. The content displayed on Instagram Mepro. official store is also very diverse, from campaigns, giveaways, promos, education, etc., the content on the Instagram Metro. official store is in the form of images and videos.

With the rapidly growing concept of social media marketing, the pharmaceutical sector is increasingly attractive to consumers. Pharmaceutical outlets in Indonesia alone currently have 174 pharmaceutical industries. As for Bandung, there are 19 pharmacies in Bandung, but in this study, the researchers only took samples from the Bandung branch of Farma Indonesia.

Table 2. Comparison of Number of Followers with Similar Competitors on Instagram Application

No.	Instagram Account Name	Number of Followers	Number of Posts
1	@ptkalbefarmatbk	45.4k Followers	2,121 Posts
2	@kimiafarma.ind	90.6K Followers	4,266 Posts
3	@mepro.officialstore	4,960 Followers	160 Posts
4	@sanbefarma	2,789 Followers	0 Posts
5	@holipharma	1,189 Followers	289 Posts

Table 2 above shows similar pharmaceutical sector businesses that are competitors of Metro and use Instagram as a marketing medium. When viewed from a comparison of the number of followers on Mepro's competitor's Instagram account, the Mepro Instagram account currently has a medium number of followers. This is evidenced by the comparison table of the number of followers and the comparison of photos and videos uploaded to the mepro Instagram account with competitors as follows:

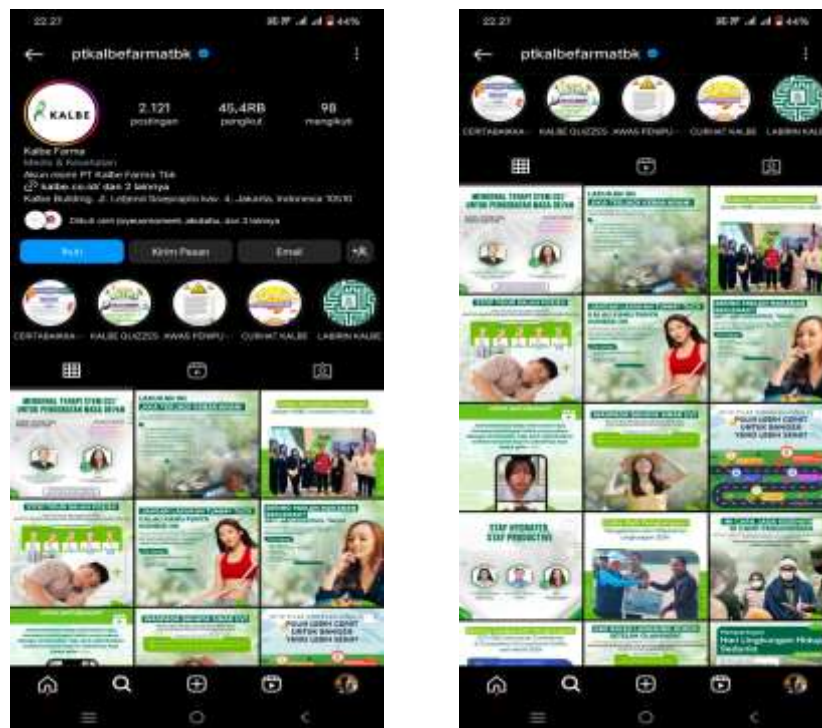


Figure 3. PTKalbe Instagram account view

Source: Instagram account @ptkalbefarmatbk (2024)



Figure 4. PT Kimia Farma Instagram account view

Source: Instagram account @kimiafarma.ind (2024)

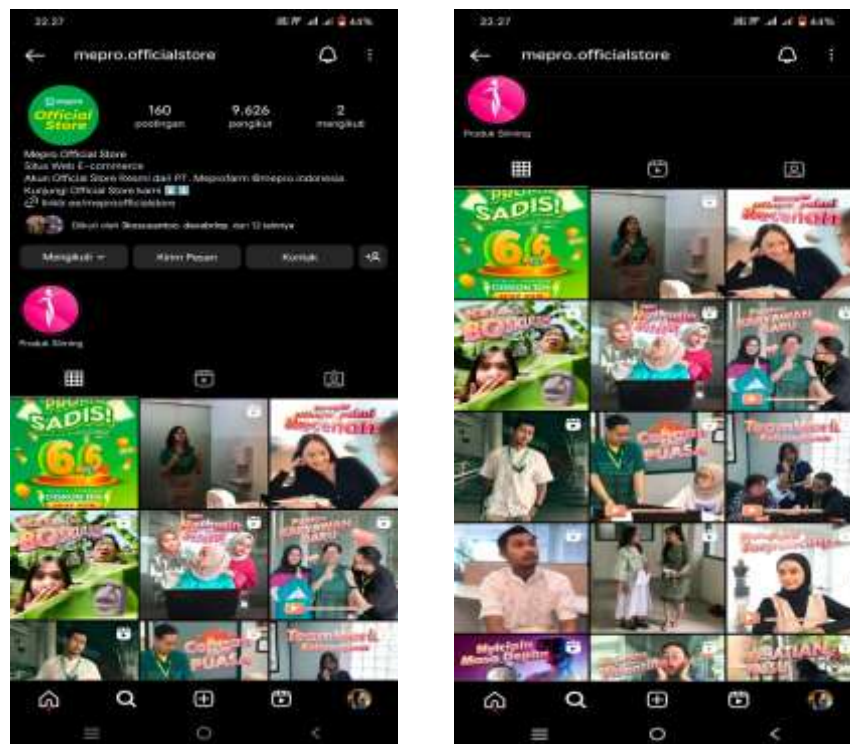


Figure 5. PT Mepro Instagram Account Display

Source: Instagram account @mepro.officialstore (2024)

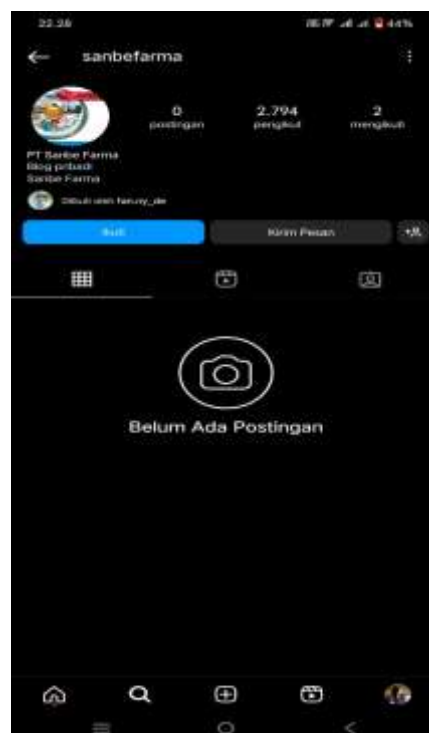


Figure 6. Instagram account view of PT Sanbe

Source: Instagram account @sanbefarma (2024)



Figure 7. PT Holi Instagram Account View

Source: Instagram account @holipharma (2024)

Some businesses in the pharmaceutical sector are competitors of metro. official store in the Instagram application because they have the same promotion and market segmentation. Mepro's superiority over competitors can be seen from the official identity of the Mepro account with an Instagram account. mepro.officialstore is also superior to competitors because the interaction between mepro.officialstore and the audience on Instagram is excellent, this is according to direct observation of Instagram mepro.officialstore which always makes Efforts - Efforts to approach consumers through reposting stories from consumers, answering comments - comments well, doing giveaways to consumers. In addition, the content displayed on the mepro.officialstore's Instagram account is not only in the form of promo and price posts but also interesting and funny post content, including photo and video content.

With the advantages of mepro.officialstore on promotions on Instagram accounts compared to these competitors, the sales experienced by mepro.officialstore are stable and tend to increase monthly. This can be reflected in the data on sales at the mepro.officialstore bandung store outlet in 2023, which is as follows

Table 3. Total Sales of Mepro.official in 2023

No.	Month	Total Sales	Total Sales	Delta		
1	January	1050	10%	Month	Up	Down
2	February	655	6%	January- February		-4%
3	March	808	8%	February - March	+2%	
4	April	422	4%	March-April		-4%
5	May	624	6%	April - May	+2%	
6	June	502	5%	May - June		-1%
7	July	769	7%	June-July	+2%	
8	August	786	8%	July-August	+1%	
9	September	1,104	11%	August- September	+3%	
10	October	1,200	11%	September- October		-1%
11	November	1,208	12%	October- November	+1%	
12	December	1,350	13%	November - December	+1%	
	Total	10,478	100%			

Source: Mepro.official (2023)

Table 3 shows the number of metro.official sales in 2023. In that year, the number of metro.official sales each month has increased and decreased. The biggest decline experienced by the metro.official occurred between January and February, with a decrease of 4%, while the highest increase in the number of sales occurred between August and September, with an increase of 3%.

This shows how social media marketing is starting to become a concern in the Pharmaceutical industry competition; based on these circumstances, the author is interested in examining whether digital marketing and brand awareness are important aspects of marketing strategy because these factors can influence mindset, consumer buying interest, and purchasing decisions.

Several studies have shown that social media marketing influences purchasing decisions. (Suraweera & Jayathilake, 2021) found that factors such as entertainment, communication, trends, customization, and word of mouth through social media positively affect consumer purchasing decisions. In addition, (Nugroho & Herdinata, 2021) indicated that social media marketing significantly influences purchasing decisions through brand awareness. (Voramontri & Klieb, 2019) Emphasizes the importance of marketers understanding how digital and social media influence buyer behavior and purchasing decisions.

Brand awareness is an essential factor influencing consumer purchasing decisions in various industries. Research by Dharma (2022) highlights that brand awareness positively influences purchase decisions and mediates the impact of advertising features on these decisions. Similarly, research by (Mukaromah et al., 2019) supports the positive Influence of brand awareness on purchasing decisions. In addition, the study by (Simbolon et al., 2022) reinforces the importance of brand awareness in shaping purchasing decisions.

Mepro Company is one of the companies that rely on social media marketing to reach their customers. The Company is engaged in the pharmaceutical sector, and all marketing efforts are online. Mepro Company has used Instagram media to promote its online sales. This study seeks to determine and analyze how much influence the use of Instagram social media has on purchasing decisions for Mepro products because no previous research focuses on the influence of Instagram online promotion on purchasing decisions for pharmaceutical commodities. Therefore, this study aims to determine and analyze the effect of Instagram social media marketing and brand awareness on the product purchasing decisions of PT. Mepro. The findings of this research will provide valuable insights into the effectiveness of Instagram as a marketing tool in the pharmaceutical industry,

helping companies optimize their social media strategies to enhance brand awareness and drive sales. Additionally, the study will contribute to the academic literature by filling the gap regarding social media marketing's impact on purchasing decisions within the pharmaceutical sector.

METHOD

This research will be completed using quantitative research with a causal explanatory research approach. The population in this study are followers who visit the mepro.official Instagram account. In the sampling technique, the researcher uses the Slovin technique, where the population is known to be 9,626 followers. After using the Slovin formula, the sample had 99 respondents. The data used in this study are primary, namely interviews, observations, and questionnaires, and this study uses secondary data, namely from journals, papers, books, and electronic books (e-books), research results in the form of theses, theses, dissertations, the Internet and articles to collect relevant data related to research variables. The data analysis techniques used in this study are validity test, reliability, classical assumption test, multicollinearity test, heteroscedasticity test, and hypothesis testing. The data was obtained by direct survey, collected in Excel, and then analyzed using special software SPSS 28.

RESULTS AND DISCUSSION

Validity and Reliability Test Results

In this study, the variables tested consisted of two independent variables, Instagram social media marketing and Brand Awareness, and one dependent variable, purchasing decisions.

Table 4. Results of the Validity Test of Instagram Social Media Marketing Variable Question Items (X_1)

Item No.	r _{count}	r _{table}	Description
1	0.731	0.444	Valid
2	0.882	0.444	Valid
3	0.879	0.444	Valid
4	0.868	0.444	Valid
5	0.819	0.444	Valid
6	0.629	0.444	Valid
7	0.753	0.444	Valid
8	0.860	0.444	Valid
9	0.834	0.444	Valid
10	0.929	0.444	Valid
11	0.693	0.444	Valid

Based on the table above, it is obtained that of the 10 statement items based on $r_{\text{count}} > r_{\text{table}} = \text{valid}$ and $t_{\text{count}} > t_{\text{table}} = \text{valid}$. So, the statement items used to collect data on Instagram Social Media Marketing are 10 statement items.

Table 5. Validity Test Results of Brand Awareness Variable Question Items (X_2)

Item No.	r _{count}	r _{table}	Description
1	0.731	0.444	Valid
2	0.847	0.444	Valid
3	0.832	0.444	Valid

Based on the table above, it is obtained that from 3 statement items, this is based on $r_{count} > r_{table} = \text{valid}$ and $t_{count} > t_{table} = \text{valid}$. So, the statement items used to collect brand awareness data are as follows: 3.

Table 6. Results of the Validity Test of the Purchase Decision Variable Question Items (Y)

Item No.	r_{count}	r_{table}	Description
1	0.480	0.444	Valid
2	0.726	0.444	Valid
3	0.698	0.444	Valid
4	0.501	0.444	Valid
5	0.453	0.444	Valid
6	0.753	0.444	Valid
7	0.557	0.444	Valid

Based on the table above, it is obtained that of the 7 statement items, this is based on $r_{count} > r_{table} = \text{valid}$ and $t_{count} > t_{table} = \text{valid}$. So, the statement items used to collect Purchase Decision data are 7 statement items.

Table 7. Validity Test Results of Brand Awareness Variable Question Items (X₂)

Item No.	r_{count}	r_{table}	Description
1	0.731	0.444	Valid
2	0.847	0.444	Valid
3	0.832	0.444	Valid

Based on the table above, it is obtained that from 3 statement items, this is based on $r_{count} > r_{table} = \text{valid}$ and $t_{count} > t_{table} = \text{valid}$. So the statement items used to collect *Brand Awareness* data are 3 statement items.

Table 8. Results of the Validity Test of the Purchase Decision Variable Question Items (Y)

Item No.	r_{count}	r_{table}	Description
1	0.480	0.444	Valid
2	0.726	0.444	Valid
3	0.698	0.444	Valid
4	0.501	0.444	Valid
5	0.453	0.444	Valid
6	0.753	0.444	Valid
7	0.557	0.444	Valid

Based on the table above, it is obtained that of the 7 statement items, this is based on $r_{count} > r_{table} = \text{valid}$ and $t_{count} > t_{table} = \text{valid}$. So, the statement items used to collect Purchase Decision data are 7 statement items.

Test Results in Classical Assumptions

Normality Test

Data normality is tested to determine whether the data used is normally distributed. In this study, the normality test used the Kolmogorof Smirnov test because it is an approach to the Lilefors test. For this test, the significance level used is $\alpha = 0.05$. The statistical hypothesis tested is stated as follows.

Table 9. One-Sample Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.48889103
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.192 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results of the normality test, it is known that the significance value is 0.200 > 0.05, and it can be concluded that the residual value is usually distributed.

Multicollinearity Test

A multicollinearity test is conducted to determine whether independent variables are correlated or not. The test for multicollinearity can be seen through the variance inflation factor (VIF) value and the tolerance value for each independent variable. Suppose the tolerance value is above 0.10 and VIF is less than 10. In that case, it is said that there are no symptoms of multicollinearity.

Table 10. Multicollinearity Test Results

Variables	Tolerance	VIF
Instagram Social Media Marketing	0,681	1,469
Brand Awareness	0,681	1,469

Based on the results in Table 7, the tolerance value of each independent variable is above 0.1. This indicates that there is no multicollinearity between the independent variables. Likewise, the VIF value of each independent variable is less than 10. This indicates that there is no multicollinearity. Meanwhile, Instagram Social Media Marketing for women has a tolerance value of 0.681 and a VIF of 1.469, and Brand Awareness has a tolerance value of 0.681 and a VIF of 1.469. This shows no correlation between the independent variables in the regression model, and it can be concluded that there is no multicollinearity problem between the independent variables in the regression model.

Heteroscedasticity Test

The heteroscedasticity test detects the existence of inequality of variance from the residuals of the regression model in one observation. In this study, the heteroscedasticity test used the Glejser test. This test compares significantly to this if the sig result is > 0.05 or 5%. If it is significant above 5%, it can be concluded that the regression model does not contain heteroscedasticity.

Table 11. Heteroscedasticity test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.731	1.520		3.113	.002
Instagram Social Media Marketing	-.069	.041	-.195	-1.684	.095
Brand Awareness	.143	.155	.107	.928	.355
a. Dependent Variable: ABS_Res					

Based on the results in the table above, the significant value of the independent variable is greater than 0.05, whereas for the Instagram social media marketing variable, a significant value of 0.095 is obtained, and the brand awareness variable gets a significance value of 0.355. This shows that none of the independent variables is statistically significant in influencing the dependent variable's absolute unstandardized residual value. So, it can be concluded that the regression model does not have symptoms of heteroscedasticity.

Hypothesis Test Results

The statistical analysis used in this study is multiple linear regression. This analysis determines the Influence of the independent variables, namely Instagram Social Media Marketing and Brand Awareness, on the dependent variable, namely Purchasing Decisions—the magnitude of the Influence of the independent variable on the dependent variable simultaneously and partially. The calculation results are differentiated using the help of IBM SPSS 23 software; the results are as follows in the following table.

Partial Regression Test (t-test)

Table 12. Partial Regression Test Results (t-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.404	1.863		1.290	.200
1 Instagram Social Media Marketing	.288	.051	.424	5.688	.000
Brand Awareness	1.143	.189	.449	6.032	.000

a. Dependent Variable: Purchase Decision

With multiple regression calculations between Instagram social media marketing, brand awareness, and purchasing decisions, the regression equation $Y = 2.404 + 0.288X_1 + 1.143X_2$. The regression equation above can be explained as follows:

The constant value of 2.404 indicates that if the independent variable, namely Instagram social media marketing and brand awareness, is zero, the purchasing decision is 2.404.

The effect of Instagram's social media marketing variables on purchasing decisions is significant and has a positive direction. This is indicated by the significance value of $\text{sig} < \alpha$, $0.000 < 0.05$, which indicates the rejection of H_0 . Because the coefficient of the Instagram social media marketing variable is positive, namely 0.288, this indicates that every 1% increase in Instagram social media marketing will increase purchasing decisions by 0.288 units, assuming other variables are constant. So, it can be concluded that the Instagram social media marketing variable positively affects purchasing decisions.

The effect of brand awareness variables on purchasing decisions is significant and has a positive direction. This is indicated by the significance value of $\text{sig} < \alpha$, namely $0.000 < 0.05$, which indicates the rejection of H_0 . Because the coefficient of the brand awareness variable is positive, namely 1.143, this indicates that every 1% increase in brand awareness will increase purchasing decisions by 1.143 units, assuming other variables are constant. So, it can be concluded that the brand awareness variable positively affects purchasing decisions.

Simultaneous Regression Test Results (F Test)

The F statistical test shows whether all independent variables included in the model jointly influence the dependent variable. To determine whether the regression model used is a fixed model,

it can be done by comparing the F table value and F count or between sig and $\alpha = 0.05$. Based on the results of calculations using the IBM SPSS 23 application, the following results were obtained:

Table 13. Simultaneous Regression Test Results F test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1917.229	2	958.614	78.940	.000 ^b
	Residuals	1299.362	107	12.144		
	Total	3216.591	109			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Awareness, Instagram Social Media Marketing

The F value² is 78.980 > 3.08 with a significance value of 0.000 < 0.05. This shows that the independent variables (Instagram Social Media Marketing and Brand Awareness) have a joint or simultaneous effect in explaining their Influence on the dependent variable (Purchase Decision).

Determination Coefficient Test Results

In addition, to find out how much the percentage of the Influence of the two variables simultaneously on variable Y is by using the test with the coefficient of determination (R^2). From the test results, the coefficient of determination (R^2) of the regression equation is 0.596 (R-Square value in the Model Summary table), as shown below:

Table 14. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.596	.588	3.48476

a. Predictors: (Constant), Brand Awareness, Instagram Social Media Marketing

b. Dependent Variable: Purchase Decision

Simultaneously, the Instagram Social Media Marketing (X_1) and Brand Awareness (X_2) variables have an effect of 59.6% on Purchasing Decisions (Y). The figure of 59.6% here means that any changes in Purchasing Decisions (Y) of 59.6% are influenced by Instagram Social Media Marketing (X_1) and Brand Awareness (X_2). The remaining 40.4% is caused by other variables outside the two variables not included in this study.

The Effect of Instagram Social Media Marketing on Purchasing Decisions at PT. Mepro

The results showed that Instagram social media marketing significantly influences purchasing decisions at PT Mepro. With a positive regression coefficient, the more intensive the marketing efforts on Instagram, the higher the consumer purchasing decisions. This finding aligns with previous studies highlighting how social media activities can influence consumer behavior and purchase intentions (Hutter et al., 2013). (Hutter et al., 2013); (Shrestha et al., 2023); (Muturi, 2024). Marketing on platforms like Instagram builds product awareness and shapes customer perceptions, ultimately impacting their purchasing decisions (Shrestha et al., 2023).

In addition, various other studies also support these findings, showing that social media marketing in general, including on platforms such as Facebook, Twitter, and YouTube, has a significant positive effect on consumer purchase decisions. The interactions formed through social media between brands and consumers play an essential role in shaping purchase decisions. Practical marketing activities on social media can increase engagement and customer loyalty, strengthening the brand's position in the market and increasing sales. (Upadana & Pramudana, 2020); (Tauran et al., 2022); (Dhingra, 2023).

The Influence of Brand Awareness on Purchasing Decisions at PT. Mepro

Based on the research results, brand awareness significantly influences purchasing decisions at PT Mepro. This finding is supported by the positive regression coefficient value, indicating that the higher the brand awareness, the more consumer purchasing decisions will increase. This research aligns with previous studies that show brand awareness's vivacious and significant effect on consumer purchasing decisions. (Amri Yahya & Handayani, 2024); (Agustina, 2022); (Ilyas et al., 2020). Brand awareness of brands helps recognize and remember products and forms positive perceptions that ultimately influence their purchasing decisions.

Furthermore, brand awareness also significantly affects consumer purchase intentions. Research by (Sun et al., 2022) shows that the higher consumers' awareness of a brand, the more likely they are to make a purchase. (Zhang, 2023) developed a model of the relationship between brands and consumer purchasing behavior that highlights brand awareness as a critical factor that positively influences purchasing behavior. This is supported by research (Shahid et al., 2017), which emphasizes the impact of brand awareness on consumer purchase intentions. In conclusion, increasing brand awareness is an effective strategy to increase consumer purchasing decisions at PT Mepro.

CONCLUSION

Based on the results of the research and discussion that has been carried out, the following conclusions can be drawn: First, partially, Instagram social media marketing has a significant influence on purchasing decisions at PT Mepro. This shows that the better the marketing through Instagram, the more purchasing decisions will increase, making Instagram social media marketing an essential determinant factor. Second, brand awareness also significantly influences purchasing decisions at PT Mepro. The higher the brand awareness, the better the purchasing decision will be, so brand awareness is an essential determinant in the success of purchasing decisions. Third, Instagram social media marketing and brand awareness simultaneously influence purchasing decisions at PT. Mepro, which means that an increase in these two variables will significantly increase purchasing decisions.

Based on the conclusions, it is recommended that PT Mepro pay more attention to and improve Instagram's social media marketing efforts and brand awareness because these two variables have proven to have a positive and significant influence on purchasing decisions. In addition, for future research, it is recommended to involve other independent variables that may influence purchasing decisions, such as brand trust, brand image, and others, to obtain a more comprehensive understanding.

REFERENCES

- Adhimursandi, D., Rahmawati, R., & Achmad, G. N. (2024). The Role Of Brand Image and Social Media Marketing On Wardah Skincare Product Purchasing Decisions. *International Journal of Humanities Education and Social Sciences*, 3(4).
- Agustina, V. (2022). The Effect of Brand Awareness and Product Quality on Purchasing Decisions for Skylam HPL Products (Case Study on Consumers of PT. Anugrah Cipta Interindo). *BIMA: Journal of Business and Innovation Management*, 4 (2), 295–306.
- Amri Yahya, N., & Handayani, S. D. (2024). The Effect of Brand Awareness and Brand Image on Customer Purchase Decisions and Customer Advocacy Behavior: A Study on Kapal Api Coffee

- Brand Consumers. *International Journal of Social Science and Human Research*, 07(03).
- Dhingra, A. (2023). Impact of social media on consumer behavior and preference. *International Journal for Multidisciplinary Research (IJFMR)*.
- Ellitan, L. (2022). The Role of Social Media Marketing, Brand Awareness, and E-WoM to Increase Purchase Decision. *EKOMA: Journal of Economics, Management, Accounting*, 2(1), 115–122.
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342-351.
- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *The Journal of Asian Finance, Economics and Business*, 7(9), 427-438.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing*. Pearson education.
- Mukaromah, A. L., Teja, I. G. N. A. E., & Anggraini, N. P. N. (2019). The effect of green marketing, brand awareness, and price perception on purchase decisions. *International Journal of Applied Business and International Management (IJABIM)*, 4(3), 75-83.
- Muturi, H. (2024). Impact of Social Media on Fashion Trends and Consumer Behavior in Kenya. *International Journal of Fashion and Design*, 3(1), 24–36.
- Nugroho, M. C., & Herdinata, C. (2021). The Influence of Instagram on Purchasing Decisions through Brand Awareness (a Study at Hive & Honey Solo). *KnE Social Sciences*, 474-486.
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Accounting & Marketing*, 6(01), 34–38.
- Shrestha, A., Karki, A., Bhushan, M., Joshi, S., & Gurung, S. (2023). Effects of Social Media Marketing on Consumer Buying Behavior. *New Perspective: Journal of Business and Economics*, 6(1), 74-82.
- Simbolon, F. P., Nurcholifa, R. A., & Safarina, M. (2022). The Influence of Using Instagram as a Promotional Media in Building Brand Awareness and Its Impact on Purchase Decision of Bulog Products in Shopee. *Binus Business Review*, 13(1), 57-66.
- Sun, Y., Huang, Y., Fang, X., & Yan, F. (2022). The purchase intention for agricultural products of regional public brands: examining the influences of awareness, perceived quality, and brand trust—*Mathematical Problems in Engineering*, 2022(1), 4991059.
- Suraweera, S., & Jayathilake, W. (2021). Do Social Media Impact Consumer Buying Decisions in the Fashion Industry during the COVID-19 Pandemic? *International Journal of Engineering and Management Research*.
- Tauran, R. H., Andriani, D. R., Wahyuningtyas, A. S. H., & Isaskar, R. (2022). The effect of social media marketing on the purchase decision of Kooka Coffee Products using a brand image as a mediation variable. *Agricultural Socio-Economics Journal*, 22(3), 223-232.
- Upadana, M. W. K., & Pramudana, K. A. S. (2020). Brand Awareness Mediates the Effect of Social Media Marketing on Purchasing Decisions. *E-Journal of Management*, 9(5), 1921-1941.
- Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behavior. *International Journal of Information and Decision Sciences*, 11(3), 209-233.
- Wahyuningrum, R. (2019). E-marketing Strategy Analysis to increase online buying interest. *Scientific Journal of Informatics Engineering (TEKINFO)*, 20(1), 8-17.
- Zhang, Z. (2023). Research on the Influence of brands on consumer purchasing behavior. *Proceedings of the 2022 4th International Conference on Economic Management and Cultural Industry (ICEMCI 2022)*, pp. 231, 146.



© 2024 by the authors. It was submitted for possible open-access publication under the terms and conditions of the Creative Commons Attribution (CC BY SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).