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Social Media as a Digital Showcase: Brand Awareness and Its Implications for the Purchasing Decisions of MSME Products in Jakarta

Panca Maulana Firdaus[1*], Eryco Muhdaliha[2]
[1]Universitas Budi Luhur, Jakarta, Indonesia, panca.maulana@budiluhur.ac.id
[2]Universitas Budi Luhur, Jakarta, Indonesia, eryco.muhdaliha@budiluhur.ac.id

[*]Corresponding Author: panca.maulana@budiluhur.ac.id[1]

Abstract: The growth of social media has driven shifts in the marketing strategies of Micro, Small, and Medium Enterprises (MSMEs), particularly in urban areas like Jakarta. Here, social media no longer functions merely as a promotional tool but also serves as a digital showcase for displaying products and building brand perception. This research aims to analyze the influence of social media utilization on the purchasing decisions of MSME products in Jakarta, with brand awareness as the mediating variable. This study employs a quantitative approach using a survey method targeting 120 culinary-sector MSME actors who actively utilize social media in their marketing activities. The research data were analyzed using Partial Least Squares-based Structural Equation Modeling (SEM) with the assistance of the SmartPLS 3.0 software. The results indicate that social media utilization has a positive and significant influence on brand awareness and also has a direct effect on purchasing decisions. Furthermore, brand awareness is proven to act as a mediating variable in the relationship between social media utilization and purchasing decisions. These findings suggest that social media, as a digital showcase, plays a strategic role in building brand awareness and driving the purchase decisions for MSME products. This research is expected to provide a theoretical contribution to the development of digital marketing studies for MSMEs, as well as practical implications for MSME actors in designing effective social media-based marketing strategies.

Keywords: Social Media, Digital Showcase, Brand Awareness, Purchasing Decisions, MSMEs (Micro, Small, and Medium Enterprises).

INTRODUCTION

The advancement of digital technology has fundamentally transformed marketing practices, particularly through the use of social media as a channel for communication and value exchange between businesses and consumers. Social media enables businesses to showcase products visually, foster two-way interaction, and create more personalized and enduring brand experiences (Kaplan & Haenlein, 2010; Dwivedi et al., 2021). In the context

of modern marketing, social media is no longer understood merely as a promotional tool but rather as a strategic space that functions as a digital showcase, shaping consumer perception of brands and products (Ashley & Tuten, 2015).

For Micro, Small, and Medium Enterprises (MSMEs), especially those operating in urban areas such as Jakarta, social media has become a vital instrument for overcoming the limitations of conventional marketing resources. Through social media, MSMEs can increase brand visibility, expand market reach, and compete on a more level playing field with larger-scale businesses (Taneja & Toombs, 2014; Dwivedi et al., 2021). This situation is aligned with the characteristics of urban consumers, who increasingly rely on digital information during the process of searching, evaluating, and making purchasing decisions (Lemon & Verhoef, 2016).

Over the past five years, the development of MSMEs in Jakarta has shown a consistent upward trend, driven by digitalization efforts. Data from the Central Statistics Agency (BPS) and the Jakarta Provincial Government indicate a consistent growth in the number of MSMEs in Jakarta, accompanied by an increasing proportion of MSMEs utilizing digital platforms and social media as their primary marketing channels. This phenomenon is reinforced by the high internet penetration and social media usage within the DKI Jakarta region, which has established social media as a primary channel for interaction between MSMEs and consumers. Empirically, these conditions confirm that social media has become an integral part of the business strategy for urban MSMEs, no longer merely a supplementary marketing activity.

However, increased social media usage by MSMEs does not automatically guarantee consumer purchase decisions. Marketing literature emphasizes that purchase decisions are influenced by consumer cognitive and affective processes, one of which is through the development of brand awareness (Aaker, 1996; Keller, 1993). Brand awareness functions as the consumer's ability to recognize and recall a brand in a given purchase situation and serves as the foundation for building brand attitudes and loyalty (Keller, 2001). In the digital context, social media has the potential to strengthen brand awareness through consistent, interactive, and easily accessible content exposure (Ashley & Tuten, 2015; Duffett, 2017).

Several previous studies have examined the influence of social media on purchase decisions (Duffett, 2017; Taneja & Toombs, 2014). Other studies have also emphasized the role of brand awareness in mediating the relationship between marketing activities and consumer behavior (Keller, 2001; Seo & Park, 2018). However, most of these studies were conducted in the context of large companies or focused on a single social media platform. Furthermore, research that explicitly examines the mediating role of brand awareness in the relationship between multi-platform social media activities and purchase decisions within the context of urban SMEs in Indonesia remains limited.

Therefore, a research gap exists that needs to be addressed, namely the limited number of studies that comprehensively explore the mediating role of brand awareness in the relationship between multi-platform social media utilization and purchase decisions among urban SMEs in Indonesia, particularly in Jakarta. Accordingly, this study aims to analyze the effect of social media utilization as a digital storefront on purchase decisions for SME products in Jakarta, with brand awareness serving as a mediating variable. Theoretically, this research contributes to expanding the understanding of mediation mechanisms within digital marketing models for SMEs. Practically, it provides strategic implications for SME owners in optimizing social media to enhance purchase decisions.

METHODS

This research employs a quantitative approach with an explanatory research design, which aims to explain the causal relationship between social media utilization, brand

awareness, and the purchasing decisions for MSME products in Jakarta. The quantitative approach was chosen because it allows for the objective testing of hypotheses through statistical analysis and the systematic measurement of relationships between variables (Creswell & Creswell, 2018).

The research design used is a cross-sectional survey, where data is collected at a single point in time to capture respondents' perceptions of the research variables. The object of this study is culinary sector MSMEs operating in the DKI Jakarta region, based on the consideration that the culinary sector is one of the most active MSME sectors in utilizing social media as a digital marketing tool. In this study, social media is understood as a digital marketing ecosystem used multi-platform, not limited to a single type of platform.

The population for this study comprises all culinary-sector MSME actors in Jakarta who actively use social media to market their products. The sampling technique employed is non-probability sampling using the purposive sampling method. The sample criteria are culinary-sector MSME actors in Jakarta who actively utilize social media in their marketing activities. The exact population size is unknown. Therefore, the sample size determination refers to the guidelines for sample size in Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. According to Hair et al. (2019), the minimum sample size can be determined by multiplying the number of indicators by 5 to 10 respondents. This study uses 24 indicators; thus, the minimum required sample size is 120 respondents (MSME actors).

The research data were analyzed using the Partial Least Squares-based Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 3.0 software. PLS-SEM was chosen because it has advantages in analyzing predictive and complex research models that involve latent variables and mediating relationships, and it does not strictly require normally distributed data (Hair et al., 2017; Henseler et al., 2015).

This study consists of three variables: one exogenous variable (digital marketing), one intervening variable (brand awareness), and one endogenous variable (purchase decision). The measurement indicators for each variable are presented in the following table.

Table 1. Operational Variables

Variable	Measurement	Indicator
X_Social Media *Source: Ngo et al (2025)*	Informativeness (SM1)	1. Providing clear information 2. Understanding product quality and advantages
	Interactivity (SM2)	3. Responding quickly 4. Two-way communication
	Personalization (SM3)	5. Adapting to needs and interests 6. Relevant to consumer preferences.
	Trendiness (SM4)	7. Emerging trends 8. Up-to-date
	Entertainment (SM5)	9. Interesting to watch and follow. 10. Entertaining and engaging content.
	eWOM (Electronic Word of Mouth) (SM6)	11. Product reviews and comments. 12. Consumer recommendations
M_Brand Awareness *Soure: Yoo & Donthu (2001) and Aaker (1991)*	Brand Recognition (BA1)	13. Easily recognized 14. Easily distinguished
	Brand Recall (BA2)	15. Easily remembered 16. Always remembered
	Brand Salience / Top of Mind (BA3)	17. First choice 18. Familiar with the brand
Y_Purchase Decision *Source: Dodds et al.*	Purchase Preference (PD1)	19. Frequently chosen 20. Strong preference
	Purchase Decision Certainty (PD2)	21. Confident to buy 22. Never hesitate to buy

Variable	Measurement	Indicator
(1991); dan Hellier et al (2003)	Actual Purchase Behavior (PD3)	23. Repeat purchase 24. Frequent purchase

RESULTS AND DISCUSSION

Respondent Profile

This section aims to provide an overview of the characteristics and demographics of the participants (respondents) involved in the study. The respondent profile in this study consists of gender, age, highest level of education, and occupation. To obtain an overview of the respondent profiles captured in this research, the data are presented in the following table.

Table 2. Respondent Profile

No	Respondent Profile	Amount	Percentage (%)
1	**Gender**		
	Man	81	67,5
	Woman	39	32,5
2	**Age Group**		
	< 25 Years	3	2,5
	25 – 35 Years	62	51,7
	36 – 45 Years	48	40
	> 45 Years	7	5,8
3	**Education**		
	Senior High School	25	20,8
	Diploma	17	14,2
	Bachelor degree	71	59,2
	Master	7	5,8

Source: Primary Data (2025)

Evaluation of the Measurement Model (Outer Model)

During the data analysis process using SmartPLS 3, the assessment of the outer model was conducted with reference to three main aspects: convergent validity, discriminant validity, and composite reliability. Testing for convergent validity in a measurement model that uses reflective indicators is performed by examining the strength of the relationship between indicator values and the latent construct estimated via SmartPLS 3. A reflective indicator is considered to meet the validity criterion if it has a loading factor value greater than 0.70, signifying that the indicator optimally reflects the measured construct. Therefore, this study established a minimum loading factor value of 0.70 as the threshold for indicator acceptability (Hair et al., 2017; Ghozali & Latan, 2019). Subsequently, the results of the data analysis and testing are presented as follows.

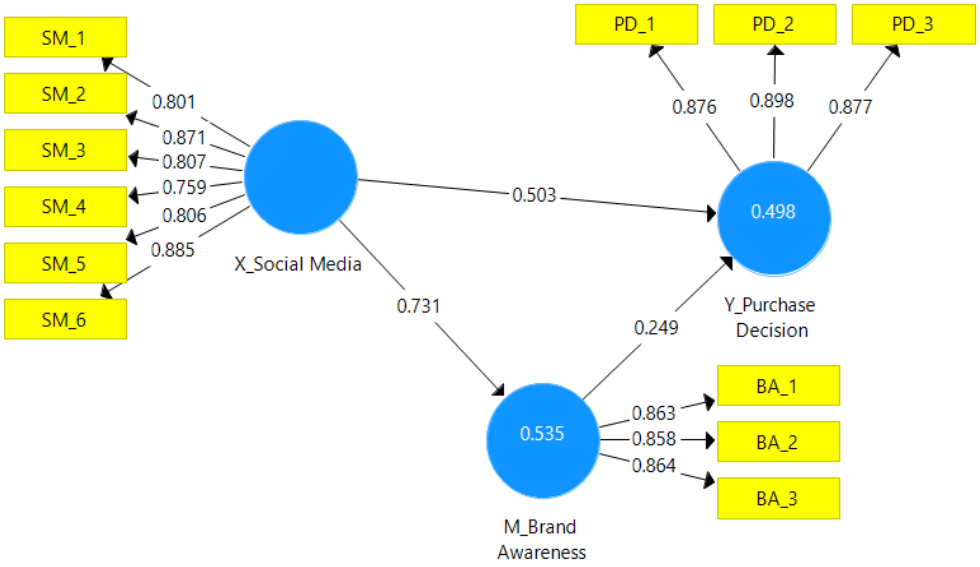


Figure 1. Full Outer Model

Based on the data processing results using SmartPLS 3.0, as illustrated in Figure 1, all indicators for each observed variable have outer loading values ranging from 0.759 (SM_4) to 0.898 (PD2). These values have exceeded the recommended minimum threshold of 0.70. Therefore, all indicators for the three observed variables (X_Social Media, M_Brand Awareness, and Y_Purchase Decision) are declared convergently valid and are able to effectively represent the Social Media construct. This indicates that these indicators have a strong correlation with the measured latent construct (Hair et al., 2019).

Structural Model Test Results (Inner Model)

After evaluating the measurement model, the next stage is to conduct an evaluation of the structural model. This structural model evaluation includes testing the R-Square value as the coefficient of determination and the F-Square (f^2 effect size) value to determine the magnitude of the influence between constructs.

1. R–Square value (Coefficient of determination)

   Analyzing the R-Square value aims to assess the quality level of the constructed research model. In this test, each exogenous variable is expected to have the capability to predict or explain variation in the endogenous variable(s) for the model to be deemed feasible. An R-Square value of 0.75 indicates a strong relationship, 0.50 indicates a moderate relationship, while 0.25 reflects a weak relationship (Ghozali & Latan, 2015). The results of this test are explained in detail in Table 3 below.

Table 3. R-Square Test Results

	R Square	Adjusted R Square
M_Brand Awareness	0.535	0.531
Y_Purchase Decision	0.498	0.489

Source: SmartPLS Output 3, 2025.

Based on the data processing results using SmartPLS 3.0, as presented in Table 4, the Brand Awareness variable has an R-Square value of 0.535 and an Adjusted R-Square of 0.531. Meanwhile, the Purchase Decision variable has an R-Square value of 0.498 with an Adjusted R-Square of 0.489, indicating that 49.8% of its variation is explained. The higher R-Square value for the Brand Awareness variable compared to the Purchase Decision variable suggests that Social Media has a stronger capability to explain the

formation of brand awareness than to directly drive purchase decisions. Conceptually, social media functions as an effective digital showcase for introducing, displaying, and reminding consumers about brands through visual content, product information, and sustained interaction. These activities are directly related to consumer cognitive processes, particularly at the brand recognition and recall stages. Therefore, it is reasonable that a larger proportion of the variation in Brand Awareness can be explained by social media utilization (Keller, 2013).

On the other hand, a purchase decision is a more complex behavioral process influenced by various factors beyond social media and brand awareness. These include price, product quality, taste preferences, location, recommendations from one's social environment, and situational consumer conditions. In the context of culinary sector MSMEs in Jakarta, purchase decisions are not solely determined by how well-known a brand is, but also by previous consumption experiences and everyday practical considerations. Therefore, although social media and brand awareness contribute significantly, the proportion of variation in purchase decisions that can be explained by the research model is relatively smaller compared to that of brand awareness (Kotler & Keller, 2016).

Furthermore, from the perspective of the marketing hierarchy of effects, brand awareness is an initial stage in the consumer decision-making process, which is logically more easily influenced by marketing communication activities compared to the final decision stage (Kotler & Keller, 2016). Social media tends to play a dominant role in the consumer's cognitive and affective phases, while the conative phase (purchase decision) requires additional stimuli such as price promotions, ease of access, and trust in product quality (Ngo et al., 2025). This explains why the R-Square value for Brand Awareness is higher than that for Purchase Decision, although both are in the moderate category.

2. F–Square Value (f^2 Effect Size)

The F-Square test is used to assess the change in the R-Square value when a construct is removed from the model, in order to determine whether that construct has an effect on the endogenous variable. According to Hair et al. (2017), an effect size value below 0.02 indicates no influence. Generally, f-square values of 0.02, 0.15, and 0.35 indicate small, moderate, and large effects, respectively. The results of the F-Square test are presented in the following table.

Table 4. F-Square Test Results

	M_ Brand Awareness	Y_Purchase Decision
X_Social Media	**1,148**	**0,235**
M_Brand Awareness		0,057

Source: SmartPLS Output 3, 2025.

Based on the test results presented in Table 5, the Social Media variable has an f^2 value of 1.148 on Brand Awareness. This value far exceeds the threshold for a large effect, so it can be concluded that Social Media exerts a very strong influence in shaping Brand Awareness among culinary sector MSMEs in Jakarta. This indicates that the utilization of social media plays a dominant role in enhancing MSME brand awareness. Next, the effect of Social Media on Purchase Decision shows an f^2 value of 0.235, which falls into the moderate effect category. Meanwhile, the effect of Brand Awareness on Purchase Decision has an f^2 value of 0.057, which is classified as a small effect. Overall, the f^2 test results demonstrate that Social Media is the primary factor contributing to Brand Awareness and also plays a significant role in influencing Purchase Decisions.

Brand Awareness, in turn, acts as a supporting factor in the consumer purchase decision process.

Hypothesis testing

Structural model analysis aims to determine the relationships between constructs in the research. This model testing is carried out through a bootstrapping procedure after indicators that do not meet the validity criteria are removed from the model. In the structural model, the p-value is used as the basis for determining the significance of the path coefficients. A relationship between latent variables is declared positive and significant if the p-value is less than 0.05 at a 5% significance level, allowing the research hypothesis to be accepted. Conversely, if the p-value is greater than 0.05, the influence between latent variables is declared insignificant. A summary of the structural model test results is presented in Figure 2 and Table 6 below.

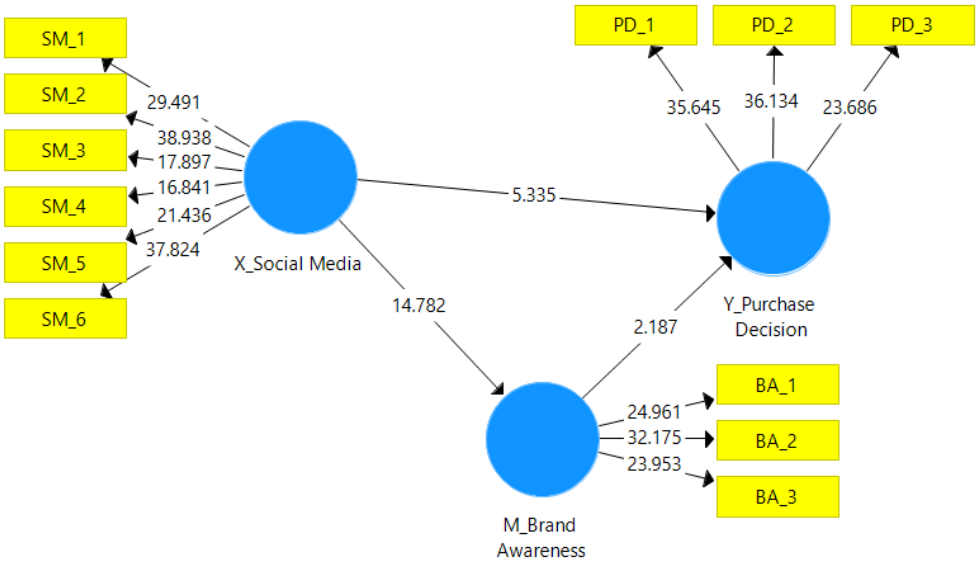


Figure 2. Research Construct Relationship Model Using the Bootstrapping Method

Table 5. Direct and Indirect Influence

Hypothesis	Latent Variables	Path Coefficient	T Statistics	P Value	Results
H1	SM → BA	0,731	14,782	**0,000**	Accepted
H2	SM → PD	0,503	5,335	**0,000**	Accepted
H3	BA → PD	0,249	2,187	**0,029**	Accepted
H4	SM →BA→PD	0,182	2,094	**0,037**	Accepted

Note: SM = Social Media; BA = Brand Image; PD = Purchase Decision
Source: Smart PLS Output 3, 2025.

Discussion

Social Media as a Showcase in Increasing Brand Awareness

The results of this study indicate that social media plays an important role in enhancing brand awareness for culinary sector MSMEs in Jakarta. This finding confirms that social media functions as a digital showcase, enabling MSME actors to visually and repeatedly display their products, brand, and business information to consumers. Consistent content exposure through social media makes it easier for consumers to recognize and recall the brand, thereby strengthening brand awareness in their minds (Kim & Ko, 2012).

This finding aligns with the results of research by Yadav & Rahman (2017), which demonstrated that social media marketing activities have a positive influence on brand awareness. Their study confirms that social media dimensions such as informativeness, entertainment, and interactivity contribute significantly to building consumer brand recognition and recall. This indicates that social media is effective when used as a brand communication tool, particularly in the digital business environment.

Another empirical study by Seo & Park (2018) also found that social media marketing activities can enhance brand awareness by increasing brand exposure and consumer engagement. Social media enables businesses to reach consumers more broadly and intensively compared to conventional media, thereby accelerating the brand awareness formation process. This condition is highly relevant to the characteristics of MSMEs, which often have limited marketing resources.

Furthermore, Ismail (2017) states that social media plays a dominant role in the early stages of the consumer decision process, particularly in building brand awareness before consumers proceed to the evaluation and purchase stages. Social media allows consumers to become acquainted with a brand through visual content, customer reviews, and direct interaction with business actors, thereby strengthening the brand's position in the minds of consumers.

Thus, the results of this study reinforce previous empirical findings which confirm that social media functions as an effective digital showcase for enhancing brand awareness. Consistent and strategic use of social media becomes a crucial factor for culinary sector MSMEs in building brand awareness and strengthening their competitiveness in the market.

Social Media as a Showcase in Increasing Purchasing Decisions

The results show that social media influences the purchase decisions for culinary sector MSME products in Jakarta. This finding indicates that social media functions as a digital showcase, allowing consumers to observe products, compare alternatives, and obtain supporting information before making a purchase decision. Through social media, MSME actors can present visual product content, pricing information, and promotions that can reduce consumer uncertainty in the decision-making process (Yadav & Rahman, 2017; Duffett, 2017).

Empirically, the results of this study are consistent with the findings of Kim & Ko (2012), who stated that marketing activities through social media contribute significantly to consumer behavioral responses, including purchase decisions. Social media allows consumers to obtain product information quickly and interactively, thereby increasing the efficiency of the pre-purchase evaluation process. A similar finding was reported by Duffett (2017), who found that marketing communication via social media has a positive influence on consumer attitudes and purchase decisions, particularly for products displayed visually.

Furthermore, research by Hajli (2014) shows that social media influences purchase decisions through the mechanisms of trust and social interaction. Features such as reviews, comments, and recommendations from other consumers available on social media function as a form of social proof, increasing consumer confidence in a product. In the context of culinary MSMEs, the presence of reviews and other consumers' experiences on social media becomes a key factor motivating consumers to make a purchase decision.

Another study by Erkan & Evans (2016) also confirms that information disseminated through social media, particularly in the form of electronic word-of-mouth (eWOM), has a significant influence on consumer purchase decisions. Information perceived as credible and relevant on social media can increase consumer trust and accelerate the decision-making process. This indicates that social media functions not only as a promotional tool but also as a primary source of information in purchase decisions.

Moreover, Zhang & Benyoucef (2016) emphasize that social media in the context of social commerce plays a crucial role in linking social interaction with purchase transactions. Social media enables two-way communication between businesses and consumers, which ultimately increases the likelihood of a purchase. Consequently, the results of this study reinforce previous empirical findings stating that social media functions as an effective digital showcase in driving consumer purchase decisions, particularly in the context of MSMEs.

Brand Awareness in Increasing Purchasing Decisions

The findings indicate that brand awareness has a positive and significant effect on purchase decisions for culinary SMEs in Jakarta. This suggests that the higher the level of consumer awareness of a brand, the greater the likelihood that consumers will choose and purchase that product. Brand awareness enables a brand to enter the consumer's consideration set, thereby increasing the probability of purchase (Keller, 2013). In the context of culinary SMEs, brand awareness helps consumers recognize and recall products among the many available alternatives.

These findings are consistent with the study by Macdonald and Sharp (2000), which states that brand awareness functions as a heuristic cue in decision-making for low-involvement products, such as food and beverages. Consumers tend to choose familiar brands because they are perceived as safer and capable of reducing perceived risk. Huang and Sarigöllü (2014) also demonstrated that brand awareness contributes to brand preference and market outcomes by enhancing trust and perceived quality. Therefore, both theoretically and empirically, brand awareness remains an important foundation in the purchase decision-making process.

However, although its effect is statistically significant, the effect size value ($f^2 = 0.057$) indicates that the contribution of brand awareness to purchase decisions is relatively small compared to the direct effect of social media ($f^2 = 0.235$). This finding has important implications, suggesting that in the context of culinary SMEs in Jakarta, brand awareness functions more as an initial prerequisite (threshold factor) rather than as the primary determinant of purchase decisions. In other words, brand awareness is necessary for a brand to be considered, but it is not sufficiently strong on its own to drive the final purchase decision.

Analytically, this condition can be explained by the characteristics of highly competitive urban markets with a high intensity of information exposure. In cities such as Jakarta, consumers are exposed to various culinary product alternatives every day through multiple digital platforms. In such a situation, consumers do not rely solely on brand awareness but also consider situational factors such as promotions, pricing, customer reviews, ease of ordering, and service speed. In other words, brand awareness helps a brand become recognized and remembered, but the final decision is more strongly influenced by persuasive and transactional stimuli available at the time of purchase.

The dominant direct effect of social media on purchase decisions indicates that, in the context of culinary SMEs, social media not only builds cognitive awareness but also functions as a conversion trigger. Interactive features such as testimonials, electronic word of mouth (eWOM), limited-time promotions, and integration with online ordering services enable consumers to make quick decisions without necessarily going through a deep process of loyalty formation or brand association development. This explains why the direct path from social media to purchase decisions has a larger effect size compared to the path from brand awareness to purchase decisions.

The implication of these findings for SME marketing strategies in highly competitive urban markets is that increasing brand visibility alone is not sufficient. SMEs need to integrate brand awareness-building strategies with more aggressive and persuasive

conversion strategies. Social media content should not only be informative and aesthetically appealing but also designed to encourage immediate action through calls to purchase, special promotions, social proof, and transactional convenience. Thus, while brand awareness remains an important foundation, success in increasing purchase decisions largely depends on SMEs' ability to leverage social media as an effective conversion tool.

Social Media as a Digital Showcase in Enhancing Purchase Decisions Through Brand Awareness

The results indicate that social media influences purchase decisions through brand awareness, signifying the role of brand awareness as a mediating variable in that relationship. This finding confirms that the utilization of social media by culinary sector MSMEs in Jakarta does not directly drive purchases alone; rather, it first builds brand awareness in the minds of consumers before ultimately influencing their purchase decision.

Conceptually, the mediating role of brand awareness can be explained through customer-based brand equity theory, which states that marketing activities including digital marketing via social media influence consumer responses through the development of brand knowledge, particularly brand awareness (Keller, 2013). Social media functions as a digital storefront or virtual showcase, enabling consumers to recognize, recall, and differentiate MSME brands from competitors through visual content, interaction, and consistent messaging.

The findings of this study align with the empirical results of Kim and Ko (2012), who state that marketing activities through social media contribute significantly to building brand awareness, which in turn influences consumer purchase intention and decisions. Social media enables brands to reach consumers intensively and repeatedly, thereby increasing the levels of brand recall and brand recognition. In the context of culinary MSMEs, consistent exposure to product content, customer reviews, and digital promotions plays a crucial role in shaping brand awareness.

Another study by Yadav and Rahman (2017) also confirms that marketing via social media has an indirect influence on purchase decisions through consumer psychological variables, including brand awareness and brand image. This indicates that social media works in stages to influence consumer behavior, beginning with brand introduction, followed by perception formation, and ultimately leading to the purchase decision. This finding is relevant to the characteristics of urban consumers in Jakarta, who tend to search for product information through social media before making a purchase.

Furthermore, an empirical study by Godey et al. (2016) shows that brand communication through social media significantly impacts brand awareness and brand equity, which ultimately influences purchase decisions. Social media allows MSMEs to build emotional closeness and engagement with consumers, thereby increasing the likelihood of that brand becoming the preferred choice when consumers make a purchase. This reinforces the position of brand awareness as a mediating mechanism that bridges the influence of social media on purchase decisions.

Thus, the results of this study reinforce the perspective that social media functions not only as a promotional channel but also as a strategic digital showcase that builds brand awareness as a crucial prerequisite for enhancing purchase decisions. For culinary sector MSMEs in Jakarta, this finding confirms that optimizing social media should focus on creating strong brand awareness to sustainably drive consumer purchase decisions.

CONCLUSION

This study demonstrates that social media plays a strategic role in enhancing brand awareness and purchase decisions for culinary SMEs in Jakarta. Social media functions not

only as a communication and promotional tool but also as a digital storefront that directly influences consumer purchasing behavior. In addition, brand awareness is shown to act as a mediating variable that strengthens the effect of social media on purchase decisions, although with a relatively smaller effect size compared to the direct influence of social media.

Theoretically, this study expands the understanding of mediation mechanisms within SME digital marketing models by emphasizing that, in the context of competitive urban markets, social media not only builds brand awareness but also functions as a conversion tool that directly drives purchase actions. These findings enrich the literature on the role of multi-platform social media within the framework of customer-based brand equity in the SME context.

Practically, the findings of this study indicate that SME marketing strategies should not focus solely on increasing brand visibility. SME owners need to integrate brand awareness development with persuasive, conversion-oriented content strategies—such as limited-time promotions, customer testimonials, and transactional convenience—in order to compete effectively in a dynamic urban market environment.

Although this study provides relevant findings, several limitations should be acknowledged. First, this study employed a non-probability sampling technique using purposive sampling; therefore, the findings cannot be broadly generalized to all SMEs in Indonesia. Second, the research focused on culinary SMEs in Jakarta, meaning that specific regional and sectoral characteristics may have influenced the results. Third, this study examined only three main variables—social media, brand awareness, and purchase decisions. Other variables that may influence purchase decisions, such as brand image, trust, product quality, and price, were not included in the research model. Fourth, the data were collected through questionnaires based on respondents' perceptions, which may allow for subjective bias in their responses.

Based on these limitations, future research is recommended to expand the scope of the research objects, employ probability sampling techniques, and incorporate additional relevant variables in order to develop a more comprehensive research model with stronger explanatory power.

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