

The Influence of Social Media, Service Quality and Food Quality on Buying Interest that is Mediated in Brand Awareness (Study at Hapa Kitchen Manado Restaurant)

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ABSTRACT

This research was conducted with the aim of examining the direct effect of Social Media, Service Quality, and Food Quality on Purchase Intentions and to test the indirect effect of Social Media, Service Quality, and Food Quality on Purchase Intentions mediated by Brand Awareness. This study uses path analysis and a sample of 99 respondents and uses SPSS version 22. The results show that: (1) Social Media has a significant effect on brand awareness, (2) Service Quality has a positive and significant effect on brand awareness, (3) Food Quality has a significant effect on Brand Awareness, (4) Social Media has a significant effect on Purchase Intention.

INTRODUCTION

Background

Business in this era is growing rapidly, many are turning to the business world because it is more flexible and profitable. From this, many new businesses emerged which made the competition even tougher, especially the culinary business. So entrepreneurs must make innovations that are continuously updated to be better so as not to lose in competition and also to meet consumer needs. Facilities also play a role in attracting consumers, another factor that influences consumer buying interest is the quality of service provided. The phenomenon used to be that business was not that simple. The products produced at that time were standard and as-is products with all the limitations in terms of service, quality and marketing facilities. According to research by Nunik et al (2019: 3) social media marketing is an interactive marketing communication activity between companies and customers and vice versa to create sales of products and services from the company. The right marketing strategy is important to generate buying interest, so that consumers want to buy the products being marketed. Buying interest is a desire that arises to buy a product or service that will come, buying interest is also an aspect that has quite an important influence on behavior and a motivation that will lead to what a person will do next. Therefore social media platforms such as Instagram and Tik Tok are very important so that restaurants can approach customers with visual concepts.

Introducing and disseminating product information that will be sold to consumers to achieve

predetermined targets is the purpose of marketing. In addition, the rise and fall of sales depends on how to market a product. Therefore we need the right strategy and creative thinking to market the product. Internet or online media consists of several types, one of which is social media. Social media is one means of connecting. Information on social media is real time and has quite a big impact on society. Therefore social media is considered more efficient, inexpensive, and right on target. Instagram and Tik Tok are sites or online applications that aim to share photos or videos and share them with several social networking services. Instagram and Tik Tok have various interesting features, which makes many users like this application. Like the feature of sharing stories via Instastory which is equipped with various camera effects, stickers, live and other interesting features. Therefore many social media users use Instagram and Tik Tok. Just like what is currently being done by Hapa Kitchen Restaurant in Manado in marketing its products. The number of likes for photo and video posts obtained by Instagram restaurant Hapa Kitchen, for posts on Instagram with the most likes and views. Just like what is currently being done by Hapa Kitchen Restaurant in Manado in marketing its products. The number of likes for photo and video posts obtained by Instagram restaurant Hapa Kitchen, for posts on Instagram with the most likes and views. Just like what is currently being done by Hapa Kitchen Restaurant in Manado in marketing its products. The number of likes for photo and video posts obtained by Instagram restaurant Hapa Kitchen, for posts on Instagram with the most likes and views.

Instagram and Tik Tok are sites or online applications that aim to share photos or videos and share them with several social networking services. Instagram and Tik Tok have a variety of interesting features, which is why many users love this application. Like the feature of sharing stories via Instastory which is equipped with various camera effects, stickers, live and other interesting features. Therefore many social media users use Instagram and Tik Tok. Just like what is currently being done by Hapa Kitchen Restaurant in Manado in marketing its products. The number of likes on photo and video posts obtained by Instagram restaurant Hapa Kitchen, In this era of intense business competition, there are so many brands or products, both goods and services competing in the market, that consumers have a variety of choices and alternatives. Quality also plays a role in attracting consumers, another factor that influences consumer buying interest is the quality of service provided. The phenomenon used to be that business was not that simple. The products produced at that time were standard and as-is products with all the limitations on service facilities, quality facilities and marketing facilities. Consumers are also not easy to get information and it is difficult to compare several product opponents.

The Hapa Kitchen Restaurant and Samrat Bakery have officially been operating in Manado City since 2020. The Hapa Kitchen Restaurant is the first restaurant built by the Jimy Group developer, located on Jalan Sam Ratulangi, Awkward District, allowing visitors to come to enjoy a varied menu of food and drinks prepared and cooked by experienced chefs. from within and outside the country. With a unique design and an attractive presentation of food and drinks, it can make customers interested. However, of all the beauty that exists in the Hapa Kitchen restaurant, there are a number of things that are not realized in understanding the comfort of its customers, for example, the Hapa Kitchen restaurant pays little attention to convenience in the parking lot so that visiting customers cannot continue visiting the restaurant because of an obstruction to the parking lot. also regarding the price set at the Hapa Kitchen restaurant which is quite expensive. Apart from that, the service from Hapa Kitchen staff needs to be trained to be able to communicate well with customers and pay attention to every comfort and atmosphere of the Hapa Kitchen restaurant. It is expected that management is able to overcome problem situations that arise. Problems faced by the Hapa Kitchen restaurant.

Based on the explanation above, this research is directed to analyze the influence of social media, service quality and food quality on purchase intention mediated by brand awareness (study on the Culinary Business of Hapa Kitchen Restaurant in Manado).

Research purposes

1. To analyze the direct influence of social media on brand awareness.
2. To analyze the direct effect of service quality on brand awareness.
3. To analyze the direct effect of food quality on brand awareness.
4. To analyze the direct influence of social media on purchase intention.
5. To analyze the direct effect of service quality on purchase intention.
6. To analyze the direct effect of food quality on purchase intention.
7. To analyze the direct effect of brand awareness on purchase intention.
8. To analyze the indirect effect of social media on purchase intention through brand awareness.
9. To analyze the indirect effect of service quality on purchase intention through brand awareness.
10. To analyze the indirect effect of food quality on interest through brand awareness.

LITERATURE REVIEW

Marketing

Marketing is where consumers with their needs and wants are available and able to engage in exchanges to satisfy those needs and wants. According to Kotler and Armstrong in (Science, 2018: 4) states that marketing is a process by which companies create value for customers and build strong customer relationships to capture value from consumers in return. Based on the definitions explained by experts, it can be concluded that marketing is one of the business activities for planning, determining prices, promoting and distributing goods or services in order to achieve organizational goals and be accepted and liked by consumers.

Purchase Interest

Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set, then in the end make a purchase at an alternative that they like the most or the process that consumers go through to buy an item or service based on various considerations (Pramono, 2012:136).

Social media

Social media is a channel or means of online social interaction in cyberspace (internet). Social media users communicate, interact, send messages to each other, share, and build networks. According to Van Dijk (Fuchs in Nasrullah, 2015: 11) states that social media is a media platform that focuses on the existence of users that facilitates them in their activities and collaborations. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users. Social media invites anyone who is interested to participate by contributing openly, commenting, and sharing information in a fast and unlimited time.

Service quality

Quality of service, namely providing perfect services performed by service providers in meeting the needs and desires of customers and the accuracy of their delivery to offset customer expectations. Service quality is an important thing that must be considered and maximized in order to survive and remain the choice of customers.

Food Quality

Kotler and Armstrong (2012: 230) define the quality of a product as the characteristics of a

product or service that create the ability to satisfy consumer needs and have implications for those needs. In serving dishes, you also need to pay attention to the nutritional content first. As in one dish consisting of carbohydrates, fats, proteins, fiber and other appropriate nutritional content.

Brand Awareness

Brand is one of the most popular words that is often used in terms of publicizing products either through mass media such as newspapers, magazines and tabloids as well as through electronic media such as television, radio and others. Along with the increasingly rapid competition in the world of trade in goods and services lately, it is not surprising that brands have a very significant role to be recognized as a sign of a particular product among the public and also have strengths and benefits if managed properly.

Previous Research

Joewono, Ramadoni, Yumte (2019) has conducted research with the title Effect of Interface Display and Service Quality on Purchase Intention (Case Study on Go-Food Consumers in the cities of Malang and Surabaya). The results of this study are that interface display has a significant effect on purchase intention on the Go-Food application, service quality has a significant effect on purchase intention on the Go-Food application and interface display has a significant effect on service quality on the Go-Food application.

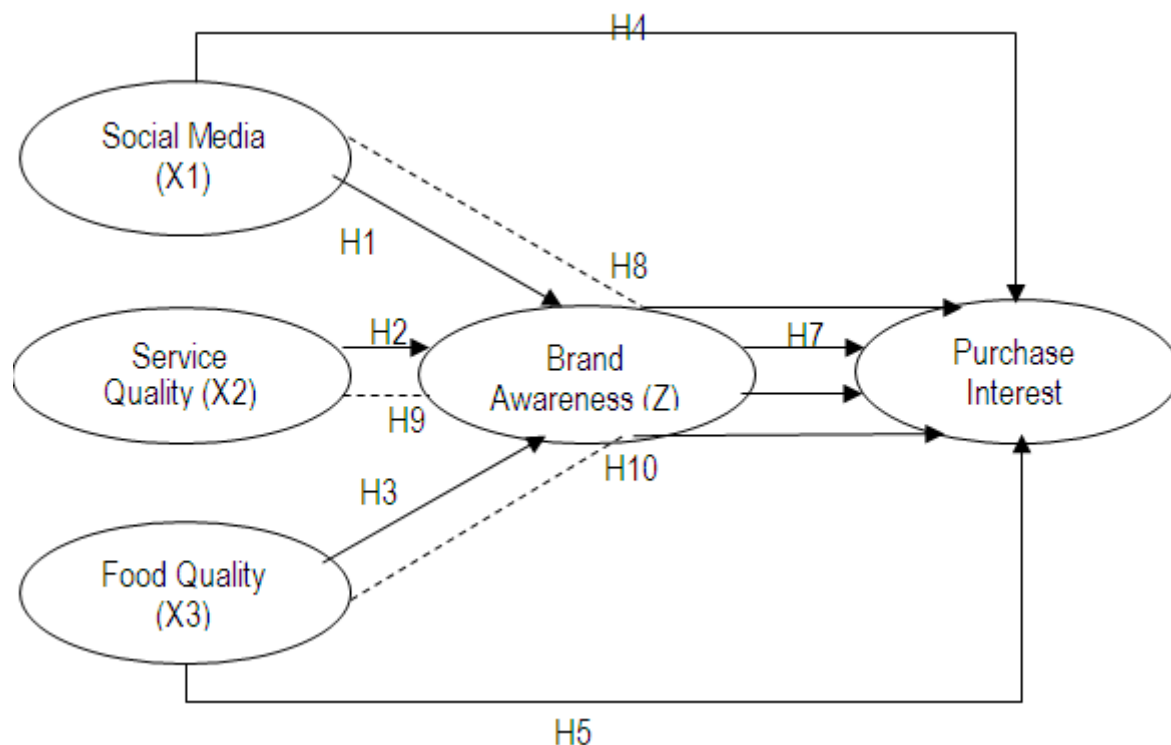
Sulastri (2022) has conducted research with the title The Effect of Service Quality on Repurchase Interest at Mie Gacoan Restaurant in Bandung, Indonesia. The results show that the quality of service at Mie Gacoan Restaurant has influence and the influence is included in the low criteria.

Angelin and Sukardi (2022) have conducted research entitled The Effect of Social Media Marketing on Purchase Decision with Brand Awareness as Mediation on Haroo Table. The results showed that social media marketing had a significant positive effect on the Haroo Table brand awareness, social media marketing had a significant positive effect on the Haroo Table purchasing decisions, brand awareness had a significant positive effect on purchasing decisions Haroo Table and brand awareness could mediate the influence of social media marketing on purchasing decisions on Haroo Table.

Angelin and Astono (2021) have conducted research entitled The Influence of Brand Awareness and Service Quality on Interest in Buying Kopi Kenangan Products. The results show that based on the results of hypothesis testing (t test) that brand awareness has a significant effect on purchase intention, service quality has a significant effect on purchase intention and brand awareness and service quality simultaneously have a significant effect on purchase intention.

Mulyanto (2019) has conducted research with the title The Influence of Brand Awareness and Product Quality on Interest in Buying Pokpia Surabaya in the West Surabaya Region. The results showed that brand awareness has a significant effect on purchase intention and product quality has a significant effect on purchase intention

Research Model and Hypothesis



Source: Theory Study and Empirical Study, 2022

hypothesis

H1: Social media has a positive and significant effect on brand awareness

H2: Service quality has a positive and significant effect on erection awareness

H3: Food quality has a positive and significant effect on brand awareness

H4: Social media has a positive and significant effect on purchase intention

H5: Service quality has a positive and significant effect on purchase intention

H6: Food quality has a positive and significant effect on purchase intention

H7: Brand awareness has a positive and significant effect on purchase intention

H8: Social Media has a positive and significant effect on purchase intention through brand awareness

H9: Service quality has a positive and significant effect on purchase intention through brand awareness

H10: Food quality has a positive and significant effect on purchase intention through brand awareness

RESEARCH METHODS

Research Approach

This type of research that the authors do is quantitative research. Quantitative Research Methods, as stated by Sugiyono (2009: 14) can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations/samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis quantitative / statistical in nature with the aim to test the hypothesis that has been set.

Population and Sample

The population in this study were followers of social media accounts Instagram and Tik Tok Hapa Kitchen Manado restaurant. The number of Hapa Kitchen Instagram followers is around 9000 and the number of followers on Tik Tok is 30. Based on this population data, the number of respondents is calculated using the slovin formula. Based on the calculation above, the sample who became respondents in this study were 99 respondents

Data Types and Data Sources

The type of data used in this research is primary data. Primary data, namely data originating from researchers for specific purposes in dealing with research problems (Maholtra, 2010: 73). In this study, the primary data obtained by the author was carried out by means of a survey. Surveys are research conducted by taking a sample of one population and using a questionnaire as a data collection tool. The survey conducted in this study was by distributing questionnaires online.

Data analysis technique

The data analysis technique used in this study used the help of the SPSS version 22 program to measure reliability with the Cronbach Alpha (α) statistical test.

RESEARCH RESULTS AND DISCUSSION

Research result

Partial test (t-test) was conducted to determine the significance level of the effect of each independent variable on the dependent variable partially. The decision to test the partial hypothesis is that if the significance level is greater than 0.05, and the coefficient value is positive, it can be concluded that the hypothesis in this study is accepted.

Table 1. Partial Test (t test) X to Z

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	-1,044	1,329		-.786	.434
	Social media	.109	.049	.192	2,239	.027
	Service quality	.288	.096	.330	3.019	.003
	Food Quality	.235	.069	.361	3,414	.001

a. *Dependent Variable: Brand Awareness*

Source: Processed Data, 2022

The social media variable has a regression coefficient value of 0.109 which is positive, so it can be said variablesocial mediapositive effect on brand awareness variables. Positive influence means that social media is considered constant, so psychological well-being will increase by 2,239 times.Social media has a t-count value of 2.239 <t-table1,661(df = nk-1 = 99-3-1 = 95) and has a significance value of 0.027 <0.05, which means that social media variables have a direct significant effect on brand awareness. This means that the hypothesis (H1) which states thatsocial media has a direct significant effect on brand awareness at the Hapa Kitchen Restaurant in Manado, accepted or proven.

The service quality variable has a regression coefficient value of 0.288 which is positive, so it can be said variableservice qualitypositive effect on brand awareness variables. Positive influence means that service quality is considered constant, so service quality will increase by 3.019 times.Service quality has a t-count value of 3,019<t-table 1.661 (df = nk-1 = 99-3-1 = 95) and has a significance value of 0.003 <0.05, which means that the service quality variable has a

significant direct effect on brand awareness. This means that hypothesis (H2), which states that service quality has a direct and significant effect on brand awareness at the Hapa Kitchen Restaurant in Manado, is accepted or proven.

The food quality variable has a regression coefficient value of 0.235 which is positive, so it can be said variable food quality positive effect on brand awareness variables. Positive influence means that food quality is considered constant, so brand awareness will increase by 3.414 times. Food quality has a t-count value of $3.414 > t\text{-table } 1.661$ ($df = nk-1 = 99-3-1 = 95$) and has a significance value of $0.001 < 0.05$, which means that the food quality variable has a significant direct effect on awareness brand. This means that hypothesis (H2) which states food quality has a direct significant effect on brand awareness at the Hapa Kitchen Restaurant in Manado, accepted or proven.

Table 2. Partial Test (t test) X, Z to Y

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	-2,403	1,343		- 1,579	077
	Social media	.103	.050	.170	2042	044
	Service quality	.220	.101	.236	2,187	.031
	Food Quality	.189	.073	.273	2,578	011
	Brand Awareness	.266	.103	.249	2,572	012

a. Dependent Variable: Interest to Buy

Source: Processed Data, 2022

The social media variable has a regression coefficient value of 0.103 which is positive, so it can be said variable social media positive effect on the variable purchase intention. Positive influence means that social media is considered constant, then buying interest will increase by 2,042 times. Regression coefficient of of 0.103, then buying interest will increase by 0.103 times. Social media has a t-count value of $2.042 > t\text{-table } 1.661$ ($df = nk-1 = 99-4-1 = 94$) and has a significance value of $0.048 < 0.05$, which means that social media variables have a significant direct effect on want to buy. This means the hypothesis (H3) which states social media has a significant effect on buying interest at the Hapa Kitchen Restaurant in Manado, accepted or proven.

The service quality variable has a regression coefficient value of 0.220 which is positive, so it can be said variable occupational Health and Safety positive effect on job satisfaction variables. Positive influence means that occupational health and safety are considered constant, so job satisfaction will increase by 2.187 times. Regression coefficient of of 0.220, then buying interest will increase by 0.220 times. Work-life balance has a t-count value of $2.187 > t\text{-table } 1.661$ ($df = nk-1 = 99-4-1 = 94$) and has a significance value of $0.031 < 0.05$, which means that the service quality variable has a significant direct effect on buying interest. This means that the hypothesis (H4) states Service quality has a significant effect on purchase intention at the Hapa Kitchen Restaurant in Manado, accepted or proven.

The food quality variable has a regression coefficient value of 0.189 which is positive, so it can be said variable food quality positive effect on the variable purchase intention. Positive influence means that the quality of food is considered constant, then buying interest will increase by 2.578 times. Regression coefficient of of 0.189, then buying interest will increase by 0.189 times. Food quality has a t-count value of $3.578 > t\text{-table } 1.661$ ($df = nk-1 = 99-4-1 = 94$) and has a significance value of $0.011 < 0.05$, which means that the food quality variable has a significant direct effect on buying interest. This means the hypothesis (H5) states food quality has a significant effect on buying interest at the Hapa Kitchen Restaurant in Manado, accepted or

proven.

The brand awareness variable has a regression coefficient value of 0.266 which is positive, so it can be said variable brand awareness positive effect on the variable purchase intention. Positive influence means that brand awareness is considered constant, then buying interest will increase by 2.572 times. Regression coefficient of 0.266 then buying interest will increase by 0.266 times. Food quality has a t-count value of 3.572 > t-table 1.661 (df = nk-1 = 99-4-1 = 94) and has a significance value of 0.012 < 0.05, which means that the brand awareness variable has a significant direct effect on buying interest. This means the hypothesis (H5) states brand awareness has a significant effect on buying interest at the Hapa Kitchen Restaurant in Manado, accepted or proven.

Path Analysis Test (Path Analysis)

Testing mediating variables using path analysis test (path analysis). Path analysis in this study was used to determine whether the purchase intention variable is a variable that can mediate the relationship between social media, service quality, and food quality through brand awareness on purchase intention. The path coefficient is a standardized regression coefficient. The path coefficient is calculated by making 2 structural equations, namely the regression equation which shows the hypothesized relationship as follows:

$$Z = b_1 X_1 + b_2 X_2 + b_3 X_3 + e_1 \text{ (Sub Structural Equation 1)}$$

$$Y = b_4 X_1 + b_5 X_2 + b_6 X_3 + b_7 Z + e_2 \text{ (Sub Structural Equation 2)}$$

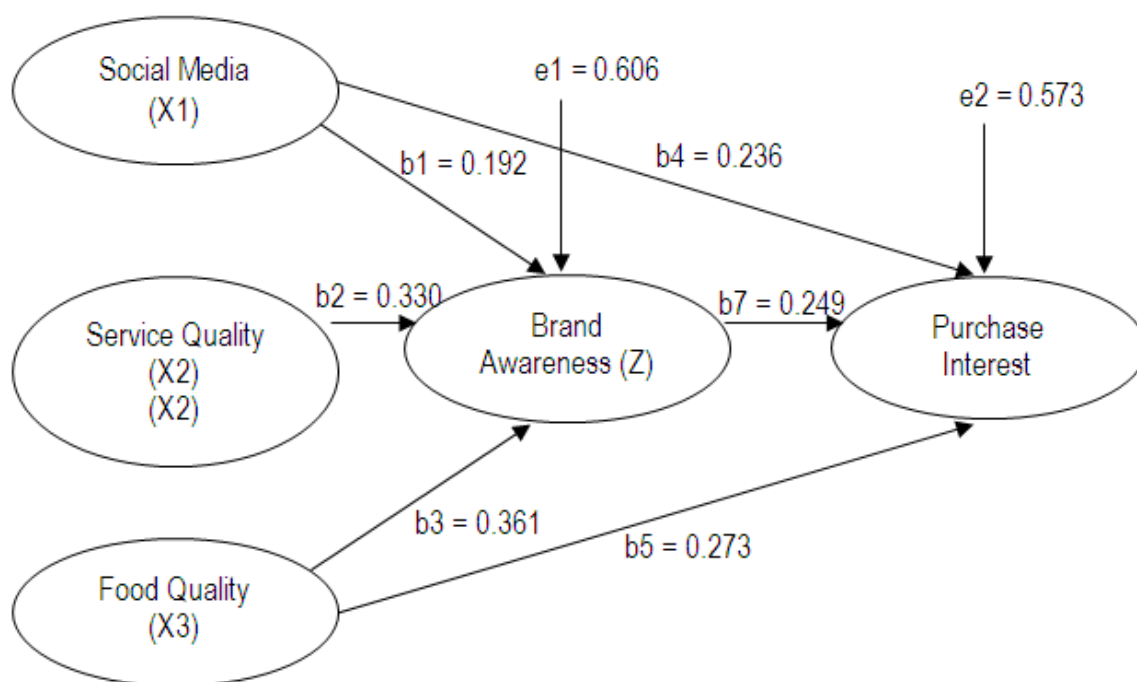


Figure 2. Path Analysis Interpretation Diagram

Source: Processed Data, 2022

Direct and indirect influence

The path model in this study will explain the direct and indirect effects of exogenous variables on endogenous variables.

1. Direct influence

1. The influence of social media variables (X1) on brand awareness (Z) (0.192).

2. The effect of service quality variable (X2) on brand awareness (Z) (0.330).
3. Effect of food quality variable (X3) on brand awareness (Z) (0.361).
4. Effect of social media variables (X1) on purchase intention (Y) (0.170)
5. Effect of service quality variable (X2) on purchase intention (Y) (0.236)
6. Effect of food quality variable (X3) on purchase intention (Y) (0.273)
7. The influence of brand awareness variable (Z) on purchase intention (Y) (0.249)

2. Indirect influence

1. The influence of social media variables through brand awareness on buying intentions (X1 through Z on Y) X1 on Z (A = 0.192), SEA = 0.049 and Z on Y (B = 0.249), SEB = 0.103
2. The influence of occupational health and safety variables through psychological well-being on job satisfaction (X1 through Z on Y), namely X2 on Z (A = 0.330), SEA = 0.096 and Z on Y (B = 0.249), SEB = 0.103.
3. The influence of occupational health and safety variables through psychological well-being on job satisfaction (X1 through Z on Y), namely X2 on Z (A = 0.361), SEA = 0.069 and Z on Y (B = 0.249), SEB = 0.103.

To know the significance of the influence or not the influence of social media, service quality, and food quality through brand awareness on buying interest by doing Sobel test online calculator, where this test is used to see whether a mediating variable is capable of becoming a mediator variable.

Results of Data Analysis

Discussion

The Effect of Social Media on Brand Awareness

Based on the results of data processing, the results of the study show that social media directly has a significant effect on brand awareness.

The Effect of Service Quality on Brand Awareness

Based on the results of hypothesis testing that has been done, it shows that the service quality variable directly has a significant effect on brand awareness.

Effect of Food Quality on Brand Awareness

Based on the results of SPSS data processing, the results showed that food quality directly had a significant effect on brand awareness.

Social Media Against Buying Interest

Based on the results of hypothesis testing that has been done, it shows that social media variables directly have a significant effect on buying interest.

The Effect of Service Quality on Purchase Intention

Based on the data obtained from the respondents' answers to the questionnaire, overall customers/consumers at the Hapa Kitchen Manado restaurant have high perceptions or responses regarding service quality.

The Influence of Food Quality on Purchase Intention

Based on the results of hypothesis testing, the results showed that food quality had a significant direct effect on purchase intention.

The Effect of Brand Awareness on Purchase Intention

Based on the results of the hypothesis testing described previously, it shows that brand awareness directly has a significant effect on purchase intention.

The Effect of Social Media on Purchase Intention Through Brand Awareness

Based on the results of the hypothesis testing described previously, it shows that social media through brand awareness indirectly has a significant effect on purchase intention.

The Effect of Service Quality on Purchase Intention Through Brand Awareness

Based on the results of the hypothesis testing described previously, it shows that service quality through brand awareness indirectly has a significant effect on purchase intention.

The Influence of Food Quality on Purchase Intention Through Brand Awareness

Based on the results of the hypothesis testing described previously, it shows that food quality through brand awareness indirectly has a significant effect on purchase intention.

Conclusion

1. Social media has a significant and positive effect on consumer buying interest at the Hapa Kitchen Manado restaurant. Social media with positive results will increase consumer buying interest to buy or visit the Hapa Kitchen Manado restaurant
2. Service quality has a significant and positive effect on consumer buying interest at the Hapa Kitchen Manado restaurant. Positive service quality makes consumers feel comfortable and happy to visit the Hapa Kitchen Manado restaurant
3. Food quality has a significant and positive effect on consumer buying interest at the Hapa Kitchen Manado restaurant. Positive food quality, which is perceived positively and liked by consumers, will increase buying interest to visit the Hapa Kitchen Manado restaurant.
4. Social media influences purchase intention which is mediated by brand awareness at the Hapa Kitchen Manado restaurant. Positive social media will increase consumer buying interest to buy or visit the Hapa Kitchen restaurant, either directly or indirectly through brand awareness as a mediating variable.
5. Service quality influences purchase intention which is mediated by brand awareness at the Hapa Kitchen Manado restaurant. Positive service quality will increase consumer buying interest to buy and visit the Hapa Kitchen restaurant, either directly or indirectly through brand awareness as a mediating variable.
6. Food quality influences purchase intention which is mediated by brand awareness at Hapa Kitchen restaurant. Positive food quality. That is, perceived positively and liked by consumers will increase consumer buying interest to visit the Hapa Kitchen Manado restaurant, either directly or indirectly through brand awareness as a mediating variable.
7. Brand awareness has a significant and positive effect on consumer buying interest at the Hapa Kitchen Manado restaurant. Positive brand awareness from consumers to communicate

the advantages of the Hapa Kitchen restaurant through the good memory of every consumer who visits the Hapa Kitchen restaurant.

Suggestion

Based on the conclusions of this study, suggestions that can be given related to this thesis are that the management of the Hapa Kitchen Manado restaurant needs to improve social media content, service quality and food quality in increasing buying interest in visiting this restaurant. In addition, an increase in brand awareness at this restaurant will increase consumer buying interest to visit.

With the increasingly advanced applications that provide reviews that appear able to support sales at the Hapa Kitchen Manado restaurant. It is hoped that the Hapa Kitchen Manado restaurant will continue to provide the best, in terms of food, good quality and future research can be carried out at the same location or with different variables to understand consumer buying interest using digital marketing strategies.

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