

Effect of Digital Marketing on Purchase Decision through Brand Awareness of Skintific Products in Makassar

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ABSTRACT

This study examines the effect of digital marketing on purchase decisions of Skintific skincare products in Makassar City, Indonesia, with brand awareness as an intervening variable. Using a quantitative associative design, data were collected from 400 female respondents selected through purposive sampling; all were active social media users aged 17-30 who had purchased Skintific's 5x Ceramide Barrier Repair Moisture Gel Moisturizer through TikTok Shop or Shopee. An online questionnaire using a modified four-point Likert scale was analyzed through validity and reliability tests, a partial t-test, path analysis, and the Sobel test. The results show that digital marketing has a positive and significant effect on both brand awareness and purchase decisions, and that brand awareness has a positive and significant effect on purchase decisions. Path analysis indicates that the indirect effect of digital marketing on purchase decisions through brand awareness (0.318) exceeds its direct effect (0.291), and the Sobel test confirms that brand awareness significantly mediates this relationship. These findings suggest that consistent, informative digital marketing content is essential for building brand awareness, which in turn drives consumers' purchase decisions in the competitive skincare industry

INTRODUCTION

Internet usage in Indonesia has become deeply embedded in daily life, with the average user spending close to nine hours online each day, meaning that roughly one-third of people's daily lives now intersects with the internet. This rapid digitalization has transformed the way businesses reach consumers, shifting marketing communication from a traditional face-to-face model to a screen-to-face model made possible by internet-based platforms. Data from the Ministry of Communication and Informatics of the Republic of Indonesia show that internet penetration rose from about 83.7 million users in 2014 to roughly 143 million users, or 54 percent of the population, by 2018, a pace of growth that has pushed marketers to continuously adapt their strategies to remain relevant.

Digital marketing refers to the use of digital technology and internet-based media to promote, market, and communicate a brand's products or services to a broader and more measurable audience (Chakti, 2019; Kotler, Kertajaya, & Setiawan, 2017). Compared with offline marketing, digital marketing allows firms to reach an international market, track visitor behavior more precisely, and promote products more efficiently and interactively (Duffett, 2017). In Indonesia, WhatsApp, Instagram, TikTok, Facebook, and Twitter are the most widely used social media platforms, and marketers increasingly combine these channels, for example using Instagram to introduce a product, TikTok to showcase and sell it directly, and WhatsApp to close the transaction with interested buyers.

As marketing activities become more complex, consumers are exposed to an overwhelming amount of product information and are increasingly able to compare alternatives before deciding what to buy. In this environment, brand awareness, a consumer's ability to recognize and recall a brand and associate it with a particular product category, becomes a key psychological shortcut that firms rely on to be considered, and ultimately chosen, by consumers (Aaker, 1991). A purchase decision, understood as an evaluation among alternatives that results in the selection of one option (Peter & Olson, 2000), is thus theorized to be influenced not only directly by marketing communication but also indirectly through the brand awareness it builds.

Skintific, a skincare brand that originated in Oslo, Norway and is manufactured in Canada, illustrates this dynamic. The brand has built its market presence largely through social media activity, including short-form video content, livestreaming on TikTok Shop, and endorsements from beauty influencers, and its 5x Ceramide Barrier Repair Moisture Gel Moisturizer became one of the best-selling facial care products on Indonesian e-commerce platforms in the second quarter of 2022. Prior research has examined the relationship between Skintific's interactive marketing through TikTok Shop and brand awareness and purchase decisions among consumers in Semarang (Zulfah, Trimahan, & Mulyadi, 2023), but comparable evidence from other major Indonesian cities, including Makassar, remains limited.

This study addresses that gap by examining how digital marketing affects the purchase decisions of Skintific products among female consumers in Makassar City, both directly and indirectly through brand awareness as an intervening variable. Specifically, the study aims to (1) analyze the effect of

digital marketing on purchase decisions, (2) analyze the effect of brand awareness on purchase decisions, (3) analyze the effect of digital marketing on brand awareness, and (4) analyze the effect of digital marketing on purchase decisions through brand awareness.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a technique used to market or promote a service, brand, or product using digital media or the internet (Chakti, 2019). It is a general term for the targeted, measurable, and interactive marketing of goods and services through digital technology, with the main purposes of promoting a brand, shaping consumer preference, and increasing sales traffic (Prasetyo et al., 2020; Rauf et al., 2021). In this study, digital marketing is measured through two indicators: content marketing and social media marketing (SMM), reflecting the extent to which Skintific introduces and promotes its products through video content and social media activity. A purchase decision is the concrete action of consumers who actually purchase a product (Kotler & Keller, 2009), or the evaluation of one or more alternatives that results in the selection of a particular option (Peter & Olson, 2000). This study measures purchase decisions through three indicators: purchase certainty, spontaneous buying, and buying without further inquiry.

Previous studies support a positive relationship between digital marketing and purchase decisions. Mewoh, Tampi, and Mukuan (2019) found that digital marketing significantly increases purchase decisions in a retail setting, while Zulfah, Trimannah, and Mulyadi (2023) showed that interactive marketing through TikTok Shop positively and significantly affects Skintific consumers' purchase decisions in Semarang. Based on this evidence, the following hypothesis is proposed:

H1: Digital marketing has a positive and significant effect on purchase decisions of Skintific products in Makassar City.

Brand Awareness

Brand awareness is a consumer's ability to recognize or recall that a brand belongs to a particular product category; the more easily a brand is recognized by the public, the stronger its market position (Aaker, 1991). Brand awareness is measured in this study through three indicators: top of mind, brand recall, and brand recognition. Digital marketing activity is theorized to strengthen brand awareness by repeatedly exposing consumers to consistent brand content. Fitrianna and Aurinawati (2020) found that digital marketing significantly increases brand awareness and brand image, which subsequently affect purchase decisions. Accordingly, the following hypothesis is proposed:

H2: Digital marketing has a positive and significant effect on brand awareness of Skintific products in Makassar City.

Brand awareness, in turn, is theorized to affect purchase decisions because consumers tend to prefer brands they can readily recognize and recall. Maulida, Hermawan, and Izzuddin (2022) found that brand awareness significantly affects purchase decisions of a papaya chips product, while Osak and Pasharibu (2020)

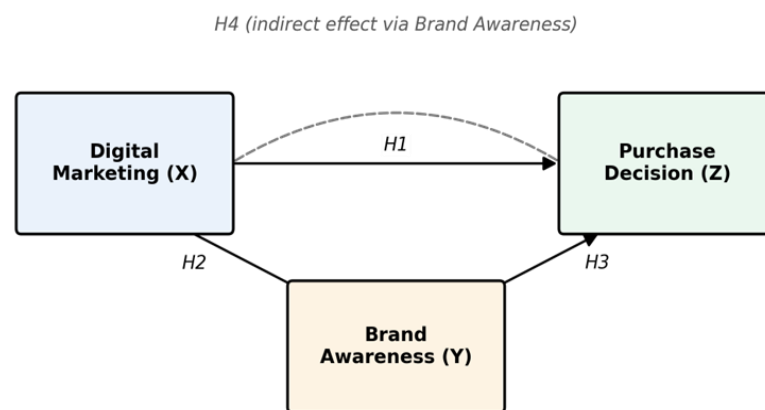
showed that brand awareness significantly mediates the effect of brand ambassadors and taglines on online purchase decisions. Based on this evidence, the following hypothesis is proposed:

H3: Brand awareness has a positive and significant effect on purchase decisions of Skintific products in Makassar City.

Beyond its direct effects, brand awareness is also theorized to mediate the relationship between digital marketing and purchase decisions: digital marketing content may not translate into a purchase unless it first succeeds in building recognition and recall of the brand. Naruliza and Suseno (2021) found that digital marketing and brand awareness jointly and significantly affect purchase decisions on Tokopedia, while Upadana and Pramudana (2020) demonstrated that brand awareness positively and significantly mediates the effect of social media marketing on purchase decisions, and Sutariningsih and Widagda (2021) reported a similar mediating role of brand awareness between social media marketing and purchase intention. Based on this evidence, the following hypothesis is proposed:

H4: Digital marketing has a positive and significant effect on purchase decisions of Skintific products in Makassar City through brand awareness as an intervening variable.

Based on the theoretical review and the hypothesized relationships above, the conceptual framework of this study is presented in Picture 1, in which digital marketing (X) is the independent variable, brand awareness (Y) is the intervening variable, and purchase decision (Z) is the dependent variable.



Picture 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative associative design intended to examine the causal relationships among digital marketing, brand awareness, and purchase decisions using path analysis. The research was conducted among residents of Makassar City, Indonesia, over approximately three months. The population comprises women aged 15-34 domiciled in Makassar City, totaling 246,746 based on 2023 data from the Indonesian Central Statistics Agency (BPS). The sample size was determined using Slovin's formula with a 5 percent error tolerance:

$$n = N / (1 + Ne^2) \dots\dots\dots (1)$$

Applying this formula, where $N = 246,746$ and $e = 0.05$, yields $n \approx 399.4$, which was rounded up to 400 respondents. Respondents were selected using a purposive sampling technique (Sugiyono, 2018) based on the following criteria: domiciled in Makassar City; aged 17-30 years; female; an active social media user; a market place buyer through TikTok Shop or Shopee; and a specific user of Skintific's 5x Ceramide Barrier Repair Moisture Gel Moisturizer. This study relies on both primary and secondary data. Primary data were obtained directly from respondents through observation and an online questionnaire, while secondary data were drawn from relevant literature, journal articles, and internet sources used to support the theoretical framework (Maulana, 2016). Data were collected through an online questionnaire distributed via Google Forms, using a modified four-point Likert scale that removes the neutral midpoint, ranging from 1 (strongly disagree) to 4 (strongly agree) (Sugiyono, 2013). Table 1 presents the operational definition, indicators, and measurement scale of each research variable.

Table 1. Operational Definition of Research Variables

Variable	Operational Definition	Indicators	Scale
Digital Marketing (X)	A technique for marketing or promoting a service, brand, or product using digital media or the internet (Chakti, 2019).	1. Content marketing 2. Social media marketing	Likert
Brand Awareness (Y)	A consumer's ability to recognize or recall that a brand belongs to a certain product category (Aaker, 1991).	1. Top of mind 2. Brand recall 3. Brand recognition	Likert
Purchase Decision (Z)	The concrete action of consumers who actually purchase a product (Kotler & Keller, 2009).	1. Purchase certainty 2. Spontaneous buying 3. Buying without further inquiry	Likert

Data were analyzed in several stages. First, a validity test was conducted using the corrected item-total correlation, where an indicator is considered valid if its calculated r-value (r-count) exceeds the r-table value. Second, a reliability test was performed using Cronbach's alpha, with a value greater than 0.6 indicating that the instrument is reliable. Third, respondents' perceptions of each variable were categorized using an index-score interval technique, summarized in Table 2. Fourth, a partial significance test (t-test) was used to test the direct effect of each independent variable on purchase decisions. Fifth, path analysis was used to estimate the direct and indirect standardized coefficients and the coefficient of determination (R^2) for two structural models: digital marketing on brand awareness, and digital marketing together with brand awareness on purchase decisions. Finally, the Sobel test was used to statistically confirm the significance of the mediating effect of brand awareness, using the following formula:

$$z = ab / \sqrt{(b^2sa^2 + a^2sb^2)} \dots\dots\dots (2)$$

where a and b are the unstandardized path coefficients of digital marketing on brand awareness and of brand awareness on purchase decisions, respectively, and sa and sb are their associated standard errors.

Table 2. Descriptive Index Score Criteria

Score Range	Category
400 – 700	Strongly Disagree (STS)
700.01 – 1,000	Disagree (TS)
1,000.01 – 1,300	Agree (S)
1,300.01 – 1,600	Strongly Agree (SS)

RESULTS

Data were collected from 400 respondents and processed using SPSS version 29. The results of each analytical step are presented below.

Validity and Reliability Test

Table 3. Validity and Reliability Test Results

Variable	Items	r-count Range	r-table	Validity	Cronbach's Alpha	Reliability
Digital Marketing (X)	6	0.749 – 0.912	0.3338	Valid	0.935	Reliable
Brand Awareness (Y)	6	0.610 – 0.907	0.3338	Valid	0.880	Reliable
Purchase Decision (Z)	6	0.622 – 0.824	0.3338	Valid	0.833	Reliable

As shown in Table 3, all indicators of digital marketing, brand awareness, and purchase decision produced r-count values greater than the r-table value, confirming that every item in the questionnaire is valid. Cronbach's alpha values for all three variables also exceed the 0.6 threshold, confirming that the research instrument is reliable.

Respondent Characteristics

Table 4. Characteristics of Respondents (n = 400)

Demographic Variable	Majority Category	n	%
Age	21-25 years	183	45.8
Gender	Female	400	100.0
Occupation	University student	182	45.5
Monthly income	IDR 2,500,000 – IDR 3,500,000	93	23.3

The respondent profile shows that Skintific's 5x Ceramide Barrier Repair Moisture Gel Moisturizer is predominantly purchased by young women aged 21–25 years who are university students, with a monthly income between IDR 2,500,000 and IDR 3,500,000. Because the sampling criteria required female respondents, all 400 respondents were women.

Descriptive Index of Research Variables

Table 5. Descriptive Index of Research Variables

Variable	Mean Index Score	Category
Digital Marketing (X)	1,412.0	Strongly Agree (SS)
Brand Awareness (Y)	1,372.2	Strongly Agree (SS)
Purchase Decision (Z)	1,364.8	Strongly Agree (SS)

All three variables fall within the strongly agree category (1,300.01–1,600), indicating that respondents generally hold favorable perceptions of Skintific's digital marketing activities, of their own awareness of the brand, and of their purchase decisions.

Partial Significance Test (t-test)

Table 6. Results of Partial Significance Test (t-test)

Path	t-count	t-table	Sig.	α	Result
Digital Marketing (X) → Purchase Decision (Z)	6.844	1.966	0.001	0.05	Significant, H1 supported
Brand Awareness (Y) → Purchase Decision (Z)	12.343	1.966	0.001	0.05	Significant, H3 supported

As shown in Table 6, both the calculated t-value for digital marketing (6.844) and for brand awareness (12.343) exceed the t-table value of 1.966, with significance levels below 0.05. This indicates that digital marketing and brand awareness each have a significant partial effect on purchase decisions.

Path Analysis

Table 7. Path Coefficients and Coefficient of Determination

Structural Path	Standardized β	Sig.	R ²
Digital Marketing (X) → Brand Awareness (Y)	0.606	0.001	0.367 (Model 1)
Digital Marketing (X) → Purchase Decision (Z)	0.291	0.001	0.546 (Model 2)
Brand Awareness (Y) → Purchase Decision (Z)	0.525	0.001	0.546 (Model 2)

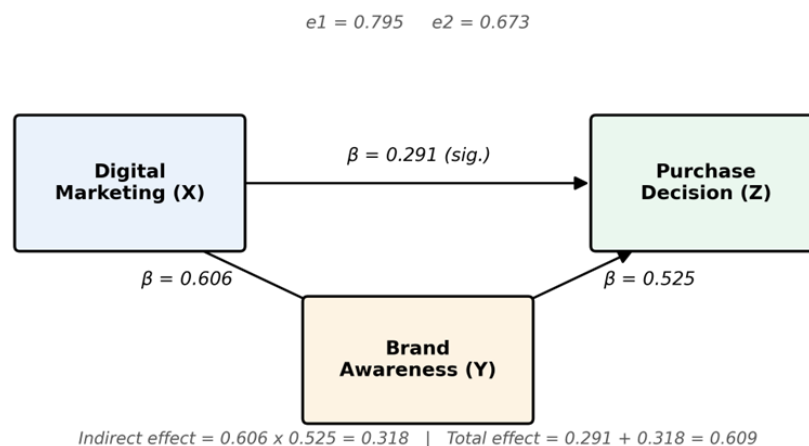
The error terms of the two structural models are calculated as $e1 = \sqrt{1 - 0.367} = 0.795$ and $e2 = \sqrt{1 - 0.546} = 0.673$. The total coefficient of determination for the research model is obtained as follows:

$$R^2_{\text{total}} = 1 - (e1 \times e2) \dots\dots\dots (3)$$

Substituting the values above, $R^2_{\text{total}} = 1 - (0.795 \times 0.673) = 0.465$, indicating that the research model explains approximately 46.5 percent of the variance in purchase decisions, with the remainder explained by variables outside the model. The indirect effect of digital marketing on purchase decisions through brand awareness is obtained by multiplying the standardized coefficient of digital marketing on brand awareness (0.606) by that of brand awareness on purchase decisions (0.525), resulting in an indirect effect of 0.318. Because this indirect effect exceeds the direct effect of digital marketing on purchase decisions (0.291), the total effect is calculated as:

$$\text{Total effect} = \text{Direct effect} + \text{Indirect effect} \dots\dots\dots (4)$$

Substituting the values above, total effect = $0.291 + 0.318 = 0.609$. These results, illustrated in Picture 2, show that the indirect path from digital marketing to purchase decisions through brand awareness is stronger than the direct path, indicating that brand awareness substantially strengthens the effect of digital marketing on consumers' purchase decisions.



Picture 2. Path Diagram of Research Results

Sobel Test

To statistically confirm the significance of this mediating effect, a Sobel test was conducted using the standardized coefficients and standard errors of the two constituent paths. The test produced a z-value of 9.182 with a two-tailed probability below 0.05, confirming that brand awareness significantly mediates the effect of digital marketing on purchase decisions. Taken together, the results of the t-test, path analysis, and Sobel test support all four hypotheses (H1-H4).

DISCUSSION

Effect of Digital Marketing on Purchase Decisions

The findings confirm that digital marketing has a positive and significant effect on consumers' decisions to purchase Skintific products in Makassar City, supporting H1. This suggests that the more intensively Skintific uses digital

marketing, through short-form video content, livestreaming, and social media promotion, the greater the likelihood that consumers will decide to purchase its products. Digital media allow marketers to reach broader and even international markets and to open entirely new markets that would be difficult to access through conventional channels (Duffett, 2017). Respondents' answers indicate that Skintific's product-introduction videos and social media promotions were particularly persuasive, consistent with prior findings that digital marketing content and social media promotion positively influence consumer purchase decisions (Mewoh, Tampi, & Mukuan, 2019; Zulfah, Trimamah, & Mulyadi, 2023).
Effect of Digital Marketing on Brand Awareness

Digital marketing was also found to have a positive and significant effect on brand awareness, supporting H2. This indicates that Skintific's promotional content helps the brand occupy a stronger position in consumers' minds. Respondents strongly agreed that they immediately recognize the Skintific name and associate it with a viral, popular product, suggesting that the brand has achieved a meaningful degree of top-of-mind awareness among its target market. Because consumers today are exposed to an overwhelming volume of marketing messages, brand awareness functions as a mental shortcut that helps them make decisions more efficiently (Aaker, 1991). This finding is consistent with previous research showing that digital marketing activity significantly strengthens brand awareness and brand image (Fitrianna & Aurinawati, 2020) and that interactive marketing through TikTok Shop significantly increases brand awareness of Skintific products (Zulfah, Trimamah, & Mulyadi, 2023).

Effect of Brand Awareness on Purchase Decisions

Brand awareness also has a positive and significant effect on purchase decisions, supporting H3. When a brand has successfully built recognition and recall among consumers, it becomes easier for consumers to choose that brand over competitors without extensive further deliberation. This is consistent with prior findings that brand awareness significantly affects purchase decisions in other consumer product categories (Maulida, Hermawan, & Izzuddin, 2022) and that it significantly mediates the effect of other marketing communication tools on purchase decisions (Osak & Pasharibu, 2020).

Mediating Effect of Brand Awareness

Finally, digital marketing was found to have a positive and significant effect on purchase decisions through brand awareness, supporting H4. Because the indirect effect exceeds the direct effect, digital marketing activity alone is not sufficient to drive purchase decisions unless it also succeeds in building brand awareness in consumers' minds. In practice, consumers reported buying Skintific products because of appealing product reviews, benefits that matched marketing claims, and intensive social media promotion, all of which point to a purchase pathway that runs through brand recognition rather than through direct exposure alone. This finding supports previous studies showing that digital marketing and brand awareness jointly and significantly affect purchase decisions (Naruliza & Suseno, 2021) and that brand awareness positively mediates the effect of social media marketing on purchase decisions (Upadana & Pramudana, 2020; Sutariningsih & Widagda, 2021).

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion above, several conclusions can be drawn: (1) digital marketing has a positive and significant effect on purchase decisions of Skintific products in Makassar City; (2) brand awareness has a positive and significant effect on purchase decisions of Skintific products; (3) digital marketing has a positive and significant effect on brand awareness of Skintific products; and (4) digital marketing has a positive and significant effect on purchase decisions through brand awareness as an intervening variable. These findings carry several practical implications for Skintific's marketing team. First, digital marketing content should be made more informative and easier to understand, covering clearer product knowledge and brand information, and should be distributed more frequently through social media to reach consumers who are not yet familiar with the brand. Second, more promotional programs and offers that encourage spontaneous purchase decisions should be developed, alongside more distinctive and appealing product packaging. Third, efforts to build brand awareness should continue to emphasize distinctive packaging and visual identity, supported by continued collaboration with beauty vloggers and influencers, so that the brand remains easily distinguishable from its competitors.

FURTHER STUDY

This study is subject to several limitations that open avenues for future research. The sample was restricted to female respondents aged 17-30 residing in Makassar City who purchase through TikTok Shop or Shopee and use a single specific Skintific product, which limits the generalizability of the findings to other demographic groups, cities, or product lines. The cross-sectional design also captures consumer perceptions at only one point in time. Future studies could extend this model to other cities or skincare brands, include male respondents, incorporate additional variables such as brand image, brand trust, or price perception, and adopt a longitudinal design to observe how digital marketing and brand awareness influence purchase decisions over time.

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