

THE ROLE OF INSTAGRAM MARKETING AND BRAND AWARENESS IN DRIVING PURCHASE DECISIONS OF SEAFOOD AT FOREMORE RESTO & CAFE, SURABAYA: THE MEDIATING EFFECT OF PURCHASE INTENTION

Peran Instagram Marketing Dan Brand Awareness Dalam Mendorong Keputusan Pembelian Seafood Foremore Resto & Cafe, Surabaya: Mediasi Oleh Minat Beli

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ABSTRACT

Social media marketing has become a strategic approach to strengthening business competitiveness, particularly in the fisheries sector. However, Foremore Resto & Cafe faces challenges due to intense competition and low brand awareness regarding its newly introduced seafood menu. The aim of this study is to examine how social media marketing, brand awareness, and consumer purchase intention influence the decision to purchase seafood products at Foremore Resto & Cafe. Data were collected from 143 respondents using a questionnaire instrument. Structural Equation Modeling Partial Least Squares (SEM-PLS) was employed as the analytical method with the assistance of WarpPLS version 8.0 software, along with quantitative descriptive analysis. The results indicate that social media marketing strategies and increased brand awareness play a significant role in driving consumer purchase intention. While social media marketing does not have a direct effect on purchase decisions, brand awareness is proven to have a direct influence. Therefore, optimizing social media strategies and enhancing brand awareness are crucial elements in strengthening purchase intention, which ultimately impacts the decision to purchase seafood products at Foremore Resto & Cafe.

Keywords: Brand Awareness; Purchase Decision; Purchase Intention; Seafood Restaurant; Social Media Marketing

ABSTRAK

Pemasaran melalui media sosial menjadi pendekatan strategis untuk memperkuat daya saing usaha, khususnya di sektor perikanan. Kendati demikian, Foremore Resto & Cafe menghadapi tantangan akibat tingginya tingkat persaingan dan rendahnya kesadaran merek terhadap menu *seafood* yang baru dikenalkan. Tujuan penelitian ini adalah melihat bagaimana pemasaran

media sosial, kesadaran merek, dan minat beli konsumen mempengaruhi keputusan untuk membeli sesuatu produk *seafood* di Foremore Resto & Cafe. Data dikumpulkan dari 143 responden menggunakan instrumen kuesioner. *Structural Equation Modeling Partial Least Squares* (SEM-PLS) diterapkan dalam metode analisis dengan bantuan perangkat lunak WarpPLS versi 8.0, serta analisis deskriptif kuantitatif. Hasil penelitian mengindikasikan bahwa strategi pemasaran media sosial dan peningkatan kesadaran merek memiliki peran signifikan dalam mendorong minat beli konsumen. Sementara *social media marketing* tidak berdampak langsung pada keputusan pembelian, sedangkan *brand awareness* terbukti berdampak langsung pada keputusan pembelian. Oleh karena itu, optimalisasi strategi media sosial dan peningkatan kesadaran merek menjadi elemen krusial dalam memperkuat minat beli yang akhirnya berakibat pada keputusan pembelian produk *seafood* di Foremore Resto & Cafe.

Kata Kunci: Keputusan Pembelian; Kesadaran Merek; Minat Beli; Pemasaran Media Sosial; Restoran Makanan Laut

INTRODUCTION

The fisheries sector has a significant contribution to the Indonesian economy, as reflected in the increase in the Gross Domestic Product (GDP) of fisheries which reached IDR 290.58 trillion in 2023 (Ministry of Maritime Affairs and Fisheries, 2024). The demand for fisheries products continues to increase along with population growth and public awareness of healthy consumption patterns. Fish products, especially seafood, have high nutritional value, encouraging greater consumption interest (Love *et al.*, 2022). However, amidst increasing market opportunities, business actors in the culinary industry face increasingly fierce competition, especially in big cities like Surabaya which has the highest number of restaurants in East Java (BPS East Java Province, 2024).

In facing the competition in the culinary industry, digital-based marketing strategies are a solution to increase business competitiveness so that products can be accepted and in demand by the market (Syamsuddin *et al.*, 2020). Based on data from We Are Social (2024), it states that the number of Indonesians who use social media reaches 139 million people. This can be a good and quite promising opportunity to carry out business activities. Social media marketing has been proven to be an effective strategy in increasing brand awareness and driving purchasing decisions through interactive consumer engagement (Cristie Yen & Fahlevi, 2023). Platforms like Instagram allow business actors to build brand identity, reach a wider market, and strengthen customer loyalty (Lita, 2023). Foremore Resto & Cafe as one of the seafood restaurants in Surabaya that uses Instagram social media marketing in its marketing strategy. However, the tight competition and lack of brand awareness of the new seafood menu are challenges for this restaurant to increase customer interest and make decisions to buy more.

Despite the fact that many studies have investigated how social media marketing and brand awareness influence consumer purchasing decisions, the results of the studies still show inconsistencies. Some studies found that purchasing decisions were highly influenced by social media marketing and brand awareness (Simbolon *et al.*, 2022), while other studies found that brand awareness was not significant (Ardiansyah & Sarwoko, 2020). Previous studies on purchase intention in social media marketing (Almohaimmeed, 2019) and (Ramadhani & Prasasti, 2023) proved that marketing on social media increases purchase intention. In addition,

according to (Machi *et al.*, 2022; Susilowati & Sari, 2020) revealed that brand awareness has a positive effect on the desire to buy. However, studies with other references have different results on the components that influence purchase intention. Research from (Emini & Zeqiri, 2021) examining the "Kosovo Market" explains that social media marketing and brand awareness do not show a significant effect on consumer purchase intention. Other studies have also shown that purchase intention is a factor that has a positive influence on purchasing decisions (Kamilah *et al.*, 2021; Sitohang *et al.*, 2021; Komalasari *et al.*, 2021).

This study is to analyze the role of Instagram marketing and brand awareness in driving purchasing decisions of seafood Foremore Resto & Cafe, Surabaya: mediation by purchase intention. Through the Theory of Planned Behavior (TPB) approach, this study contributes to understanding how external and internal factors shape consumer behavior in the purchasing decision-making process.

METHODS

Time and location of research

Offline and online implementation at Foremore Resto & Cafe from January to February 2025 located at Jalan Dr. Ir. H. Soekarno No. 256, Medokan Semampir, Sukolilo District, Surabaya City, East Java.

Research Methods and Sampling

The non-probability sampling method was used in this study because it allows researchers to access specific populations efficiently and flexibly, especially when a complete sampling frame is not available (Shamsudin *et al.*, 2024). The sample was selected based on previously established criteria through the purposive sampling method (Cristie Yen & Fahlevi, 2023). The sample was determined based on the criteria, namely consumers who were at least 17 years old, had purchased seafood products at Foremore Resto & Cafe at least once in the past year, and followed the Instagram account @foremore.restocafe. The number of samples was determined by referring to (Hair *et al.*, 2009) in (Anam *et al.*, 2023), which is 5-10 times the number of indicators, so that with 19 indicators a minimum of 133 samples were obtained which were then increased to 143 to anticipate invalid data. Data collection via google form and using a five-point Likert scale distributed via WhatsApp and Instagram, as well as directly at the research location.

Data Types and Sources

This study uses 2 types of data, namely primary data obtained directly through observation, interviews using questionnaires, and documentation, as well as secondary data obtained through published sources in the form of literature, scientific articles, and other sources.

Data analysis

1. WarpPls SEM Method

The Structural Equation Modeling (SEM) method is often used in research to represent complex relationships between a number of variables in a conceptual model (Saragih, 2018). WarpPLS is able to produce descriptive statistics for each latent variable so that users can test multivariate normality (Solimun *et al.*, 2017).

2. Quantitative Descriptive Analysis

Quantitative data used in the study on seafood products at Foremore Resto & Cafe is data obtained through filling out questionnaires by respondents. The data collected various

characteristics of respondents, including place of residence, gender, age, education level, type of work, income level, and amount of expenditure, frequency of purchase, and sources of information used.

RESULT

Respondent Characteristics

Table 1 presents the characteristics of the respondents involved in this study.

Table 1. Respondent characteristics

Characteristics	Description	Number of people)	Percentage (%)
Region of Origin	Surabaya	92	64.3
	Sidoarjo	31	21.7
	Gresik	8	5.6
	Malang	3	2.1
	Bali, Jakarta	6	4.2
	of Kudus, Bangkalan,	3	2.1
	Tulungagung		
Gender	Woman	86	60.1
	Man	57	39.9
Age (years)	17 - 25	28	19.6
	26 - 35	80	55.9
	36 - 45	31	21.7
	> 46	4	2.8
Education	Elementary and Middle School	0	0
	SENIOR HIGH SCHOOL	10	7
	Bachelor (D2-D4, S1, S2, S3)	133	93
Type of work	Entrepreneur / Businessman	19	13.3
	Students /College Students/ i	12	8.4
	Employee Private	95	66.4
	Housewife	5	3.5
	Civil Servants/TNI/POLRI	12	8.4
Income	< Rp 2 million	9	6.3
	Rp 2 - 4 million	20	14
	Rp 4 - 8 million	89	62.2
	> Rp. 8 million	25	17.5
Expenditure	< Rp 2 million	44	30.8
	Rp 2 - 4 million	45	31.5
	Rp 4 - 8 million	45	31.5
	> Rp. 8 million	9	6.3
Frequency	1 time	93	65
Purchase	2 times	38	26.6
	3 times	4	2.8
	> 3 times	8	5.6

Characteristics	Description	Number of people)	Percentage (%)
Source	Family / Friends / Relatives	28	19.6
Information	Social media	110	76.9
	Passing restaurants and so on	5	3.5

Source: Processed primary data, 2025

According to Table 1, the characteristics of the research respondents show that the majority of respondents come from Surabaya (64.3%), with a small portion spread across other cities such as Sidoarjo (21.7%) and Gresik (5.6%). Respondents are dominated by women (60.1%), with the largest age group at 26-35 years (55.9%), indicating that the main market segment consists of productive age consumers. In terms of education, the majority of respondents (93%) have a bachelor's degree. This indicates extensive knowledge of product information and marketing strategies.

The majority of respondents have private jobs (66.4%), followed by entrepreneurs (13.3%) and students (8.4%). The highest income is between 4 million rupiah and 8 million rupiah (62.2%), and this correlates with the main expenditure level between that range (31.5%). The highest number of purchases occurred once (65 percent), with the main source of information coming from social media (76 percent), confirming the role of digital marketing strategies in increasing consumer engagement.

These findings suggest that digital marketing strategies, especially through social media, have significant potential to reach highly educated, middle-income consumer segments with selective consumption preferences.

Validity and Reliability Test

This study used WarpPLS 8.0, and the trial was conducted on 30 to test the accuracy and consistency. The loading factor must be more than 0.3 and the Average Variance Extracted (AVE) value must be more than 0.5 to test the validity and reliability (Solimun *et al.*, 2017). Table 2 shows that the results of the validity test meet the requirements, so they are considered valid.

Table 2. Validity test

Variables	Indicator	Loading Factor	AVE	Description
X1 <i>Social Media Marketing (SMM)</i>	X1.1.1	0.790	0.567	Valid
	X1.1.2	0.741		
	X1.2.1	0.820		
	X1.2.2	0.762		
	X1.3.1	0.688		
	X1.3.2	0.808		
	X1.4.1	0.631		
	X1.4.2	0.658		
	X1.5.1	0.748		
	X1.5.2	0.852		
X2 <i>Brand Awareness (BA)</i>	X2.1.1	0.774	0.507	Valid
	X2.1.2	0.709		
	X2.2.1	0.695		
	X2.2.2	0.697		

Variables	Indicator	Loading Factor	AVE	Description
Y1 Purchase Interest (MB)	X2.3.1	0.766	0.574	Valid
	X2.3.2	0.680		
	X2.4.1	0.692		
	X2.4.2	0.678		
	Y1.1.1	0.794		
	Y1.2.1	0.722		
	Y1.3.1	0.796		
	Y1.4.1	0.714		
Y2 Purchasing Decision (KP)	Y2.1.1	0.798	0.591	Valid
	Y2.2.1	0.751		
	Y2.3.1	0.752		
	Y2.4.1	0.727		
	Y2.5.1	0.756		
	Y2.6.1	0.823		

Source: Processed primary data, 2025

Determination of the reliability test of each variable with the condition that the composite reliability and Cronbach's alpha values are respectively >0.7 and >0.6 , then it can be said to be reliable and meets the requirements shown in Table 3 (Solimun et al., 2017).

The reliability test of each variable can be considered reliable and meets the requirements if the composite reliability value is >0.7 and the Cronbach's alpha value is >0.6 . The results of the reliability test are shown in Table 4.

Table 3. Discriminant Validity of Questionnaire

Variabel	SMM (X1)	BA (X2)	MB (Y1)	KP (Y2)
SMM (X1)	(0.753)	0.706	0.696	0.601
BA (X2)	0.706	(0.712)	0.677	0.642
MB (Y1)	0.696	0.677	(0.758)	0.673
KP (Y2)	0.601	0.642	0.673	(0.769)

Source: Processed primary data, 2025

Table 4. Reliability Test

Variables	Composite reliability	Cronbach's alpha	Information
SMM (X1)	0.928	0.914	Achieved
BA (X2)	0.892	0.861	
MB (Y1)	0.843	0.751	
KP (Y2)	0.896	0.861	

Source: Processed primary data, 2025

Model Fit dan Quality Indices

This study uses features and quality metrics based on 10 test indices that each meet certain criteria to test the structural model or inner model. The results of the model test show that all test indices meet the test criteria with good, large, and ideal descriptions as seen in Table 5.

Table 5. Model Fit and Quality Indices

No	Description	Criteria <i>Fit</i> (Solimun <i>et al.</i> , 2017)	Analysis Results	Information
1	<i>Average Path Coefficients</i>	<i>P-value</i> < 0.05	0.326	Good
2	<i>Average R-squared</i>	<i>P-value</i> < 0.05	0.558	Good
3	<i>Average adjusted R-squared</i>	<i>P-value</i> < 0.05	0.550	Good
4	<i>Average block VIF</i>	<i>acceptable if</i> ≤ 5	2,233	<i>Ideal</i>
5	<i>Average full collinearity VIF</i>	<i>acceptable if</i> ≤ 5	2,395	<i>Ideal</i>
6	<i>Tenenhaus GoF</i>	<i>large</i> ≥ 0.36	0.559	<i>Large</i>
7	<i>Simpson's paradox ratio</i>	<i>acceptable if</i> ≥ 0.7	1,000	<i>Ideal</i>
8	<i>R-squared contribution ratio</i>	<i>acceptable if</i> ≥ 0.9	1,000	<i>Ideal</i>
9	<i>Statistical suppression ratio</i>	<i>acceptable if</i> ≥ 0.7	1,000	<i>Ideal</i>
10	<i>Nonlinear bivariate causality direction ratio</i>	<i>acceptable if</i> ≥ 0.7	1,000	<i>Ideal</i>

Source: Processed primary data, 2025

R-Square

The R-Square (R^2) test is used to determine how strong the relationship is between a number of variables in a model. The classification of the R^2 value is 0.67 (Substantial/strong), 0.33 (Moderate/moderate), and 0.19 (weak).

Table 6. R-Square Test

No	Variables	R^2	Interpretation
1	Purchase interest (Y1)	0.57	Moderate / Medium
2	Purchase Decision (Y2)	0.55	Moderate / Medium

Source: Processed primary data, 2025

In Table 6, the value of purchase interest is 0.569, included in the moderate category. This finding indicates that the variables of social media marketing and brand awareness are able to explain 57% of the variation in purchase interest, while the other 43% is influenced by other variables. The purchase decision variable, the R^2 value obtained is 0.55, also included in the moderate category. Thus, the variables of social media marketing and brand awareness can explain 55% of the variation in changes in purchase decisions, and 45% is in other variables.

Hypothesis Testing

This study tests the hypothesis by examining each variable at the p-value as the basis for making decisions. In hypothesis testing, testing decisions based on p-value can be classified into 3 levels, highly significant if p-value ≤ 0.01, significant if p-value ≤ 0.05, and weakly significant if p-value ≤ 0.10 (Solimun *et al.*, 2017). The results of the SEM analysis in Table 7 show that there are 6 accepted hypotheses that have a positive and significant effect between variables, but there is 1 rejected hypothesis.

Table 7. Hypothesis testing

Hypothesis	Path	Path Coefficient	Result
H1	SMM “ MB	0,427 (<0,001)	Accepted
H2	SMM “ KP	0,102 (0,108)	Rejected
H3	BA “ MB	0,390 (<0,001)	Accepted
H4	BA “ KP	0,291 (<0,001)	Accepted

H5	MB “ KP	0,422 (<0,001)	Accepted
H6	SMM “ MB “ KP	0,180 (<0,001)	Accepted
H7	BA “ MB “ KP	0,164 (0,002)	Accepted

Source: Processed primary data, 2025

The interpretation of the results of hypothesis testing is explained as follows:

- H1: Social media marketing is proven to be significant towards purchase intention, indicating that the implementation of more effective marketing strategies can increase consumer interest in the product. Thus, this hypothesis is accepted.
- H2: This hypothesis is rejected because there is no significant impact between social media marketing and purchasing decisions.
- H3: Brand awareness has a significant impact on purchase intention; meaning, the higher the level of consumer awareness of the brand, the greater their desire to buy seafood products. Therefore, this hypothesis is accepted.
- H4: Brand awareness also has a major impact on consumer decisions in making purchases, where increasing brand awareness also encourages consumers in making purchasing decisions. This hypothesis is accepted.
- H5: Purchase intention has a significant impact on purchasing decisions. This means, the higher the purchase intention, the more likely consumers are to make purchases at Foremore Resto & Cafe. This hypothesis is accepted.
- H6: Marketing on social media greatly influences purchasing decisions indirectly through the mediating role of purchase intention. This hypothesis is accepted.
- H7: Brand awareness significantly influences purchasing decisions through the mediation of purchase intention. Thus, this hypothesis is also accepted.

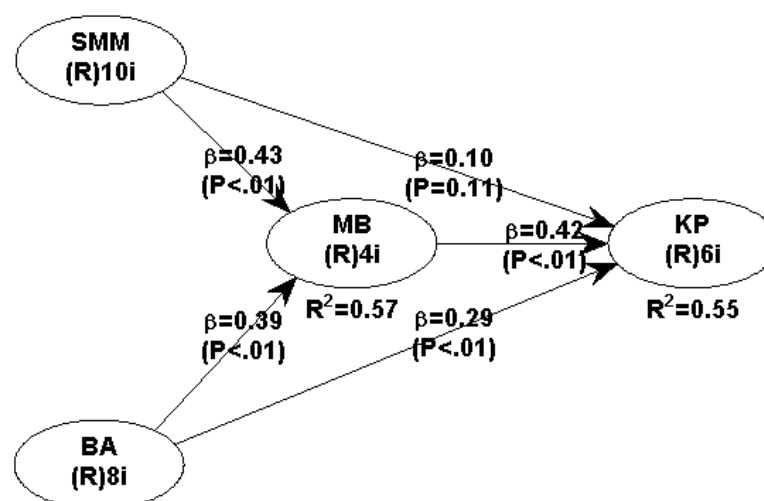


Figure 1. Research result model

In Figure 1, the first result is obtained, p-value 0.108 and coefficient 0.102 indicate a direct relationship between social media marketing and purchasing decisions resulting in an insignificant relationship. Second, the coefficient p-value <0.001 and 0.427 indicate a direct relationship between purchase interest and social media marketing so that it is stated as significant. Third, the direct relationship between brand awareness and purchasing decisions

shows a p-value of less than 0.001 and a coefficient of 0.291, while fourth, the relationship between brand awareness and purchase interest obtains a coefficient of 0.390 and a p-value of less than 0.001, both of which are stated as significant. Fifth, the relationship between purchase interest and purchasing decisions is indicated by a coefficient value of 0.422 with a p-value of less than 0.001, which indicates statistical significance.

From these results, it can be concluded that increasing social media marketing contributes the most to consumer purchase interest. Therefore, to encourage purchase interest in seafood products at Foremore Resto & Cafe, it is recommended to strengthen social media marketing strategies, especially by presenting product information clearly and presenting creative and trending content through platforms such as Instagram.

In addition, the model analysis shows that the highest R² value is found in the purchase intention variable, which is classified as moderate. Thus, latent variables play a significant role in the contribution of the model in explaining variations in consumer purchase intention.

Table 8. Priority of Effectiveness of Relationships Between Variables

Variabel			<i>Direct Effect</i>	<i>Indirect Effect</i>	<i>Total Effect</i>	Prioritas Efektifitas Pengaruh	
Independen	Mediasi	Dependen	β (P-value)	β (P-value)	β (P-value)	MB	KP
SMM	-	MB	0,427 (<0,001)	-	0,427 (<0,001)	1	-
BA	-	MB	0,390 (<0,001)	-	0,390 (<0,001)	2	
MB	-	KP	0,422 (<0,001)	-	0,422 (<0,001)	-	2
SMM	-	KP	0,102 (0,108)		0,282 (<0,001)	-	3
	MB			0,180 (<0,001)			
BA	-	KP	0,291 (<0,001)		0,455 (<0,001)	-	1
	MB			0,164 (0,002)			

Source: Processed primary data, 2025

Based on Table 8, the order of effectiveness of the influence path on purchase interest and purchase decisions can be seen. For the purchase interest variable, the paths with the largest influence in sequence are: (1) the total influence of social media marketing on purchase interest of 0.427 with a significance value of <0.001; and (2) the total influence of brand awareness on purchase interest of 0.390 with a significance value of <0.001. Meanwhile, the effectiveness of the path on purchase decisions shows the following order: (1) brand awareness has the largest total influence of 0.455 (<0.001); (2) followed by the influence of purchase interest of 0.422 (<0.001); and (3) the influence of social media marketing with a total influence of 0.282 (<0.001).

DISCUSSION

The Influence of Social Media Marketing on Purchase Interest

Analysis using WarpPLS 8.0 shows that purchase intention can be positively influenced by social media marketing, so hypothesis H1 is accepted ($\beta = 0.427$, p-value <0.001). Promotion through Instagram is effective in forming positive perceptions and increasing consumer interest in Foremore Resto & Cafe seafood products. This finding strengthens the results of the study (Mahdiah *et al.*, 2024).

The Influence of Social Media Marketing on Purchasing Decisions

Social media marketing does not have a significant effect on purchasing decisions, so the H2 hypothesis is rejected ($\beta = 0.102$, p-value 0.108). Optimizing the use of interactive social media features is needed to increase the effectiveness of promotions. This finding develops the study (Simbolon *et al.*, 2022).

The Influence of Brand Awareness on Purchase Intention

Purchase intention is significantly influenced by brand awareness, so hypothesis H3 is accepted ($\beta = 0.390$, p-value <0.001). The strategy of increasing brand awareness through social media has proven to be effective in attracting consumer interest. These results extend the research from (Mahdiah *et al.*, 2024).

The Influence of Brand Awareness on Purchasing Decisions

Purchasing decisions are significantly influenced by brand awareness, so hypothesis H4 is accepted ($\beta = 0.291$, p-value <0.001). Strong brand awareness increases consumers' tendency to make purchasing decisions, in line with the findings (Simbolon *et al.*, 2022).

The Influence of Purchase Interest on Purchase Decisions

Purchasing decisions are significantly influenced by purchase intention, so hypothesis H5 is accepted ($\beta = 0.422$, p-value <0.001). Consumers with high purchase intention show a tendency to make purchases after going through an evaluation process, strengthening the findings (Kamilah *et al.*, 2021).

The Influence of Social Media Marketing on Purchasing Decisions through Purchase Interest as a Mediator

Social media marketing has a significant impact on purchasing decisions because it mediates purchase intention, so hypothesis H6 is accepted ($\beta = 0.180$, p-value <0.001). Digital marketing strategies increase purchase intention, which ultimately drives purchases, as supported by the study (Phillbert, 2022).

The Influence of Brand Awareness on Purchasing Decisions through Purchase Interest as a Mediator

Brand awareness has a significant effect on purchasing decisions through the mediation of purchase intention, so the H7 hypothesis is accepted ($\beta = 0.164$, p-value 0.002). Strong brand awareness strengthens interest and encourages purchases, in line with research findings from (Kurniasari & Budiatmo, 2018).

CONCLUSION

Based on the results of the analysis and hypothesis testing, this study concludes that social media marketing and brand awareness play an important role in increasing interest in

seafood products at Foremore Resto & Cafe. Brand awareness directly contributes to increasing purchasing decisions, while social media marketing does not show a direct influence on purchasing decisions. However, purchasing interest is proven to be a significant mediating variable, where the higher the purchasing interest formed through digital marketing strategies and brand awareness, the more likely consumers are to make purchases. Optimizing social media marketing strategies and brand awareness are key factors in building effective purchasing interest, ultimately resulting in increased purchases of seafood products at Foremore Resto & Cafe.

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