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## THE IMPACT OF SOCIAL MEDIA MARKETING ON CELKEKU PURCHASE DECISION THROUGH BRAND IMAGE AND BRAND AWARENESS

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### ABSTRACT

With the rapid growth of digital business, Micro, Small, and Medium Enterprises (MSMEs) must adapt their marketing strategies, particularly through Social Media Marketing (SMM), to remain competitive and increase market visibility. Despite their significant contribution to Indonesia's economy, many MSMEs face challenges in effectively leveraging SMM. This study examines the impact of SMM on Brand Image (BI), Brand Awareness (BA), and Purchase Decision (KP) using Celkeku, an online cake shop, as the research object. Data were collected via a survey of 150 Celkeku customers and analyzed using Structural Equation Modeling (SEM) to evaluate relationships among variables. The findings show that SMM positively influences BI and BA, but BA does not significantly affect KP. Instead, BI serves as a mediating variable that strengthens the influence of SMM on KP, highlighting the crucial role of brand image in consumers' purchase decisions. This study supports the Theory of Planned Behavior and Consumer Decision-Making Theory within the context of digital marketing for MSMEs. Moreover, the results suggest that enhancing brand awareness alone is insufficient; MSMEs must prioritize strengthening brand image and delivering quality customer experiences to build trust, satisfaction, and product differentiation, which subsequently impact purchase decisions. Limitations include the cross-sectional design, a sample limited to Celkeku customers, and potential respondent bias. Future research is recommended to adopt mixed methods to explore psychological and emotional factors influencing purchasing decisions in digital businesses.

**KEYWORDS** *Marketing through social media, brand image, brand awareness, purchase decisions.*



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### INTRODUCTION

Business growth and changes are increasingly rapidly developing digitalization, forcing business people to adapt. Large companies generally do not face many obstacles in adapting to the digitalization of their business, as they have adequate resources to support the change. However, MSMEs must prepare themselves well to face the challenges of digitalization that occur. In addition, the progress of the Indonesian

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economy is strongly driven by the important role of MSMEs. One of the digitization processes that MSMEs can carry out is marketing through (Widiyanti, 2020) *social media*. Its main focus is to expand market reach and drive the company's growth (Waworuntu et al., 2022).

Social media facilitates users in obtaining information quickly and efficiently from anywhere, so that modern customers make it the main source of purchasing activities. This causes social media to become a potential and efficient marketing platform for companies in reaching their consumers. For food (Manggopa et al., 2023)(Hartanto et al., 2022a) & *beverage companies or MSMEs*, the impact of social media development is very influential, especially for cake shops, because their sales are based on product visuals displayed without tasting the product directly (Kanagal, 2016). This situation encourages businesses to be more creative in utilizing *social media marketing*, such as displaying attractive product visuals, utilizing ads on Instagram, and encouraging customers to share product photos they receive as *User-Generated Content* (UGC). The trend of selling cakes online (Agesti & Hatauruk, 2024; Nur'afifah & Prihantoro, 2021; Sugiyanti et al., 2023) has grown significantly in recent years, mainly driven by factors such as the COVID-19 pandemic, ease of access to e-commerce platforms, and lifestyle trends.

Celkeku is an online cake shop that has been operating since February 2022, based in Sunter, North Jakarta, with a specialization in Korean-style cakes such as bento cakes and custom cakes made according to customer requests. All bookings are made online with the option of self-pickup or delivery via motorcycle taxi. Celkeku faces a significant challenge in selling products online amid increasing competition in the cake market since the pandemic (Hartanto et al., 2022b; Ismaulina & Maisyarah, 2020; Juliyanti et al., 2023; Kairupan & Yovanda, 2021). In addition, difficulties in delivery are also a significant problem, where many complaints are received regarding cakes being damaged during delivery, mainly due to the wide range of delivery and online motorcycle taxi (ojol) services. Based on internal data, only about 50% of potential customers who contact Celkeku are successfully converted into sales. One of the reasons customers fail to convert into sales is because of the fear that shipping is unsafe and that the cake could be damaged in transit.

The marketing strategy through *social media* carried out by Celkeku has not achieved optimal results, as can be seen from irregular advertising patterns and the use of digital platforms that have not been maximized (Faisal & Ekawanto, 2022; Fatmarani, 2022a; Ghadani et al., 2022b; Ghozali, 2021b; Sitepu et al., 2023). Strengthening *brand image* and *awareness* is the main target that must be achieved through improving *social media marketing*. Some recent research shows a close link between *brand image*, *brand awareness*, and purchasing decisions made by consumers (Ghadani et al., 2022; Manik & Siregar, 2022). In line with this, research Agesti & Hatauruk (2024) underscores how marketing activities on *social media* play an important role in purchasing decisions.

Based on these facts, this study aims to analyze Celkeku's application of social media marketing to form brand image and awareness and its influence on consumer purchasing decisions.

## RESEARCH METHOD

This study was quantitative to test hypotheses based on the literature review. The research technique used a survey by distributing an online questionnaire to Celkeku consumers in Jakarta. The sampling method applied is *purposive sampling* to obtain respondents who have bought Celkeku products. Consumer data was obtained from

companies to match the research objectives, namely, understanding consumer perception of *social media marketing*, *brand image*, *brand awareness*, and purchasing decisions. The study focused on Instagram as the main social media, which ranks the second most popular with 122 million users ( São Paulo , 2024; Sapphire & Fatriani , 2024).

The research uses instruments derived from previous research. Digital platforms are the main forum for *social media marketing* that drives product and service promotion activities. This strategy creates a broad marketing reach while building a positive response to the brand. The measurement was carried out by paying attention to several indicators, including the visual appearance of the product, marketing activities, and *User-Generated Content* (UGC) participation spread on Instagram. Meanwhile, *brand image* reflects the perception formed in the minds of consumers regarding the privileges and distinguishing aspects of a brand from competitors. Citing the views contained in the Brand Marketing book, there are three aspects of brand Squirting (2021) *Image measurement consists of Maker Image, User Image, and Product Image. Brand awareness describes the capacity of consumers to recognize and remember a certain brand. This includes the ability to identify products or services by the name, logo, or symbol that represents the company. The entire data was obtained through a questionnaire as a collection material for testing the factors influencing Celkeku's purchase decision.*

The measurement is carried out through recall, recognition, purchase, and consumption indicators. Purchase decisions are a bound variable used as a benchmark for this study. This process describes how buyers evaluate various options logically before determining the optimal option for their needs. The aspects covered include product selection, brand preferences, timing of acquisition, quantity purchased, and payment method chosen. The data collection process lasted for a period of two months, starting from December 2024 to January 2025. The researcher distributed 300 questionnaires to Celkeku customers. Of the total, 150 respondents were willing to fill out and complete the survey given, while the other half were absent from responding or resigned from participation. The measurement of each research variable uses a Likert scale with a value of 1-5, where the number 1 represents "strongly disagree" and the number 5 reflects "strongly agree". The selection of this measurement instrument is based on its ability to produce accurate quantitative data on the level of respondents' approval of each statement presented.

**Table 1. Data Analysis Results**

| Code | Indicators  | Outer Loading | CA   | CR   | AVE  | R-Square Adjusted |
|------|---|---------------|------|------|------|-------------------|
| X1.1 | The photos and videos of Celkeku products on Instagram are very interesting.                      | ,744          | ,766 | ,851 | ,588 |                   |
| X1.2 | I feel that the visual appearance of Celkeku products is consistent with the latest trends        | ,701          |      |      |      |                   |
| X1.3 | Celkeku has managed to display aesthetically pleasing products on Instagram.                      | ,733          |      |      |      |                   |
| X1.5 | I often see Celkeku ads appear on Instagram.  | ,737          |      |      |      |                   |
| X1.6 | Celkeku's ads on Instagram felt creative and caught my attention.                                 | ,809          |      |      |      |                   |
| X1.7 | Promotions such as discounts or giveaways from Celkeku make me more interested in their products. | ,712          |      |      |      |                   |
| X1.8 | Celkeku quite often holds interesting promotions on social media.                                 | ,806          |      |      |      |                   |

| Code | Indicators  | Outer Loading | CA   | CR   | AVE  | R-Square Adjusted |
|------|---|---------------|------|------|------|-------------------|
| M1.1 | Celkeku's reputation influenced my decision to choose this brand.           | ,661          | ,870 | ,900 | ,564 | ,517              |
| M1.3 | Celkeku gives the impression of being a professional and trusted cake shop. | ,732          |      |      |      |                   |
| M1.5 | I feel more confident in products used by people I admire.                  | ,751          |      |      |      |                   |
| M1.6 | I feel proud to use Celkeku products because this brand is well-known.      | ,795          |      |      |      |                   |
| M1.7 | Celkeku products look more exclusive than other brands.                     | ,789          |      |      |      |                   |
| M1.8 | The quality of Celkeku's products is in line with my expectations.          | ,798          |      |      |      |                   |
| M1.9 | Celkeku products have advantages over other brands.                         | ,721          |      |      |      |                   |
| M2.1 | When I heard the word "Korean cake," Celkeku immediately came to my mind.   | ,737          | ,859 | ,895 | ,588 | ,520              |
| M2.2 | I can easily recognize Celkeku just through its visual design style.        | ,819          |      |      |      |                   |
| M2.3 | Celkeku's logo or packaging is easy to remember.                            | ,755          |      |      |      |                   |
| M2.4 | I often see Celkeku appear on social media.                                 | ,753          |      |      |      |                   |
| Y1.1 | The visuals of Celkeku products on Instagram influenced my desire to buy.   | ,809          | ,870 | ,900 | ,562 | ,621              |
| Y1.2 | Celkeku is suitable for use in special events that I hold.                  | ,808          |      |      |      |                   |
| Y1.3 | Celkeku's product design is according to my tastes or needs.                | ,826          |      |      |      |                   |
| Y1.4 | Celkeku's reputation greatly influenced my decision to buy its products.    | ,750          |      |      |      |                   |
| Y1.5 | Celkeku is more interesting than other custom cakes.                        | ,738          |      |      |      |                   |
| Y1.6 | I feel satisfied with the experience of buying products from Celkeku.       | ,658          |      |      |      |                   |

The data testing method applied in this study includes two aspects of assessment: validity test and reliability test. The validity test process functions as a determinant of the accuracy of the measurement instrument to the variables being studied, while reliability testing leads to the consistency of the results obtained. The PLS SEM method divides validity testing into convergent and discriminant categories. To determine convergent validity, two indicators are referenced: the *loading factor* and *Average Variance Extracted* (AVE). An indicator indicates an adequate level of validity and meets convergent validity when the loading factor is above 0.70. Meanwhile, an AVE value that exceeds 0.5 indicates that the latent variable manages to explain at least 50% of the variance of its indicator. The Heterotrait-Monotrait Ratio (HTMT) method acts as a tool to test discriminant validity. A model achieves discriminant validity when the HTMT value between two reflective constructs is less than 0.9. Regarding (Hair et al., 2017) cross-loading, each indicator must show the highest loading number in the measured construct, not in the other construct. The internal consistency aspect of the model was evaluated through a reliability test utilizing two parameters: Cronbach's Alpha and Composite Reliability (CR). The model will be declared to meet the consistency standard

if Cronbach's Alpha score exceeds 0.7 - if it does not reach that number, the model needs to be revised. Likewise, the CR parameter requires a minimum score of 0.7 to meet the eligibility criteria. After the research instrument is proven to meet the requirements for validity and reliability, the data analysis stage uses (Sekaran & Bougie, 2016) *Structural Equation Modeling* (SEM) to map the relationships between variables and evaluate the overall research model.

## RESULT AND DISCUSSION

The measurement model (outer model) requires a series of tests to ensure the quality of the instrument. The validity testing process aims to check the amount of loading factor of each indicator used. Based on Ghozali (2021) An indicator indicates an adequate level of reliability when the correlation value reaches a number above 0.7. However, loading factors with a value range of 0.5-0.6 can still be considered eligible for the development of new scales.

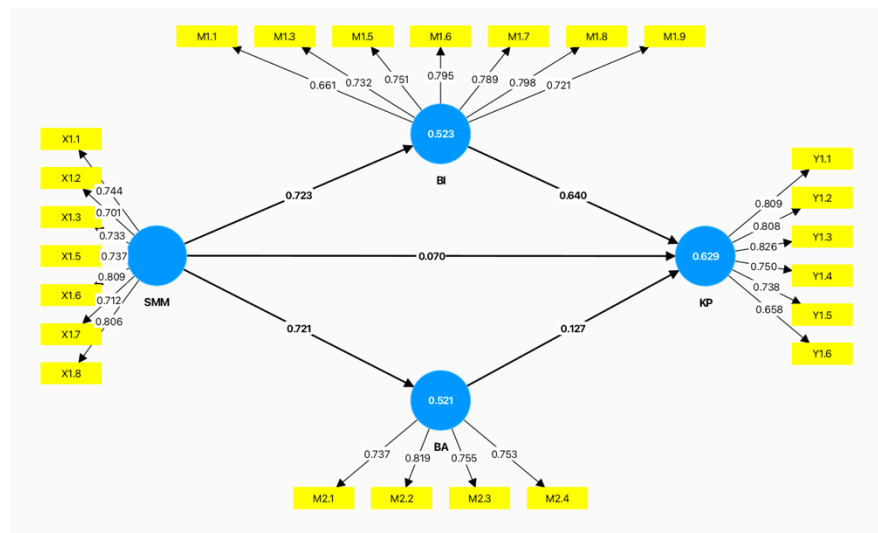


Figure 2. PLS SEM Output, 2025

All variables used in this study, namely *Brand awareness* (BA), *Brand image* (BI), *Social media marketing* (SMM), and the *Purchase Decision* (KP), meet the required reliability and validity criteria. Reliability testing using Cronbach's Alpha indicates that all constructs have values greater than 0.70, which indicates high internal reliability. In addition, the results of the Composite Reliability measurement of each variable have a value of  $\geq 0.851$ , this shows that the internal consistency between the indicators in the construct is at a very good level. From convergent validity, the entire construct has a value Average Variance Extracted  $\geq 0.562$ , which has met the required minimum value of 0.50. This shows that all constructs have sufficient reliability and validity to support further analysis.

Table 2. Results of the Discriminant Validity Test (Heterotrait- Monotrait Ratio)

| HTMT | BA   | BI   | KP | SMM |
|------|------|------|----|-----|
| BA   |      |      |    |     |
| BI   | ,899 |      |    |     |
| KP   | ,783 | ,895 |    |     |

|     |      |      |      |
|-----|------|------|------|
| SMM | ,878 | ,815 | ,705 |
|-----|------|------|------|

Based on the questionnaire that has been collected and analyzed using PLS-SEM, this study obtained the following results:

**Table 3. Specific Indirect Effects and Total Effects Results**

| Line         | Mean | STDEV | T Statistics | P Values | Conclusion      |
|--------------|------|-------|--------------|----------|-----------------|
| SMM → BI     | ,728 | ,036  | 20,025       | ,000     | Influential     |
| SMM → BA     | ,724 | ,043  | 16,668       | ,000     | Influential     |
| BI → KP      | ,639 | ,111  | 5,770        | ,000     | Influential     |
| FOR → KP     | ,218 | ,111  | 1.144        | ,253     | Not Influential |
| SMM → KP     | ,630 | ,053  | 11,812       | ,000     | Influential     |
| SMM→ BI → KP | ,466 | ,089  | 5,227        | ,000     | Influential     |
| SMM→ BA → KP | ,092 | ,080  | 1,143        | ,253     | Not Influential |

Based on *the total effect* test, there are varying degrees of influence on purchasing decisions (KP). Statistical calculations show that *social media marketing* (SMM) produces an impact of 0.630 on KP, which is proven to be real through a T-statistic of 11.812 and a p-value of 0.000. This figure confirms the large role of SMM in consumer choices when buying. Meanwhile, *brand image* (BI) showed an influence value of 0.639 on KP, with a T-statistic of 5.770 and a p-value of 0.000, which proves the importance of brand image for the customer's purchase decision process. However, *brand awareness* (BA) only recorded a figure of 0.218 for KP, with a T-statistic of 1.144 and a p-value of 0.253. A p-value that exceeds 0.05 indicates that BA does not have a significant effect. In summary, while SMM and BI have proven to be strong determining factors, BA has failed to play a meaningful role in consumer purchasing decisions.

Specific indirect effect testing revealed different patterns for the two relationship pathways. First, the network *Social Media Marketing* towards *Brand image* which continues to the purchase decision shows meaningful results, reflected in the T-statistical value of 5.227 and the p-value of 0.000. This figure proves the existence of a strong chain of influence, where *Social Media Marketing* Form *Brand image* which further determines the purchase decision. However, the second path displays a different result - the series *Social Media Marketing* that flows through *Brand Awareness* towards the purchase decision did not produce a significant impact, as can be seen from the T-statistic of 1.143 and the p-value of 0.253. A p-value that exceeds the threshold of 0.05 indicates that the flow of influence *Social Media Marketing* to *Brand Awareness* until the purchase decision is not statistically proven.

## Discussion

### *The Relationship of Social Media Marketing to Brand Image*

Statistical testing shows *Social Media Marketing* positively impacts *Brand image*, which is proven by the T-Statistics value of 20.025 and the P-value of 0.000 below the threshold of 0.05. The results of this test confirm the correctness of the H1 hypothesis, which shows a real influence between the two factors. These findings reinforce previous research from Khairani et al. (2023) and Shin & Lee (2020) who have proven that *Social Media Marketing* impact the formation of *Brand image*. Application *Social media marketing* effective on Celkeku can provide a significant direct link to the formation of *Brand image* positive. The measurement results showed that the indicator with the highest



outer loading value of 0.809, "Celkeku ads on Instagram feel creative and attract my attention" had the most significant contribution to the construct *Brand image*. This indicates that ads that are creative and able to attract attention on Instagram can strengthen *Brand image* Celkeku significantly. Therefore, a marketing strategy on social media that prioritizes the presentation of attractive and relevant ads can be the main key in creating positive brand recognition and perception in the market. On the other hand, the indicator with the lowest outer loading value of 0.701, i.e. "I feel that the visual appearance of Celkeku products is consistent with the latest trends" shows a lower contribution to the *Brand image*. However, this outer loading value is still at an acceptable level in the structural model, but needs to be a concern for further strategy development. Celkeku can improve the visual quality of products that are more consistent with the latest trends, so that the brand image highlighted through the product display better reflects the current and relevance to current consumer preferences.

In conclusion, Celkeku can apply *Social media marketing* effective, especially through creative ads on Instagram because it has a significant influence on *Brand image* like. Content that is interesting, informative and in accordance with the audience's needs can increase consumers' positive perception of a brand's image. Although the product's visual appearance has a lower contribution, improvements in this aspect will improve brand suitability with current trends, strengthen positive consumer perceptions, and expand brand reach more effectively.

### ***The Relationship of Brand Image to Purchase Decisions***

Statistical test results show that *Brand image* is a real determinant of purchase decisions. This is proven by the t-statistics that reached 5.770 and the p-value of 0.000, which was below the critical value of 0.05, thus proving that H2 is acceptable. A product with a positive Brand image *will motivate consumers to make purchase decisions*. This conclusion reinforces previous research from as well as underlining the role of Puspita & Rahmawan (2021) Nurlaila et al. (2021) *Brand image* as the main element that shapes consumer behavior when making a purchase decision.

A trusted and convincing brand image can drive consumer purchase decisions, including for Celkeku. The measurement results showed that the indicator with the highest outer loading value of 0.798, namely "Celkeku product quality meets my expectations", had the most significant contribution to the construct *Brand image*. Based on the results obtained, consumer opinions regarding the quality of products that meet their expectations significantly impact a positive brand image and drive purchase decisions. Therefore, keeping product quality always in line with consumer expectations should be the main focus in marketing strategies. Meanwhile, the lowest outer loading value of 0.661, namely "Celkeku's reputation influenced my decision to choose this brand" indicates a lower contribution to *Brand image* and Purchase Decisions. Although the indicator is acceptable, a lower value indicates that although brand reputation is important, the results are not as significant as the product quality factor in influencing consumer decisions. Celkeku needs to increase its focus on building and promoting a stronger brand reputation through public recognition, positive reviews, and engagement in activities that build consumer trust.

### ***The Relationship of Social Media Marketing to Brand Awareness***

Statistical testing shows success *Social Media Marketing* create *Brand Awareness* which is strong, as evidenced by the T-Statistics value reaching 20.025 with a P-value of

0.000 (below 0.05). The figure confirms that the *Social Media Marketing* make a real impact to grow *Brand Awareness*, thus reinforcing the truth of the hypothesis (H3). In line with research and , the use of social platforms as a marketing instrument has been proven to play a significant role in strengthening Thyagarajan (2023) Nadhiro (2019) *Brand Awareness* in consumers' minds. Strategy *Social Media Marketing* is carried out systematically and continuously to optimize various digital channels to spread brand messages in a targeted manner, bring active engagement to the target audience, and strengthen the brand's position amid market competition.

In this case, the application of *Social media marketing* Running optimally can be the key to improving *Brand awareness* in a competitive market. Application *Social media marketing* effective, particularly through ads on Instagram, can be key to improving *Brand awareness* Celkeku in a competitive market. Creative and attention-grabbing ads, coupled with visual content that reflects the uniqueness of products such as Korean cakes and bento cakes, can captivate audiences and highlight Celkeku's brand identity. In addition, to strengthen the brand image, Celkeku can take advantage of *user-generated content* (UGC) by encouraging customers to share their experiences through reviews, photos, or videos that can be reshared on Celkeku's official social media accounts. The combination of targeted paid advertising and authentic UGC will expand the audience's reach, attract potential customers' attention, and strengthen consumers' memories of the brand. With this strategy, Celkeku can build *stronger Brand awareness*, which increases its attractiveness in the market.

### ***The Relationship of Brand Awareness to Purchase Decisions***

Statistical testing reveals that *Brand Awareness* does not significantly influence the purchase decision. This can be seen from the t-statistics which reached 1.144 and the p-value which was recorded at 0.253 (exceeding the threshold of 0.05), resulting in the hypothesis (H4) being unacceptable. In line with this, the research carried out shows a similar pattern, which confirms that Amelfdi & Ardyan (2021) *Brand Awareness* does not always directly impact the purchasing decisions made by consumers.

In the context of Celkeku, there is an internal factor that must be paid more attention to by the company, namely the problem of cake delivery. Celkeku still relies on motorcycle taxi services *Online* for shipping, which carries risks related to shipping quality. Uncertainty about product condition when it reaches customers, such as damage caused by careless drivers, can damage the customer experience and reduce the positive impact *Brand awareness* on the purchase decision. Even though the motorcycle taxi *Online* Providing a quick and convenient solution, introducing a more reliable personal courier or delivery partner can be a better step to improve control over the customer experience and strengthen *Brand Awareness*.

In addition to these internal factors, product differentiation is another aspect that influences purchasing decisions. The differentiation in question is to provide a unique or distinctive element that distinguishes Celkeku's products from its competitors in the market. In the context of Celkeku, products such as Korean cakes and bento cakes are already widely found in the market, so Celkeku needs to offer more value through quality and innovation. For example, Celkeku can create more personalized flavor variations or designs that align with customer preferences, making the product more attractive. Celkeku differentiation must be competitive, meaning that the brand must offer more than just the standard products competitors offer. This can be achieved by adding value through quality raw materials, attractive cake designs, or a better customer experience,



such as ease of ordering and more reliable delivery. Through this differentiation, Celkeku products become more recognizable and can strengthen consumers' purchasing decisions by providing distinctive value and aligning with their needs. (Kusuma et al., 2020)

### ***The Relationship of Social Media Marketing to Purchase Decisions***

Based on statistical testing, it is proven that *social media marketing* has a real impact on purchase decisions, which is proven by the t-statistics of 11,812 and a p-value of 0.000 (lower than the limit of 0.05). The use of social media platforms as a marketing tool has proven to be a driving factor that influences consumers' purchasing decisions. These findings reinforce the results of previous research by SERTA which revealed that marketing activities through social media play an active role in encouraging product purchase actions by consumers. Agesti & Hatauruk (2024) Wine Wilis & Faik (2022)

This research shows that Celkeku can utilize the potential of *social media* as a means to improve purchasing decisions. By using targeted advertising and active customer interaction, Celkeku can create a more personalized experience and build closeness with the audience. Through the creation of engaging content, Celkeku's active presence on social media platforms will further strengthen the brand's appeal and help Celkeku to be closer to consumers. Creating engaging content can be done by integrating *brand storytelling* by adding touch of *human elements*, rather than just relying on AI. For example, *behind-the-scenes* cake making or decoration can enrich the brand's narrative, create an emotional connection with customers, and strengthen the product's appeal through a more personal and authentic story. Marketing that engages users, such as through *user-generated content*, can also strengthen trust in the product. As social media trends evolve, Celkeku's active presence on the platform will help increase its appeal and encourage customers to make more purchases.

### ***Brand image as Mediation***

The test results show the role of *the brand image*, which links *social media marketing* and purchase decisions. Based on statistical calculations that produced a t-value of 5.227 and a p-value of 0.000, it is proven that *Brand image* strengthens the relationship between *social media marketing* and purchase decisions. Marketing activities on social platforms directly impact purchase decisions, but the success rate will increase rapidly when accompanied by a good *brand image*. This reinforces research Siregar et al. (2019) that has underlined how important *brand image* is to optimize marketing activities through social media.

Research shows that the success of *social media marketing* does not just rely on marketing techniques, but also depends on the formation of a profitable *brand image*. Through the digital platform, Celkeku has succeeded in creating a deep impression of the quality and specialty of its products. Referring to the Theory of Planned Behavior (TPB), views and supervision of behavior determine a person's actions. TPB underlines how buyers' responses to a brand are formed from their assessment of the quality and uniqueness of products conveyed through social media. Presenting impressive content and telling the brand's story in an alluring manner will produce a *brand image* with positive value. As a result, consumers' understanding of the brand is improving, ultimately driving purchase decisions. *Brand image* realized through *social media marketing* strengthens the link between social media and purchasing decisions, in line with the TPB, which emphasizes the important role of perception in influencing consumer tendencies and behaviors when buying.

### ***Brand awareness as Mediation***

This study shows that *brand awareness* does not significantly mediate the relationship between *social media marketing* and purchase decisions. With a t-value of 1.143 and a p-value of 0.253, it shows that although *social media marketing* has the potential to increase brand awareness, its effect on purchasing decisions through *brand awareness* cannot be significant. This indicates that simply increasing brand awareness is not enough to motivate consumers in purchasing decision-making, a finding that is also in line with the findings of research conducted by Mokoagouw et al. (2023).

For Celkeku, these findings indicate that focusing solely on *brand awareness* through social media marketing is insufficient to generate purchasing decisions. While increasing brand awareness is an important first step, marketing strategies need to be balanced with the consumer's buying experience. One of the important elements that can strengthen a purchase decision is a more assured delivery service, such as the use of a secure private courier. By using a private courier, Celkeku can ensure that the product arrives in good condition and on time, reducing customer anxiety regarding shipping that may damage the product, which is often a significant problem in the online sales sector. In addition, product differentiation also contributes to driving purchase decisions. By developing clear differentiations, such as more unique cake products or special offers that competitors don't have, Celkeku can provide more value to customers, making their products more attractive and strengthening customer loyalty. Therefore, in addition to increasing *brand awareness* through social media marketing, Celkeku needs to pay attention to the overall quality of the buying experience, including important factors such as safe delivery, responsive customer service, and clear product differentiation. This integrated approach will allow Celkeku to strengthen brand awareness and drive purchasing decisions and long-term customer loyalty.

### **CONCLUSION**

This study reveals that social media marketing (SMM) significantly influences brand image formation and enhances brand awareness for Celkeku products, with brand image playing a crucial role in driving purchase decisions. While increased brand awareness was achieved, it did not significantly impact purchase behavior, suggesting that recognition alone is insufficient without complementary factors such as product experience and delivery quality. Celkeku's strategic use of Instagram for creative advertising has expanded its market reach and positively shaped consumer perceptions. However, further improvements in product presentation and overall customer experience are essential to strengthen the link between SMM and purchasing decisions. Limitations include the focus on a single social media platform (Instagram), a geographically limited sample from Jakarta, and reliance solely on quantitative methods, which may overlook deeper emotional and psychological influences on consumer behavior. Future research should broaden the scope by including multiple social media channels like TikTok and employing mixed-methods approaches to capture better the nuanced factors affecting purchase decisions. Additionally, exploring the integration of artificial intelligence with personalized, human-centric marketing content could offer valuable insights for MSMEs seeking to optimize digital marketing strategies and build stronger emotional connections with their audiences.

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