



Research Article

The Influence of Social Media and Brand Awareness on University Students' Purchase intention in E-Commerce

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Abstract: The rapid advancement of digital technology has spurred the growth of online shopping through e-commerce platforms. Among the factors suspected to influence the increasing purchase intention, especially among university students, are social media engagement and brand awareness. Students, as part of the digital native generation, are primary targets for e-commerce marketing through social media. However, the degree to which these factors affect students' purchasing interest remains underexplored. This study aims to examine the influence of social media and brand awareness on students' purchase intention in e-commerce products. A quantitative approach was employed using Partial Least Squares (PLS) analysis to assess the relationships between variables. The findings reveal that social media exerts a positive and significant effect on purchase intention, with an original sample value of 0.114, a p-value of 0.003, and a t-statistic of 2.944. Brand awareness demonstrates an even stronger impact, with an original sample value of 0.879, a p-value of 0.000, and a t-statistic of 25.567. These results confirm both hypotheses, indicating that more intensive and engaging social media activities by e-commerce platforms, coupled with higher brand awareness among students, significantly enhance their purchase intention in offered products. This study highlights the strategic importance of social media marketing and brand-building efforts in stimulating consumer interest within the student demographic. This study not only contributes to the theoretical understanding of consumer behavior in the digital age but also offers practical insights for e-commerce marketers targeting university students. The implications suggest that personalized and interactive content on social media can further strengthen engagement and brand recall. Future research could explore moderating variables such as trust, product type, or cultural background to deepen the analysis of purchase intention drivers.

Keywords: Brand Awareness; Digital Marketing; E-commerce; Purchase Intention; Social Media.

Received: July 27, 2025

Revised: August 10, 2025

Accepted: August 24, 2025

Published: August 26, 2025

Curr. Ver.: August 26, 2025



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1. Introduction

The development of technology continues to progress year after year. One of the phenomena arising from this rapid advancement is globalization. Globalization, accompanied by technological progress, has influenced various sectors such as industry, communication, and the economy (Sitorus & Wijayanto, 2024). One of the sectors most affected by globalization is the economic sector, particularly for business owners. The rapid growth of technology has encouraged many companies to expand their sales channels through online platforms or shift their sales methods from offline to online. One of the most widely used platforms for selling products is e-commerce (Kuswati & Saputro, 2025).

Almost all segments of society now use social media as a medium for conducting online buying and selling transactions (Kharisma & Haryono, 2023). A breakthrough in the way online purchases are made is the emergence of e-commerce platforms systems designed and developed to facilitate online transactions. The growth of e-commerce in Indonesia has been remarkably fast due to its ease of use and relatively low operating costs (Kuniawati & Ariyanti, 2024). Social media has become an essential tool for companies, as it can be used for marketing activities, external promotions, and customer relationship management. More specifically, social media enables businesses to carry out marketing communications more

effectively to reach consumers. Businesses can engage more interactively with customers by promoting their brands and products online through social media channels (Chalifah & Susilo, 2023).

According to data from Datareportal.com (2023), the number of active social media users in Indonesia reached 167.0 million in January 2023, equivalent to 60.4% of the country's total population of 276.4 million. The data also shows that 46.8% of users are female, while 53.2% are male. On average, active social media users spend 3 hours and 18 minutes per day on these platforms. In today's digital era, social media has become one of the most effective marketing tools to reach consumers (Fitri & Rachmah, 2025). Platforms like Shopee utilize social media to increase brand awareness and influence consumer purchase intentions. Moreover, strong brand awareness plays a vital role in attracting buying interest. From an Islamic perspective, brand awareness should reflect honesty, product quality, fairness, and ethical principles. Promotional activities on social media must uphold truthfulness, avoid deception, and maintain moral conduct (Pahlevi & Trianasari, 2023).

Consumer behavior is the study of how individuals or groups make decisions regarding the selection, purchase, use, and disposal of products or services to fulfill their needs and desires. Over the past decade, advancements in digital technology and shifts in socio-cultural dynamics have introduced new complexities to consumer behavior, causing the theory to continually evolve. One of the fundamental frameworks for understanding consumer behavior is the Stimulus Organism Response (SOR) theory (Wulandari & Kuntari, 2025). This theory explains that consumer behavior is influenced by external environmental stimuli, which are then processed psychologically by the consumer (organism), resulting in a response in the form of a purchasing decision or action. These stimuli may include various forms of marketing communication such as advertisements, promotions, product design, and social influences from family, friends, and reference groups. In the digital era, stimuli also emerge from online environments, including social media, product reviews, and user experiences on e-commerce platforms (Fadilla & Othman, 2024).

Purchase intention is one of the key concepts in consumer behavior studies, referring to the tendency or willingness of consumers to buy a product or service in the future (Lukitaningsih et al., 2024). It is widely regarded as a strong preliminary indicator for predicting actual purchasing behavior, making it a primary focus in modern marketing and business management research. Theoretically, purchase intention is influenced by various psychological and situational factors. One widely applied framework is Ajzen's Theory of Planned Behavior (TPB), which posits that purchase intention is shaped by the consumer's attitude toward the product, subjective norms (social pressures), and perceived behavioral control (Ghana & Indiani, 2023).

According to Hidayat & Vania, (2024) e-commerce refers to a website that hosts one or multiple sellers or vendors. An e-commerce website, or online store, allows a business to more easily reach a wider audience and potential customers interested in purchasing its products or services. In this context, website traffic or the number of visits to an e-commerce site can significantly increase brand awareness. With e-commerce, consumers can order products or services and access them from anywhere without having to visit the physical store (Khuan et al., 2023).

E-commerce offers numerous advantages, such as the convenience of shopping without the need to navigate crowded spaces or wait in long queues, the ability to reach remote rural areas, and often more competitive prices compared to offline stores. Moreover, many platforms provide attractive discounts and special offers (Akbar & Hadi, 2024). Today, all e-commerce companies are competing to enhance the customer shopping experience.

The survey results indicate that the majority of respondents, as many as 30 individuals, felt disturbed by the frequency of promotional content that appears too often on social media, which in turn reduces their interest in purchasing e-commerce products. A total of 68% of respondents agreed with this statement, while 20% strongly agreed. Meanwhile, 8% of respondents remained neutral, 4% disagreed, and none strongly disagreed.

Furthermore, the survey revealed that most respondents tend to purchase products from brands that are not overly promoted on social media, as they perceive these products to be of higher quality. As many as 64% of respondents agreed with this statement, while 12% strongly agreed. Conversely, 24% of respondents remained neutral, and none expressed disagreement. This reflects a tendency for consumers to associate excessive social media promotion with lower product quality.

The survey also showed that most respondents feel annoyed when an e-commerce brand promotes itself too frequently on social media, which decreases their interest in buying products from that brand. As many as 72% of respondents agreed with this statement, while the remaining 28% were neutral. No respondents expressed disagreement. This indicates that an excessively high frequency of social media promotions can negatively influence consumer perceptions, ultimately affecting purchasing decisions.

The development of digital technology has brought significant changes to consumer behavior, especially among younger generations such as university students. One of the major shifts is the transition from conventional purchasing to online shopping via e-commerce platforms (Felix & Alam, 2025). In this context, social media has become one of the main channels influencing consumer purchasing decisions. Platforms such as Instagram, TikTok, Shopee, Tokopedia, Lazada, and Twitter now serve not only as communication tools but also as promotional media capable of reaching audiences on a massive and interactive scale.

On the other hand, amid the flood of similar e-commerce products, brand awareness has become an important factor in differentiating one product from another. University students, as active social media users and potential e-commerce consumers, are often exposed to various promotional contents, yet not all of them successfully generate purchase intention. This highlights the importance of understanding whether the intensity of social media exposure and the level of brand awareness truly influence students' buying intentions (Hidayat & Vania, 2024).

However, despite the increasing use of social media and brand promotions, the phenomenon of low conversion from purchase intention to actual purchase is still frequently observed. Many students may be visually or emotionally attracted to a product displayed on social media but hesitate to make a purchase due to a lack of trust in the brand, insufficient information, or other factors (Nur et al., 2023).

This phenomenon is supported by research conducted by Pratama et al., (2022), which found that Green Marketing has a positive influence on purchase intention for Green Products. Technological advancement also has a positive and significant influence on purchase intention for Green Products, and both variables Green Marketing and Technological Advancement have a simultaneous positive effect on purchase intention for Green Products.

Another study by Utomo et al., (2024) found that social media (X1) has a significant effect on consumer purchase intention. This research was conducted to understand how social media and brand awareness influence purchase intention for e-commerce products among university students, emphasizing the importance of both variables in digital marketing strategies. Social media serves as a primary platform for e-commerce businesses to promote products through engaging content, while excessive or irrelevant promotion can lead to consumer fatigue and decreased buying interest.

Furthermore, research by Mutia (2017) states that purchase intention significantly influences unplanned buying behavior. This indicates that when consumers have a high level of interest in a product or product category, they tend to engage more frequently in impulsive or unplanned purchases.

2. Literature Review

Consumer behavior is a dynamic process in which individuals or groups make decisions to acquire, use, and dispose of products and services, influenced by technology, social media, and cultural values (Putri et al., 2025). Modern consumers actively engage in purchasing as well as interacting with and influencing markets through digital media, a shift particularly evident among digital natives who prioritize engagement, convenience, and rapid access to information (Nawangsari & Ariyatanti, 2023). Tantra, (2024) emphasizes that understanding consumer motives and preferences is central to developing responsive marketing strategies, while Afandi et al., (2024) highlight the complex psychological, sociological, and cultural processes such as perception, attitudes, and group influence that shape consumption decisions.

In the digital era, consumer behavior is undergoing rapid transformation due to technological adoption (Layli & Dermawan, 2025). This shift requires companies to comprehend how digital technology alters consumer brand interactions on a holistic level. Afandi et al., (2024) further notes that consumer behavior must be analyzed within a global and constantly changing context, considering the diversity of cultural, social, and economic values. Collectively, these perspectives position consumer behavior not merely as

transactional activity but as an interconnected cognitive and social process. This theoretical understanding serves as the foundation for examining the influence of social media and brand awareness on purchase intention in the context of e-commerce.

3. Proposed Method

The quantitative approach allows researchers to systematically measure transaction patterns and the behavior of business actors in e-commerce, producing clear and measurable interpretations. According to Creswell (2018), this approach is effective for testing hypotheses and generalizing findings to a wider population, particularly in studies related to consumer behavior and digital business models.

This research employs surveys and questionnaires to reach a large number of respondents in a short time, enabling the collection of diverse data from various e-commerce users. The structured nature of the data allows for statistical analysis to identify relationships between variables and to evaluate the effectiveness of business strategies on online platforms.

The study was conducted at Sultan Thaha Saifuddin Islamic University, Jambi, focusing on students from the Faculty of Islamic Economics and Business (FEBI), selected due to their relevance to financial management and economic behavior. The data used in this research are quantitative, obtained through surveys. Primary data were collected via questionnaires measuring purchase intention in e-commerce, while secondary data were sourced from journals, books, theses, articles, and statistical reports.

The research population consisted of FEBI students from the 2021–2023 cohorts who are active social media users and have online shopping experience, with a total population of 1,890 students. The sample size was determined using Hair's formula (12 indicators \times ratio 8), resulting in 96 respondents, selected through accidental sampling. The research instrument used was a closed-ended questionnaire with a five to seven-point Likert scale, allowing respondents to indicate their level of agreement.

In this study, the independent variables are Social Media (X1) and Brand Awareness (X2), while the dependent variable is Purchase Intention (Y). Data analysis was conducted using SmartPLS 3.0 with the PLS-SEM reflective model. The analysis stages included descriptive statistics to summarize data (mean, minimum, maximum, standard deviation), outer model analysis to test convergent validity, discriminant validity, and reliability, as well as inner model analysis to examine R^2 , predictive relevance (Q^2), path coefficients, and model fit.

4. Results and Discussion

4.1. Results of Measurement Model Testing (Outer Model)

The evaluation of the outer model is the initial step conducted before projecting hypotheses onto the variables. The purpose of the outer model is to assess the correlation between latent variables and their indicators. The tests applied in the outer model consist of two stages, namely convergent validity, which includes consideration of the loading factors (outer loadings) and the Average Variance Extracted (AVE) values.

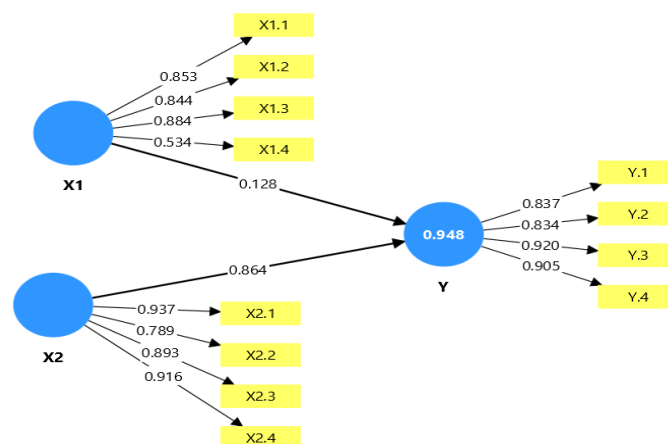


Figure 1. Outer Loadings and Path Coefficient Values of Model 1.

Based on Figure 1, eight indicators are deemed valid because they meet the ideal threshold criteria for convergent validity, namely ≥ 0.70 . Conversely, one indicator does not meet this criterion, with an outer loading value below 0.70, and is therefore categorized as invalid. The indicator declared valid is the fourth question under the social media variable. The follow-up action for the indicator categorized as invalid is to eliminate it from the measurement model. Consequently, the revised model is as follows:

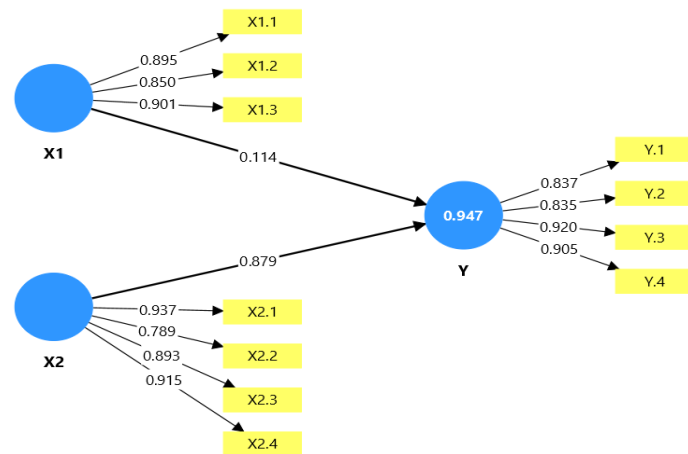


Figure 2. Outer Loadings and Path Coefficient Values of Model 2.

Based on Figure 2, it can be interpreted that all indicators for each variable have met the level of acceptance, with outer loading values greater than 0.70. Thus, the measurement model stage for loading factors has been fulfilled, and there are no further indicators that need to be eliminated from the research model. Furthermore, regarding the interpretation of AVE, it describes the proportion of variance in the indicators that is successfully explained by the latent variables. The established threshold value for AVE is ≥ 0.50 . The following presents the details of the AVE values.

4.2. Structural Model Evaluation (Inner Model)

The evaluation of the structural model or inner model in PLS-SEM is intended to describe the correlations between latent constructs (latent variables) within the structural model. There are several stages in the inner model assessment, namely R^2 (R Square), model fit validation, predictive relevance (Q^2), and path coefficients.

4.1. R Square (R^2) Test

The R Square test is used to measure the extent to which exogenous variables can explain endogenous variables in a model. The assessment of R Square values refers to three categories: values between 0.19 and 0.33 indicate a weak effect, values between 0.33 and 0.67 indicate a moderate effect, and values above 0.67 indicate a strong effect.

Table 1. R Square (R^2) Test Results.

Y	R-square	R-square adjusted
Minat Beli	0.947	0.946

Based on Table 1, the R Square value for purchase intention is 0.947, while the Adjusted R Square value is 0.946. According to the assessment category, both values fall into the strong category. The R Square value of 0.947 indicates that 94.7% of the variance in purchase intention can be explained by the variables of social media and brand awareness, while the remaining 5.3% is influenced by other factors outside the variables examined.

4.2.2. Model Fit

Model fit in PLS-SEM aims to evaluate how well the theoretical model (the structure of relationships between variables) fits the empirical data. One of the model fit indices used is the Standardized Root Mean Square Residual (SRMR), which measures the difference between the observed covariance matrix and the covariance matrix predicted by the model. The ideal SRMR threshold is ≤ 0.08 , indicating that the model has a good fit.

Table 2. Model Fit Results.

Model Fit	Saturated Model	Estimated Model
SRMR	0.111	0.111
d_ULS	0.818	0.818
d_G	n/a	n/a
Chi-square	∞	∞
NFI	n/a	/a

Based on Table 2, the SRMR value of 0.111 indicates that the model exhibits a relatively high level of fit with the empirical data. This value suggests that the divergence between the observed data and the model-projected data is minimal. Therefore, the model is considered valid and capable of representing the relationships in the study effectively.

4.2.3. Predictive Relevance (Q^2)

The Q^2 test evaluates the model's predictive ability. Q Square measures the extent to which the model can predict the values of endogenous variables based on the exogenous variables in the model. If $Q^2 > 0$, it indicates that the model has good predictive relevance, meaning the exogenous variables can significantly explain the endogenous variables. Conversely, if $Q^2 < 0$, it suggests poor predictive relevance, indicating the model cannot adequately predict the endogenous variables.

Table 3. Predictive Relevance Results.

Variabel	Q^2 (Cross-validated Redundancy)	Interpretasi Relevansi Prediktif
Endogen Minat Beli	0.672	Tinggi / Kuat

Based on Table 3, the Q^2 value for the endogenous variable is 0.672. Since this value is greater than zero, it indicates that the research model has good predictive relevance. This implies that the exogenous variables in the model can significantly explain both the mediating and endogenous variables.

4.2.4. Path Coefficients

In PLS-SEM, path coefficients represent the strength of the relationship between predictor variables (independent variables) and outcome variables (dependent variables). They also serve as the basis for hypothesis testing, involving the assessment of the significance and relevance of these relationships. The coefficients range from -1 to +1. A positive value indicates a positive correlation, where an increase in the independent variable leads to an increase in the dependent variable. Conversely, a negative value indicates a negative correlation, where an increase in the independent variable results in a decrease in the dependent variable.

Table 4. Path Coefficient – Direct Effects.

Hubungan	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	Values
1 -> Y	0,114	0,118	0,039	2,944	,003
X2 -> Y	0,879	0,875	0,034	25,567	0,000

Table 4 shows that the values in the Original Sample (O) column can be used as a reference to determine the direction of relationships between exogenous and endogenous variables, while the p-values indicate the statistical significance of these relationships. The analysis reveals two positive relationships: (1) the positive relationship between social media and purchase intention for e-commerce products among university students (p-value = 0.003), and (2) the positive relationship between brand awareness and purchase intention for e-commerce products among university students (p-value = 0.000).

4.3. Hypothesis Testing

The correlation between social media and purchase intention is indicated by an original sample value of 0.114, suggesting a positive relationship. The p-value of 0.003 (below 0.05) indicates statistical significance. Additionally, the t-statistic value of 2.944, which exceeds the t-table value (1.661), reinforces the conclusion of significance. Therefore, H_1 is accepted, and

H_0 is rejected, implying that social media has a positive and significant influence on purchase intention for e-commerce products among university students.

The correlation between brand awareness and purchase intention is indicated by an original sample value of 0.879, suggesting a positive relationship. The p-value of 0.000 (below 0.05) indicates statistical significance. Furthermore, the t-statistic value of 25.567, which exceeds the t-table value (1.661), confirms the significance of this relationship. Therefore, H_2 is accepted, and H_0 is rejected, meaning brand awareness has a positive and significant influence on purchase intention for e-commerce products among university students.

4.3.1. The Influence of Social Media on Purchase Intention in E-Commerce Products

Statistical analysis indicates that social media has a positive and significant influence on students' purchase intention toward e-commerce products, as shown by an original sample value of 0.114 and a p-value below 0.003, which meets the significance threshold of 0.05. The t-statistic value of 2.944, which exceeds the t-table value of 1.661, confirms the strength of this relationship. This suggests that exposure to e-commerce-related content on platforms such as Instagram, TikTok, Shopee, Tokopedia, Lazada, and Twitter increases students' likelihood of developing purchase intention. In line with Kaplan and Haenlein's theory, social media serves not only as a promotional tool but also as an interactive communication channel where content, collaboration, community, and collective intelligence work together to influence consumer decisions.

In practice, visual appeal and interactive storytelling, such as unboxing videos, product reviews, and usage tutorials, stimulate curiosity and emotional engagement, which can lead to purchase intentions. Students are more likely to engage with products when e-commerce brands organize giveaways, live streaming events, or interactive challenges. Additionally, community feedback, recommendations, and user reviews play a vital role in validating purchasing decisions, as peer experiences are often perceived as more genuine and relevant than official advertisements. Overall, the combination of engaging content, active interaction, and supportive online communities makes social media a powerful driver in shaping purchase behavior among students in the digital era.

4.3.2. The Influence of Brand Awareness on Purchase Intention in E-Commerce Products

Findings reveal that brand awareness strongly affects purchase intention among students, with an original sample value of 0.879 and a p-value below 0.000, indicating a highly significant relationship. The t-statistic value of 25.567, far above the t-table value of 1.661, further confirms its strength. This means that the more familiar students are with an e-commerce brand, the more likely they are to consider purchasing from it. Consistent exposure to engaging and repetitive brand content on social media increases brand recall and recognition, building familiarity and trust that ultimately encourage purchase decisions. These results align with Nyoman Dwika Ayu Amrita's framework, which emphasizes recall, recognition, purchase, and consumption as key indicators of brand awareness.

Visual elements such as logos, signature colors, interface design, and content style also play an essential role in strengthening brand recognition. When students repeatedly see these cues on platforms like TikTok or Instagram, they can instantly identify the brand, speeding up the decision-making process. Social media further shapes brand perception and consumer confidence through promotional content, testimonials, and shared user experiences. High brand awareness fosters habitual consumption, with students more inclined to choose frequently promoted brands over lesser-known alternatives. In essence, consistent content, distinctive visuals, and interactive engagement on social media build an emotional connection between consumers and brands, making brand awareness a crucial competitive advantage in the e-commerce market.

5. Conclusions

The findings indicate that social media has a positive and significant effect on students' purchase intention for e-commerce products, with an original sample value of 0.114, a p-value of 0.003, and a t-statistic of 2.944, exceeding the t-table value of 1.661. This supports the acceptance of H_1 and rejection of H_0 , implying that the more active and engaging the use of social media by e-commerce platforms, the higher the students' purchase intention. Moreover, brand awareness demonstrates an even stronger influence on purchase intention, with an original sample value of 0.879, a p-value of 0.000, and a t-statistic of 25.567, confirming a highly significant positive relationship. Consequently, H_2 is accepted and H_0 is

rejected, signifying that higher levels of brand awareness among students substantially increase their intention to purchase e-commerce products.

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