

## Impact of Brand Image, Brand Awareness, and Social Media Marketing on Purchase Decisions: Mediating Roles of Purchase Interest, Service Quality, and Experiential Marketing

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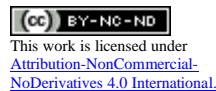
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### ABSTRACT

This research examined how brand image, brand awareness, and social media marketing influence consumers' purchase decisions, including factors like purchase interest, service quality, and experiential marketing as mediating variables, offering valuable knowledge for marketers to enhance their understanding of consumers' behavior. The population was Somethinc's Instagram followers, totaling 156 samples. This study revealed that brand image did not significantly impact purchase decisions, in contrast to brand awareness, which significantly impacted purchase decisions. Purchase interest and service quality also had no significant impact on purchase decisions. Social media marketing had no significant impact on purchase decisions, but it significantly impacted experiential marketing, emphasizing its role in improving consumers' experiences. Conversely, experiential marketing notably impacted purchase decisions, effectively mediating the impact of social media marketing on purchase decisions. This study also unveiled that purchase interest did not mediate the impact of brand image on purchase decisions, and service quality did not mediate the impact of brand awareness on purchase decisions. The findings provide valuable insights to craft more effective strategies within the modern marketing landscape, such as marketers leveraging this understanding to design approaches that prioritize creating engaging experiences for consumers.



**Keywords:** Brand; Social Media Marketing; Service Quality; Experiential Marketing; Purchase Decisions

## INTRODUCTION

In this digital age of heightened business competition, companies employ strategies like proficient brand management, social media marketing, and service quality improvement to impact consumers' purchase decisions. Efficient brand management and strategic social media utilization boost product and brand appeal. Indonesia's sizable online population, ranking fourth globally with 202.6 million users (73.7% of the population), as reported by the 2021 Hootsuite and We Are Social survey, offers significant potential for digital marketing. Additionally, addressing the rising consumers' standards and the demand for satisfying purchasing experiences is crucial.

A brand, according to Aaker (1991), distinguishes a product or service and holds great importance in securing market position, facing competition, supporting premium pricing, and

more. Successful branding leads to consumers recognizing the brand, forming a positive attitude and brand image, and associating it with their experiences. Understanding consumers is crucial for effective brand management. A local cosmetic brand, Somethinc, takes the top position as the leading skincare brand in Indonesia, with total sales of IDR 53.2 billion throughout the second quarter of 2022. Somethinc offers products with high-quality ingredients that are suitable for addressing skin issues among Indonesian women. Hence, this research employs Somethinc as a case study.

Brand image and brand awareness are two crucial concepts in marketing because both impact consumers' perceptions of the brand and the products offered. According to Kotler et al. (2021), brand image refers to the image or impression formed in the minds of consumers about a brand, while brand awareness encompasses how much consumers recognize the brand. Both concepts are essential in attracting consumers' attention, building trust, and enhancing consumers' loyalty to the brand (Kotler, Keller, et al., 2021). In consumers' behavior, purchase interest precedes purchase decisions, signifying the desire to buy and the actual act of purchasing. Service quality assessment, as depicted by Zhang et al. (2019), is crucial for product competitiveness, customers' satisfaction, and profitability. Experiential marketing, according to Österle et al. (2018), enhances consumer-brand relationships through emotional connections and unique experiences for business-to-consumer (B2C) entities.

Based on previous studies, some gaps exist in understanding the impact of brand image, brand awareness, social media marketing, purchase interest, service quality, and experiential marketing on purchase decisions. Hutagaol and Safrin (2022) and Rahmadani and Astuti (2023) stated that brand image significantly impacts purchase decisions, contradicting the results of (Nurchayati et al., 2022). While, Supiyandi et al. (2022) reported a significant impact of brand awareness on purchase decisions, Ariadi et al. (2019) discovered the opposite. Research by Liana (2021) and Suganda and Arrifianti (2023) disclosed that social media marketing has significantly impacted consumers' purchase decisions, disproving the discovery of Hanaysha (2018). Sari (2020) and Sriyanto et al. (2019) unveiled the significant impact of purchase interest on purchase decisions, contrasting with the findings of Meli et al. (2022). While both Ramadan et al. (2021) and Sopiyan (2022) concluded that service quality, including e-service quality, significantly impacts purchase decisions, Pasa et al. (2020) asserted the opposite. Chasanah et al. (2018) evaluated the impact of experiential marketing on the purchase decisions of millennial consumers, disclosing that three variables—feel, think, and act marketing—significantly impact purchase decisions. Nevertheless, Fauzi (2021) and Nurchayati et al. (2022) discovered that experiential marketing significantly impacts purchase decisions.

This study presents a complex landscape of contradictory findings regarding the impact of various marketing elements on purchase decisions. These disparities highlight the need for further investigation and a deeper understanding of the factors impacting consumers' behavior. As this study investigates the impact of brand image, brand awareness, and social media marketing on consumers' purchase decisions, including the mediating roles of purchase interest, service quality, and experiential marketing, its goal is to provide valuable insights for businesses

to improve marketing strategies and competitiveness. Thus, it contributes to enhancing the consumers' purchasing process and more effective marketing strategies.

## **LITERATURE REVIEW**

### **The Theory of Planned Behavior**

The theory of planned behavior (TPB), developed by Ajzen (1991), is a framework for understanding and predicting human behavior, with a central focus on intention. TPB posits that human behavior is primarily influenced by intentions driven by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. These factors encompass evaluations of the behavior, social influences, and an individual's perception of his ability and control over the action.

In the context of marketing and brand management, TPB is highly relevant. According to Fishbein and Ajzen (2011), TPB emphasizes the significance of individual attitudes in shaping interest and subsequent behavior. TPB recognizes the significance of one's attitude toward a brand, reflecting both positive and negative evaluations. It also acknowledges the influence of subjective norms and social references in brand choices. Additionally, TPB highlights the importance of perceived behavioral control, reflecting an individual's sense of autonomy and capability in brand selection and purchase.

### **Hypothesis Development**

Recent research on local cosmetics reinforces this perspective by confirming the substantial impact of brand image on purchase decisions (Hutagaol & Safrin, 2022; Rahmadani & Astuti, 2023). Furthermore, brand awareness is an essential factor influencing purchase decisions. In the realm of brand theory, brand awareness plays a vital role in shaping purchase decisions, as espoused by Keller and Brexendorf (2019). It aligns seamlessly with findings from Supiyandi et al. (2022), substantiating the significant impact of brand awareness on purchase decisions.

Furthermore, Ferdinand and Ciptono (2022) discovered that marketing is a critical success factor in the cosmetics industry in Indonesia. Social media marketing, as a prominent tool for brand promotion and customer relationship-building Kaplan and Haenlein (2010), has evolved into a pivotal business practice. It uniquely communicates brand distinctiveness through peer-to-peer interactions and meaningfully engages consumers, thereby influencing product and brand choices. It is in harmony with research conducted by Suganda and Arrifianti (2023), underscoring the positive relationship between social media marketing and purchase decisions.

*H1: Brand image has a significant impact on purchase decisions.*

*H2: Brand awareness has a significant impact on purchase decisions.*

*H3: Social media marketing has a significant impact on purchase decisions.*

Recent studies have demonstrated brand image's substantial impact on purchase interest (Benhardy et al., 2020; Lee & Lee, 2018; Sanny et al., 2020). In contrast, service quality is defined as the level of performance excellence in meeting customers' expectations (Zeithaml et al., 1990). Using the TPB framework from Ajzen (1991), brand awareness shapes the service

quality customers receive by creating higher expectations and motivating businesses to meet or surpass those expectations. Social media marketing is a powerful strategy for brand promotion, while experiential marketing creates positive and memorable consumers' experiences, utilizing sensory and emotional engagement (Kotler, Keller, et al., 2021). The TPB framework elucidates how social media marketing facilitates experiential marketing, such as in organizing real-life events. For instance, a beauty festival blends online and offline experiences, demonstrating experiential marketing. Social media marketing provides clear event information, granting consumers a greater sense of control and influencing their engagement in experiential marketing activities like attending the festival. In addition, Azizan et al. (2023) proposed that utilizing social media to promote an event and its associated content can be advantageous for event management companies, particularly in enhancing brand recognition among customers.

*H4: Brand image has a significant impact on purchase interest.*

*H5: Brand awareness has a significant impact on service quality.*

*H6: Social media marketing has a significant impact on experiential marketing.*

Understanding the gap between purchase interest and actual purchase decisions is crucial for comprehending, predicting, and influencing consumers' behavior. Putri et al. (2023) and Sari (2020) have disclosed a significant impact of purchase interest on purchase decisions, consistent with Kinneer and Taylor's (1995) assertion that purchase interest is an integral component of consumers' behavior and their inclination to act before making purchase decisions, as proposed in the TPB framework by Ajzen (1991). Consumers possess the capacity to evaluate service quality; a perspective that businesses increasingly value (Sureshchandar, 2000). Within the TPB framework, service quality could shape consumers' attitudes, ultimately leading to actual purchases. Sinaga and Pramanda (2018) and Sopiyan (2022) concluded that service quality has a positive impact on purchase decisions.

Experiential marketing aims to create immersive sensory experiences for customers, shaping their perceptions and attitudes toward brands and purchase behavior. This phenomenon aligns with the TPB framework, where positive experiences can significantly affect attitudes. Fauzi's (2021) study, focusing on a cosmetic product, corroborates the substantial impact of experiential marketing on purchase decisions, emphasizing the importance of creating positive, memorable experiences to drive consumers' behavior.

*H7: Purchase interest has a significant impact on purchase decisions.*

*H8: Service quality has a significant impact on purchase decisions.*

*H9: Experiential marketing has a significant impact on purchase decisions.*

The impact of brand image on purchase decisions, with purchase interest as a mediating variable, can be comprehensively explained within the TPB framework. Elevated purchase interest serves to bolster the connection between brand image and purchase decisions, steering consumers toward favoring products with a positive brand image. This relationship has been substantiated in research involving local cosmetic consumers, with Adriana and Ngatno (2020) and Nurlestari et al. (2022) demonstrating that the purchase intention variable mediates the impact of brand image on purchase decisions.

Moreover, several studies have delved into the impact of brand awareness and service quality on purchase decisions, as indicated by Sopiyan (2022) and Supiyandi et al. (2022). Tecoalu et al. (2021) findings underscore the direct relationship between brand awareness and the quality of services provided to consumers. Therefore, the impact of brand awareness on purchase decisions can be elucidated through service quality as a mediating variable. When consumers possess a high level of brand awareness, it often leads to a favorable attitude toward the brand, which, in turn, shapes their perceptions of the service quality. When consumers' expectations align with the delivered service quality, it significantly impacts their purchase decisions.

Experiential marketing's core objective is to craft delightful and memorable consumers' experiences (Kotler, Kartajaya, et al., 2021). In practical terms, such as how social media marketing leverages popular platforms such as Instagram and others, experiential marketing can also harness these platforms for execution. Acting as a mediating variable, experiential marketing engenders positive experiences for consumers through interactions on social media. These positive encounters foster favorable brand attitudes among consumers, subsequently influencing their purchase decisions. As consumers establish a connection with the brand and feel motivated to make a purchase, experiential marketing effectively mediates the pathway to purchase decisions.

*H10: Purchase interest mediates the impact of brand image on purchase decisions.*

*H11: Service quality mediates the impact of brand awareness on purchase decisions.*

*H12: Experiential marketing mediates the impact of social media marketing on purchase decisions.*

This study investigates the impact of brand image, brand awareness, and social media marketing on consumers' purchase decisions, including the mediating roles of purchase interest, service quality, and experiential marketing. Its goal is to provide valuable insights for businesses to enhance marketing strategies and competitiveness, offering a deeper understanding of factors shaping consumers' purchase choices. Thus, it contributes to enhancing the consumers' purchasing process and more effective marketing strategies.

## **RESEARCH METHOD**

### **Population and Sample**

This study employed a quantitative approach, with a population consisting of 1.3 million followers of Somethinc's Instagram account (@somethincofficial) as of July 2023. Purposive sampling was applied, entailing the deliberate selection of specific samples based on predetermined criteria. Generation Z, often called Gen Z, was the selected target sample due to its high relevance in today's marketing context. This generation, also known as digital natives, comprises individuals born between 1995 and 2010.

The decision to use purposive sampling was made to gather data more precisely and efficiently from a specific group, in this case, Somethinc's Instagram followers. This purposive sampling allowed for a focused approach on individuals within Generation Z. To simplify the

research and data collection, a Google Form questionnaire was distributed across social media platforms and extended to both online and offline stores selling Somethinc’s products.

**Measurements**

The online questionnaire was measured using a 5-point Likert scale and involved 156 participants. The data were then processed and analyzed using the Structural Equation Model-Partial Least Square (SEM-PLS) using the Smart PLS 3.0 program. SEM-PLS provided a suitable approach for capturing nuanced interactions within the model. The emphasis on mediating roles of purchase interest, service quality, and experiential marketing further aligned with the capabilities of SEM-PLS in accommodating complex relationships. This study involved seven variables: brand image (BI), brand awareness (BA), social media marketing (SMM), purchase interest (PI), service quality (SQ), experiential marketing (EM), and purchase decisions (PD). Table 1 displays the items.

**Table 1. Survey Items**

<b>Variable</b>	<b>Conceptual Meaning</b>	<b>Dimension</b>	<b>Survey Item</b>
<b>Brand Image</b> (Modifications from Aaker (2012))	Determining factors when buying a product and differentiating between brands	BI1: Reputation BI2: Recognition BI3: Affinity BI4: Domain	BI1: Somethinc is a well-known brand; Somethinc is a trustworthy brand. BI2: Somethinc is easy to remember; Somethinc is easy to pronounce. BI3: Somethinc’s products offer superior benefits compared to other brands; I expect to feel happy by using Somethinc’s products. BI4: When thinking of cosmetic brands, Somethinc is the first one that comes to mind; I believe Somethinc offers a wide range of innovative product variants.
<b>Brand Awareness</b> (Modifications from Keller and Brexendorf (2019))	Consumers’ ability to recognize and remember a brand, as well as the products or services offered by that brand	BA1: Unawareness of brand BA2: Brand Recognition BA3: Brand recall BA4: Top of mind	BA1: I can identify the distinctive features of Somethinc’s stores; I can easily recall the Somethinc brand. BA2: I can distinguish Somethinc’s products from other brands; I can recognize Somethinc’s products in cosmetics stores. BA3: I choose Somethinc when purchasing cosmetics; When I think about cosmetics, Somethinc comes to mind. BA4: Somethinc’s brand crosses my mind when I see a cosmetics store; I associate Somethinc with cosmetics stores.
<b>Social Media Marketing</b> (Modifications from Solis (2010))	Marketing strategies that utilize social media to promote products or services	SMM1: Context SMM2: Communication SMM3: Collaboration SMM4: Connection	SMM1: Somethinc’s social media is informative; Somethinc’s social media has attention-grabbing quality. SMM2: Somethinc’s social media conveys clear information; Somethinc’s social media contents are easy to understand. SMM3: I find Somethinc’s social media captivating when it includes partnerships with celebrities or other brands.

Variable	Conceptual Meaning	Dimension	Survey Item
			SMM4: I can easily access and view Somethinc’s social media; Somethinc’s social media can nurture positive consumer relationships.
<b>Purchase Interest</b> (Modifications from Ferdinand (2002))	Consumers’ attitudes showing interest or curiosity in a product after problem recognition and information search	PI1: Transactional interest PI2: Referential interest PI3: Preferential interest PI4: Exploratory interest	PI1: I encounter Somethinc’s advertisements; I frequently come across special prices for Somethinc’s products. PI2: I can view the visual displays of Somethinc’s products in its catalog; I receive friendly service from Somethinc’s store. PI3: Somethinc’s store serves me promptly; Somethinc offers me a variety of product choices. PI4: Somethinc’s store is easily accessible; Somethinc’s store provides comfortable facilities.
<b>Service Quality</b> (Modifications from Zeithaml et al. (1990))	Consumers’ perception of the extent to which the service provided by an organization meets or exceeds their expectations	SQ1: Tangibles SQ2: Reliability SQ3: Responsiveness SQ4: Assurance SQ5: Empathy	SQ1: Somethinc products are always available; Somethinc’s product catalog is well-organized. SQ2: Somethinc’s staff are always ready to assist; The staff provide promised service. SQ3: Somethinc’s staff are responsive; The staff promptly respond to customers’ requests. SQ4: Somethinc’s staff accept complaints; The staff are professional in serving customers. SQ5: Somethinc’s staff are willing to help customers facing difficulties; The staff prioritizes customers’ interests.
<b>Experiential Marketing</b> (Modifications from Schmitt (1999))	A type of marketing that focuses on consumers’ experience during the process of purchasing a product or service	EM1: Sense EM2: Feel EM3: Think EM4: Act EM5: Relate	EM1: Somethinc’s store design is convenient to view; Somethinc’s store is visually pleasing; The facilities at Somethinc’s store make me comfortable. EM2: Somethinc’s staff convey clear information; Somethinc’s staff communicate well. EM3: Stores selling Somethinc products are easily found; The facilities in Somethinc’s store function effectively. EM4: Using Somethinc products is an integral part of my life; I share my experiences with Somethinc’s products with others. EM5: Somethinc’s staff promptly address customers’ complaints; Somethinc offers better service compared to other brands.
<b>Purchase Decisions</b> (Modifications from Kotler, Keller, et al. (2021))	The outcome of interactions between internal and external factors that influence consumers when making their purchasing choices.	PD1: Belief in a product PD2: Purchase behavior PD3: Providing recommendations to others PD4: Repurchasing	PD1: I selected Somethinc’s products from among numerous options; The quality of Somethinc’s products surpasses that of similar brands. PD2: I have experienced the benefits of Somethinc’s products; I feel comfortable using Somethinc’s products compared to other brands. PD3: I recommend Somethinc’s products to others; I do not hesitate to mention Somethinc when asked about cosmetics. PD4: I repurchase Somethinc’s products because of their benefits; I own several Somethinc’s products that I purchased separately.

**RESULTS AND DISCUSSION**

**Outer Model**

The outer model assessed the relationships between latent variables and the indicators constituting latent constructs. Testing the outer model was carried out through validity and reliability assessments. As listed in Table 2, the factor loading value of each indicator exceeded 0.7, meeting the reliability, and the Average Variance Extracted (AVE) value of each construct was greater than 0.5. Therefore, the indicators could accurately measure the constructs. The Composite Reliability (CR) and Cronbach’s Alpha values of all constructs were higher than 0.7, proving the consistency and precision of the instrument in measuring the constructs of this research.

**Table 2. Construct Validity and Reliability Testing**

<b>Constructs</b>	<b>AVE</b>	<b>Composite Reliability</b>	<b>Cronbach’s Alpha</b>
Brand image	0.580	0.917	0.896
Brand awareness	0.659	0.939	0.926
Social media marketing	0.676	0.936	0.920
Purchase interest	0.624	0.930	0.913
Service quality	0.664	0.952	0.944
Experiential marketing	0.657	0.955	0.948
Purchase decisions	0.684	0.945	0.934

Table 3 exhibits the correlations between latent variables and their corresponding square roots of AVE. Construct validity was assessed using a discriminant validity test. Discriminant validity is related to the principle that observable variables or measures of different constructs should not have a high correlation. In this study, discriminant validity was assessed by comparing the square root of the AVE for each construct with the correlation values between the constructs and the model (Ghozali & Latan, 2017).

**Table 3. Construct Discriminant Validity Testing**

	<b>BI</b>	<b>BA</b>	<b>SMM</b>	<b>PI</b>	<b>SQ</b>	<b>EM</b>	<b>PD</b>
Brand image (BI)	0.761						
Brand awareness (BA)	0.882	0.812					
Social media marketing (SMM)	0.847	0.816	0.822				
Purchase interest (PI)	0.842	0.890	0.772	0.827			
Service quality (SQ)	0.884	0.834	0.862	0.800	0.790		
Experiential marketing (EM)	0.855	0.825	0.835	0.829	0.912	0.815	
Purchase decisions (PD)	0.873	0.868	0.864	0.874	0.888	0.918	0.811

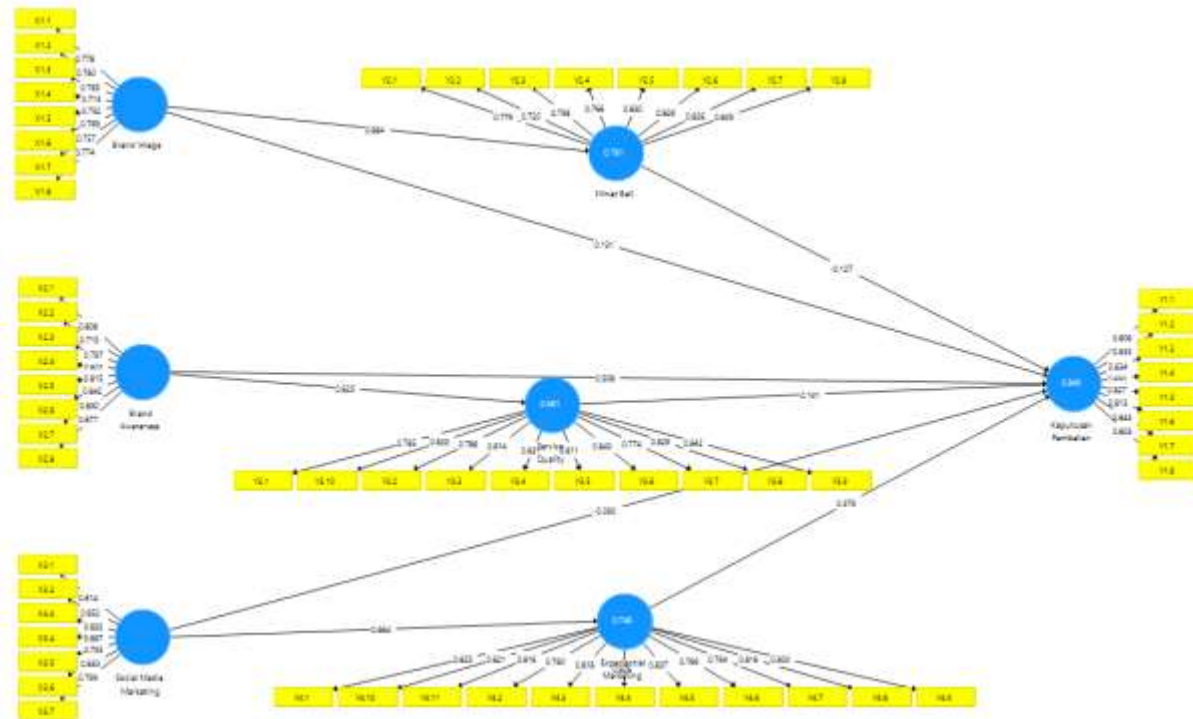
**Inner Model**

The inner model or structural model was tested using SmartPLS 3.0, and the output results are portrayed in Figure 1. The structural model analysis, based on Ghozali and Latan (2017), began by examining the determination coefficient using R2. R2 revealed the percentage of variance in endogenous constructs that could be explained by exogenous or predictor constructs. Subsequently, the Q<sup>2</sup> predictive relevance, often referred to as predictive sample reuse, was



assessed.  $Q^2$  predictive relevance was employed to evaluate the prediction validity or relevance of latent exogenous variables to endogenous variables.

The purchase decision variable obtained an  $R^2$  value of 0.840. Purchase interest acquired an  $R^2$  value of 0.781. Service quality attained an  $R^2$  value of 0.681. Experiential marketing generated an  $R^2$  value of 0.746. The higher the  $R^2$  value, the greater the ability of exogenous variables to explain the variation in endogenous variables. Therefore, the structural model was better. In addition to using  $R^2$ , model fit was also assessed using  $Q^2$  for predictive relevance in the structural model.  $Q^2$  measured how well the observed values generated by the model match the parameter estimates. A  $Q^2$  value greater than 0 indicates that the model has predictive relevance, while a  $Q^2$  value of 0 suggests a lack of predictive relevance in the model.



**Figure 1. Result of Path Analysis**

The  $Q^2$  calculation resulted in a value of 0.997, indicating that the model generated good observations. In other words, approximately 99.7% of the relationship between variables could be explained by the model, while the remaining 0.3% was attributed to errors or other factors excluded in the research model. Evaluation of the inner model based on  $Q^2$  revealed that the model formed by these constructs was excellent.

The final step in structural model testing involved examining the significance of the p-value. It aims to determine the impact between variables based on the hypotheses. This study employed a two-tailed significance value, with a p-value of 0.05 (significance level of 5%), indicating a statistically significant result, meaning the observed data provide evidence for the hypotheses. Table 4 presents the coefficients, t-statistic values, and p-values.

**Discussion**

Based on Table 4, H<sub>1</sub> was rejected as indicated by a p-value of 0.201, exceeding 0.05. This result is consistent with the findings of Nurchayati et al. (2022) and Parengkuan et al. (2014), revealing that brand image did not have a significant impact on purchase decisions. The public has known Somethinc as a reliable cosmetic brand, evidenced by its high sales. However, its brand image was not a factor impacting purchase decisions. The findings of this study contradict prior research by Rahmadani and Astuti (2023), suggesting a positive relationship between brand image and purchase decisions.

**Table 4. Summary of Hypothesis Testing**

	<b>Path</b>	<b>Coefficients</b>	<b>T-Statistics</b>	<b>P-Values</b>	<b>Conclusion</b>
H <sub>1</sub>	Brand image -> purchase decisions	0.131	1.282	0.201	Not supported
H <sub>4</sub>	Brand image -> purchase interest	0.884	29.359	0.000	Supported
H <sub>2</sub>	Brand awareness -> purchase decisions	0.508	5.002	0.000	Supported
H <sub>5</sub>	Brand awareness -> service quality	0.825	23.073	0.000	Supported
H <sub>3</sub>	Social media marketing -> purchase decisions	-0.090	0.929	0.353	Not supported
H <sub>6</sub>	Social media marketing -> experiential marketing	0.864	24.869	0.000	Supported
H <sub>7</sub>	Purchase interest -> purchase decisions	-0.127	1.258	0.209	Not supported
H <sub>8</sub>	Service quality -> purchase decisions	0.141	1.255	0.210	Not supported
H <sub>9</sub>	Experiential marketing -> purchase decisions	0.379	3.627	0.000	Supported
H <sub>10</sub>	Brand image -> purchase interest -> purchase decisions	-0.113	1.251	0.212	Not supported
H <sub>11</sub>	Brand awareness -> service quality -> purchase decisions	0.117	1.264	0.207	Not supported
H <sub>12</sub>	Social media marketing -> experiential marketing -> purchase decisions	0.327	3.543	0.000	Supported

This study proved a positive and significant impact of brand awareness on purchase decisions, as evidenced by a p-value of less than 0.05; therefore, H<sub>2</sub> was accepted. This discovery aligns with the findings of Supiyandi et al. (2022) and with the brand theory that considers brand awareness as a vital step in influencing purchase decisions Keller and Brexendorf (2019). The higher the consumers’ awareness of a brand, the greater the impact on purchase decisions.

As displayed in Table 4, the impact of social media marketing on purchase decisions was insignificant, as indicated by a p-value of 0.353, exceeding 0.05. Thus, H<sub>3</sub> was rejected. Social media users discovered decision-making to be simpler and enjoyed the process compared to those who relied on other information sources (Voramontri & Klieb, 2019). However, Hanaysha (2018) discovered a similar statement that social media marketing did not significantly impact purchase decisions.

Moreover, the brand image depicted a significant impact on purchase interest, as evidenced by a p-value of less than 0.05. Therefore, H<sub>4</sub> was accepted. This discovery is in line with some previous studies, unveiling the significant impact of brand image on purchase interest (Benhardy et al., 2020; Sanny et al., 2020).

Furthermore, this study also disclosed the significant impact of brand awareness on brand service quality, as evidenced by a p-value below 0.05. Therefore, H<sub>5</sub> was accepted, as Ajzen

suggested that TPB is suitable for explaining any behavior that requires planning (Ajzen, 1991). Brand awareness could create higher expectations from consumers regarding the service quality they would receive. Hence, brand awareness could impact how service quality is provided.

In addition, a significant impact of social media marketing on experiential marketing was observed, evidenced by a p-value under 0.05. Hence,  $H_6$  was accepted. In short, social media marketing could enhance experiential marketing by promoting consumers' experiences.

Unfortunately, an insignificant impact of purchase interest on purchase decisions was detected, as indicated by a p-value of 0.209, exceeding 0.05. Thus,  $H_7$  was rejected. This study contradicts previous research findings, which suggested that purchase interest had a positive and significant impact on purchase decisions (Putri et al., 2023). Kinnear and Taylor (1995) proposed that purchase interest is a component of consumers' behavior within the realm of consumption attitudes and consumers' inclination to act before making final decisions. Rosdiana et al. (2018) disclosed that the underutilization of features could cause a decline in consumers' purchase interest.

Besides,  $H_8$  was rejected, as indicated by a p-value of 0.210, surpassing 0.05. This result aligns with the findings of Pasa et al. (2020), unveiling that service quality did not significantly impact purchase decisions. As Somethinc operates both offline and online, this study contradicts the results of Suganda and Arrifianti (2023), which proved that e-service quality had a significant impact on consumers' purchase decisions.

Nevertheless,  $H_9$  was accepted, evidenced by a p-value of less than 0.05, signifying that experiential marketing had a significant impact on purchase decisions. This discovery supports the findings of Fauzi (2021) that experiential marketing significantly impacted purchase decisions on other local beauty brands. It is essential to recognize that positive experiences play a significant role in influencing purchase behavior.

A mediation test was conducted to understand the impact of brand image on purchase decisions through purchase interest, as displayed in Table 4 as an indirect effect. Even though brand image depicted a significant impact on purchase interest, the relationship between purchase interest and purchase decisions was insignificant. The brand image also did not have a significant impact on purchase decisions. Due to the insignificant relationship, as explained in this study, the purchase did not successfully mediate the impact of brand image on purchase decisions; therefore,  $H_{10}$  was rejected. This finding contrasts with Nurlestari et al. (2022), who discovered that purchase intention successfully mediated the impact of brand image on purchase decisions.

A mediation test was also performed to determine the impact of brand awareness on purchase decisions through service quality. While brand awareness demonstrated a significant impact on service quality, service quality had no significant impact on purchase decisions. As depicted in Table 4, the indirect effect acquired a p-value of 0.207, greater than 0.05. Hence,  $H_{10}$  was rejected. In other words, this study did not find that service quality successfully mediated the impact of brand awareness on purchase decisions.

A mediation test was run to unveil the impact of social media marketing on purchase decisions through experiential marketing. The examination, detailed in Table 4, revealed

significant insights into the form of the mediation model. To begin with, the indirect effect, as indicated by a p-value below 0.05, led to the acceptance of H<sub>12</sub>. It is noteworthy that while social media marketing did not exhibit a statistically significant impact on purchase decisions, this study identified that both the impact of social media marketing on experiential marketing and the subsequent impact of experiential marketing on purchase decisions were found to be statistically significant. The coefficient value of 0.327 further underscored the strength of the mediated relationship. This numeric representation indicated a meaningful and statistically significant mediation effect of experiential marketing in shaping the relationship between social media marketing and purchase decisions. In essence, the mediation model illustrated how experiential marketing has played a middleman role, affecting how social media marketing impacted people's choices when making purchases. As experiential marketing aims to create enjoyable experiences for consumers, it could effectively mediate the impact of social media marketing on purchase decisions.

## CONCLUSION

The findings of this study disclosed multifaceted relationships between brand image, brand awareness, social media marketing, purchase interest, service quality, and experiential marketing toward purchase decisions. The study has challenged traditional assumptions by revealing that brand image did not significantly impact Somethinc's purchase decisions. Conversely, it highlighted the pivotal role of brand awareness in driving purchasing choices. Surprisingly, social media marketing lacked a direct influence on purchases but notably shaped experiential marketing, indicating its indirect impact on purchase decisions. Contrary to prior beliefs, purchase interest did not drive actual purchases, complicating consumers' behavior.

Similarly, service quality held no significant impact on purchase decisions. This study firmly established experiential marketing's impact, emphasizing its ability to shape consumers' decisions. Experiential marketing mediated social media's impact, suggesting that social media indirectly molded purchase decisions by enhancing overall consumers' experiences.

These findings have provided marketers with valuable insights to craft more effective strategies for consumers' engagement and decision-making, recognizing the nuanced relationships within the modern marketing landscape. They were substantial for marketers as they challenged conventional assumptions about purchase decisions. One of the key implications was the recognition of experiential marketing as a mediator of social media's impact. It suggested that social media indirectly impacted purchase decisions by enhancing the overall consumers' experience. Marketers could leverage this understanding to design strategies that prioritize creating positive and engaging experiences for consumers.

This research may be limited in providing a comprehensive industry representation as it focuses solely on Somethinc's products. Conducting comparative analyses across Indonesia's cosmetics industries would offer a broader understanding of the pivotal variables influencing local cosmetics purchase decisions. Moreover, broadening the sample demographics to encompass consumers from various socio-demographic backgrounds could enrich the comprehension of consumers' behaviors across diverse societal segments. Lastly, initiating

long-term research efforts to identify emerging trends in marketing strategies, potentially introducing new variables such as artificial intelligence marketing, and tracing the evolution of consumer behaviors over time would contribute to a new understanding of consumers' purchase behavior.

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