

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE DECISION
THROUGH BRAND AWARENESS OF LOCAL BRAND SULAWESI UTARA CAP TIKUS
1978**

*PENGARUH MARKETING SOSIAL MEDIA TERHADAP KEPUTUSAN PEMBELIAN MELALUI
KESADARAN MEREK PADA MEREK LOKAL SULAWESI UTARA CAP TIKUS 1978*

By:

Gracia Natasya Bonaldy¹

Joy Elly Tulung²

Emilia M. Gunawan³

¹²³Management Department Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:

¹graciabonaldy@gmail.com

²joy.tulung@unsrat.ac.id

³emilia_gunawan@unsrat.ac.id

Abstract: This study aims to find out the influence of social media marketing toward purchase decision with brand awareness as the mediate variable of local brand Sulawesi Utara Cap Tikus 1978. The research method used in this research is quantitative methods. Path Analysis method is used to analyze the effect of the independent variable on the dependent variable and mediating variable. The population in this research were the society of Kota Manado with research characteristic of age between 21 to 40 years old who bought Cap Tikus 1978. This study conducts with 120 respondent. The result of this research indicated that Social Media Marketing has positive and significant influence on Brand Awareness, Social Media Marketing has positive and significant influence on Purchase Decision, Brand Awareness has positive and significant influence on Purchase Decision. The results of this study also shown that the Brand Awareness can be used as a mediating variable for the influence of Social Media Marketing on Purchase Decision through Brand Awareness of Local Brand Sulawesi Utara Cap Tikus 1978 with the indirect effect is 0,543.

Keywords: social media marketing, purchase decision, brand awareness

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh social media marketing terhadap keputusan pembelian dengan brand awareness sebagai variabel mediasi brand lokal Sulawesi Utara Cap Tikus tahun 1978. Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif. Metode Path Analysis digunakan untuk menganalisis pengaruh variabel independen terhadap variabel dependen dan variabel mediasi. Populasi dalam penelitian ini adalah masyarakat Kota Manado dengan karakteristik penelitian berusia antara 21 sampai 40 tahun yang membeli Cap Tikus tahun 1978. Penelitian ini dilakukan dengan jumlah responden 120 orang. Hasil penelitian ini menunjukkan bahwa Social Media Marketing berpengaruh positif dan signifikan terhadap Brand Awareness, Social Media Marketing berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Brand Awareness berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hasil penelitian ini juga menunjukkan bahwa Brand Awareness dapat digunakan sebagai variabel mediasi pengaruh Social Media Marketing terhadap Keputusan Pembelian melalui Brand Awareness Merek Lokal Sulawesi Utara Cap Tikus tahun 1978 dengan pengaruh tidak langsung sebesar 0,543.

Kata Kunci: marketing sosial media, keputusan pembelian, kesadaran merek

INTRODUCTION

Research Background

In Indonesia, the digital economy continues to experience development based from the large number of e-commerce which are spread everywhere and large that some of them are able to develop rapidly so that they become a unicorn business. On this digital era, the growth of marketing trend continues to occur along with the development of increasingly sophisticated technology and the presence of the internet making human work very easy and fast. Other words, digital marketing is becoming a new innovation in the world of marketing. Digital marketing is the process of marketing a product or service via digital or the internet. The social media revolution

has altered the communication landscape and has significantly impacted marketing being active and influencers and shifted some power over brands directly to the consumer (Hutter et al., 2013). As purchasing decisions are increasingly informed by social media interactions, this new marketing interaction reality provides new challenges and opportunities for business. When it comes to producing those choices, people are relying on their social network more than ever. With internet as digital marketing media, the marketers hope that the scope of marketing will be wider and so will the brand awareness of the product.

Cap tikus is a liquor that is quite popular in Minahasa. Cap tikus is made from tap water of sap or known in the local language as "saguer" that distilled to produce a liquid containing alcohol called cap tikus. Cap tikus is an illegal liquor from Minahasa, which is this drink is traded for free by the society of Minahasa. And also, the alcohol content of cap tikus that is traded is unknown. But in 2019 cap tikus has been legalized in January 2019 called Cap Tikus 1978. Cap Tikus 1978 is a traditional alcohol drink from Sulawesi Utara which are already received a distribution permit and meets the requirements in Kemendagri No.20/M-DAG/PER/4/2014 (Horman, 2019). The legalization of the local brand beverage of Sulawesi Utara was proposed by the Minahasa Selatan regency government. Cap Tikus 1978 has been successfully legalized and produced by PT. Jobubu Suksesraya Distribusi which is the partner of Minahasa Selatan regency government in alcoholic beverage production line.

Cap Tikus 1978 can only be purchased and consumed by people aged 21 years and over by showing identity which is in Indonesia used KTP (Kartu Tanda Penduduk). Cap Tikus 1978 only sell their product at Sam Ratulangi Airport area as one of the typical souvenir of Sulawesi Utara. But, since Covid-19 has become a pandemic in Kota Manado and emergency alert status has been confirmed, the government has immediately taken several actions and policies such as PSBB (Pembatasan Sosial Berskala Besar), the "new normal" era, and restrictions on entry and exit between regions in Sulawesi Utara. Of course, this has a high impact on all sectors, especially the tourism economy sector; which also greatly effected the Sulawesi Utara souvenir business such as handicrafts, clothes, food or cakes, including local drinks, Cap Tikus 1978. Since the store of Cap Tikus 1978 at Sam Ratulangi Airport was closed, the company used the alternative to using social media such as Instagram, Facebook, and Whatsapp to promote, introducing and sell Cap Tikus 1978. Today's, Cap Tikus 1978 are already sold in supermarket which is Transmart. Even though, the researcher still want to know the effect of social media marketing on brand awareness and the effect of social media marketing on purchase decision. Because based on researcher observation, the alcohol that not have a license and have the unknown alcohol content is still circulating in the society. Not just in Minahasa Selatan area, however in Minahasa Utara, Minahasa Tenggara, and Kota Manado this illegal alcohol is still spread widely and traded from the seller and buyer (society). Then, there is still so many people in Kota Manado is not realized and aware on the legality of Cap Tikus 1978 so that Cap Tikus 1978 is just known by the people who easy to access the information through social media, digital newspaper, article, and the others.

Based on the impact of social media marketing is so important and profitable, the researcher wants to find out the impact of social media marketing on customer purchase decision with brand awareness as the mediate variable of Cap Tikus 1978. Social media marketing can affect brand awareness of a brand. With social media marketing strategy to introducing and promote a product, it can be as a tool on identifying and generating a target audience's familiarity and recognizability of a product or brand and the impact is it can influence the customer to make a decision to buy a product. Brand awareness can be built through social media where users can participate, share, and create the desired content and also can help consumers in determining brand choices in the product category they are interested in. Brand awareness can also affect the assessment of the perceived risk of consumers and their trust in purchasing decisions. From a societal of view, there is still so many people who do not know this local product of Sulawesi Utara. From economy view, this product is very attractive to tourists or immigrants because Cap Tikus 1978 is a one the traditional drinks that have been legalized by the government. This product is also very helpful for the nira farmer's economy as their livelihood that is making a cap tikus and sell it. Based on this background, the researcher choose this three variable as the variable of this study. Therefore, the researcher wants to examine the extent to which the public is familiar with local products from Sulawesi Utara, which are marketing promotion through social media (Instagram, Facebook and Whatsapp), and how much people are interested in buying local products Cap Tikus 1978.

Research Objectives

The purpose of this research are as follows:

1. To find out the influence of social media marketing toward brand awareness.
2. To find out the influence of social media marketing toward purchase decision.
3. To find out the influence of brand awareness toward purchase decision

Social Media

Ritcher and Koch (2007) said that social media is an online application, tool and media intended to facilitate interaction, collaboration and sharing of material. According to Kotler (2012) social media is a tool for consumer to share text, picture, audio and video information with one and other and with company.

Marketing

Marketing according to Kotler and Keller (2016) is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and service of value with others. According to Shimp (2010), marketing is a set of business activities and organizations create value exchanges between the business and the company itself.

Social Media Marketing

According to Santoso (2017), social media marketing is a marketing strategy used to create awareness, recognition, memory and action to a brand, product, business, individual or group either directly or indirectly by using tools from the social web such as blogging, microblogging and social networking. According to Baines and Fill (2014), social media marketing is a digital platform for conducting marketing activities.

Brand Awareness

According to Aaker (1996), brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category. In general, brand awareness is a broad and nebulous concept that is intuitively recognized by employees in most business.

Purchase Decision

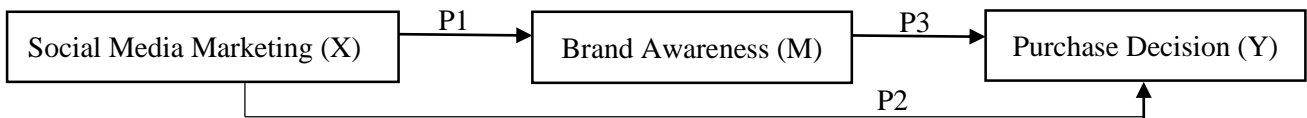
According to Kotler and Keller (2016), customer purchase decision is an activity of buying a brand which the most preferred of the alternatives existing, but two factors can be in the middle of purchase intention and purchase decision. The purchase decision is the decision making process by consumers regarding a transaction of goods or services being offered in the market (Ansari, *et al.*, 2019).

Previous Research

Angelyn and Kodrat (2021) examined the effect of social media marketing on purchasing decisions with brand awareness as mediation on Haroo Table. The population in this research is 112 people who following Haroo Table's Instagram and make transaction at least once. The sample that is taken for this research is 88 respondents with purposive sampling method and Slovin. Primary data collection technique is like questionnaires with Likert Scale and secondary data is like internal company data, competitor data and related literature. Data analysis technique uses SEM-PLS. Based on the results of the analysis, it is found that (1) social media marketing has a significant positive effect on Haroo Table brand awareness, (2) social media marketing has a significant positive influence on Haroo Table's purchase decisions, (3) brand awareness has a significant positive influence on Haroo Table's purchase decisions and (4) brand awareness can mediate the effect of social media marketing on Haroo Table's purchase decision.

Ardiansyah and Sarwoko (2020) explored the mediation role of brand awareness on the relationship between social media marketing and purchase decisions. The study conducted is quantitative research based on a survey approach. Purposive sampling and ordinary least square regression were used as sampling techniques and data analysis. The study revealed that social media marketing has a positive and significant influence on both brand awareness and purchase decisions. Unfortunately, this study failed to prove the direct and indirect effect of brand awareness on purchase decisions.

Fajri, Rizkianfi, and Smaya (2021) discovered the impact of social media marketing on the purchase decisions with brand awareness as an intervening variable at Praketa Coffee Shop Purwokerto. The type of research used is quantitative research with associative descriptive approach. The data collection technique used in this research is primary data, with method of distributing questionnaires to 100 respondents of Praketa Coffee Shop Purwokerto. The data analysis technique used Path Analysis regression and the Sobel Test. The results show that social media marketing has a positive and significant effect on brand awareness and on purchasing decisions, and brand awareness mediates positively and significantly on the relationship of between social media marketing and purchasing decisions.

Conceptual Framework**Figure 1. Conceptual Framework***Source: Literature Review***Research Hypothesis**

- H1 : The variable social media marketing (X) have a significant positive effect on brand awareness (M)
- H2: The variable social media marketing (X) have a significant positive effect on purchase decision (Y)
- H3: The variable brand awareness (M) have a significant positive effect on purchase decision (Y)

RESEARCH METHOD**Research Approach**

The type of this research is quantitative associative. According to Sugiyono (2014), associative research is that research that aims to determine the influence or relationship between two or more variables. In this study, the variable (X) of social media marketing on (Y) purchase decision with (M) brand awareness as an intermediate variable on the local brand of North Sulawesi Cap Tikus 1978. This research will be conducted online where the sample of this research is active users of social media; Instagram, Facebook and Whatsapp.

Population, Sample Size, and Sampling Technique

The population in this research is people who live in Manado city. The sample techniques of this research will be used purposive sampling so the researcher can choose the sample that representative and related with this research, which is millennial generation or Y generation. Means that the millennial generation is people who are 20 years old to 40 years old. The sample was taken 120 respondents. Because of Cap Tikus 1978 can be consumed by people aged 21 years and over, the researcher only took samples from 21 years old to 40 years old, male and female who have bought Cap Tikus 1978.

Data Collection Method

The primary data in this study is taken from the results of the questionnaire that will be distributed to the respondents or target sample. This research used a questionnaire that include a choice of answers that will be chosen by the target of the research. Secondary data of this research is data that taken from books, journals, articles, and research that have been done that support and relate to the research topics discussed in this study.

Operational Definition of Research Variable**Table 1. Definition of Research Variables**

No.	Variables	Definition	Indicators
1.	Social Media Marketing	According to Santoso (2017), social media marketing is a marketing strategy used to create awareness, recognition, memory, and action to brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging and social networking.	- Content - Context - Connectivity - Continuity
2.	Brand Awareness	According to Aaker (1996), brand awareness is the ability of a prospective buyer to recognize or recall that a brand is a part of a particular product category.	- Brand Recognition - Brand Recall - Brand Knowledge - Brand Familiarity
3.	Purchase Decision	According to Kotler and Keller (2016), customer purchase decision is an activity of buying a brand which the most preferred of the alternatives	- Product/service Selection - Brand Selection - Time Selection

Validity and Reliability

Ghozali (2009) states that the validity test is used to measure the validity or validity of a questionnaire because a questionnaire is said to be valid if the questions on the questionnaire are able to show something that will be measured by the questionnaire. Sugiharto and Situnjak (2006) state that reliability refers to the instruments used in research to obtain reliable information used as a data collection tool and provide information according to the field.

Path Analysis

This research is using path analysis method. According to Sugiyono (2014), path analysis is a part of regression model that can be used to analyze the cause and effect between one variable with another variable. According to Ghozali (2013:99) path analysis aims to explain the direct effect and indirect effect toward independent variable and dependent variable. Path analysis is an extension of regression analysis. In path analysis explain about the relation between dependent variable (Y) and independent variable (X) that caused by the variable X itself or the other variable intermediary variable so that the variables is not directly affect variable Y because there are other variables as intermediate variables (intervening). Regression equation which explain about the hypothesized relationship.

$$Z = b_1X + e_1 \quad (1)$$

$$Y = b_1X + b_2Z + e_2 \quad (2)$$

Standardized coefficient for social media marketing (X) on the equation (1) will give the value P1. While the coefficient for social media marketing (X) and brand awareness (M) on the equation (2) will give the value P2 and P3.

Direct effect of X to Y = P2

Indirect effect of X to M to Y = P1 x P3

Total effect (correlation) X to Y = P2 + (P1 x P3)

RESULT AND DISCUSSION

Result

Validity Test

Table 2. Validity Test

Variable	Indicator	Pearson Correlation	Sig.	Status
Social Media Marketing	Content	0,629	0,000	Valid
	Context	0,717	0,000	Valid
	Connectivity	0,731	0,000	Valid
	Continuity	0,609	0,000	Valid
Brand Awareness	Brand Recognition	0,596	0,000	Valid
	Brand Recall	0,681	0,000	Valid
	Brand Knowledge	0,686	0,000	Valid
	Brand Familiarity	0,604	0,000	Valid
Purchase Decision	Product/Service Selection	0,559	0,000	Valid
	Brand Selection	0,648	0,000	Valid
	Time Selection	0,635	0,000	Valid
	Method Selection/Payment Method	0,672	0,000	Valid

Source: Data Processed (2022)

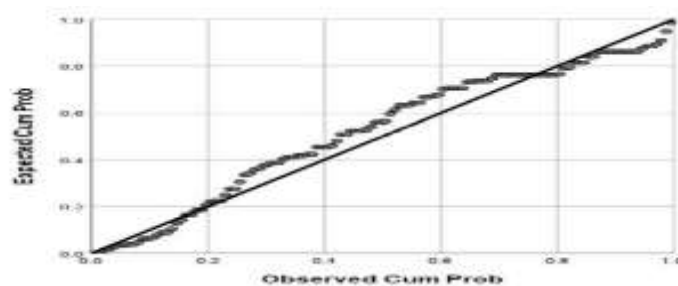
The table shows that the indicators of social media marketing, brand awareness and purchase decision respectively have a significant level less than 0,05. The value of r table for this study is greater than 0,179, so all the indicators can be declared valid because the result indicate that all the indicators are related.

Reliability Test**Table 3. Reliability Test**

Variable	Alpha Cronbach	N of Item	Critical Value	Status
Social Media Marketing	0,592	4	0,70	Reliable
Brand Awareness	0,527	4	0,70	Reliable
Purchase Decision	0,489	4	0,70	Reliable

Source: Data Process (2022)

The table shows that each variable such as social media marketing, brand awareness and purchase decision has Cronbach's Alpha value $> 0,70$. This result shows that the four variables that used in this study are reliable. This condition proves that the answer from the respondent and the question on the questionnaire is consistent.

Test of Classical Assumptions**Normality Test****Figure 2. Normality Test P-Plot Graphic**

Source: Data Process (2022)

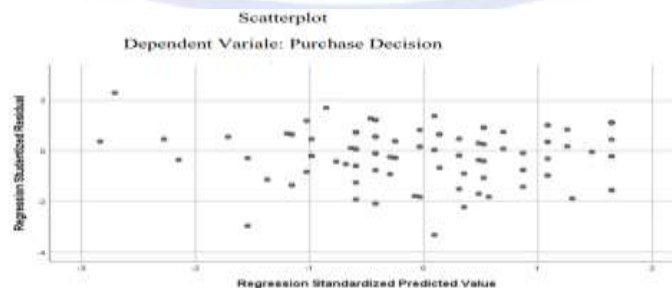
On figure 2, shows that the points of the graphic is following the path of diagonal line. It is interpreted that the regression model has normally distributed data.

Multicollinearity Test**Table 4. Multicollinearity Test**

Variable	Tolerance Value	VIF Value	Status
Social Media Marketing	1,000	1,000	Multicollinearity Free
Brand Awareness	0,559	1,789	Multicollinearity Free

Source: Data Process (2022)

Based on the table 4, shows the result of the tolerance value is more than 0,1 and the Variance Influence Factors (VIF) is less than 10. As a result, there is no correlation between the two variables, means that it can be concluded that the two independent variables are free from multicollinearity.

Heteroscedacity Test**Figure 3. Heteroscedacity Test Scatter Plot Graphic**

Source: Data Process (2022)

Figure 3 shows the dots on the scatterplot graph is distribute to above and below Y axis and do not form a clear pattern. As a result, there is no heteroscedacity in this study.

Path Analysis**Table 5. Model 1 (Linear Regression Analysis)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.136	1.316		3.143	.002
TOTAL X	.712	.074	.664	9.650	.000

Source: Data Process (2022)

Table 5 shows that the significant of social media marketing variable is 0,000 (level of significant < 0,05) with standardized beta (P1) values is 0,664. This result indicate that the social media marketing variable has positive and significant effect to brand awareness variables.

Table 6. Model 2 (Linear Regression Analysis)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.1.185	1.416		.837	.404
TOTAL X	.264	.102	.224	2.582	.011
TOTAL M	.594	.095	.543	6.246	.000

Source: Data Process (2022)

Table 6 shows that the significant of social media marketing variable is 0,011 (level of significant < 0,05) with standardized beta (P2) values is 0,224. The significant of brand awareness variables is 0,000 (level of significant < 0,05) with standardized beta (P3) values is 0,543. This result indicate that the social media marketing variables and brand awareness variables has positive and significant effect to purchase decision variables.

Mediation Test**Table 7. Path Analysis**

No.	Variables	Standardized Coefficients Beta	Sig.	Status
1.	Social Media Marketing	0,664	0,000	Significant
2.	Brand Awareness	0,543	0,011	Significant
3.	Purchase Decision	0,224	0,000	Significant

Source: Data Process (2022)

Based significant result, it can be concluded that social media marketing can have a direct or indirect effect on purchase decision on Cap Tikus 1978. Below is the total influence of the direct or indirect social media marketing on purchase decision on Cap Tikus 1978:

1. P2 (Social Media Marketing on Purchase Decision)
 $P2 = 0,224$
 While the indirect effect is calculated by:
 $P1 \times P3 = 0,664 \times 0,543 = 0,360$
2. The total influence of Social Media Marketing = $(P2) + [(P1) \times (P3)]$
 Direct effect = 0,224
 Indirect effect = 0,360
 Total effect Social Media Marketing = 0,584

Based on the calculation of social media marketing influence directly or indirectly on purchase decision on Cap Tikus 1978 mediated by brand awareness, can be seen as the following below. As the result based on Figure 4, indicate that the value of the indirect influence (brand awareness) is greater than the value of the direct influence of social media marketing on purchase decision. From the calculation results, it can be concluded that brand awareness is able to be a mediate variable or intervening in this research. The total influence of social media marketing on purchase decision through brand awareness on Cap Tikus 1978 is 0,584

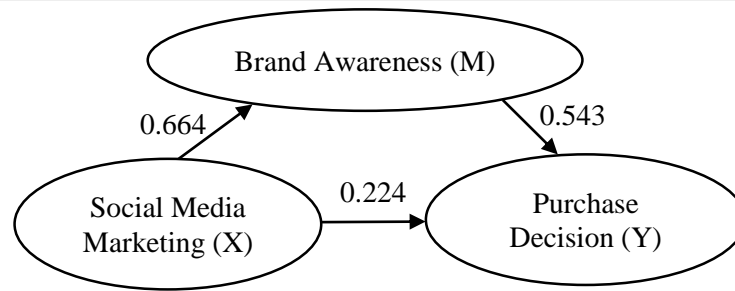


Figure 4. Path Analysis
Source: Data Process (2022)

Coefficient of Correlation (R) and Determination (R²)

Table 8. Linear Regression Model 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.441	.436	1.475

Source: Data Process (2022)

Table 8 shows the result of R square (R²) value is 0,441, show that the contribution of social media marketing variable to brand awareness variable is 44,1%. While the rest (100% - 44,1% = 55,9%) was contributed by other factors outside this research.

Table 9. Linear Regression Model 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 ^a	.506	.498	1.525

Source: Data Process (2022)

Table 9 shows the result of R square (R²) values is 0,506, show that the contribution of social media marketing variable and brand awareness to purchase decision variable is 50,6%. While the rest (100% - 50,6% = 49,4%) was contributed by other factors outside this research.

Hypothesis Testing

Table 10. T-Test (1)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.136	1.316		3.143	.002
TOTAL X	.712	.074	.664	9.650	.000

Source: Data Process (2022)

Table 10 shows the result value of T and significant value. If significant value of t-count > t-table at $\alpha = 0,05$ the H₀ will be accepted. But first the table must be calculate. T-count of social media marketing based on Table 10 is 9.650 with the significant value 0,000. Because of t-count is 9.650 and t-table 1.981 it can be concluded that t-count is greater than t-table (9.650 > 1.981). The variable Social Media Marketing (X) has positive and significant effect toward Brand Awareness (M) on Cap Tikus 1978.

Table 11. T-Test (2)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.1185	1.416		.837	.404
TOTAL X	.264	.102	.224	2.582	.011
TOTAL M	.594	.095	.543	6.246	.000

Source: Data Process (2022)

Table 11 shows the result value of T and significant value. If significant value of t-count > t-table at $\alpha = 0,05$ the H_0 will be accepted. But first the table must be calculate. T-count of social media marketing based on Table 11 is 2.582 with the significant value 0,011. Because of t-count is 2.582 and t-table 1.981 it can be concluded that t-count is greater than t-table ($2.582 > 1.981$). The variable Social Media Marketing (X) has positive and significant effect toward Purchase Decision (Y) on Cap Tikus 1978. T-count of social media marketing based on Table 11 is 6.246 with the significant value 0,000. Because of t-count is 6.246 and t-table 1.981 it can be concluded that t-count is greater than t-table ($6.246 > 1.981$). The variable Brand Awareness (M) has positive and significant effect toward Purchase Decision (Y) on Cap Tikus 1978.

Table 12. F- Test (1)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	202.668	1	202.668	93.127	.000 ^b
	Residual	256.798	118	2.176		
	Total	459.467	119			

Source: Data Process (2022)

From Table 12 shows the significant value and the f-count. F-count is 93.127 and the significant value 0,000. If significant value of f-count > f-table at $\alpha = 0,05$. But first the table must be calculated. After calculating the f-table, f-count is greater than the f-table. Based on the Table 12, f-count value is 93.127 and f-table value is 3.07. From the result f-count is greater than f-table ($93.127 - 3.07$) indicating that Social Media Marketing (X) have positive and significant influence toward Brand Awareness (M) on Cap Tikus 1978.

Table 13. F-Test (2)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	279.230	2	139.615	60.034	.000 ^b
	Residual	272.095	117	2.326		
	Total	551.325	119			

Source: Data Analysis (2022)

From Table 13 shows the significant value and the f-count. F-count is 60.034 and the significant value 0,000. If significant value of f-count > f-table at $\alpha = 0,05$. But first the table must be calculated. After calculating the f-table, f-count is greater than the f-table. Based on the Table 13, f-count value is 60.034 and f-table value is 3.07. From the result f-count is greater than f-table ($60.034 - 3.07$) indicating that Social Media Marketing (X) and Brand Awareness (M) have positive and significant influence toward Brand Awareness (M) on Cap Tikus 1978.

Discussion

The Influence of Social Media Marketing on Brand Awareness

The result of this study shows that social media marketing influence positive and significant effect toward Brand Awareness on Cap Tikus 1978. This means that social media marketing has a very high influence on brand awareness which is illustrated through the indicators of social media marketing in the sense that brand awareness is strongly influenced by content, context, connectivity, and continuity. Therefore, the company of Cap Tikus 1978 must pay attention to these indicators because they have a significant effect on brand awareness. With four social media marketing indicators (content, context, connectivity, continuity) in this study shows the influence of marketing on social media is very important for the impact consumer to know about the Cap Tikus 1978. The better social media marketing level of Cap Tikus 1978, the better the Cap Tikus 1978 brand awareness level will be. Cap Tikus 1978, which used to be just a traditional drink from Sulawesi Utara and is illegal, now officially become a licensed drink (legal) and is sale in various big cities in Indonesia, not only in Manado city. With social media, most of the people of Sulawesi Utara, especially Manado city, know and know about the legality of this Cap Tikus 1978 product. With social media, Cap Tikus 1978 has become one of the local brand Sulawesi Utara product which are known throughout Indonesia. Thus, social media marketing in this sophisticated era has become very important for the business owner or companies, related to this study social media marketing greatly influenced brand awareness on Cap Tikus 1978 in Manado City. It is related to the previous research of Upadana and Pramudana (2020) that an attractive social media marketing to builds brand awareness and leading to consumer purchasing decisions.

The Influence of Social Media Marketing on Purchase Decision

The result of this study shows that Social Media Marketing influence positive and significant effect toward Purchase Decision in Cap Tikus 1978. This means that social media marketing has a very high influence on purchasing decisions which is illustrated through the indicators of social media marketing in the sense that purchasing decisions are strongly influenced by content, context, connectivity, continuity. Therefore, the company of Cap Tikus 1978 must pay attention to these indicators because they have a significant effect on purchase decision. With four social media marketing indicators (content, context, connectivity, continuity) in this study shows the influence of marketing on social media is very important for the impact consumer to know about the 1978 Cap Tikus product. The better the social media marketing level of the 1978 Cap Tikus, then the purchase decision on Cap Tikus 1978 will also increase. Based on the results of the questionnaire from indicators 1 to 4, it shows a very good response which means in my opinion the marketing strategy in Cap Tikus 1978 social media account success in attracting the consumer attention so that they were interested in buying Cap Tikus 1978 online purchases because it makes it easier for them to make a transaction. It is related to the previous research of Angelyn and Kodrat (2021) that social media marketing has a positive and significant influence on both brand awareness and purchase decisions.

The Influence of Brand Awareness on Purchase Decision

The results show that Brand Awareness has a positive and significant effect toward Purchase Decision on Cap Tikus 1978. This means that brand awareness has a very high influence on purchase decision which is illustrated by the brand awareness indicator, meaning that purchase decision are strongly influenced by recognition, recall, knowledge, and familiarity. Therefore, companies must pay attention to these indicators because they have a significant effect on purchase decision. With the experiences and customer memory of a brand, the consumer is highly aware of that particular brand directly. Basically, the higher level of awareness of the brand, the higher possibility the brands to be purchase. Brand awareness is a method that companies use to influence consumer attitudes about a brand or company by generating associations and beliefs within a target group regarding a company or product. It is critical to establish a positive brand relationship and brand confidence to determine the effectiveness of a consumer's attitude toward a brand or business. The thought process that leads a customer from recognizing a need to creating choices and selecting a particular product and brand is known as the purchasing decision. Based on this statement, it can be concluded that besides in build the awareness, brand awareness in this study especially on Cap Tikus 1978 aims to build the consumer trust in determining choices and also build knowledge about the brand Cap Tikus 1978 which is a hygienic alcohol drink and guaranteed safety for consumption. So that the consumers do not just buy illegal beverage products that are sale illegally because the alcohol content and ingredients are unknown (brand knowledge). It is related to the previous research of Ardiansyah and Sarwoko (2020) that brand awareness has a positive and significant influence on both brand awareness and purchase decisions.

The Influence of Social Media Marketing on Purchase Decision through Brand Awareness as a Mediating Variable

The results of data analysis show that social media marketing has a significant effect on purchasing decision through brand awareness. This means that social media marketing has a very high influence on purchasing decision through brand awareness which is described through indicators of social media marketing and brand awareness, meaning that purchase decision are strongly influenced by content, context, connectivity, continuity, recognition, recall, knowledge, and familiarity. Based on this condition shows that Brand Awareness is able to be a mediate variable or intervening for the influence of Social Media Marketing on Purchase Decision of Local Brand Sulawesi Utara Cap Tikus 1978. It can be seen from the result that the indirect effect is 0,664 while the direct effect is 0,543 and the total effects of Social Media Marketing on Purchase Decision through Brand Awareness as a mediating variable of Cap Tikus 1978 is 0,584. The significant results between the influence of social media marketing on purchase decision through brand awareness indicate that it is important for Cap Tikus 1978 to increase social media marketing and brand awareness of Cap Tikus 1978 through recognition, recall, knowledge, and familiarity on social media so that consumers can make purchasing decision for Cap Tikus 1978. This can be done hiring someone to handle social media for Instagram, Facebook and Whatsapp for Cap Tikus 1978, collaborating with digital marketing parties, and endorsing celebrities and influencers in Indonesia so that they can influence consumer purchasing decisions for Cap Tikus 1978. It is related to the previous research of Upadana and Pramudana (2020) that the effect of social media marketing on purchase decision through Brand

Awareness is greater than the direct influence of social media marketing on purchase decisions without going through brand awareness variable.

CONCLUSION AND RECOMMENDATION

Conclusion

1. The result of this research have shown that the social media marketing has positive and significant influence on brand awareness of local brand Sulawesi Utara Cap Tikus 1978. As the result, social media marketing is an important role in influencing brand awareness in local product Cap Tikus 1978.
2. The result of this research have shown that the social media marketing has positive and significant influence on purchase decision of local brand Sulawesi Utara Cap Tikus 1978. As the result, social media marketing is an important role in influencing purchase decision in local product Cap Tikus 1978.
3. The result of this research have shown that the brand awareness has positive and significant influence on purchase decision of local brand Sulawesi Utara Cap Tikus 1978. As the result, brand awareness is an important role in influencing purchase decision in local product Cap Tikus 1978.

Recommendation

1. The company need to maintain their social media account for example need to be more active in social media (Instagram, Facebook and Whatsapp) for the information about the store address, update information about is the shop open or close, how to order online, how to do online transaction, and others.
2. Future researchers may see the topic and the variable in this study is very interesting because by looking at this sophisticated era, social media has now become one of the necessities of daily life in buying and selling activities, communicate, marketing, works, education, government, lifestyle and others.
3. Every citizen has their own rights in making decisions, especially in choosing products or services for themselves. Through this research, the researcher suggest to all of the people in Manado city to see the results of our government's performance in balancing culture and state regulations, where the government has established Cap Tikus 1978 as a typical legal alcoholic drink and is one of the cultural mascots of Sulawesi Utara. With the legalization of the Cap Tikus 1978 whose alcohol content was already measure, the government and society could minimize criminal acts and irregularities in Manado city.

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