



Social Media Marketing, Word of Mouth on Purchase Intention on Samsung Galaxy Z Fold 6 Smartphone in Pontianak City, Brand Awareness as an Intervening Variable

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ABSTRACT

This study aims to analyze the extent to which marketing through social media and word of mouth recommendations can have an impact on brand awareness and purchase intention of the Samsung Galaxy Z Fold 6 smartphone in Pontianak City. This study applies a survey design with a quantitative approach to understand the causal relationship between variables. Therefore, this study uses a causal research design. Sampling was carried out online by distributing online questionnaires to respondents who met the predetermined criteria. The object of this study is the Samsung Galaxy Z Fold 6 smartphone product. Data collection took place during April 2025. The data source came from 117 respondents who used Instagram social media and had a purchase interest in the Samsung Galaxy Z Fold 6 smartphone product. The data collected was analyzed using the SEM-PLS method or using the SmartPLS4 application. The test results show that Social Media Marketing does not have a significant direct effect on Purchase Intention, but has a significant effect through Brand Awareness, which then affects Purchase Intention. Word of Mouth has been shown to have a significant effect both directly on Purchase Intention and through Brand Awareness. These results confirm that Brand Awareness plays an important mediating role in the relationship between Social Media Marketing and Word of Mouth on Purchase Intention

INTRODUCTION

The world of technology is developing very rapidly. One of them can be seen from the rapid competition between technology companies, especially in the communications sector, which are competing to create increasingly sophisticated telephone devices according to global market demand. Nowadays, mobile phones not only function as a communication tool to connect two people in voice conversations or sending short messages, but have developed into smartphones that have various sophisticated capabilities that can help various needs of their users. Smartphones are a type of mobile phone that uses an internet connection, with various features to meet consumer lifestyle needs. Smartphones are also equipped with various Personal Digital Assistant features, such as calendars, address books, agendas, calculators, and digital notes, which function like mini computers (Ibrahim, 2019). Smartphones are also one of the extraordinary human innovations, especially in the field of communications, which play an important role in facilitating various activities of their users.

The demand for fast and easy communication and access to information has driven a significant increase in the number of smartphone users each year. Smartphones support users to be able to do various things, from increasing productivity, making digital transactions, sharing the latest information, to finding entertainment. The many features and updates available on smartphones make them a basic need that is important to be met by everyone around the world, including in Indonesia. The Publication Data of the People's Welfare Statistics of West Kalimantan Province, it is known that Pontianak City recorded the highest percentage of smartphone users among all regencies/cities in West Kalimantan in the last three months for the period 2021 to 2023. In 2021, Pontianak City recorded a percentage of users of 93.89% (male and female), increasing to 94.76% in 2022, and increasing again to 95.03% in 2023. This figure makes Pontianak City the area with the highest level of communication technology adoption in West Kalimantan province consistently for three consecutive years (Central Statistics Agency of West Kalimantan Province, 2023).

Smartphone has become an important part with a wide market share, so that competition in the technology and telecommunications industry is getting tighter (Friadi, 2022). Every company is required to understand and meet consumer needs, especially in identifying factors that influence purchasing interest in their products. In Indonesia, there are many well-known smartphone companies with various brands that have their own market share, such as Apple, Samsung, Xiaomi, Oppo, Vivo, and others. Each brand presents its own advantages and disadvantages, depending on the features and prices offered by the manufacturer (Cahyana, 2025). With so many choices available, prospective buyers often have difficulty in determining the most suitable smartphone to support their daily activities. So the role of Social Media Marketing and Word of Mouth (WOM) is important in helping consumers build purchasing interest and determine the right smartphone choice.

The most famous smartphone in the world today is Samsung. As a large global company, Samsung has succeeded in expanding its market widely and consistently. The brand continues to innovate to present the best products so that it gains the trust of various user groups (Gustiawan, 2024). Samsung is known for its guaranteed product quality, and as a company experienced in the technology industry, they continue to maintain and improve quality and innovation standards. This makes consumers more confident and confident in choosing products from this brand (Simanihuruk, 2023). As a pioneer in the smartphone segment, Samsung launched the flagship smartphone Galaxy Z Fold 6 which is the latest generation featuring a 7.6-inch flexible AMOLED screen, a thinner and lighter design, and increased durability with an IP48 rating. Powered by the Snapdragon 8 Gen 3 processor and 12GB of RAM, the Galaxy Z Fold 6 provides a smooth multitasking experience and advanced AI-based camera features (Samsung, 2024).

Despite offering various advantages, the high price is one of the main considerations for consumers, with prices starting at IDR 24,499,000, the Galaxy Z Fold 6 targets the premium segment, which demands added value commensurate with the investment made, thus understanding the factors that influence consumer purchasing interest becomes crucial (Nugroho, 2018). Previous research shows that lifestyle and product quality perceptions have a significant influence on purchasing interest in Samsung brand smartphones. Consumers with a modern lifestyle tend to be more interested in innovative products that reflect their status and identity. In addition, brand image and perceived value also play an important role in shaping purchasing decisions, especially in the premium market where expectations for product quality and exclusivity are very high (Maulidiah, 2024).

To understand the market dynamics and consumer preferences for foldable flagship smartphones like the Galaxy Z Fold 6, in-depth research is needed on the factors that influence purchasing interest. This is not only important for Samsung's marketing strategy but also provides insight into product development and innovation in the smartphone industry as a whole. The following is data on smartphone shipments and sales in Indonesia (International Data Corporation, 2024).

Table 1. Smartphone Shipments and Sales in Indonesia 2023 - 2024

Brand Name	2023	2024	Development
Samsung	53.5	53.9	0.7
Apple	44.5	45.2	1.5
Xiaomi	33.2	42.3	27.4
Vivo	21.3	25.9	21.9
Oppo	25.4	25.8	1.8

The use of social media in Indonesia is dominated by a number of major platforms. The following is a summary of the use of social media in Indonesia (Hootsuite, 2024). This study only focuses on one social media, namely Instagram, one of the most popular social media to date, Instagram is a social media whose main function focuses on uploading photos and videos. Instagram itself has various interesting features such as InstaStory and Video Reels. Instagram users in Indonesia in February 2024 there were 88,861,000 users, of which 54.8% were female users and 45.2% were male users (NapoleonCat, 2024).

Table 1. Social Media Users on Major Platforms 2024

Social Media Platforms	Percentage of Users in Indonesia
WhatsApp	90.9%
Instagram	85.3%
Facebook	81.6%
Tiktok	73.5%

Social media and websites have accelerated community interaction and become a very influential marketing tool in the 21st century. Social media not only functions as a communication platform but also as a primary means of building and disseminating information about brands. With its interactive features, social media enables knowledge sharing, participation, and collaboration between users (Knoll, 2016). Through social media, companies can collect feedback from consumers to understand their preferences, manage customer relationships, and strengthen branding strategies. Therefore, many companies invest in digital marketing campaigns because they have been proven to contribute to business growth. Based on the We Are Social report, the number of active social media users in Indonesia as of February 2025 was 285 million people, of which the total population, the population in Indonesia as of February 2025 in using the internet was around 212 million with an average of active social media users of around 50.2% of the total population in Indonesia. The use of social media itself is one of the reasons because most of its users can spend relatively longer time on the platform (Refiani, 2020).

Word of Mouth(WOM) or word of mouth recommendation is one of the effective communication strategies because information is delivered directly from one individual to another. Marketers understand that customer experience is very influential in determining the right marketing strategy. One of the first steps consumers take before deciding to buy a product is to look for information about the brand. This process helps consumers get to know a brand better, increase their awareness and understanding, so that it can support them in making more informed purchasing decisions. Several studies have shown different results. Marketing through social media and e-WOM actually has a negative impact on purchasing interest (Ariesta & Zuliestiana, 2019). Conversely, although Word of Mouth has a positive effect on purchasing interest through brand awareness, the effect is not significant (Maria et al., 2019). This is due to the informal nature of marketing on social media, while Word of Mouth related to brand awareness is considered more formal, so even though there is a positive

correlation, the impact is still not too large. In addition, brand awareness does not act as a mediating factor in the relationship between social media marketing and purchasing interest (Emini & Zeqiri, 2021). Other studies state that Social Media Marketing and WOM actually succeeded in creating Purchase Intention with mediation from Brand Awareness (Aprilianti, 2023). So this is the basis for the author to take the Social Media Marketing and Word of Mouth variables to be further evaluated whether they have an effect on Purchase Intention of the Samsung Galaxy Z Fold 6 Smartphone in Pontianak City with Brand Awareness as a mediator.

LITERATURE REVIEW

Social Media Marketing

Social media marketing is a means for marketers to share text, images, audio, and video information with each other or vice versa (Refiani, 2020). Social media allows marketers to establish a common voice and presence on the web and strengthen other communication activities. Aims to increase brand awareness, promote products, individual services, industries, and others by utilizing features in digital platforms. Marketers hope that marketing through social media can facilitate interaction and build relationships with customers without being limited by geographic location. Online marketing is a complex concept used for comprehensive action planning, to create awareness of a business, increase customers, increase sales to at least reach the intended target, increase product brand awareness in the community. Marketing must be carried out effectively, carefully, creatively and innovatively (Sari, 2024). Social Media Marketing is a form of marketing that is applied to increase consumer knowledge about brands, this is done through tools from social media platforms that can be run anywhere (Nursiti, 2022). Social Media Marketing is monitoring and facilitating customer interactions and their participation to encourage positive engagement with the company and its brands. Interactions can occur on company websites, social networks, and other third-party sites. Social media also provides an opportunity for an industry to strengthen communication activities by spending relatively low costs. Social media can also provide an impetus for an industry to continue to innovate and also remain relevant (Kotler & Keller, 2015). Conducting promotions and advertising through social media is one of the most widely implemented by companies today. This is due to the high number of social media users in Indonesia, even the world in general (Chaffey, 2019). Marketing through social media has four main indicators, namely: content creation, content sharing, building connections, and forming communities (Haurer, 2020) & (Dewi, 2023).

Word of Mouth (WOM)

WOM (Word of Mouth) is one of the effective marketing strategies in increasing awareness and trust in a product or service. WOM is a form of communication, either verbally or in writing, in which someone shares personal experiences in using a product or service (Subekti, 2020). This experience can be a reference or recommendation for others in considering their choices. Word of Mouth is a conversation process that recommends products or services to individuals or groups who intend to provide information personally (Hidayati, 2024). In the digital era, social media plays an important role for marketers in influencing customers in a more flexible and efficient way through conversation-based electronic communication. This personal communication channel can be an effective promotional method because it is generally delivered from consumers by consumers and for consumers, so that satisfied consumers or customers can become advertising media for the company (Rachman & Abadi, 2017). Other studies suggest that when compared to traditional advertising, word of mouth (WOM) communication has better advantages such as much lower costs and much faster spread, and this is especially true with the popularity of online social networks today (Li, Yang, Yang, et al., 2018). In addition, WOM can be utilized through online networks using social media so that its spread can be faster and can reach a wider mass (Li & Du, 2017). Indicators in measuring the effectiveness of WOM include talking about products based on positive experiences and their quality, giving recommendations to friends or relatives, and encouraging or inviting others to try recommended products (Karnila, 2020) & (Prasetyo, 2016).

Purchase Intention

Purchase Intention is something that reflects a plan to purchase a number of products with a certain brand (Sanita, 2019). Purchase Intention is a reaction that arises from a stimulus so that the intention to buy and try a brand arises (Azzahra et al., 2021). Purchase intention does not only depend on the characteristics of the consumer itself, but is also influenced by external factors such as product quality, price, and promotional strategies (Rahmadani, 2023). Purchase intention is a consumer action that reflects the urge to buy and determine a product based on the experience gained during the selection and use process (Tungka et al., 2020). Purchase Intention is a plan made consciously by consumers to buy a product or brand (Elseidi & El-Baz, 2016). Purchase Intention is a decision-making process that explores the reasons for purchasing a particular brand made by consumers (Noorlitaria et al., 2020). The main indicators in purchasing interest are transactional interest, referential interest, preferential interest, and explorative interest (Putri, 2022) & (Sanita, 2019).

Brand Awareness

Brand awareness is a consumer's skill in memorizing or recognizing a particular brand, usually consumers will remember from the packaging, slogan, color, image, or from seeing a marketing influencer or artist who is the brand ambassador for the product (Pratamasari & Sulaeman, 2022). Increasing brand awareness of a brand is also a goal to develop the brand's target market. With high brand awareness, it will make it easier for companies to enter other parts to improve the brand, if the Brand Awareness of a product is low, it is certain that the brand value is also low (Zulfikar & Subarsa, 2019). Awareness of a brand is also the first step for consumers in recognizing and considering new products that have been introduced through advertising strategies. Brand Awareness is closely related to how a brand can be easily identified by consumers in various conditions (Fitrianna & Aurinawati, 2020). Brand Awareness is also connected to strong associations in producing a certain brand image (ElAydi, 2018). The higher the level of brand awareness in consumers, the more consumers are truly aware of the existence of the brand, therefore companies need to have a strategy so that consumers can more easily recognize their products, one of which is by having a unique slogan, creative advertising with certain colors, logos, or songs (Pratama, 2017). To measure Brand Awareness, several indicators are used, namely the level of popularity of a brand, consumer knowledge of the brand, and whether the brand is the main choice in purchasing decisions (Salamah et al., 2021).

Social Media Marketing and Purchase Intention

Information obtained through social media is often considered more transparent by customers, as these platforms allow users to freely share their opinions and experiences about a brand. This can build a positive attitude towards the brand and increase commitment in the purchasing decision-making process. Marketing through social media has an impact on consumer purchasing interest (Amin, 2021). Companies that implement social media marketing strategies effectively can encourage increased customer purchasing interest. Social Media Marketing has a positive impact on Purchase Intention (Aileen et al., 2021). This finding is in line with research showing a significant impact between Social Media Marketing and Purchase Intention (Almohaimmed, 2019). In addition, other studies also show a positive impact of Social Media Marketing on Purchase Intention (Sağtaş, 2022). Likewise, research shows positive results from Social Media Marketing on Purchase Intention (Laksamana, 2018). Other studies also show that Social Media Marketing has a significant impact on Purchase Intention (Azzahra et al., 2021).

Word of Mouth (WOM) and Purchase Intention

Interaction between consumers can influence purchasing behavior and change their purchasing intentions. Consumers can share views and discuss products or services through various communication channels, such as face-to-face meetings, telephone networks, and social media. In a competitive business environment, building Word of Mouth about products and services is an important strategy. For example, when a company gives gifts to customers, this can create positive Word of Mouth on social media such as Instagram and Youtube, which directly increases trust and influences a person's purchasing intention. Word of Mouth influences Purchase Intention (Wibowo, 2021). Word

of Mouth is known to influence a person's purchasing intention (Nurvidiana et al., 2015). Other studies show that Word of Mouth has a positive and significant effect on Purchase Intention (Rahanatha, 2019). The results of the study showed that there was a significant positive effect between E-WOM and Purchase Intention (Kumar, 2017). Other findings state that Word of Mouth has a significant effect on Purchase Intention (Ulan, 2022). Thus, this communication plays an active role in introducing products to potential consumers and increasing their purchasing interest.

Social Media Marketing and Brand Awareness

Brand interaction on social media by presenting interesting and entertaining content is an effective strategy to attract consumers, especially those looking for entertainment, such as through photos and videos on platforms such as Instagram and YouTube. When consumers feel happy when enjoying content shared by a brand, the positive experience will be embedded in their minds, increasing the likelihood of them recognizing and remembering the product. The relationship between Social Media Marketing and Brand Awareness has also been proven in previous research by (Murdana & Suryawardani, 2019). Other studies that show a significant relationship between Social Media Marketing variables and Brand Awareness (Bilgin, 2018). This is also supported by research that shows a positive relationship between Social Media Marketing and Brand Awareness (Seo and Park, 2018). In addition, research that found a significant positive relationship between Social Media Marketing and Brand Awareness (ElAydi, 2018). The research that has been mentioned shows the results that Social Media Marketing has an influential and significant bond with Brand Awareness (Febriyan & Supriyono, 2018).

Word of Mouth (WOM) and Brand Awareness

WOM (Word of Mouth) has generated more than 3 billion brand impressions every day through various communication channels, including social media. This makes WOM an active communication method, which not only helps spread information but also provides social and psychological benefits to consumers (Wakefield and Bennet, 2018). Word of Mouth plays a role in increasing Brand Awareness when someone learns about a brand from someone else's recommendation. Individuals who initially did not know the brand then became more familiar after receiving information from others. This finding is further strengthened by research conducted by (Widayati et al., 2020) and (Saputra & Ardani, 2020) which shows a positive relationship between Word of Mouth and Brand Awareness. Other findings state that Word of Mouth has an effect on Brand Awareness (Ulan, 2022). This result is consistent with the research conducted by (Bahi et al., 2020), (Raharja & Dewakanya, 2020), (Seo & Park, 2018), (Sharifpour et al., 2016). The results of the study showed that there was a significant positive influence between E-WOM and Brand Awareness.

Brand Awareness and Purchase Intention

Repeated advertisements help shape customer perceptions and increase their awareness of a brand. With increased exposure, customers become more likely to recognize the brand when they see it. The relationship between brand awareness and purchase intention has been shown to have a significant effect. The higher the level of awareness of a brand, the more likely consumers are to be interested in purchasing its products. In general, consumers are more likely to buy products from well-known brands than from unfamiliar brands. In addition, customers who actively interact with a brand's social media pages tend to have higher brand awareness and engage in e-WOM communication, which ultimately contributes positively to their purchase intention (Cheung, 2019). It was found that Brand Awareness has a significant effect on Purchase Intention (Pandjaitan, 2018). The same results also revealed that Brand Awareness has a positive effect on the Purchase Intention variable (Amitay et al., 2020). In addition, other studies also show a significant effect of Brand Awareness on Purchase Intention (Shamsudin et al., 2020).

Social Media Marketing, Purchase Intention and Brand Awareness

Video-based advertising and social media content are two main strategies in utilizing technology for marketing. With effective use of social media, product recognition to consumers can be increased through interesting content, which can ultimately influence purchasing decisions. Mediating variables play a role in bridging the relationship between causal factors (antecedent) and the results obtained (Sari, 2019). Based on research conducted by (ElAydi, 2018), (Bilgin, 2018), and (Seo & Park, 2018) shows a significant influence between Social Media Marketing on Brand Awareness. On the other hand, there is also a significant relationship between Brand Awareness and Purchase Intention, as shown by research from (Pandjaitan, 2018), (Amitay et al., 2020), and (Shamsudin et al., 2020). Other studies have found that Brand Awareness is significantly able to mediate the influence of Social Media Marketing on Purchase Intention (Sutariningsih & Widagda., 2021). Social Media Marketing itself does not affect Purchase Intention (Putra & Aristana, 2020). However, Social Media Marketing has a significant influence on Purchase Intention with the addition of the Brand Awareness variable as a mediating variable. Consumers with high brand awareness, a good level of familiarity, and a strong memory of a brand tend to build brand equity that influences their decision-making process. Therefore, in this study, brand awareness was chosen as a mediating variable.

Word of Mouth (WOM), Purchase Intention and Brand Awareness

Word of Mouth(WOM) is a major factor in helping consumers share information and views that can influence their decisions in purchasing a particular product, service, or brand. Brand awareness plays an important role in shaping the image of a product and service (Rachmawati, 2020). With the support of strong brand awareness and brand image, cognitive thinking about the brand is created which ultimately has an indirect impact on customer purchasing interest. Another finding states that Brand Awareness mediates the relationship between Word of Mouth and Purchase Intention (Ulan, 2022). Research conducted (Bahi et al., 2020), (Sulthana & Vasantha, 2019) the results of their research show that there is a significant positive effect on the Brand

Awareness variable mediating Electronic Word of Mouth (EWOM) on Purchase Intention. Consumers evaluate products through electronic word of mouth and can persuade customers and influence Purchase Decisions (Pratminingsih et al., 2019).

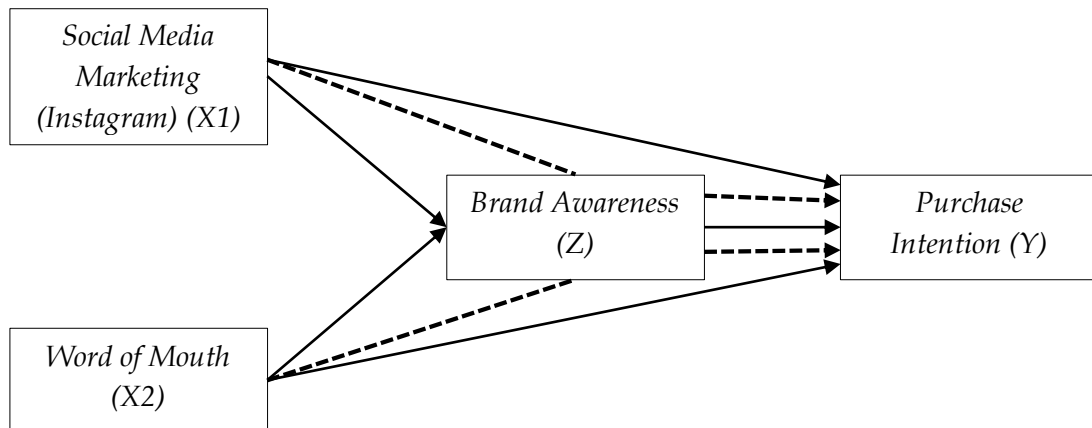


Figure 1. Conceptual Framework

Research Hypothesis

Based on the problem formulation and conceptual framework above, the research hypothesis put forward by the researcher is as follows:

1. Social Media Marketing has a positive and significant impact on Purchase Intention
2. Word of Mouth has a positive and significant impact on Purchase Intention.
3. Social Media Marketing has a positive and significant impact on Brand Awareness.
4. Word of Mouth has a positive and significant impact on Brand Awareness.
5. Brand Awareness has a positive and significant impact on Purchase Intention.
6. Brand Awareness positively and significantly mediates the relationship between Social Media Marketing and Purchase Intention.
7. Brand Awareness positively and significantly mediates the relationship between Word of Mouth and Purchase Intention.

METHODOLOGY

This study applies a survey design method with a quantitative explanatory approach to analyze the causal relationship between the variables studied. To understand the factors that influence the relationship, a causal research design is used. Data collection was carried out through a questionnaire given to respondents who had been selected based on certain criteria. This research instrument uses a 5-point Likert scale, where 1 indicates "strongly disagree" and 5 indicates "strongly agree." Social media marketing measurement is carried out using four indicators developed by (Dewi, 2023). The Word of Mouth variable is measured using a model developed by (Karnila, 2020). Meanwhile, brand awareness is assessed based on three indicators developed by (Salamah et al., 2021). For the purchase intention variable, this study adopts a design previously developed by (Putri, 2022). In addition, this study uses items obtained from (Kurniasari et al., 2018) which were then further developed to collect demographic information on respondents. The data collected includes aspects such as gender, age, education level, occupation, income, and frequency of social media use.

This study involved a population consisting of the Pontianak City community and actively using social media and having an interest in buying the Samsung Galaxy Z Fold 6 smartphone product. The population size is not known for certain, so 100 respondents were used as research samples using the formula (Lemeshow et al., 1990), which is appropriate when the total population size is unknown. With a confidence level of 95% ($Z = 1.96$), an assumed population proportion of 0.5, and a margin of error of 10% ($d = 0.1$), the minimum required sample size is approximately 96 respondents. To ensure data adequacy, the sample size was rounded up to 100 respondents. The sampling technique used in this study used the non-probability sampling method with the purposive sampling technique. The non-probability sampling method is a sampling technique that does not provide opportunities, then the purposive sampling technique is a sampling determination technique with certain considerations (Sugiyono, 2020). The sample of this study includes active users of social media in the form of Instagram and has an interest in buying the Samsung Galaxy Z Fold 6 smartphone product. The respondents selected were individuals who live in Pontianak City and are at least 17 years old. The sampling process was carried out online using an online questionnaire.

This study analyzes and evaluates the measurement model and structural model of the construct, the study uses the Structural Equation Modeling (SEM) method with the help of the Smart PLS 4 software application. The analysis process itself includes descriptive statistics to explain the characteristics of respondents, validity and reliability testing to ensure the reliability of the measuring instrument used, and SEM analysis to test hypotheses and explore the relationship between variables in this study (Ramadania et al., 2022). The information presented is usually about the average response, frequency tabulation and standard deviation value. Data is taken from the answers given by respondents to the items in the questionnaire. Furthermore, the researcher will process the data by grouping and tabulating the answers to then be explained.

Evaluation of the Measurement Model (Outer Model) is carried out with a Validity Test by measuring the Convergent Validity (CV) using the Standardized Loading Factor (SLF) with a tolerance value of >0.50 and Discriminant Validity (DV) with the root value of the Average Variance Extracted (AVE) which must be ≥ 0.50 to be accepted. Meanwhile, reliability is tested using Cronbach Alpha (CA) with a value of >0.6 so that the instrument can be accepted and Composite Reliability (CR) with the expected reliability value reaching >0.7 (Hair et al., 2019). After testing the validity and reliability, a Structural Model Evaluation (Inner Model) is carried out. The structural model can be carried out with the R-Square test (coefficient of determination). R-Square is used to explain the extent to which the independent variables are able to influence the dependent variables. R-Square ranges from zero to one. The greater the R-Square value (approaching one), the stronger the ability of the exogenous variables to influence the endogenous variables. Next, hypothesis testing is carried out using the bootstrapping method used in hypothesis testing while the t statistic or t test is used for statistical testing. With the t test, the significance generated from the parameter estimate can provide very useful information to test the magnitude of the influence between variables. The use of the bootstrapping method allows research with freely distributed data (distribution free) or non-normally distributed data, and the research sample taken does not have to be large (minimum > 30 people) to be tested. In the outer model with reflective indicators, hypothesis testing is carried out by comparing the T-statistic value of the outer loading with the t table value = 1.96, Reflective indicators can be said to be valid and reliable as a construct measure if the value of the T-statistic $>$ t-table. In the inner model, hypothesis testing is carried out by looking at the T-statistic value. Exogenous variables can be concluded to have a significant influence on endogenous variables if the T-statistic value $>$ t-table. If the research involves mediating variables, the Sobel test is used to test how much influence the mediating variables have on the relationship between research variables.

RESULT

Table 2. Respondent Characteristics

Category	Item	F	%
Gender	Man	54	46.2%
	Woman	63	53.8%
	Total	117	100%
Age	17-20 Years	13	11.1%
	21-25 Years	93	79.5%
	26 Years >>	11	9.4%
	Total	117	100%
Last education	High School / Vocational School or Equivalent	47	40.2%
	Bachelor / Diploma	68	58.1%
	Postgraduate (S2 / S3)	2	1.7%
	Total	117	100%
Work	Students	39	33.3%
	Self-employed	42	35.9%
	Civil servant	3	2.6%
	Police / Military	2	1.7%
	Housewife	2	1.7%
	Not yet working	14	12%
	Other...	15	12.8%
	Total	117	100%
Monthly Income (for those who are already working)	<Rp.2,000,000	21	17.9%
	Rp.2,000,000 - Rp.4,000,000	33	28.2%
	Rp.4,000,000 - Rp.6,000,000	11	9.4%
	Rp.6,000,000 - Rp.8,000,000	2	1.7%
	>Rp.8,000,000	4	3.4%
	Not yet working	46	39.3%
Total	117	100%	
Monthly Pocket Money (for those who are not working)	<Rp.1,000,000	29	24.8%
	Rp.1,000,000 - Rp.1,500,000	15	12.8%
	Rp.1,500,000 - Rp.2,000,000	8	6.8%
	Rp.2,000,000 - Rp.2,500,000	5	4.3%
	>Rp.2,500,000	6	5.1%
	Already working	54	46.2%
Total	117	100%	

The results of the study in Table 2 show that the data on the characteristics of respondents from the demographic aspect, it is known that the total respondents are 117. The number of male respondents is 54 people or 46.2% while the female gender is 63 people or 53.8%, in this percentage shows the results that the highest frequency of respondents is Women. The age category is divided into 3 age groups, from 117 respondents the largest age group is at the age of 21-25 years with a frequency of 93 people or 79.5%. The highest education category is Bachelor / Diploma with a frequency of 68 people or 58.1%. Job category, the majority of respondents work as Entrepreneurs with a frequency of 42 or 35.9%.

Monthly income category, most respondents as many as 33 people or 28.2% have an income between Rp. 2,000,000 - Rp. 4,000,000.

Outer Model Evaluation
Convergent Validity

Table 3. Loading Factor Value

Variables	Item	Loading Factor	AVE
<i>Social Media Marketing</i>	SMM1	0.894	0.773
	SMM2	0.928	
	SMM3	0.836	
	SMM4	0.857	
<i>Word of Mouth</i>	WOM1	0.883	0.786
	WOM2	0.897	
	WOM3	0.879	
<i>Purchase Intention</i>	PI1	0.913	0.830
	PI2	0.925	
	PI3	0.917	
	PI4	0.890	
<i>Brand Awareness</i>	BA1	0.903	0.827
	BA2	0.907	
	BA3	0.918	

The results of the study in Table 3 show that the results of the validity test of the model as a whole, show that the loading factors (LF) value for all question items for each variable is above 0.70, which means that all question items meet the convergent validity criteria. The average variance extracted (AVE) value obtained in this study is above 0.5, this is in accordance with the opinion of (Hair et al., 2019). Therefore, it can be concluded that all measurement items in this study meet the convergent validity criteria and can be relied on to measure the variables in this study.

Table 4. Discriminant Validity (Fornell-Larkcer Criterion)

	BA	PI	SMM	WOM
BA	0.910			
PI	0.825	0.911		
SMM	0.776	0.700	0.879	
WOM	0.729	0.743	0.746	0.887

The results of the study in Table 4 show that the discriminant validity based on the Fornell-Larcker Criterion shows that each variable has a higher Average Variance Extracted (AVE) root value than the correlation value with other variables. These values are Brand Awareness = 0.910, Purchase Intention = 0.911, Social Media Marketing = 0.879, Word of Mouth = 0.887. These results are in line with the opinion of (Hair et al., 2019) who emphasize the importance of a higher AVE value than the correlation between variables to prove discriminant validity. Thus, it can be concluded that the discriminant validity for all measurement instruments in this study is declared valid, which indicates that each variable is able to measure the intended construct without any significant overlap with other variables.

Table 5. Reliability

Variables	Cronbach's Alpha	Composite reliability (rho_c)
<i>Brand Awareness</i>	0.896	0.935
<i>Purchase Intention</i>	0.932	0.951
<i>Social Media Marketing</i>	0.902	0.932
<i>Word of Mouth</i>	0.864	0.917

The results of the study in Table 5 show that the Cronbach's Alpha value for all variables is above 0.70, which indicates that each variable is considered valid and reliable to measure the construct of the model that has been developed. In addition, the Construct Reliability (CR) value in the table shows that the value exceeds 0.70, this indicates that all instruments in this study are reliable and able to consistently measure the structure in the model. This is in line with the opinion of (Hair et al., 2019), which states that the value of the measured variable must be more than 0.70 to be considered adequate. Thus, these results provide confidence that the measuring instrument used in this study is able to provide accurate and consistent data.

Inner Model Evaluation

The following are the results of testing the Inner Model using the Bootstrapping Method.

Table 6. Determination of R-Square

	R-square	R-square adjusted
<i>Brand Awareness</i>	0.653	0.647
<i>Purchase Intention</i>	0.724	0.717

The results of the study in Table 6 show that the R-square value for the Brand Awareness (Z) variable is 0.653, which indicates that it is included in the high category. This indicates that the model can explain significant variability in respondents' awareness of the Samsung Galaxy Z Fold 6 Smartphone. Meanwhile, the R-square value for the Purchase Intention (Y) variable of 0.724 is also high, indicating that this model is able to explain most of the variation in respondents' purchasing interest related to the Samsung Galaxy Z Fold 6 Smartphone. These two values reflect the strength of the model in describing the relationship between the variables studied.

Table 7. Fit Model

	Saturated Model	Estimated Model
SRMR	0.064	0.064
d_ULS	0.429	0.429
d_G	0.411	0.411
Chi-square	274.799	274.799
NFI	0.829	0.829

The research results in Table 7 show that the SRMR value at both models are 0.064, which is below the maximum limit (Henseler et al., 2014), so it can be concluded that the model has an adequate level of goodness of fit. The d_ULS value of 0.429 and the d_G value of 0.411 indicate a high level of agreement between empirical and theoretical data. The Normal Fit Index (NFI) value of 0.829 indicates a fairly good level of model fit, considering that the NFI value approaching 1 indicates an increasingly good model. Therefore, overall, the model in this study can be said to meet the criteria for good model fit.

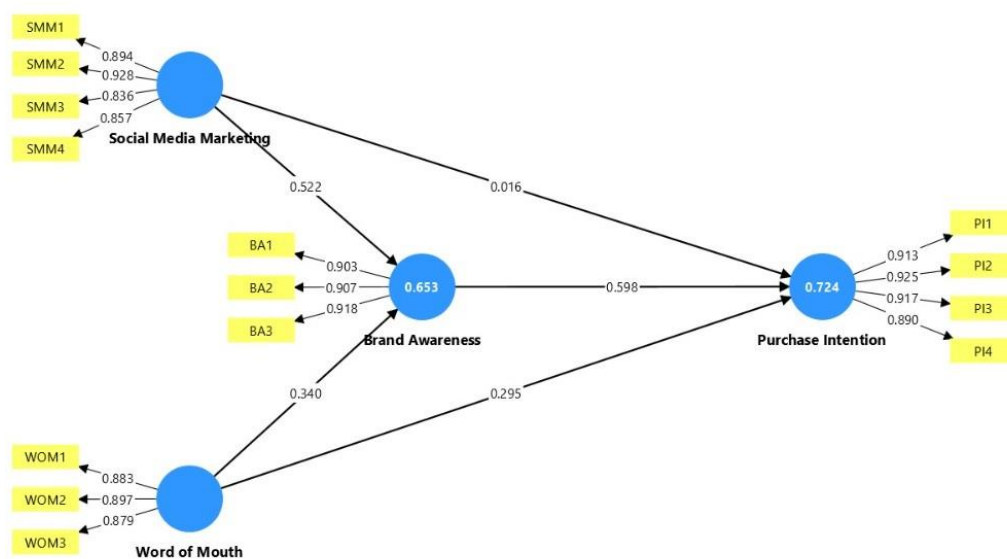


Figure 2. PLS-SEM Algorithm

Hypothesis Testing

The results of testing the relationship between variables in the research model developed in this study can be explained as follows.

Table 8. Bootstrapping Testing Hypothesis

Relationship Hypothesis Between Variables	Original Sample (O)	Standard Deviation (STDEV)	T-Statistics	P-Values	Information
H1 <i>Social Media Marketing-> Purchase Intention</i>	0.016	0.101	0.162	0.872	<i>Rejected</i>
H2 <i>Word of Mouth-> Purchase Intention</i>	0.295	0.128	2.135	0.033	<i>Accepted</i>
H3 <i>Social Media Marketing-> Brand Awareness</i>	0.522	0.101	5.145	0.000	<i>Accepted</i>
H4 <i>Word of Mouth-> Brand Awareness</i>	0.340	0.110	3.104	0.002	<i>Accepted</i>
H5 <i>Brand Awareness-> Purchase Intention</i>	0.598	0.120	4.927	0.000	<i>Accepted</i>
H6 <i>Social Media Marketing-> Brand Awareness -> Purchase Intention</i>	0.312	0.093	3.361	0.001	<i>Accepted</i>
H7 <i>Word of Mouth-> Brand Awareness -> Purchase Intention</i>	0.203	0.078	2.594	0.010	<i>Accepted</i>

DISCUSSION

The test results in the above test indicate that the first hypothesis (H1) is rejected, which states that Social Media Marketing does not have a significant effect on Purchase Intention, this could be caused by factors such as the lack of activity in using social media to view Samsung posts, especially the Samsung Galaxy Z Fold 6, the results of this study contradict the study which states that Social Media Marketing has a significant effect on Purchase Intention (Amin, 2021), but the results of this study are in line with research which states that Social Media Marketing does not have a significant effect on Purchase Intention (Hidayati, 2024), but the results of this study are supported by research which states that Social Media Marketing has not been proven to have an effect on Purchase Intention (Satriyo, 2021), meaning that not all social media users are active social media users. The test results on the second hypothesis (H2) which shows that Word of Mouth has a positive and significant effect on Purchase Intention, the results of this study are interesting because it means that recommendations from word of mouth both formally and informally regarding the Samsung Galaxy Z

Fold 6 smartphone affect consumer purchasing interest well. The results of this study are supported by research which states that Word of Mouth has a positive and significant effect on Purchase Intention (Lionitan, 2023), similar findings state that Word of Mouth has been proven to have a significant effect on Purchase Intention (Wibowo, 2021).

The results of testing the third hypothesis (H3) which shows that Social Media Marketing has a positive and significant effect on Brand Awareness, the results of this study are interesting because it means that marketing through social media carried out by Samsung, especially the Samsung Galaxy Z Fold 6 product, has a good impact on brand awareness. The results of this study are supported by research which states that there is a relationship between Social Media Marketing and Brand Awareness (Murdana & Suryawardani, 2019), similar findings state that Social Media Marketing has a positive and significant effect on Brand Awareness (Salamah et al., 2021). The results of testing the fourth hypothesis (H4) which shows that Word of Mouth has a positive and significant effect on Brand Awareness, the results of this study are interesting because it means that word of mouth recommendations regarding the Samsung Galaxy Z Fold 6 smartphone have a good impact on brand awareness. The results of this study are supported by research which states that there is a positive relationship between Word of Mouth and Brand Awareness (Widayati et al., 2020), similar findings state that there is a positive and significant relationship between Word of Mouth and Brand Awareness (Saputra & Ardani, 2020).

The results of testing the fifth hypothesis (H5) which shows that Brand Awareness has a positive and significant effect on Purchase Intention, the results of this study are interesting because it means that brand awareness of the Samsung Galaxy Z Fold 6 smartphone has a good impact on consumer purchasing interest. The results of this study are supported by research stating that high Brand Awareness contributes positively to Purchase Intention (Cheung, 2019), similar findings state that there is a positive and significant relationship between Brand Awareness and Purchase Intention (Aprilianti, 2023).

The results of testing the sixth hypothesis (H6) which shows that Brand Awareness as a mediator has a positive and significant effect between Social Media Marketing and Purchase Intention, the results of this study are interesting because it means that although marketing through social media does not have a direct effect on purchasing interest, brand awareness as a mediator plays a role in bridging the relationship between marketing variables through social media and consumer purchasing interest variables so that marketing through social media has a significant indirect effect through brand awareness on purchasing interest in the Samsung Galaxy Z Fold 6 smartphone. The results of this study are supported by research stating that Brand Awareness is able to mediate the effect of Social Media Marketing on Purchase Intention (Aprilianti, 2023), similar findings state that although Social Media Marketing itself does not have a direct effect on Purchase Intention. However, Social Media Marketing has a significant effect on Purchase Intention with the addition of the Brand Awareness variable as a mediating variable (Putra & Aristana, 2020). The results of testing the seventh hypothesis (H7) show that Brand Awareness as a mediator has a positive and

significant effect between Word of Mouth and Purchase Intention, the results of this study are interesting because it means that word of mouth recommendations have a significant indirect effect through brand awareness on purchasing interest in the Samsung Galaxy Z Fold 6 Smartphone. The results of this study are supported by research which states that Brand Awareness is able to mediate the influence of Word of Mouth on Purchase Intention (Wardani, 2021), similar findings state that Brand Awareness has a significant role as a mediator of the relationship between EWOM and Purchase Intention (Ulan, 2022).

CONCLUSION AND RECOMMENDATION

This study aims to evaluate Social Media Marketing, Word of Mouth on Purchase Intention on Samsung Galaxy Z Fold 6 Smartphones in Pontianak City with Brand Awareness as an Intervening Variable. The results of the study indicate that marketing through social media, especially Instagram, has not been proven to have a direct effect on purchasing intention statistically, while recommendations from others can significantly encourage consumer interest in purchasing Samsung Galaxy Z Fold 6 in Pontianak City. Marketing strategies through social media show a good and effective impact in increasing brand awareness among consumers. Informal communication between consumers also forms brand awareness of the Samsung Galaxy Z Fold 6 product. Brand awareness as a mediator also indicates that the higher the consumer awareness of a brand, the greater their intention to make a purchase. Although the direct effect of marketing through social media is not significant, Social Media Marketing still has a role in increasing purchase intention indirectly through increasing Brand Awareness. Word of Mouth also has an indirect effect on Purchase Intention through Brand Awareness which shows that brand awareness mediates between recommendations from others and consumer purchase intention. Overall, the results of this study confirm that Brand Awareness is a strong mediating variable in bridging the influence of Social Media Marketing and Word of Mouth on Purchase Intention on the Samsung Galaxy Z Fold 6 smartphone in Pontianak City. With this, increasing brand awareness is the main key to strengthening the effectiveness of digital marketing strategies and increasing consumer purchasing interest.

Based on the results of the research conclusions, the researcher suggests that Samsung focus more on its marketing strategy in an effort to increase Purchase Intention through an effective Word of Mouth approach, especially through personal recommendations from consumers. Although marketing through social media such as Instagram does not show a significant direct influence on purchasing interest, social media can still be used as a supporting tool to strengthen brand awareness. Therefore, the company should integrate digital campaigns that encourage organic interaction and consumer testimonials, as well as build a loyal online community to increase consumer trust and purchase intention towards the Samsung Galaxy Z Fold 6 product, especially in the Pontianak area.

For further researchers, it is hoped that they can expand the evaluation of the variables. *Social Media Marketing* with a wider scope of digital platforms such as Content Marketing Youtube, TiktokShop or other marketplaces to gain further understanding of smartphone purchasing interest. In addition, the development of research variables by considering other variables such as Brand Luxury, Brand Image is also recommended to obtain more in-depth and comprehensive results.

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