



THE EFFECT OF SOCIAL MEDIA MARKETING, BRAND AWARENESS, AND CONSUMER BRAND ENGAGEMENT ON PURCHASE DECISION WITH PURCHASE INTENTION AS A MEDIATING VARIABLE IN KAHF PRODUCTS

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ABSTRACT

In this study, we want to find out how social media marketing, brand awareness, and consumer brand engagement affected the buying choice of Kahf goods through the medium of purchase intention. The sample for the study consists of 175 individuals who have purchased 'Kahf products'. A subset of the population with specified qualities was chosen using this non-probability sampling approach called purposive sampling. To analyze the data, Researchers used SEM "with the Partial Least Square (PLS) approach" to build their models. There was a positive and statistically significant correlation between the two variables brand awareness and consumer brand engagement and the decision to buy, according to research on the effects of advertising on social networks. It's a strong negative relationship between social media marketing, brand awareness, and customers' decisions to buy. However, buying purpose makes this relationship much weaker.

Article Information

Riwayat Artikel:

Diterima 1 Oktober 2025

Direvisi 25 Oktober 2025

Diterbitkan 25 Oktober 2025

Tersedia Online 30 Oktober 2025

Publikasi 30 Oktober 2025

Keyword:

Social Media Marketing,

Brand Awareness, Consumer

Brand Engagement, Purchase

Decision, Purchase Intention.

1. INTRODUCTION

Things are mostly bought to meet people's own needs and wants, or to make their lives easy. The product's perceived worth is another factor. People are more likely to buy something if they think its benefits are greater than its costs (Ariani & Rachmawati, 2021). Social media has become a part of our daily lives thanks to progress in technology. On top of making it easier for people to talk to each other, social media sites like Facebook, Instagram, and TikTok may offer a lot of promoting options for different types of companies. According to Wuryanta's (2020) study, the growth of Indonesia's digital economy is directly linked to the ability of social media to let users share information instantly and form online groups. Businesses might be able to improve their strategy, give customers more appropriate material, and build stronger relationships with them if they know how social media affects their decisions to buy (Sukeri et al., 2022). The study's findings can help the makeup business get the most out of social media to get more people to know about, buy, and stay loyal to their brands. Kahf makes cosmetics and body care items for guys that are known for their all-natural formulas. There are many different kinds of hygiene items under the Kahf name, which was created by PT Paragon Technology and Innovation. People know that Kahf goods only use natural, halal ingredients that have been checked by dermatologists to make sure they are safe and effective. Luthfi and Rahman's research from 2023 shows that customers' positive feelings about a brand may affect their decisions to buy when they talk to the business directly on social media and through electronic word of mouth. Because social media marketing (SMM) has a big impact on buying choices, this study's findings on "how effective marketing strategies can shape consumer interest and purchase intent in a competitive market context" are interesting. Self-care is becoming more popular among all age groups in Indonesia (Aditdya Saputra et al., 2023).

A lot of guys are also interested in taking better care of their looks. Social sites, which connect businesses with the people they want to buy from them, are the basis of social media marketing (Chen & Lin, 2019). Their results show that SMM is a good way to market your business because it builds important, two-way connections with customers instead of just putting your products in front of them. Five things are important to them when it comes to SMM: fun, interaction, customization, popularity, and word-of-mouth. In their 2021 study called "Social Media Strategies to Increase Sales: A Case Study of Happy Go Lucky House," Paramitha and Doho found that advertising a product on social media increased sales. Social media was used by the restaurant Happy Go Lucky House to "get their message out there" and "develop stronger connections with their customers." This study looks at their tactics. company recognition, according to Zeqiri et al. (2025), is how well customers can recognize and remember a company. Customers should be able to quickly recognize and remember a brand's goods and services. Everyone knows this as being aware of a brand. At this point in the buying process, customers are more likely to trust well-known names, which makes them more likely to buy.

2. METHOD

Media and social marketing, brand recognition, and customer brand involvement are all factors that affect the choice to buy. This study looks at the part of the relationship that acts as a bridge between these factors. The study was done in Padang, a city in West Sumatra. The

study group was made up of all Padang City people who bought Kahf goods. By purposeful choosing, 175 people from Padang who were at least 18 years old were chosen from this group. The important information was gathered using a closed questionnaire with five-point Likert scores. There was a link between the independent variable of purchase decision and the dependent variable of purchase decision, which was buy desire. Social media marketing, company fame, and customer contact were the things we used as independent factors.

The PLS Equation Modeling method was used to look at the data. Convergent validity, discriminant validity, and composite reliability were the tests for the outside model. This test used the R-squared number to find out how the factors were connected. Phenotyping with route coefficients also showed which way the link between factors was going. A 5% level of significance was used to find the factors that had a significant effect on each other. We were able to give a clear picture of the study's results by explaining the research factors and people who were interviewed. It was also checked twice to make sure that all the answers were correct. To finish the numbers, averages, percentages, and rates of responder success (TCR) were used.

3. THE RESULTS AND OUR THOUGHTS

3.1 DETAILS ABOUT THE RESPONDENTS

Table 1 Characteristics of Respondents

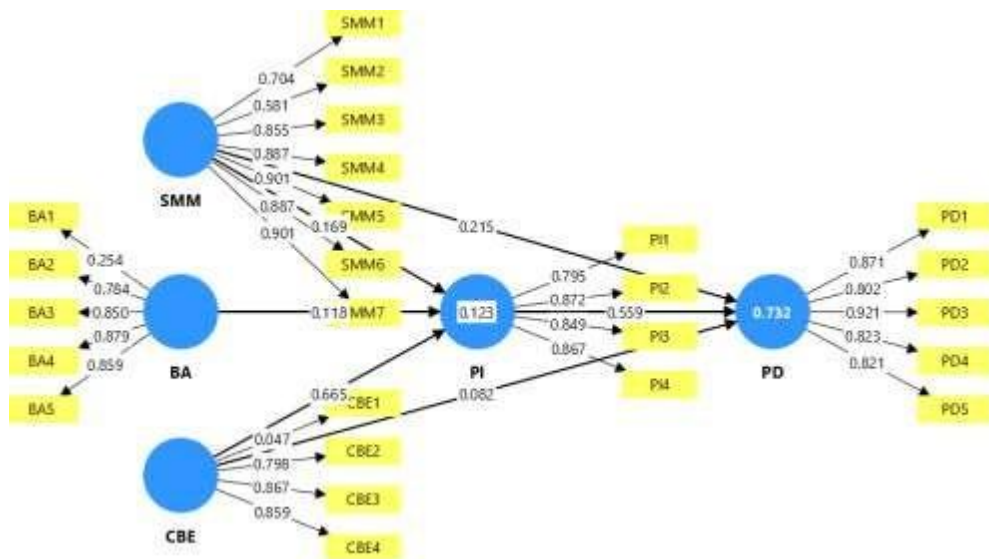
Characteristics	Category	Amount	Percentage
Gender	Man	175	100%
	Woman	-	-
Age	18-24	166	94,9%
	29-39	9	5,1%
	>40	-	-
Profession	Civil Servant	7	4%
	Entrepreneur	20	11,4%
	Military/Police	2	1,1
	Farmer	-	-
	Private Sector	79	45,1%
	Etc.	67	38,3%
Education	SD	-	-
	SLTP	-	-
	SLTA	53	50,3%
	Diploma	49	28%
	S1	73	41,7%
	S2	-	-
Monthly Income	S3	-	-
	< Rp 1.000.000	67	38,3%

Respondents are categorized in this survey based on their gender, age, level of education, and buying habits. employment, degree of schooling, and gross monthly revenue. In Table 1 you can see all the information about the respondents' personal details.

3.2 CHARACTERISTICS OF RESPONDENTS

To find out if each latent variable is separate from the others, the validity testing technique evaluates the Average Variance Extracted (AVE) and outer loadings. When the outer loading values are more than 0.5, convergent validity is said to have been met. The cross-loading values, which compare the correlation of indicators of one construct with indicators of another, can also be used to assess discriminant validity. Here are the findings from the validity test:

Figure 1 Data Analysis Results



3.3 REALIBILITY TEST

According to Figure 1, the outer loading results show that all of the loading factor values are greater than 0.7, which means that the markers for each variable are hard convergent. The high cross-loading values also show that the discriminant validity is very high. This is because each signal strongly interacts with its own construct than with any other construct.

Take a look at the square root of each construct's Average Variance Extracted (AVE) and how it connects to the other constructs in the model. This is another way to check discriminant validity. If the number is more than 0.5, the form is right.

The Composite Dependability Number and Cronbach's Alpha Number are checked as part of the dependability test. For a building to be taken seriously, both test scores must be above 0.7. This is how the test results for stability are shown:

Table 2 Average Variance Extracted (AVE) & Reliability Test of Research Instruments

	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
BA	0.804	0.882	0.583
CBE	0.619	0.792	0.532
PD	0.902	0.913	0.720
PI	0.868	0.871	0.716
SMM	0.918	0.933	0.680

The AVE value for each construction is more than 0.5, as seen in the table above. All variables are thus assumed to have a satisfactory degree of validity. Every component of the predicted model has Since each construction satisfies the necessary standard for internal consistency, we may say that they are all trustworthy. After reviewing the requirements for dependability, it is clear that all constructs are reliable.

3.4. R Square

Table 3 R Square

	R-square	R-square adjusted
PD	0.732	0.726
PI	0.715	0.710

The r-squared number for the buy choice variable is 0.732, which is based on the information given above. 73.2% of the variation in the buy choice variable could be explained by the purchase purpose variable. The other 26.8% could be explained by factors that were not part of this study. The purchase purpose variable has an r-squared value of 0.715, which means that it explains 71.5% of the variation in the purchase choice variable. The other 28.5% is due to factors that were not studied in this study.

3.5. Hypothesis

Table 4 Hypothesis

	Original sample (O)	Sample mean (M)	Standard (STDEV)	T statistics ((O/STDEV))	
BA -> PD	0.123	0.121	0.047	2.595	0.009
BA -> PI	0.118	0.116	0.052	2.280	0.023
CBE -> PD	0.082	0.080	0.120	0.687	0.492
CBE -> PI	0.665	0.662	0.066	10.003	0.000
PI -> PD	0.559	0.559	0.098	5.709	0.000

SMM -> PD	0.215	0.217	0.053	4.062	0.000
SMM -> PI	0.169	0.174	0.077	2.192	0.028
SMM -> PI 0.094		0.096	0.044	2.157	0.031
BA -> PI -> 0.066		0.066	0.033	1.983	0.047
CBE -> PI - 0.371		0.371	0.080	4.664	0.000

- a) How social media ads can make people change their minds about what to buy The results show that marketing on social media has a big impact on customers' choices to buy.

Based on the hypothesis test, there is a positive and statistically significant link between the two things: The sample coefficient from the start is 0.215, the T-statistic is 4.062, and the P-value is 0.000. That is why the null theory can't be thrown out.

- b) How the names of well-known people affect where people buy things.

The numbers show that there is a strong link between knowing about a brand and getting something from that brand. A T-statistic of 2.595, a P-value of 0.023 (both of which are important), and an original sample value of 0.118 are more signs that this is true. Since this is true, we can say that H0 is false.

- c) Being involved with the brand makes the choice to buy better.

The results show that how involved a customer is with the brand doesn't have a big effect on their end decision to buy. We used the generated T-statistic and P-value to come to this conclusion, but they did not meet the significance level. So, we can say that the null hypothesis is not true.

- d) There's a strong link between making plans to buy something and taking action.

The study shows that the intention to buy is a very important part of the decision to buy. It's clear that the effect is going in the right direction because the sample value at the beginning was 0.559 and the T-statistic is 5.709 and the P-value is 0.000. This means that the fourth theory is correct.

- e) The reason for the purchase acts as a bridge between social media marketing and the final decision to buy.

The test of the hypothesis showed that buy intention is a link between social media marketing and purchase choice. The T-statistic was 2.157, which is less than 1.96, the P-value was 0.031, which is better than 0.05, and the starting sample value was 0.094. The information backs up the fifth theory, which says that social media marketing and decisions to buy are linked in a way that is both positive and statistically significant.

- f) Intention to Buy Through an Intermediary: What you know about the brand changes your decision to buy.

When someone learns about a brand and then decides to buy it, the reason for the purchase is very important. A T-statistic of 1.983 and a P-value of 0.047 show that the bridging effect is a statistically important idea. The original sample value of 0.066 also showed that the impact was going in the right direction. In that case, we agree with the sixth idea.

- g) If a customer wants to buy something, that makes them more likely to buy a certain brand.

The data are in Table 4.16, which can be used to test the theory. They show that buy intention is a link between how involved a buyer is with a brand and the decision to buy. The p-value is 0.000, which is bigger than the significance level of 0.05, and the T-statistic is 4.664, which is smaller than 1.96. It took 0.371 people for the first sample. The seventh theory is backed up by data. It says that there is a positive and statistically significant link between how involved customers are with brands and how likely they are to buy and how often they do buy.

- h) If you want to make more sales, get people to shop on social media sites.

A study found that marketing on social media sites made people more likely to buy things. This is proof: The hypothesis test returns a T-statistic of 2.192, which is greater than the important value of 1.96; a P-value of 0.028, which is less than the 0.05 significance level; and an original sample value of 0.169. The eighth idea says that people are more likely to buy if you sell on social media better.

- i) The amount of company knowledge a customer has is related to their chance to buy.

The following claims are true, as shown in the table: The T number must be 2.280 or less than 1.96, the P value must be 0.023 or more than 0.05, and the sample value must be 0.188. What this means is that Brand Awareness has a big, positive effect on the intention to buy. There is a good and statistically significant link between knowing about a brand and wanting to buy it, which is backed up by this study.

- j) Getting people to care about brands Makes people less likely to buy.

Consumer Brand Engagement makes people more likely to buy, as shown in the table of experiments that tested this idea. The sample value at the beginning was 0.665, and the T value is 10.003, which is less than 1.96. The P value is 0.000, which is greater than 0.05. The study showed that customers who are interested in a brand are more likely to buy, which backed the eleventh theory.

4. CONCLUSION

The variables below were linked in a way that was positive and statistically significant in the study called "The Influence of Social Media Marketing, Brand Awareness, and Consumer Brand Engagement on Purchase Decision with Purchase Intention as a Mediating Variable on Kahf Products" (see abstract for details).

1. This is because media social marketing uses interesting and engaging information that has a big effect on what people buy.

2. People who know a lot about the Kahf name are more likely to buy something.
3. The purchase decisions of consumers are positively impacted by their cognitive, emotional, and behavioral involvement with the Kahf brand.
4. One of the main factors that influences consumers' real purchasing choices is their strong intention to buy.
5. Increasing consumers' buy intents is one indirect way that social media marketing impacts purchase decisions, but it also has direct effects.
6. Brand Awareness → Purchase Decision through Purchase Intention:
Brand awareness promotes purchase intention, which in turn leads to purchase decisions.
7. The purchase choice is greatly impacted by the level of consumer interaction with the brand, which in turn influences their purchase intention.
8. Social media marketing increases the intention to buy by promoting easily available, relevant, and engaging material to consumers.
9. A person's level of brand recognition and recall is directly linked to how much they want to buy Kahf.
10. People who regularly interact with the Kahf brand and have an emotional link to it are more likely to want to buy.

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