

INVESTIGATION OF THE ROLE OF SOCIAL MEDIA MARKETING IN INCREASING CONSUMERS' PURCHASE INTENTION IN BOTTELED DRINKING WATER

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Informasi

Abstract

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The purpose of this study was to determine the effect of social media marketing, brand awareness, perceived value, and brand image on purchase intention of consumers of bottled drinking water. The research method used in this study is quantitative method by distributing questionnaires. Sampling using purposive sampling technique and obtained 250 respondents as a sample. This research was processed using SPSS version 26.0 and SEM (Structural Equation Model) through AMOS to analyze and generate data from this study. The findings show that Brand Awareness, Perceived Value, Brand Image has positive and significant effect on Social Media Marketing. Social Media Marketing has positive and significant effect on Purchase Intention. Brand Awareness, Perceived Value, and Brand Image has no effect on Purchase Intention. This research provides important implications for management who need to improving their marketing strategy on social media to push the purchase intention of consumers.

Keywords: *Social Media Marketing, Brand Awareness, Perceived Value, Brand Image, and Purchase Intention*

A. INTRODUCTION

The development of technology and the internet has changed various aspects of life, especially in communication. According to Rabbani (2023) communication patterns that were initially conventional, are now slowly utilizing digital technology and the internet. This change has become increasingly visible since the creation of social media which is now widely used. The convenience and sophistication offered have made many individuals make social media their main communication tool.

According to data from We Are Social (2024), it is shown that the number of active social media users in the world reached 5.04 billion in early 2024. This figure shows that many individuals have used social media. However, not only attracting individual users, social media

can also attract various businesses to help them in carrying out their daily operational activities, such as helping with marketing, sales, product development, and product innovation. In marketing activities, social media is one of the main marketing tools for a business to be able to promote its products and communicate its products to a wider audience. Many businesses have used social media to attract the attention of their audience and encourage them to buy and consume the products or services offered by creating various interesting content. According to data from the Badan Pusat Statistik (2022), it is projected that there are around 2.99 million business actors in Indonesia who make bold sales and around 41.3% of the total use social media as a place to sell.

The use of social media to carry out marketing activities has been carried out by many companies, one of which is by bottled drinking water (AMDK) companies. According to data from the Food and Drug Supervisory Agency or BPOM (2024), it is stated that in Indonesia, there are 7,780 AMDK products with the number of producers reaching 1,032 companies. The high demand for bottled drinking water has resulted in more and more types and brands of AMDK on the Indonesian market and has made competition in the AMDK industry increasingly fierce. The large number of AMDK brands in Indonesia has made companies compete to provide the best quality and experience for consumers when consuming mineral water.

Social media provides opportunities for AMDK companies to promote their products and attract the attention of the audience so that they can compete and survive amidst the tight competition in the AMDK industry. Various strategies are carried out by AMDK companies in carrying out marketing activities through social media. The tight competition on social media makes AMDK companies present various content that is relevant to trends and conditions of society as an audience to increase engagement and attract audience interest in the products offered, such as giveaway content, collaborating with influencers, or various effective content related to the products being promoted using various visuals that attract the audience's eyes.

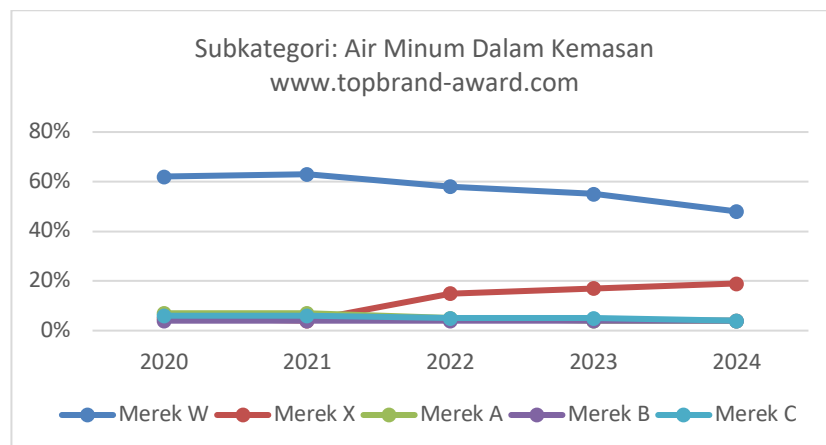


Figure 1. Top Brand Air Minum Dalam Kemasan

Source: We Are Social (2025)

Through social media promotion, a company can expand its market share and develop products. This can be seen according to data from the Top Brand Index (2024) in the subcategory of bottled drinking water, which shows that Le Minerale experienced a percentage increase of around 4.3% and was ranked second. These results were obtained by involving assessments from respondents obtained from assessment parameters such as mind share, market share, and commitment share. Despite the increase, Le Minerale is still in the same position, namely second. This means that Le Minerale needs to improve its performance and marketing strategy through social media as much as possible, because social media can motivate consumers to make purchases through uploads on social media.

Consumers tend to look for information before finally deciding to make a purchase. Social media is usually used by consumers to search for information and share information with the wider public. Through the information obtained by consumers on social media, which is one of the brand's strategies in this marketing activity, it can increase brand awareness and a strong brand image in the minds of consumers. Consumers will feel increasingly attracted to a brand that has become the top of mind brand of a product because consumers will assume that the brand has a good image. This is in line with research conducted by Faisal & Ekawanto (2022), which explains that there are three aspects that influence purchase intention, namely social media marketing, brand awareness, and brand image. The factors explained in the previous study are determinants that are independent variables used in testing their influence on

purchase intention.

LITERATURE REVIEW

Theoretical and Conceptual Background

Social Media Marketing

According to Olatunde and Abiola (2024), social media marketing is a form of marketing to reach wider customers through various social media platforms as a marketing tool. The purpose of carrying out marketing activities through social media is to produce content through social networks which later through this content can help companies reach wider customers. Li et al. (2021) also explained that social media is a place to build connections and share information that allows brands to connect with consumers indirectly through various platforms. Dally et al. (2020) explained that there are four indicators that form social media marketing, namely:

1. Content creation: strategi kegiatan pemasaran yang dilakukan oleh perusahaan dengan membuat berbagai konten menarik di media sosial.
2. Content sharing: is an activity carried out by sharing content that has been created to social communities on social media with the aim of expanding the network and attracting a wider audience.
3. Connecting: social media is a broad social network that can allow someone to meet more people from various places and regions who are brought together because they have the same interests or preferences.
4. Community building: social media is a large online community consisting of various individuals from all over the world.

Brand Awareness

Sudirman et al. (2022) defines brand awareness as the strength of consumer memory of a brand that has stuck in memory which can be measured as the consumer's ability to identify a brand under certain conditions. According to Manurung (2023), brand awareness is a basic concept in marketing that refers to how consumers can recognize a brand. Brand awareness is characterized by consumer behavior that recognizes, remembers, and is aware of the brand. Rustemi & Baca (2021) also explain that brand awareness is very important in the decision-

making process. According to Fitriani et al. (2023) indicators of brand awareness:

1. Brand recall: how far the memory is attached to the consumer's memory of a brand.
2. Recognition: how far consumers know a brand in a certain product category.
3. Purchase: how far consumers will consider a brand as an option when making a purchase.
4. Consumption: how far consumers can recognize a brand when the brand is used by competitors.

Perceived Value

According to Slack et al. (2020) perceived value is a consumer's perception of the advantages of a product or service compared to the sacrifices made by consumers and the benefits they will feel. Aini & Adlina (2023) state that a marketer needs to understand the needs and desires of consumers because later consumers will assess what consumers get in relation to the costs sacrificed and the benefits obtained. According to Leon et al. (2021) indicators of perceived value include:

1. Price/value for money: nilai dari persepsi konsumen atas jangka waktu pemakaian suatu produk baik jangka waktu panjang maupun pendek.
2. Quality/performance value: the value of consumers on their expectations of the performance or quality of a product.
3. Social value: consumer assessment of the benefits they receive from a product that can improve the consumer's lifestyle.
4. Emotional value: the value of the consumer's emotional perception that arises when the consumer uses the product.

Brand Image

Marunung (2023) stated that brand image refers to consumer perception of a brand that includes beliefs, feelings, and thoughts that consumers associate with a brand. Through a promotion or advertisement, it will create feelings in the minds of consumers regarding product features, design, packaging, and product characteristics that make a brand different from other brands (Abbas et al., 2021) According to Pandiangan et al. (2021), the indicators of brand image are:

1. The superiority of brand association: how a brand is considered superior in competition.

2. The strength of brand association: how a valuable brand has a soul that can be expressed through marketing activities.
3. The uniqueness of brand association: the uniqueness that only the brand has.

Purchase Intention

According to Ragatirta & Tiningrum (2021) purchase intention is one component of consumer behavior that drives them to buy goods or services, decisions are made by consumers based on considerations of several factors that influence consumers to buy the goods or services. Dairina & Sanjaya (2022) also explain that purchase intention is a process where consumers are presented with several alternative product choices before making a purchase transaction, so that consumers will take action to decide on the choice that has been considered by them and will ultimately buy the product. According to Prayogo et al. (2023) indicators that can measure purchase intention are:

1. Transactional: a person's desire to make a purchase of a particular product
2. Referential: the tendency of consumers to provide recommendations to others
3. Preferential: attention that describes a person's behavior because they already have a primary preference for the product that has been consumed.
4. Explorative: an intention that reflects a person's behavior who is always looking for positive information about the products they like.

Empirical Review and Hypothesis

Relationship between Social Media Marketing and Brand Awareness

Based on research from Abiemanyoe & Depari (2021) entitled "The Influence of Social Media Marketing and Tagline on Brand Awareness at Pattern X Medan" with a quantitative method and the results of the conclusion in this study are that social media marketing has a positive and significant effect on brand awareness with a t count of $4.269 > t \text{ table } 1.984$. Then, based on research from Budiarsi et al. (2021) entitled "The Influence of Social Media Marketing, Brand Awareness and Brand Image on Brand Loyalty at J&T Express in Surabaya" with a sample used in the study of 150 respondents who had made transactions at J&T Express in Surabaya explained that social media marketing has a positive and significant effect on brand awareness.

Hypothesis 1: Social media marketing has a positive and significant impact on brand

awareness.

Relationship between Social Media Marketing and Perceived Value

Based on research conducted by Chafidon (2022) entitled "Social Media Marketing on Purchase Intention through Mediated Variables of Perceived Value and Perceived Risk" with a sample in this study of 150, it shows that social media marketing has a positive and significant influence on perceived value. In line with these results, based on research from Pratiwi et al. (2023) entitled "The Influence of Social Media Marketing, Brand Equity, and Perceived Value on Continuance Intention of Marketplace Users in Jakarta" with a sample in this study of 205 respondents also explained that social media marketing has a positive and significant influence on perceived value.

Hypothesis 2: Social media marketing has a positive and significant influence on perceived value.

Relationship between Social Media Marketing and Brand Image

Based on the research results from Budiarsi et al. (2021) entitled "The Influence of Social Media Marketing, Brand Awareness, and Brand Image on Brand Loyalty at J&T Express in Surabaya" which has a sample in this study of 150 respondents who have made transactions at J&T Express in Surabaya, explains that social media marketing has a positive and significant effect on brand image. Then, based on the research results from Rimadias et al. (2021) entitled "The Influence of Electronic Word of Mouth, Celebrity Endorser, and Social Media Marketing on Brand Image on Products on Instagram" which has a sample of 174 respondents with a data collection method using a questionnaire, it also shows that social media marketing has a positive and significant effect on brand image.

Hypothesis 3: Social media marketing has positive and significant impact on brand image.

Relationship between Social Media Marketing and Purchase Intention

Based on the research results from Wijaya & Keni (2022) entitled "The Influence of Social Media Marketing, Brand Image, Brand Awareness, and Brand Preference on Purchase Intention of Beverage Products in Jakarta" with a total of 164 respondents from a questionnaire distributed online. The results of this study are that social media marketing has a positive and significant effect on purchase intention. Then, based on the research results from Utami et al.

(2023a) entitled "The Influence of Social Media Instagram Marketing and Brand Image on Purchase Intention of Avoskin Products Mediated by Brand Trust" with the sample in this study being followers of the Avoskin Instagram account who live in Yogyakarta, shows that social media marketing has a positive and significant effect on purchase intention with a t statistic value of 3,860.

Hypothesis 4: Social media marketing has positive and significant impact on purchase intention.

Relationship between Brand Awareness and Purchase Intention

Based on research from Fitriani et al. (2024) entitled "The Influence of Brand Trust, Brand Awareness on Purchase Intention Through Brand Satisfaction as an Intervening Variable" whose population is consumers who have used or purchased K-Beauty Skincare products in Bekasi Regency, shows that brand awareness has no effect on purchase intention with a coefficient value of 0.598. Then, based on the results of research from Viliaus & Matusin (2023) entitled "The Influence of Social Media Marketing, Brand Awareness, Brand Engagement on Purchase Intention" with a research sample of individuals who in the last six months have followed at least one product brand on social media, shows that brand awareness has a positive effect on purchase intention.

Hypothesis 5: Brand awareness has positive and significant impact on purchase intention.

Relationship between Perceived Value and Purchase Intention

Based on the research results from Chafidon (2022) entitled "Social Media Marketing on Purchase Intention through Mediated Variables of Perceived Value and Perceived Risk" with a sample of 150 people through a questionnaire. The results of this study indicate that perceived value has a positive and significant effect on purchase intention. Meanwhile, the results of the study according to DAM (2020) entitled "Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention" with a research sample of 285 consumers who had visited an electronic supermarket through a questionnaire, explained that perceived value has a positive and significant effect on purchase intention.

Hypothesis 6: Perceived value has positive and significant impact on purchase intention.

Relationship between Brand Image and Purchase Intention

Based on the research results from Prayogo et al. (2023) entitled "The Influence of Brand Image, Viral Marketing and Brand Awareness on Consumer Purchase Intention", which is a qualitative study and uses literature studies through data collection from various previous theories which are then connected to each other, showing that brand image influences consumer purchase intention which is supported by proven theories. Then, based on the research results from Utami et al. (2023) entitled "The Influence of Social Media Instagram Marketing and Brand Image on Purchase Intention of Avoskin Products Mediated by Brand Trust" with a sample of 100, shows that brand image has a positive and significant effect on purchase intention with a t statistic value of 3.322.

Hypothesis 7: Brand image has positive and significant impact purchase intention.

B. RESEARCH METHOD

This study uses an analysis method with a quantitative approach that examines the relationship between variables. Variables are measured through instruments to produce data that can be tested statistically. This study used a tool for data collection in the form of a survey conducted on respondents who are social media users who follow or have seen the social media accounts of AMDK brand X and live in the Jakarta area. Data collection was carried out using a research instrument, namely a questionnaire. The variables to be tested in this study are social media marketing (X), brand awareness (Y1), perceived value (Y2), brand image (Y3), and purchase intention (Z).

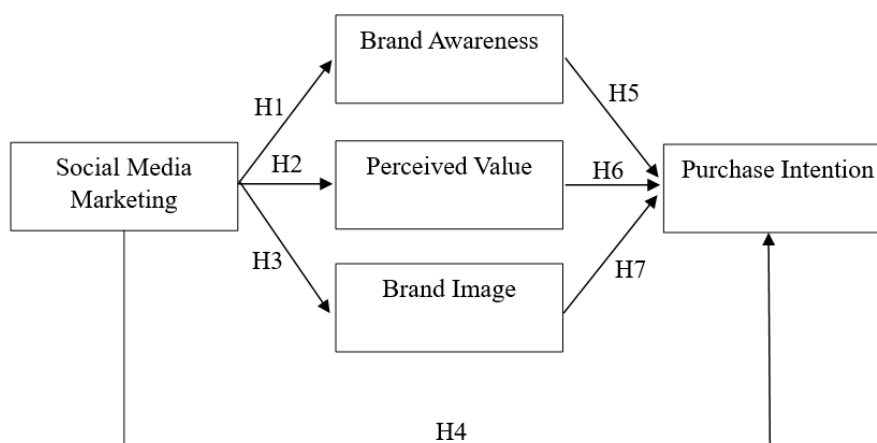


Figure 2. Conceptual Model of the Study

Source: Authors (2025)

Population and Sample

In this study, the population to be studied is active Instagram social media users who follow or have seen AMDK brand X social media who are domiciled in the Jakarta area. The sampling technique in this study uses a non-probability sampling technique, which according to Sukwika (2023) non-probability sampling is a sampling technique in which each element is taken without any objective calculation but rather based on the subjective considerations of the researcher with the aim of developing a hypothesis.

For the approach, the number of samples taken in this study will use the purposive sampling method. According to Wardhana (2024), purposive sampling is a sampling method with deliberate selection by researchers based on predetermined characteristics that are in accordance with the purpose of the study. Therefore, researchers have several criteria that will be used as samples in this study, namely:

1. Domiciled in the DKI Jakarta area.
2. Follow or know the AMDK brand Le Minerale social media account.

This study will use the Structural Equation Model (SEM) analysis with a certain number of samples. The minimum sample required for SEM analysis is 200 samples. Then, because the population in this study is not known for certain and who they are, therefore, referring to the research conducted by Putra and Lusia (2024), the Hair formula will be used to determine the minimum number of samples by multiplying the indicators by a minimum of 5 to 10. So, the minimum number of samples in this study can be determined, namely: $\text{Sample} = \text{Number of indicators} \times 10 = 25 \times 10 = 250$ samples.

Data Collection Techniques

The data used in this study is primary data. Primary data is data obtained directly from respondents. In this study, primary data was obtained by a survey method through a questionnaire instrument that had been created. The questionnaire will be distributed online to respondents via social media with Google form media and will contain questions that have been prepared by the researcher. The Likert scale will be used in this study as a measure of points that will be used in this study. In this study, six alternative answer points were used from

strongly disagree to strongly agree. The following are the types of Likert scales used in this study:

Table 1. Skala Likert

<i>Alternative answer</i>	<i>Poin</i>
<i>Sangat Tidak Setuju</i>	1
<i>Tidak Setuju</i>	2
<i>Sedikit Tidak Setuju</i>	3
<i>Sedikit Setuju</i>	4
<i>Setuju</i>	5
<i>Sangat Setuju</i>	6

Source: Authors (2025)

Data Analysis Techniques

The data collected in this study will be analyzed using SPSS and AMOS applications. Measurement of the level of validity and reliability using the SPSS application and Structural Equation Modeling (SEM) testing which will be measured using the AMOS application. Data will be obtained from the results of each indicator that has been filled in by respondents through a questionnaire.

C. RESULTS AND DISCUSSION

Result

Descriptive Statistics

Table 1. Descriptive Statistics

Kelompok		Frekuensi	Persentase (%)
Jenis Kelamin	Laki-laki	96	38,4%
	Perempuann	154	61,6%
Usia	15 – 20	33	13,2%
	21 – 24	94	37,6%
	25 – 29	78	31,2%
	30 – 34	26	10,4%
	35 – 39	13	5,2%
	> 40	6	2,4%

Kelompok		Frekuensi	Persentase (%)
Domisili	Jakarta Barat	67	26,8%
	Jakarta Pusat	26	10,4%
	Jakarta Selatan	58	23,2%
	Jakarta Timur	46	18,4%
	Jakarta Utara	53	21,2%
Tingkat pendidikan terakhir yang telah ditamatkan	< SLTA	15	6%
	SLTA	78	31,2%
	Diploma	48	19,2%
	Sarjana	106	42,4%
	Magister/Doktor	3	1,2%
Pekerjaan/Profesi	Pelajar/Mahasiswa	84	33,6%
	Pegawai	82	32,8%
	Wiraswasta	54	21,6%
	Memiliki Usaha Sendiri	28	11,2%
	Pensiun	2	0,8%
Total		250	100%

Source: Authors (2025)

Based on table 4.1 of the respondent profile above, it can be seen that there are 250 respondents who live in the Jakarta area and have seen or followed the AMDK brand X social media account according to the predetermined criteria. In the first profile group, namely male and female gender. It can be seen that the respondents in this study were dominated by female respondents with a total of 154 respondents (61.6%), while for male respondents there were 96 respondents (38.4%). Then, when viewed from the age range divided into several predetermined groups, it can be seen that the majority of respondents in this study were in the 21-24 year age range with a total of 94 respondents (37.6%), then the 25-29 age range was 78 respondents (31.2%), the 15-20 age range was 33 respondents (13.2%), the 35-39 age range was 13 respondents and the age > 40 was 6 respondents (2.4%).

Respondents in this study were spread across five domiciles or areas in Jakarta. The majority of respondents live in West Jakarta with a total of 67 respondents (26.8%), followed by respondents who live in South Jakarta, North Jakarta, East Jakarta, and Central Jakarta. Then, regarding the level of education that has been completed by the majority of respondents,

namely Bachelor's degree with a total of 106 respondents (42.4%), followed by respondents with the last level of high school education of 78 respondents (31.2%), Diploma as many as 48 respondents (19.2%), <high school as many as 15 respondents (6%), and Masters or Doctorate as many as 3 respondents (1.2%). Respondents in this study also mostly have jobs as students or college students with a total of 84 respondents (33.6%), then those who have jobs as employees as many as 82 respondents (32.8%), self-employed as many as 54% of respondents (21.6%), those who have their own businesses as many as 28 respondents (11.2%), and pensions as many as 2 respondents (0.8%).

Validity Test

In this study, validity testing will be carried out using the exploratory factor analysis (EFA) factor analysis approach. Interpretation of the EFA test results will be seen through the factor loadings value, where the factor loadings value of more than 0.4 can be used to interpret that a series of indicators can form a dimension. EFA analysis will be carried out using the help of an analysis tool, namely SPSS (Rifani et al., 2021). The EFA results in this study are as follows:

Table 2. Validity Test

Item	Variable and Indicators	Factor Loadings
SMM1	Saya dapat menemukan konten yang menarik pada akun media sosial AMDK merek Le Minerale.	0,628
SMM2	Saya melihat konten yang diunggah oleh media sosial AMDK merek Le Minerale sangat beragam dan inovatif.	0,630
SMM3	Saya melihat AMDK merek Le Minerale sangat konsisten dalam mengunggah konten di media sosial.	0,656
SMM4	Saya dapat dengan mudah mengakses dan menemukan konten yang diunggah oleh media sosial AMDK merek Le Minerale.	0,637
SMM5	Saya dapat dengan mudah menerima informasi yang disampaikan melalui konten yang diunggah oleh media sosial AMDK merek Le Minerale.	0,622
Brand Awareness (1)		
BA3	Saya dapat dengan mudah mengingat merek AMDK merek Le Minerale.	0,859

	Saya sadar akan AMDK merek Le Minerale dan menjadi alternatif pilihan air minum dalam kemasan.	
BA4	Saya akan membeli AMDK merek Le Minerale dibandingkan dengan merek air minum dalam kemasan lainnya.	0,780
BA5	AMDK merek Le Minerale akan menjadi yang pertama muncul dalam benak saya apabila berpikir tentang merek air minum dalam kemasan.	0,665
Brand Awareness (2)		
BA1	Saya dapat dengan mudah mengingat merek AMDK merek Le Minerale.	0,838
BA2	Saya dapat dengan mudah mengenali merek Le Minerale hanya dengan melihat logo saja.	0,720
Perceived Value		
PV1	Harga yang saya bayar untuk AMDK merek Le Minerale sudah tepat.	0,562
PV2	Menurut saya AMDK merek Le Minerale memiliki standar kualitas yang baik.	0,702
PV3	Kualitas dari AMDK merek Le Minerale yang mempengaruhi saya dalam memilih air minum dalam kemasan.	0,697
PV4	Dengan meminum AMDK merek Le Minerale dapat membuat saya merasa lebih baik.	0,71
PV5	Saya merasa lebih segar saat meminum AMDK merek Le Minerale.	0,713
Brand Image		
BI1	Saya merasa bahwa AMDK merek Le Minerale memiliki kualitas yang baik dibandingkan dengan merek air minum dalam kemasan lainnya.	0,532
BI2	Saya merasa bahwa AMDK merek Le Minerale dapat dengan mudah diingat dan memiliki kualitas yang baik.	0,664
BI3	Saya merasa bahwa AMDK merek Le Minerale merupakan merek yang terkenal dan ternama.	0,644
BI4	Saya merasa bahwa AMDK merek Le Minerale memiliki reputasi yang baik.	0,576

B15	Saya merasa bahwa AMDK merek Le Minerale dapat dipercaya.	0,711
<i>Purchase Intention (1)</i>		
PI3	Saya akan memberikan informasi terkait produk AMDK merek Le Minerale kepada orang lain.	0,754
PI4	Saya akan merekomendasikan AMDK merek Le Minerale kepada orang terdekat saya.	0,813
PI5	Saya akan membeli AMDK merek Le Minerale sebagai pilihan utama air minum dalam kemasan.	0,663
<i>Purchase Intention (2)</i>		
PI1	Saya bermaksud membeli AMDK merek Le Minerale di masa depan karena kualitasnya yang baik.	0,625
PI2	Saya akan mencoba membeli AMDK merek Le Minerale karena manfaat yang ditawarkan.	0,810

Source: Authors (2025)

In the table above, the results of the EFA test can be seen, which obtained information that in the brand awareness and purchase intention variables, two dimensions or components were found or formed that were right to measure each variable, while for the social media marketing, perceived value, and brand image variables, there was only one dimension that was right to measure the variable. All indicators for the Social Media Marketing variable have a factor loading value of > 0.4 with the highest value in the SMM3 item with a value of 0.656, which means that the five indicators in the Social Media Marketing variable are declared valid and this indicator can accurately measure the social media marketing variable. For the Brand Awareness variable, two dimensions were formed, namely Brand Awareness (1) which has three indicators and Brand Awareness (2) which has two indicators. Each indicator in each dimension has a factor loading value of > 0.4 , which means that the indicator in the second brand awareness component is declared valid and can be concluded to be right to measure the components that form it.

All indicators for the Perceived Value variable have a factor loading value > 0.4 with the highest value in item PV5 with a value of 0.713, which means that the five indicators in the Perceived Value variable are declared valid and this indicator can accurately measure the Perceived Value variable. All indicators for the Brand Image variable have a factor loading

value > 0.4 with the highest value in item BI5 with a value of 0.711, which means that the five indicators in the social media marketing variable are declared valid and this indicator can accurately measure the Brand Image variable. For the Purchase Intention variable, two dimensions are formed, namely Purchase Intention (1) which has three indicators and Purchase Intention (2) which has two indicators. Each indicator in each dimension has a factor loading value > 0.4, which means that the indicators in the Purchase Intention component are both declared valid and can be concluded to be appropriate for measuring the components that form it.

Reliability Test

After the validity test is carried out and all questions in the questionnaire are declared valid. The next step is to carry out a reliability test. This test is carried out to see the level of consistency of the instruments used in the study. In the reliability test, the variable will be declared reliable if the Cronbach's alpha value is > 0.6 (Usman and Gustalika, 2022).

Table 3. Reliability Test

Variabel	Cronbach's Alpha	N of items
<i>Social Media Marketing</i>	0,626	5
<i>Brand Awareness (1)</i>	0,673	3
<i>Brand Awareness (2)</i>	0,399	2
<i>Perceived Value</i>	0,706	5
<i>Brand Image</i>	0,608	5
<i>Purchase Intention (1)</i>	0,613	3
<i>Purchase Intention (2)</i>	0,219	2

Source: Authors (2025)

In the table above, it can be seen that the variables Social Media Marketing (0.626), Brand Awareness (1) (0.673), Perceived Value (0.706), Brand Image (0.608), and Purchase Intention (1) (0.613) have a Cronbach's alpha value > 0.6. So, it can be concluded that when these variables are measured or tested with other studies that have similar objects or problems, the results will be the same and consistent, so it can be continued to conduct a hypothesis analysis. Meanwhile, for Brand Awareness (2) (0.399) and Purchase Intention (2) (0.219) both have a

Cronbach's alpha value <0.6 , which means that both components in this variable are declared unreliable and cannot be included for further testing.

Average Variance Extracted (AVE) Test

The average variance extracted (AVE) test was conducted to see the relationship between indicators and their constructs or latent variables. An indicator can meet the validity value of $AVE > 0.50$ (Satriawan et al., 2024). The results of the AVE test in this study are as follows:

Table 4. Average Variance Extracted Test

Variabel	Average Variance Extracted	N of items
<i>Social Media Marketing</i>	0,516	3
<i>Brand Awareness</i>	0,620	5
<i>Perceived Value</i>	0,528	4
<i>Brand Image</i>	0,533	3
<i>Purchase Intention</i>	0,566	3

Source: Authors (2025)

The table above shows the results of the AVE test for each variable tested in this study. In the social media marketing variable consisting of three items, namely SMM1, SMM3, and SMM4, an AVE value of 0.516 was found. Because the AVE value for this variable is greater than 0.5, it means that the three indicators are able to explain more than half of the variance in this construct. Then, for the brand awareness variable with five indicators, an AVE value of $0.620 > 0.5$ was obtained. It can be concluded that four indicators with item codes BA1, BA2, BA3, BA4, and BA5 are able to explain more than half of the variance in the construct. The perceived value variable also obtained an AVE value of $0.528 > 0.5$ with four variables. This can mean that the four indicators with item codes PV2, PV3, PV4, and PV5 are able to explain more than half of the variance in the construct. The brand image variable obtained an AVE value of $0.533 > 0.5$ with three variables. This can mean that the three indicators with item codes BI2, BI3, and BI5 are able to explain more than half of the variance in the construct. Then, in the purchase intention variable, precisely in the purchase intention construct (1) which consists of three items, namely PI3, PI4, and PI5, an AVE value of 0.566 was found. Because the AVE value in this

variable is greater than 0.5, it means that the three indicators are able to explain more than half of the variance in the construct.

Goodness of Fit

The goodness of fit test is a test to see the comparison of models that have been categorized with the covariance matrix between the variables studied. According to Purba (2021), in determining the goodness of fit criteria, it is not required to meet all the criteria, but the use of four to five goodness of fit criteria that are said to be good is sufficient to assess the feasibility of a model.

Table 5. Goodness of Fit

<i>Goodness of Fit</i>	<i>Cut-off Value</i>	<i>Nilai</i>	<i>Kesimpulan</i>
<i>Chi-square Statistics</i>	Semakin kecil semakin baik	48,2	Fit
<i>Probabilitas</i>	$\geq 0,05$	0,103	Fit
<i>CMIN/DF</i>	$< 2,00$	1,302	Fit
<i>RMSEA</i>	$\leq 0,08$	0,035	Fit
<i>GFI</i>	$\geq 0,90$	0,966	Fit
<i>AGFI</i>	$\geq 0,90$	0,939	Fit
<i>CFI</i>	$\geq 0,95$	0,974	Fit
<i>TLI</i>	$\geq 0,95$	0,962	Fit

Source: Authors (2025)

From the results of the model feasibility test, eight out of ten goodness of fit criteria were found to have results that were stated as fit because they met the cut-off value. This can be interpreted that the model used can be stated as fit or feasible because it meets more than five predetermined goodness of fit criteria.

Hypothesis

Hypothesis testing is conducted to see whether there is an influence between the variables studied. The hypothesis is said to have an influence if the p value ≤ 0.05 and the critical ratio value > 1.96 .

Table 6. Hypothesis Test

Hipotesis	Jalur		C.R.	P	Hasil
H ₁	<i>Social Media Marketing</i>	→ <i>Brand Awareness</i>	5,327	0,000	Diterima
H ₂	<i>Social Media Marketing</i>	→ <i>Perceived Value</i>	5,216	0,000	Diterima
H ₃	<i>Social Media Marketing</i>	→ <i>Brand Image</i>	4,556	0,000	Diterima
H ₄	<i>Social Media Marketing</i>	→ <i>Purchase Intention</i>	2.187	0.029	Diterima
H ₅	<i>Brand Awareness</i>	→ <i>Purchase Intention</i>	-1,234	0,217	Ditolak
H ₆	<i>Perceived Value</i>	→ <i>Purchase Intention</i>	-1,410	0.158	Ditolak
H ₇	<i>Brand Image</i>	→ <i>Purchase Intention</i>	-0,514	0.607	Ditolak

Source: Authors (2025)

Based on the table above, it can be seen that there are seven hypotheses studied in this study. There are four hypotheses accepted in this study, namely H1 with a p-value of 0.000 and a C.R. value of 5,327. Then, H2 with a p-value of 0.000 and a C.R. of 5.216, H3 with a p-value of 0.000 and a C.R. of 4.556, H4 with a p-value of 0.029 and a C.R. of 2,187. These four hypotheses meet the criteria with a p-value ≤ 0.05 and C.R. $> 1,960$. Meanwhile, the other three hypotheses are rejected because they have a p-value ≤ 0.05 and C.R. < 1.960 , namely H5, H6, and H7 with p-values of 0.217, 0.158, and 0.607 respectively and a C.R. value with -1.234, -1.410, and -0.514 respectively.

Discussion

Social Media Marketing dan Brand Awareness

The first hypothesis examined in this study was to see the influence between social media marketing variables and brand awareness. Based on the results of data testing conducted in this study using the SEM calculation model, a p-value of 0.000 and a C.R. of 5.327 were obtained. This can be interpreted that social media marketing has a positive and significant influence on brand awareness of the Le Minerale brand of AMDK because it has a p-value <0.05 . So, based on these results, it can be concluded that the first hypothesis stating that "Social media marketing has a positive and significant influence on brand awareness" is accepted.

The results of this study are in line with the results of previous research conducted by Abiemanyoe and Depari (2021). This previous study explained that social media marketing has a positive and significant influence on brand awareness at Pattern X in Medan with a percentage of 60%, the remaining 40% is influenced by other variables. Similar to the study conducted by Budiarsi et al. (2021) entitled "The Influence of Social Media Marketing, Brand Awareness and Brand Image on Brand Loyalty at J&T Express in Surabaya." This study states that social media marketing has a positive and significant effect on brand awareness. This indicates that marketing activities carried out by the brands studied have an influence on increasing consumer brand awareness, so that consumers are able to clearly remember and be aware of the presence of a brand in the market.

Social Media Marketing dan Perceived Value

The second hypothesis examined in this study was to see the influence between social media marketing variables and perceived value. Based on the results of data testing conducted in this study, a p value of 0.000 and a C.R. of 5.216 were obtained. This can be interpreted that social media marketing has a positive and significant influence on the perceived value of Le Minerale brand AMDK because it has a p value <0.05 . So, based on these results, it can be concluded that the first hypothesis stating that "Social media marketing has a positive and significant influence on perceived value" is accepted. The results of the descriptive analysis conducted in the previous sub-chapter showed that the indicator stating that respondents saw that the content uploaded by Le Minerale through its social media was very diverse and

innovative had an average figure of 4.97, which means that respondents agreed with this statement. Through these results, it can also be interpreted that through diverse and innovative content that can become a trend uploaded by Le Minerale through its social media, it can increase respondents' perception of the value of Le Minerale bottled drinking water.

This result is also supported by research conducted by Chafidon (2022) entitled "Social Media Marketing on Purchase Intention through Mediated Variables of Perceived Value and Perceived Risk". This study also stated that social media marketing has a positive and significant influence on perceived value.

Social Media Marketing dan Brand Image

The third hypothesis examined in this study was to see the influence between social media marketing variables and brand image. Based on the results of data testing conducted in this study, a p value of 0.000 and a C.R. of 4.556 were obtained. This can be interpreted that social media marketing has a positive and significant influence on the brand image of the Le Minerale brand of AMDK because it has a p value <0.05 . So, based on these results, it can be concluded that the third hypothesis which states that "Social media marketing has a positive and significant influence on brand image" is accepted.

Marketing activities carried out by the Le Minerale brand through its social media create a good image in the eyes of consumers. This is in line with research conducted by Budiarsi et al. (2021) entitled "The Influence of Social Media Marketing, Brand Awareness, and Brand Image on Brand Loyalty at J&T Express in Surabaya" which also explains that social media marketing has a positive and significant influence on brand image.

Faisal and Ekawanto (2021) in their research also explained that interactions created through marketing activities carried out through social media such as TikTok, Instagram, and Facebook will positively influence brand image and create a much greater positive impact both for its users and the brand itself. Companies need to make an effort to create interesting content and build interactions with consumers so that they can improve the brand image in the eyes of consumers positively.

Social Media Marketing dan Purchase Intention

The fourth hypothesis examined in this study was to see the influence between social media marketing variables and purchase intention. Based on the results of data testing conducted in this study, a p value of 0.029 and a C.R. of 2.187 were obtained. This can be interpreted that social media marketing has a positive and significant influence on the purchase intention of Le Minerale brand AMDK because it has a p value <0.05 . So, based on these results, it can be concluded that the fourth hypothesis which states that "Social media marketing has a positive and significant influence on purchase intention" is accepted.

Marketing activities created and designed by a brand are actually able to increase consumer purchase intention. This is in line with research conducted by Laurence and Keni (2024) entitled "The Influence of Social Media Marketing, Brand Image, Brand Awareness, and Brand Preference on Purchase Intention of Beverage Products in Jakarta". The results of the study also explain that social media marketing has a positive and significant influence on purchase intention.

Furthermore, these results are also reinforced by research conducted by Utami et al. (2023) with the title "The Influence of Social Media Instagram Marketing and Brand Image on Purchase Intention of Avoskin Products Mediated by Brand Trust" which also states that social media marketing has a positive and significant effect on purchase intention. Through two studies that also stated the same results, it can be explained that through marketing activities such as uploading interesting photos or videos of content on social media carried out by a brand, it can increase consumer purchase intention for the brand.

Brand Awareness dan Purchase Intention

The fifth hypothesis examined in this study was to see the influence between the brand awareness variable and purchase intention. Based on the results of data testing conducted in this study, a p value of 0.217 and a C.R. of -1.234 were obtained. This can be interpreted that brand awareness has no influence on the purchase intention of Le Minerale brand AMDK because it has a p value > 0.05 . So, based on these results, it can be concluded that the fifth hypothesis which states that "Brand awareness has a positive and significant effect on purchase intention" is rejected.

Based on the results of the hypothesis test, it can be explained that even though consumers have known or are familiar with the Le Minerale brand, it is not able to increase consumer intention to purchase Le Minerale brand AMDK. The results of this study are reinforced by research conducted by Fitriani et al. (2023) with the research title "The Effect of Brand Trust, Brand Awareness on Purchase Intention Through Brand Satisfaction as an Intervening Variable" which explains that brand awareness has no effect on purchase intention. This study also explains that consumer brand awareness has no effect on consumer tendencies in making purchases.

Then, this study is also in line with and strengthened by research conducted by Lie et al. (2022) entitled "Investigating the Effect of Brand Personality, Awareness and Experience on Purchase Intention". This study also explains that brand awareness has no effect on purchase intention. Through this study, it is also explained that if a brand is not well known by consumers in the market, it can negatively affect consumer purchasing behavior. However, on the other hand, if a brand gets positive reviews and is known by many consumers, this can attract more consumers to get to know the brand, but it has not been able to attract consumer purchasing intentions.

Perceived Value dan Purchase Intention

The sixth hypothesis examined in this study was to see the influence between the variables of perceived value and purchase intention. Based on the results of data testing conducted in this study, a p value of 0.157 and a C.R. of -1.410 were obtained. This can be interpreted that perceived has no influence on purchase intention of Le Minerale brand AMDK because it has a p value of $0.157 > 0.05$. So, based on these results, it can be concluded that the sixth hypothesis stating that "Perceived value has a positive and significant effect on purchase intention" is rejected. Consumers certainly have certain assumptions and perceptions of a brand. In this study, consumer value perceptions of the Le Minerale brand did not have an influence on consumer purchase intention. This means that even though consumers make their own assessments of a product, especially Le Minerale brand AMDK in terms of quality, price, social, and emotional, this does not directly encourage consumer intention to make a purchase of a product or service.

In this study, it means that respondents see good quality and value from Le Minerale brand AMDK, thus encouraging respondents' intention to make purchases of bottled drinking water. This result is supported by the results of a study conducted by Lestari et al. (2024) entitled "The Influence of Trust on Purchase Intention of Online Shop Users in Indonesia" which also states that perceived value has no influence on purchase intention. In this study, it is explained that although perceived value is used as one of the things considered by consumers before making a purchase, it turns out that this factor does not play a dominant role in driving consumer purchase intention. Then, in a study conducted by Jingwu (2024) it is explained that there are categories in the perceived value variable which consist of four dimensions, namely emotional, social, functional, and price. In this study, it was found that social value had no influence on purchase intention.

Brand Image dan Purchase Intention

The seventh hypothesis examined in this study was to see the influence between the brand image variable and purchase intention. Based on the results of data testing conducted in this study, a p value of 0.607 and a C.R. of -0.514 were obtained. This can be interpreted that brand image does not have a positive and significant influence on the purchase intention of Le Minerale brand AMDK because it has a p value > 0.05. So, based on these results, it can be concluded that the seventh hypothesis which states that "Brand image has a positive and significant effect on purchase intention" is rejected.

The brand image owned by a brand in the eyes of consumers cannot increase consumer purchasing intention to consume or use a brand. These results are reinforced and in line with research conducted by Khalisa and Kusumawardhani (2024) with the research title "The Influence of Brand Image and Brand Trust on Purchase Intention with Brand Awareness as an Intervening Variable". In this study, it was found that the test of the relationship between brand image and purchase intention obtained a p value of 0.53 > 0.05, which means that brand image has no influence on purchase intention. Brand image is a consumer's emotional perception of a brand which is important for building personal relationships with consumers, however, it turns out that through this study, brand image cannot influence consumer purchasing intentions towards a brand.

D. CONCLUSION

Based on the research, it was found that Social Media Marketing has a positive and significant effect on Brand Awareness, Perceived Value, and Brand Image. This means that it is in line with the purpose of social media marketing itself, namely to build memory, increase awareness, gain recognition, and take action from the audience towards a particular brand. Through the results of uploaded content and various marketing strategies carried out through social media, this is what is able to increase brand awareness, brand image, and consumer value perceptions towards a brand which then encourages audience reactions by increasing purchase intentions for a product or service on a particular brand.

Then, this study also found that the variables Brand Awareness, Perceived Value, and Brand Image do not affect Purchase Intention. Even though consumers have in-depth knowledge of a brand and view a brand as a good and trusted brand, it does not mean that this can increase consumer purchase intentions. There are still other factors that can influence consumer purchase intentions, one of which is marketing activities that can be carried out through social media. Marketing activities carried out through social networks are able to reach a wider audience which ultimately encourages the audience to increase their purchase intentions.

To perfect the research results, because of course this research still has several shortcomings that still need to be improved for future research. The limitations in this study include regional limitations because researchers only distributed questionnaires in the Jakarta area, research limitations in distributing questionnaires online, and sometimes the answers given by respondents do not show the actual situation. Based on the results of the research that has been done, the conclusions that have been drawn, and the implications of this study, the researcher can provide recommendations for further research, namely the need to increase the number of samples and expand the distribution of audience locations because when viewed from social media users who reach hundreds of thousands to millions, of course these followers are spread from several locations or different ages. Other factors that can influence consumer purchasing intentions can be added to the research variables so that later more comprehensive results can be obtained that can influence the number of consumers for the brands studied.

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