



The Influence of Social Media Marketing, *Electronic Word of Mouth* and Advertising Effectiveness on Purchase Intent Through Brand Awareness

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Abstract: This research aims to analyze the influence of Social Media Marketing, Electronic Word of Mouth, and Advertising Effectiveness on Purchase Intention through Brand Awareness. The object of this study is potential consumers of Maxim online transportation services. The sampling technique used is non-probability sampling with the purposive sampling method, and the sample size is 215 respondents. Data collection was conducted through a questionnaire, and the analytical tool used is AMOS version 22 with Structural Equation Modeling (SEM) data analysis technique. The results of this study show that social media marketing has a positive and significant influence on brand awareness, electronic word of mouth has a positive and significant influence on brand awareness, advertising effectiveness has a positive and significant influence on brand awareness, brand awareness has a positive and significant influence on purchase intention, social media marketing has a positive and significant influence on purchase intention, Electronic word of mouth has a positive and significant influence on purchase intention, advertising effectiveness has a positive but not significant influence on purchase intention, brand awareness can partially mediate the influence of social media marketing on purchase intention, brand awareness can partially mediate the influence of electronic word of mouth on purchase intention, and brand awareness can fully mediate the influence of advertising effectiveness on purchase intention.

Keywords: Social Media Marketing, Electronic Word of Mouth, Advertising Effectiveness, Purchase Intention, Brand Awareness.

Introduction

The current technological development is so capable, but it runs in line with the development of science and human needs for technology and information. Various product or service innovations have emerged that have been created to provide positive benefits for human life and provide a lot of convenience in carrying out activities. The advantages of technology are present in every aspect of human life, including in terms of transportation in Indonesia. The need for transportation is one of the most important needs, because economic and social activities quickly require greater mobility of the population and other resources. Transportation is the activity of moving passengers and goods from one place to another where there is an element of movement (Putri et al., 2016).

The increasing prevalence of transportation services *online* which can be booked through an app where this will help to travel and save time because you can book through

Telephone only. One such application is Maxim. This application can certainly be accessed through *E-Mail* or *Play Store*. Maxim uses Instagram social media to market their services. Reporting from Social, (2024) The 2nd rank is occupied by the Instagram application, which is 85.30%. In Indonesia alone, the population in Indonesia uses the internet or around 66.5% of the population in Indonesia, and in this data there are 139 million people in Indonesia who use social media or around 49.9% of the population in Indonesia (Social, 2024). The following is presented data on internet users and in 2024.

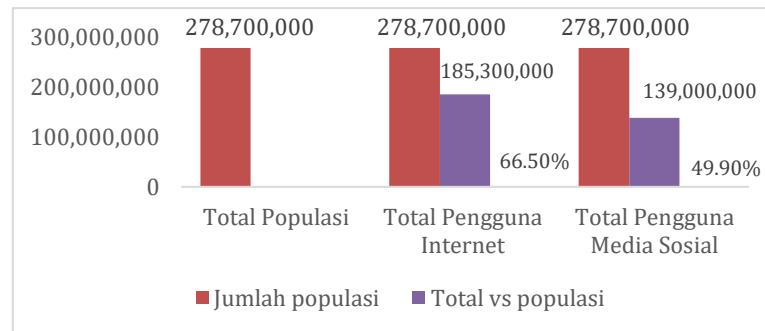


Figure 1. Data on Internet and Social Media Users in Indonesia in 2024
Sources: Social, (2024)

There are several social media that are often used in Indonesia as a means of communication and marketing products or services. The following is data about social media that is widely used in Indonesia.

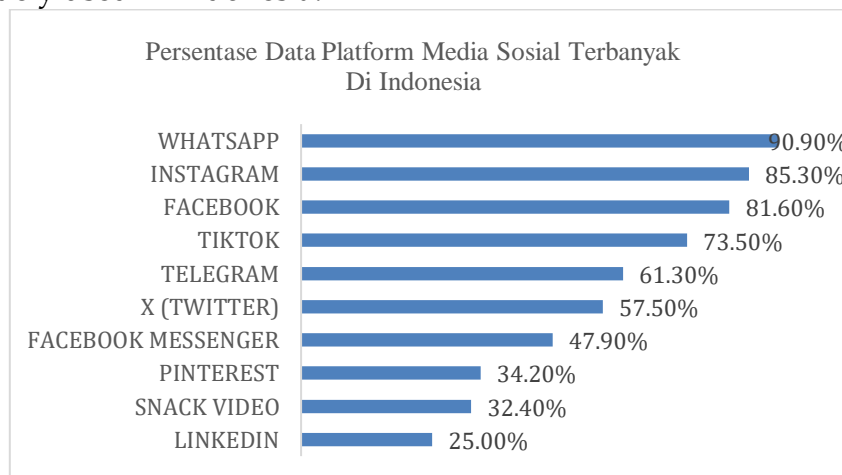


Figure 2. Data on the most social media platforms in Indonesia
Sources: Social, (2024)

Research conducted Maria et al., (2020), Widodo et al., (2022) and Aji et al., (2020) states that social media marketing has an influence on purchase intent. This proves that when companies do social media marketing properly and correctly, it can affect the behavior of consumers. In social media marketing that is carried out, there will be word-of-mouth communication *online* Any person or as is commonly called *Electronic word of mouth*, this is one of the factors that affect consumer buying intention, this is supported by research conducted by Darmawan et al., (2022) which states that *Electronic word of mouth* has an

influence on buying intention. Another factor is the effectiveness of the advertisement. Attractive and weighty ads made by Maxim on its social media platforms can be one of the factors that affect consumer buying intentions as research conducted by Gunawan et al., (2014) which states that the effectiveness of advertising has an influence on purchase intent.

Maxim is a service engaged in online transportation with an application-based in Indonesia, Maxim has been independent since 2003 which was founded by Maksim Belonogov who comes from Russia, precisely in the city of Chardinsk which is located in the Ural Mountains region (Indonesia, 2024). Maxim entered Indonesia in 2018. The Maxim application can be obtained through *Playstore*, *App Store*, *Google Play*, *Galaxy Store* and *GetApps* (Maxim.id, 2024). The following is presented data on transportation application users *online* in 2022.

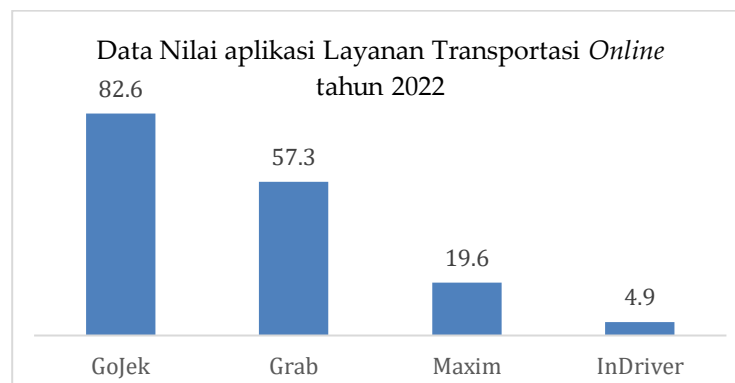


Figure 3. Transportation Application Value Data *Online* Year 2022
Sources: Databox (2022)

Based on the above background, interested in researching more about the role of social media marketing and *Electronic word of mouth*, the effectiveness of advertising on purchase intent on Maxim, as well as how brand awareness provided by Maxim can affect consumer purchase intent. This was said by Maria et al., (2020) that social media marketing and *Electronic word of mouth*, the effectiveness of advertising and brand awareness on purchase intent.

The Influence of Social Media Marketing on Brand Awareness

According to Gunelius, (2011) Social Media Marketing is a type of marketing that is done using social web tools, such as social networks, blogs, and services. Nowadays using social networking sites as a marketing tool is widely used because it has many advantages (Maria et al., 2020). This is supported by the results of research that states that social media marketing has a positive and significant effect on brand awareness Maria et al., (2020), (Putri & Putri, 2023), another research that supports this statement is from research Aileen et al., (2021) and Seo & Park, (2018) which states that social media marketing has a positive and significant effect on brand awareness. Based on the theoretical framework of thought and some of these studies, the following hypotheses were formulated:

H1: Social Media Marketing has a positive and significant effect on Brand Awareness

The Influence of Electronic Word of Mouth on Brand Awareness

According to Goyette I. et al., (2010) *Electronic word of mouth* It can be defined as informal communication that uses words, either in person or by phone, email, mailing list, or other means of communication, regarding a service or product. *Electronic word of mouth* allows people to share information in a meaningful way *online* with audiences all over the world. It is supported by Arifin et al., (2023) which states that *Electronic word of mouth* has a positive and significant effect on brand awareness. Other research that supports this is according to Princess & Princess, (2023) and Aljumah et al., (2023) which shows that *Electronic word of mouth* has a positive and significant effect on brand awareness. Based on these theories and several studies, the following hypotheses are formulated:

H2: *Electronic Word of Mouth* has a positive and significant effect on Brand Awareness

The Effect of Advertising Effectiveness on Brand Awareness

Ad effectiveness is an ad that mostly tries to measure the influence of an ad's communication, such as potential influence, knowledge and awareness (Kotler & Keller, 2016). Research conducted by Rini & Marliana (2020), Maria et al., (2020), Sari & Aslami (2022) and Aileen et al., (2021) states that the effectiveness of advertising has a positive and significant effect on Brand Awareness. Based on the theoretical framework of thought and some of these studies, the following hypotheses were formulated:

H3: Advertising effectiveness has a positive and significant effect on Brand Awareness

Brand Awareness has a positive and significant effect on Purchase Intent

According to Mulyaputri & Sanaji, (2021) Brand awareness has a positive and significant effect on purchase intent. Another study that supports that brand awareness has a positive and significant effect on purchase intent is research conducted by Raditya et al., (2024), Febriyantoro (2020) and Octaviani (2022) which states that brand awareness has a positive and significant effect on purchase intent. Based on the theoretical framework of thought and several studies, the following hypothesis was formulated:

H4: Brand Awareness has a positive and significant effect on Purchase Intent

Social Media Marketing has a positive and significant effect on Purchase Intent

Research conducted Aji et al., (2020) which states that social media marketing has a positive and significant effect on purchase intent. Supported by the results of other research that states that it is similar to this, the research according to Shirley (2022) and Widodo et al., (2022) stating that social media marketing has a positive and significant effect on purchase intent. Based on the theoretical framework of thought and several studies, the following hypothesis was formulated:

H5: Social Media Marketing has a positive and significant effect on Purchase Intent

Electronic Word of Mouth has a positive and significant effect on Purchase Intent

A study conducted by Darmawan et al., (2022) states that *Electronic word of mouth* has a positive and significant effect on purchase intention. Other research according to Aji et al.,

(2020) and Shafiq et al., (2023) supports the allegation that that *Electronic Word of mouth* has a positive and significant effect on purchase intention. Based on the theoretical framework of thought and several studies, the following hypothesis was formulated:

H6: *Electronic Word of Mouth* has a positive and significant effect on Purchase Intent

The effectiveness of advertising has a positive and significant effect on Purchase Intent

Research according to Matahurila et al., (2022) states that The effectiveness of advertising has a positive and significant effect on purchase intent. Another research that supports this is research from Gunawan et al., (2014) and (Maria et al., 2020). Based on the theoretical framework of thought and several studies, the following hypothesis was formulated:

H7: Advertising effectiveness has a positive and significant effect on Purchase Intent

Brand Awareness Mediates the relationship between Social Media Marketing and Purchase Intent

Building brand awareness according to Keller & Swaminathan (2019) which means it refers to increasing brand awareness through repeated exposure, which is generally more effective for brand awareness than brand memory. In other words, the more consumers perceive a brand by seeing, hearing, or thinking about it, the more likely they are to remember it.

This is supported by the results of research conducted by Widodo et al., (2022) which shows that social media marketing has a positive and significant effect on purchase intent. Research from Seo & Park (2018) shows that social media marketing has a positive and significant effect on brand awareness. Then, the research that supports this is research according to Maria et al., (2020), Social media marketing has a positive and significant effect on purchase intent through brand awareness. Based on the theoretical framework of thought and several studies, the following hypothesis was formulated:

H8: Social Media Marketing has a significant effect on Purchase Intent through Brand Awareness

Brand Awareness Mediates the Relationship Between Electronic Word of Mouth and Purchase Intent

This is supported by the results of research conducted by Princess & Princess (2023) that *Electronic word of mouth* Positive Effects and significant to brand awareness. This is also supported in research Febriyantoro (2020) which states that brand awareness has a positive and significant effect on purchase intent. Research conducted by Darmawan et al., (2022) that *Electronic word of mouth* has a positive and significant effect directly on purchase intention. Another research that supports this is research according to Arifin et al., (2023) which states that brand awareness mediates *Electronic word of mouth* against the purchase intention. Based on the above description and several studies, the following hypotheses were formulated:

H9: *Electronic word of mouth* has a significant effect on Purchase Intent through Brand Awareness

Brand Awareness Mediates the Relationship Between Advertising Effectiveness and Purchase Intent.

According to A.Aaker (1996) Brand awareness is a consumer's way of remembering a brand, which ranges from recognition, memories of the brand to the dominating brand. This is supported by research conducted by Gunawan et al., (2014) which shows that the effectiveness of advertising has a positive and significant effect on brand awareness. This is also supported by research researched by Febriyantoro (2020) which states that brand awareness has a positive and significant effect on purchase intent. Another study that supports this is research conducted by Maria et al., (2020) states that The effectiveness of advertising has a positive and significant effect on purchase intent through brand awareness. Based on the description and several studies, the following hypothesis was formulated:

H10: Advertising effectiveness has a significant effect on Purchase Intent through Brand Awareness

Research Method

The object of this research is the Maxim online transportation facility with the subject of the study being users of online transportation services in the Special Region of Yogyakarta. The research is a survei research using primary data obtained through the distribution of questionnaires assisted by *Google Form*. Sampling technique using *Non probability sampling* by using the *puposive sampling*. The criteria for respondents in this study are as follows: a) respondents are at least 17 years old; b) actively using Instagram social media in the last 6 months; c) have read comments on Maxim's Instagram page; d) interested in ordering Maxim transportation services. The number of samples is determined according to Hair J et al., (2010), that the minimum sample count is (number of indicators) \times (5-10). So that the number of samples for this study is at least $21 \times 10 = 210$ samples. Before conducting data analysis, the instrument quality test was first carried out, namely the validity test and the reliability test. Validity test using *Confirmatory Factor Analysis* (CFA), declared valid if the *Factor Loading (standardized loading)* ≥ 0.5 (Ghozali, 2017). Next, a reliability test was carried out, Testing said *Reliable* if it has a value *Construct Reliability* (CR) ≥ 0.7 (Ghozali, 2017). If the research instrument has been declared valid and reliable, it can proceed to the stage of analyzing the data and testing the hypothesis using analytical tools *Structural Equation Modeling with Software AMOS*.

Results and Discussion

The distribution time span from September 20, 2025 to September 27, 2025, found 7 respondents who were eliminated because they did not meet the respondent criteria, so that the respondents who could be used amounted to 215 out of 222 respondents. The results of

the respondents were processed as much as 96.8% out of 100%. The following researcher presents the details of the respondents' profiles.

Table 1. Respondent Profile

Basis of Classification	Sub Classification	Quantity	Percentage
Age	17-21 years old	131	60,9
	22-26 years old	53	24,7
	27-31 years old	14	6,5
	32-36 years old	8	3,7
	37-41 years old	5	2,3
	>41 years old	4	1,9
Gender	Male	90	41,9
	Women	125	58,1
Final Education	Junior High School	3	1,4
	High School	142	66
	S1	65	30,2
	S2	5	2,4
	S3	0	0
Employment Status	Students	5	2,31
	Students	133	61,9
	Employees	38	17,7
	PNS	9	4,2
	Entrepreneurship	21	9,8
	Housewives	7	3,3
	Others	2	0,79
Earnings per month	≤ Rp. 2,000,000	66	30,7
	>Rp. 2,000,000 - Rp. 3,000,000	66	30,7
	> IDR 3,000,000 - IDR 4,000,000	31	14,4
	> Rp. 4,000,000 - Rp. 5,000,000	25	11,6
	> Rp. 5,000,000	27	12,6
	Total	215	100

Instrument Quality Test

1. Validity Test

The test is considered valid if the *Factor Loading (standardized loading)* ≥ 0.5 (Ghozali, 2017). The results obtained from instrument quality testing with validity test using CFA with AMOS are as follows:

Table 2. Validity Test Results

Variable	Indicator	Loading Factor	Limits	Remarks
Social Media Marketing (PMS)	PMS1	0,836	≥ 0.5	Valid
	PMS2	0,717		Valid
	PMS3	0,825		Valid
	PMS4	0,829		Valid
Electronic Word of Mouth (EWOM)	EWOM1	0,808	≥ 0.5	Valid
	EWOM2	0,815		Valid
	EWOM3	0,747		Valid
	EWOM4	0,672		Valid

Variable	Indicator	Loading Factor	Limits	Remarks
Ad Effectiveness (EI)	EI1	0,831	≥ 0.5	Valid
	EI2	0,762		Valid
	EI3	0,742		Valid
	EI4	0,919		Valid
Brand Awareness (KM)	KM1	0,735	≥0.5	Valid
	KM2	0,808		Valid
	KM3	0,784		Valid
	KM4	0,879		Valid
Buy Intent (NB)	NB1	0,826	≥ 0.5	Valid
	NB2	0,859		Valid
	NB3	0,790		Valid
	NB4	0,913		Valid
	NB5	0,930		Valid

Based on the results of table 2, it can be concluded that the results of the validity test all have a *loading factor* value of ≥ 0.5 , all indicators are said to be valid.

2. Reliability Test

Reliability tests are reliability tests that aim to find out the extent to which a measuring instrument is reliable. In this study, reliability was tested using the CR criterion ≥ 0.7 to determine whether the variable can be said to be reliable, the following are the results of the reliability test.

Table 3. Reliability Test Results

Variable	CR	Limits	Remarks
Social Media Marketing	0,879	≥ 0.7	Reliable
<i>Electronic Word of Mouth</i>	0,847		Reliable
Advertising Effectiveness	0,888		Reliable
Brand Awareness	0,879		Reliable
Purchase Intent	0,937		Reliable

Test results are said to be reliable if they have a value *Construct Reliability* (CR) ≥ 0.7 (Ghozali, 2017). The results of this test showed that the CR value in the five study variables ≥ 0.7 . Based on these results, it can be concluded that all variables in this research instrument are reliable.

Hypothesis Testing

Hypothesis testing was carried out to find out the results of the research and analyze the relationship *Structural* model. In the testing of the hypothesis, the direct influence of the results of the data analysis can be seen on the menu *Output* of the value *Standardized Weight*. If the value *critical ratio* (CR) ≥ 1.96 and a significant value ($\alpha=5\%$) or *p Value* < 0.05 (Ghozali, 2017). And in testing the hypothesis the influence of indirect comparison *Standardized Direct Effects* and *Standardized Indirect Effect*. If *Standardized Direct Effects* $<$ *Standardized Indirect Effect* So the hypothesis is declared mediating.

1. Direct Impact Test Results

In this study, the researcher tested 7 direct influence hypotheses. The following are the results of the direct influence hypothesis test in this study:

Table 4. Direct Influence Hypothesis Test Results

No.	Hypothesis	Estimate	S.E.	C.R.	P	Results
H1	Social Media Marketing→ Brand Awareness	0,328	0,066	4,991	0,000	Positive, Significant
H2	EWOM→ Brand Awareness	0,358	0,082	4,381	0,000	Positive, Significant
H3	Brand Awareness →Advertising Effectiveness	0,193	0,045	4,247	0,000	Positive, Significant
H4	Brand awareness→ of purchase intent	0,588	0,097	6,045	0,000	Positive. Significant
H5	Social Media Marketing→ Intent to Buy	0,167	0,067	2,495	0,013	Positive. Significant
H6	EWOM→ Purchase Intent	0,173	0,081	2,147	0,032	Positive, Significant
H7	Purchase Intent →Advertising Effectiveness	0,087	0,046	1,898	0,058	Positive, insignificant

The following is based on the results of the hypothesis test in table 4. It will be explained as follows:

a. The Influence of Social Media Marketing on Brand Awareness

Based on the results of the study referring to Table 4, it shows an estimated value of 0.328, showing that the direction of this hypothesis is positive. This means that the better social media marketing, the more brand awareness increases. For the C.R. value of $4.991 \geq 1.96$ and the P value of $0.000 < \alpha 0.05$, there was a significant influence. Based on the results of the Hypothesis 1 test which reads that Social Media Marketing has a positive and significant effect on Brand Awareness, Hypothesis 1 is accepted.

b. The Influence of *Electronic Word of Mouth* on Brand Awareness

Based on the results of the study referring to Table 4.14, it shows an estimated value of 0.358, indicating that the direction of this hypothesis is positive. This means that the better *the electronic word of mouth*, the more brand awareness will be increased. For the C.R. value of $4.381 \geq 1.96$ and the P value of $0.000 < \alpha 0.05$, there was a significant influence. Based on the results of the Hypothesis 2 test which reads *that Electronic Word of Mouth* has a positive and significant effect on Brand Awareness, Hypothesis 2 is accepted.

c. The Effect of Advertising Effectiveness on Brand Awareness

Based on the results of the study referring to Table 4.14, it shows an estimated value of 0.193, indicating that the direction of this hypothesis is positive. This means that the better the effectiveness of advertising, the more brand awareness will increase. For the C.R. value of $4.247 \geq 1.96$ and the P value of $0.000 < \alpha 0.05$, there was a significant influence. Based on these results, H3 is supported. Based on the results of the Hypothesis 3 test which reads Advertising Effectiveness has a positive and significant effect on Brand Awareness, Hypothesis 3 is accepted.

d. The Influence of Brand Awareness on Purchase Intent

Based on the results of the study referring to Table 4.14, it shows that the value of the estimated coefficient of 0.558 shows that the direction of this hypothesis is positive. This means that the better the brand awareness, the more the purchase intention will increase. For the C.R. value of $6.045 \geq 1.96$ and the P value of $0.000 < \alpha 0.05$, there was a significant influence. Based on the results of the Hypothesis 4 test which reads Brand Awareness has a positive and significant effect on Purchase Intent, Hypothesis 4 is accepted.

e. The Influence of Social Media Marketing on Purchase Intent

Based on the results of the study referring to Table 4.14, it shows that the value of the estimated coefficient of 0.167 shows that the direction of this hypothesis is positive. This means that the better the social media marketing, the more the purchase intention will increase. For the C.R. value of $2.495 \geq 1.96$ and the P value of $0.000 < \alpha 0.05$ there was a significant influence. Based on the results of the Hypothesis 5 test which reads that Social Media Marketing has a positive and significant effect on Purchase Intent, Hypothesis 5 is accepted.

f. The Influence of *Electronic Word of Mouth* on Purchase Intent

Based on the results of the study referring to Table 4.14, it shows that the estimated coefficient value of 0.173 shows that the direction of this hypothesis is positive. This means that the better *the electronic word of mouth*, the more the purchase intention will increase. For the C.R. value of $2.147 \geq 1.96$ and the P value of $0.032 < \alpha 0.05$, there was a significant influence. Based on the results of the Hypothesis 6 test which reads *that Electronic Word of Mouth* has a positive and significant effect on Purchase Intention, Hypothesis 6 is accepted.

g. The Effect of Advertising Effectiveness on Purchase Intent

Based on the results of the study referring to Table 4.14, it shows that the value of the estimated coefficient of 0.087 shows that the direction of this hypothesis is positive. This means that the better the effectiveness of advertising, the more buying intent will increase. The C.R. value of $1.898 \geq 1.96$ and the P value of $0.058 < \alpha 0.05$ had an insignificant effect. Based on the results of the Hypothesis 7 test which reads that Advertising Effectiveness has a positive but not significant effect on Purchase Intent, Hypothesis 6 is rejected.

2. Indirect Influence Test Results

In this study, the researcher tested 3 indirect influence hypotheses, namely H8, H9, and H10. This study can see the relationship between indirect influences between variables. Through the mediation variable with exogenous and endogenous variables by comparing the value of *the standardized direct effect* with *the standardized indirect effect*, the hypothesis can be said to mediate if *the direct effect < indirect effect* can be seen in the table as follows:

Table 5. Indirect Influence Hypothesis Test Results

		<i>Straight</i>	<i>Indirect</i>	
H8	Social Media Marketing → Brand → Awareness Intent Purchase	0,169	0,194	Mediating <i>Partial</i>
H9	EWOM → Brand Awareness → Intent Purchase	0,138	0,168	Mediating <i>Partial</i>
H10	Effectiveness of → Purchase Intent Brand Awareness → Advertising	0,120	0,157	Full Mediation

From table 5, the results of the *Standardized Direct Effects* and *Standardized Indirect Effects* values can be seen. So, we can conclude that the results of the hypothesis test are indirectly as follows:

- a. The Influence of Social Media Marketing on Purchase Intent through Brand Awareness.

In Hypothesis 8, analyzing Social Media Marketing on Purchase Intent mediated by Brand Awareness can be seen from the value of *direct effect* and *indirect effect*, if the value of *direct effect* < *indirect effect*, then Brand Awareness It can be said to be able to mediate between exogenous and endogenous variables. Based on the test results, the *direct effect test value* was $0.169 < 0.194$ *indirect effect*. This means that Brand Awareness is able to mediate the variables of Social Media Marketing on Purchase Intent. The results of the study stated that Brand Awareness partially mediated Social Media Marketing to Purchase Intent.

- b. The Influence of *Electronic Word of Mouth* on Purchase Intent through Brand Awareness.

In hypothesis 9, analyzing the *Electronic Word of Mouth* on Purchase Intention mediated by *Brand Awareness* can be seen from the value of *direct effect* and *indirect effect*, if the value of *direct effect* < *indirect effect*, then *Brand Awareness* It can be said to be able to mediate between exogenous and endogenous variables. Based on the test results, the *direct effect test value* was $0.138 < 0.168$ *indirect effect*. This means that Brand Awareness is able to mediate the *Electronic Word of Mouth variable* on Purchase Intent. The results of the study stated that Brand Awareness partially mediated *Electronic Word of Mouth* on Purchase Intent.

- c. The Influence of Advertising Effectiveness on Purchase Intent through Brand Awareness

In hypothesis 10, analyzing the Effectiveness of Advertising on Purchase Intent mediated by *Brand Awareness* can be seen from the value of *direct effect* and *indirect effect*, if the value of *direct effect* < *indirect effect*, then *Brand Awareness* can be said to be able to mediate between exogenous and endogenous variables. Based on the test results, the *direct effect test value* was $0.120 < 0.157$ *indirect effect*. This means that *Brand Awareness* is able to mediate variables to analyze the Effectiveness of Ads on Purchase Intent. The results of the study stated that Brand Awareness fully mediated the effectiveness of advertising on purchase intent.

Conclusion

Based on the results of data analysis and hypothesis testing using *Structural Equation Modelling* (SEM) analysis, the results of testing ten hypotheses were obtained, and it can be concluded that: First, social media marketing has a positive and significant effect on brand awareness. This shows that the better the social media marketing carried out by Maxim's management, the more brand awareness of Maxim's services will increase.

Second, *Electronic word of mouth* has a positive and significant effect on brand awareness. This shows that the better *the electronic word of mouth*, the more brand awareness of Maxim will increase. Third, the effectiveness of advertising has a positive and significant effect on brand awareness. This shows that the better the effectiveness of advertising, the more brand awareness of Maxim will increase. Fourth, brand awareness has a positive and significant effect on Purchase Intention. This shows that the better the brand awareness, the more purchase intent will be increased on the Maxim application. Fifth, social media marketing has a positive and significant effect on purchase intent. This shows that the better the social media marketing, the more purchase intent will be increased in the Maxim application. Sixth, *electronic word of mouth* has a positive and significant effect on purchase intent. This shows that the better *the electronic word of mouth*, the more purchase intention will be increased in the Maxim application. Seventh, the effectiveness of advertising has a positive but not significant effect on purchase intent. This shows that the better the effectiveness of advertising, the more it can affect purchase intent on the Maxim application. Eighth, brand awareness is able to mediate the influence of social media marketing on purchase intent. This shows that the better the social media marketing done by Maxim, the more it will increase brand awareness and consumers have the intention to buy on the Maxim application. Ninth, brand awareness is able to mediate the influence of *electronic word of mouth* on purchase intent. This shows that the better *the electronic word of mouth* that Maxim does, the more it will increase brand awareness and consumers have the intention to buy in the Maxim application. Tenth, brand awareness is able to mediate the influence of advertising effectiveness on purchase intent. Brand awareness is able to mediate the influence of advertising effectiveness on purchase intent. This shows that the better the social media marketing done by Maxim, the more it will increase brand awareness and consumers have the intention to buy on the Maxim application.

Suggestions for future researchers are that it is necessary to add or develop other variables that can influence purchase intentions, such as lifestyle variables, brand image and other variables, so that the analysis becomes more comprehensive and includes factors that may not have been discussed.

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