

The Influence of Social Media Marketing On Brand Awareness and Its Impact On The Purchase Decision Of Train Passengers (A Study on Argo Parahyangan Passengers on the Bandung-Jakarta Route)

Andhyka Fujangga Manahrassa¹, Yudhi Koesworodjati², Popo Suryana³, Mujibah A. Sufyani⁴

{andhyka.204010179@mail.unpas.ac.id¹, yudhi_koesworodjati@unpas.ac.id²,
popo_suryana@unpas.ac.id³, mujibah_a.sufyani@unpas.ac.id⁴}

Faculty of Economics and Business, Pasundan University of Indonesia^{1,2,3,4}

Abstract. This study aims to determine the influence of social media marketing on brand awareness and its impact on the purchase decision of Argo Parahyangan train passengers. The research conducted is descriptive and verificative, employing a quantitative approach with a sample size of 100 respondents. The research instruments were evaluated using validity and reliability tests. The data analysis methods included path analysis, correlation analysis, and determination coefficient analysis. The findings for sub-structure I indicate a positive and significant impact of social media marketing on brand awareness. In sub-structure II, it shows a positive and significant influence between social media marketing and brand awareness on purchasing decisions.

Keywords: Social Media Marketing, Brand Awareness, and Purchase Decision

1 Introduction

The transportation industry in Indonesia has experienced rapid growth, with a significant reliance from the population on this sector. Transportation services are essential for people to fulfill their needs, and the industry plays a crucial role in Indonesia's economy. Transportation holds a strategic position in the development process, contributing not only to regional growth but also supporting national economic progress. Due to the relatively low usage of public transportation in Indonesia, effective marketing initiatives are necessary [1].

PT KAI consistently endeavors to conduct various marketing activities. Marketing as a managerial process that enables individuals or groups to fulfill their needs by creating, offering, and exchanging valuable products with others, encompassing all activities related to the distribution of products or services from producers to consumers [2]. In the current digital era, marketing through social media has proven to be highly effective. Efforts to build and enhance a company's brand can be successfully achieved through digital marketing, with social media being one of the key methods [3].

A high level of brand awareness will make a product or service more considered by consumers. This is because the main goal of brand awareness is to drive an increase in sales

[4]. Sales are the outcome of consumer purchasing decisions, which are crucial for a company aiming to generate profit. Recently, the sales of Argo Parahyangan tickets have declined due to the introduction of Whoosh trains and various other factors. Continuous efforts to reach consumers, both directly and indirectly through social media, are necessary to enhance their awareness and encourage them to choose Argo Parahyangan.

Based on the previously outlined problems, the following research questions can be formulated: (1) How do passengers respond to Social Media Marketing for the Argo Parahyangan train service on the Bandung-Jakarta route? (2) What are passengers' responses regarding Brand Awareness of the Argo Parahyangan train service on the Bandung-Jakarta route? (3) How do passengers respond to Purchase Decisions related to the Argo Parahyangan train service on the Bandung-Jakarta route? (4) To what extent does Social Media Marketing influence Brand Awareness among Argo Parahyangan passengers on the Bandung-Jakarta route? (5) To what extent does Social Media Marketing affect Purchase Decisions of Argo Parahyangan passengers on the Bandung-Jakarta route? (6) How does Brand Awareness influence Purchase Decisions of Argo Parahyangan passengers on the Bandung-Jakarta route? (7) What is the influence of Social Media Marketing on Brand Awareness and its subsequent impact on Purchase Decisions among Argo Parahyangan passengers on the Bandung-Jakarta route, both directly and indirectly, as well as through simultaneous and partial effects?

2 Literature Riview

Social Media Marketing (SMM): Social media serves as a marketing communication tool that fosters relationships between sellers and buyers by utilizing words, symbols, and signs to capture the attention of potential customers and encourage them to make a purchase, social media marketing is a marketing communication strategy that helps sellers and buyers build relationships. As new media systems continue to grow in complexity and scope, social media's role in marketing communication is always evolving to recall, inform, and influence consumers [5].

Brand Awareness: According to Anang Firmansyah (2019:86), he defines "brand awareness" as the overarching goal of marketing communication. A high level of brand awareness is anticipated to ensure that when a need arises in a particular category, the brand will be recalled and considered as an option in the decision-making process. Brand awareness indicates the consumer's awareness of a brand's existence [6].

Purchase Decision: Luhgiatno et al. (2024:105) noted that "the process of consumer decision-making to buy a product or service starts with recognizing a need or desire and being aware of a problem. After that, the consumer goes through several stages that ultimately lead to the post-purchase evaluation stage" [7].

2.1 The Impact of SMM on Brand Awareness

Social media has become one of the digital platforms with a high level of engagement, making it an effective tool for building consumer awareness of a brand. Brand awareness

refers to a consumer's ability to recall and recognize a brand when making a purchase decision. Marketing through social media is a powerful way to enhance consumers' brand awareness of a service. Social media enables companies to create engaging content, share information about products or services, and interact directly with both potential and existing customers, helping businesses build brand awareness [8]. One of the advantages of marketing through social media platforms like Instagram is its ability to enhance public awareness (brand awareness) [9].

The relationship between social media marketing and brand awareness is further supported by research conducted by Gugum Gumilang Wirakanda (2023), which found that Social Media Marketing, including platforms like TikTok, has a positively significant impact toward brand awareness [10]. Additionally, research by Cuong Nguyen, Thao Tran, and Tien Nguyen (2024) shows that the social media marketing variable has a positive and significant impact on brand awareness [11].

H1: Social media marketing influences brand awareness

2.2 The Impact of SMM on Purchase Decisions

Marketing through social media is a key factor in influencing purchasing decisions, as social media serves as a technological tool to support the success of service marketing efforts. Information about the services offered by a company, aimed at influencing consumer behavior, can be easily shared via social media, given its wide reach and the ability to quickly convey messages to potential markets. According to Iqbal Ramadhani et al. (2023:79), one advantage of using social media for marketing is that it helps create a closer connection (engagement) between businesses and the public. Once this bond and trust are established, business owners can more easily promote the products they offer [9]. Meanwhile, Andy et al. (2020:24) explain that the presence of social media has garnered considerable attention due to its potential to support brands, boost sales (purchase decisions), enhance customer service, and aid in product development [12].

The relationship between social media marketing and purchase decisions is further supported by the research conducted by Nur Azizah Harahap & Maya Ariyanti (2019), which concludes that SMM has a positively significant impact toward the decision to purchase online train tickets [13]. Furthermore, the study by Dibias Lazuardi Maulid, Ratih Hurriyati, & Heny Hendrayati (2022) found that the variables of social media marketing have a significant effect on the structure of purchase decisions [14].

H2: Social media marketing influences purchase decisions

2.3 The Impact of Brand Awareness on Purchase Decisions

A brand is a key factor in selecting a service, including transportation services. When making decisions, consumers will typically take the brand into account. Brand awareness refers to the ability of a consumer to recognize or recall a brand when making a purchase. According to Rio et al. (2024:142), the main goal of brand awareness is to drive sales. Therefore, brand awareness is a crucial element in business, as it plays a vital role in influencing consumer

purchasing decisions [4]. Meanwhile, according to Kopp in Aditya Halim et al. (2020:32), products and services that maintain strong brand awareness are more likely to benefit from increased sales. Consumers tend to prefer purchasing products with familiar brand names over those with unknown brands [15].

The relationship between brand awareness and purchase decisions is further supported by research conducted by Rahmad Suhartopo & Handoko Djoko Waluyo (2020), which demonstrates a positive and significant influence of the brand awareness variable on the decision to use the service [16]. Furthermore, the study by Nathania Yola Limento & Lukman Cahyadi (2020) shows that the brand awareness variable has a positive and significant impact on purchasing decisions [17].

H3: Brand awareness influences purchase decisions

3 Methodology

The research methods employed in this study include path analysis, multiple correlation analysis, hypothesis testing, and coefficient of determination analysis [18]. The verificative analysis in this study aims to identify both the direct and indirect effects between the variables of SMM, brand awareness, and purchase decisions. The research population includes all passengers of the Argo Parahyangan train, with a sample of 100 individuals chosen through a probability sampling method. Data collection for the study was conducted through observation, questionnaires, and interviews. To perform the verificative analysis, structural equation modeling must be used. According to Juanim (2020:60), structural equations illustrate the causal relationships between the variables being studied, expressed in mathematical form [19]. In this study, two structural forms are described in the path diagram as follows:

$$\begin{array}{ll} \text{Sub Structure I} & : Y = \rho_{yx}X + \varepsilon_1 \\ \text{Sub Structure II} & : Z = \rho_{zx}X + \rho_{zy}Y + \varepsilon_2 \end{array}$$

4 Result

The hypothesis testing in this study employs path analysis, carried out using SPSS version 26.0.

Path Coefficients Sub-Structure I

The results of the path coefficient analysis for the social media marketing variable's effect on the brand awareness variable for Argo Parahyangan train passengers were analyzed using SPSS 26.0 (Windows) software. The findings are presented by the researcher as follows:

Table 1. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	12.833	1.634		7.853	.000			
	Social Media Marketing	.466	.060	.617	7.759	.000	.617	.617	.617

a. Dependent Variable: Brand Awareness
Source : Result of Data Analysis 2024

The results presented in the table indicate that the path coefficient analysis demonstrates a significant direct impact of SMM towards brand awareness, with a standardized path coefficient of 0.617. The statistical significance of this relationship is confirmed by a p-value of 0.000, which is below the 0.10 threshold. This indicates that SMM has a significant influence on brand awareness.

Correlation Analysis of Sub Structure I

Correlation analysis was conducted to examine the relationship between the variables of social media marketing and brand awareness. The results of this analysis are presented in the calculation table using SPSS 26.0 (Windows). The researcher has provided the following table for the path correlation analysis:

Table 2. Correlations

		Pemasaran Media Sosial	Kesadaran Merek
Social Media Marketing	Pearson Correlation	1	.617**
	Sig. (2-tailed)		.000
	N	100	100
Brand Awareness	Pearson Correlation	.617**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source : Result of Data Analysis 2024

The correlation between the SMM and brand awareness is 0.617, indicating a strong and positive relationship. This means that an increase in social media marketing efforts is likely to lead to greater brand awareness. The high correlation value suggests that SMM has a significant impact on both influencing and boosting brand awareness.

Coefficient of Determination

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.617 ^a	.381	.374	3.770

a. Predictors: (Constant), Social Media Marketing
Source : Result of Data Analysis 2024

Based on the results presented in Table 3, the coefficient of determination (R-Square) is 0.381, indicating that social media marketing accounts for 38.1% of the variation in brand awareness. The remaining 61.9% ($1-R^2 = 61.9\%$, $\epsilon 1$) reflects the impact of other variables not included in this research. To assess the magnitude of the partial influence, a calculation was performed using the Beta x Zero Order formula, based on the SPSS 26.0 computation results. The values obtained for Beta and Zero Order are as follows:

Table 4. Coefficient of Determination Partial

Variable	$\beta \times \text{Zero Order} \times 100\%$	Result (%)
Social Media Marketing	0,617x 0,617 x 100%	38,1%
Total Effect		38,1%

Source : Result of Data Analysis 2024

Based on the information presented in Table 4 on the previous page, it can be inferred that SMM partially influences brand awareness by 38.1%.

Partial Test

Partial hypothesis testing was carried out to assess the significance of the impact of the independent variable, social media marketing, on brand awareness.

Table 5. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	12.833	1.634		7.853	.000			
	Social Media Marketing	.466	.060	.617	7.759	.000	.617	.617	.617

a. Dependent Variable: Brand Awareness
Source : Result of Data Analysis 2024

Based on the information presented in Table 5, the results of the sub-structure I coefficient processing, using the beta coefficient (standard coefficient), show that the rejection criteria for H₀ are met if the calculated t-statistic and Sig t are less than 0.10. The beta coefficient value for social media marketing is 0.617, and the calculated t-statistic is 7.759. With a significance level of $\alpha = 0.10$ and degrees of freedom $(N-K-1) = (100-1-1) = 98$, the t-table value is 1.29025. Since the calculated t-statistic (7.759) is greater than the t-table value (1.29025), and the significance value (0.000) is less than 0.10, H₀ is rejected and H₁ is

accepted. This indicates that social media marketing has a positive and significant impact on the brand awareness of Argo Parahyangan train passengers on the Bandung-Jakarta route.

Path Coefficients Sub-Structure II

The analysis of the sub-structure II path coefficient aims to examine and explain the relationship and influence between the social media marketing and brand awareness toward the purchase decision, as detailed below:

Table 6. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partia l	Part
1	(Constant)	15.810	3.724		4.245	.000			
	Social Media Marketing	.342	.136	.285	2.514	.014	.436	.247	.224
	Brand Awareness	.391	.180	.245	2.166	.033	.421	.215	.193

a. Dependent Variable: Purchase Decision

Source : Result of Data Analysis 2024

Based on Table 6, the results of the path coefficient processing show that the standardized beta coefficient for the social media marketing variable is 0.285, and the standardized beta coefficient for the brand awareness variable is 0.245. Additionally, the significance value for the path from the social media marketing variable to the purchase decision variable is 0.014, while the significance value for the path from the brand awareness variable to the purchase decision variable is 0.033. Since these values are both less than 0.10, it indicates that both social media marketing and brand awareness significantly influence toward purchase decision.

Correlation Analisis of Sub Structure I

In this research, for sub-structure II, correlation analysis was used to examine the relationship or correlation between the independent variable of social media marketing (X), the brand awareness (Y), and the purchase decision (Z). The calculation results, obtained using SPSS 26.0 (Windows), are presented in a table.

Table 7. Correlations

		Social Media Marketing	Brand Awareness	Purchase Decisions
Social Media Marketing	Pearson Correlation	1	.617**	.436**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Brand Awareness	Pearson Correlation	.617**	1	.421**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Purchase Decision	Pearson Correlation	.436**	.421**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source : Result of Data Analysis 2024

Based on the results presented in Table 4.51, it can be observed that the correlation between the social media marketing variable and the purchase decision is 0.436, indicating a moderate relationship between these two variables. Similarly, the correlation between the brand awareness variable and the purchase decision is 0.421, indicating that brand awareness has a moderate correlation with the purchase decision.

Determination Coefficient

The analysis of the coefficient of determination was conducted to assess the extent of the influence of both the social media marketing variable and the brand awareness variable on the purchase decision variable.

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477 ^a	.228	.212	6.731

a. Predictors: (Constant), Brand Awareness, Social Media Marketing
Source : Result of Data Analysis 2024

Referring to the findings outlined in Table 8, the data processing reveals a coefficient of determination (R-Square) value of 0.228. This indicates that social media marketing and brand awareness together contribute 22.8% to the purchase decision. The remaining 77.2% ($1-R^2 = 77.2\%$, ϵ^2) represents the influence of other variables that were not examined in this study. To determine the magnitude of the partial influence, calculations were made using the Beta x Zero Order formula, calculated with SPSS 26. The obtained values for Beta and Zero Order are as follows:

Table 9. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	15.810	3.724		4.245	.000			
	Social Media Marketing	.342	.136	.285	2.514	.014	.436	.247	.224
	Brand Awareness	.391	.180	.245	2.166	.033	.421	.215	.193

a. Dependent Variable: Social Media Marketing
Source : Result of Data Analysis 2024

Referring to the findings outlined in Table 9, the calculation can be performed to obtain the partial coefficient of determination for the first structural model, using the calculation formula provided in the table on the next page.

Table 10. Coefficient of Determination Partial

Variable	$\beta \times \text{Zero Order} \times 100\%$	Result (%)
Social Media Marketing	$0,285 \times 0,436 \times 100\%$	12,4%
Brand Awareness	$0,245 \times 0,421 \times 100\%$	10,3%
Total Effect		22,7%

Source : Result of Data Analysis 2024

According to the findings from the earlier verification calculations, the equations for sub-structure I and sub-structure II are as follows:

Sub-Structure I: $Y = 0.617 + 0.618$

Sub-Structure II: $Z = 0.285 + 0.245 + 0.772$

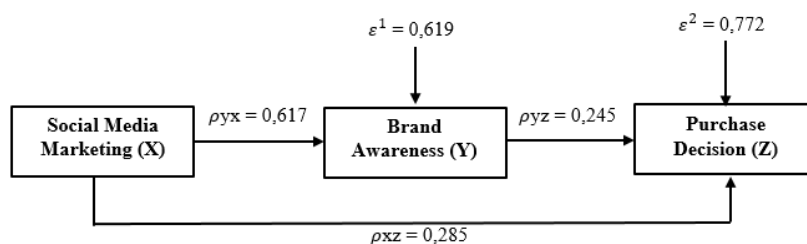


Fig. 1. The Overall Path Diagram

Partial Test

Partial hypothesis testing was conducted to assess the significance of the influence of both the SMM and the brand awareness toward the purchase decision.

Table 11. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
I	(Constant)	15.810	3.724		4.245	.000			
	Social Media Marketing	.342	.136	.285	2.514	.014	.436	.247	.224
	Brand Awareness	.391	.180	.245	2.166	.033	.421	.215	.193

a. Dependent Variable: Social Media Marketing

Source : Result of Data Analysis 2024

Referring to the findings outlined in Table 11 above, the sub-structure I coefficients were processed using beta coefficients or standardized coefficients. The rejection criteria for H0 are met if the t-statistic and Sig t are less than 0.10. The following is an explanation of the results obtained from the processing, as presented by the researcher:

1. The beta coefficient for social media marketing is 0.285, and the calculated t-statistic is 2.514. With a significance level of $\alpha = 0.10$ and degrees of freedom $(N-K-1) = (100-2-1) = 97$, the t-table value is 1.29034. Since the calculated t-statistic (2.514) is greater than the t-table value (1.29034) and the significance value is 0.014, which is less than 0.10, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. Therefore, it can be concluded that the social media marketing variable has a positive and significant impact on the purchase decision of Argo Parahyangan train passengers on the Bandung-Jakarta route.
2. The beta coefficient for brand awareness is 0.245, and the calculated t-statistic is 2.166. With a significance level of $\alpha = 0.10$ and degrees of freedom $(N-K-1) = (100-2-1) = 97$, the t-table value is 1.29034. Since the calculated t-statistic (2.166) is greater than the t-

table value (1.29034) and the significance value is 0.033, which is less than 0.10, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. Therefore, it can be concluded that the brand awareness variable has a positive and significant impact on the purchase decision of Argo Parahyangan train passengers on the Bandung-Jakarta route.

Simultan Test

Based on the calculations using the SPSS 26 program, the researchers obtained the F-statistic values, which are presented in the table below.

Table 12. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1296.495	2	648.247	14.310	.000 ^b
	Residual	4394.095	97	45.300		
	Total	5690.590	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Awareness, Social Media Marketing

Source : Result of Data Analysis 2024

Based on the SPSS calculations presented in Table 12 above, the F-statistic value obtained is 14.310, with a significance level of $\alpha = 0.10$ and degrees of freedom $(n - 2 - 1) = 100 - 2 - 1 = 97$. According to the F-statistic table used in this study, the significance level of 0.10 corresponds to an F-table value of 2.36. Since the calculated F-statistic (14.310) is greater than the F-table value (2.36) and the sigma F value is 0.000, which is less than 0.10, the null hypothesis (H0) is rejected. This indicates that there is a significant simultaneous relationship between the variables of SMM and brand awareness on the purchase decision of Argo Parahyangan train passengers on the Bandung-Jakarta route.

Direct Effects, Indirect Effects, and Total Effects

Based on the path diagram in Figure 1, the direct, indirect, and total effects between the variables can be calculated. The results of these calculations are summarized in Table 13 on the following page.

Table 13. Direct Effects, Indirect Effects, and Total Effects

Path Analisis	Direct Effects	Indirect Effects	Total Effects
		X to Z through Y	
X ke Y	0,617	0,153	0,617
X ke Z	0,285		0,438
Y ke Z	0,245		0,245

Source : Result of Data Analysis 2024

Based on the information presented in Table 13 above, it can be observed that the effect of XZ (0.285) is greater than the effect of XYZ (0.153). This indicates that SMM has a more direct and significant impact on purchase decisions, compared to its influence on brand awareness and the subsequent effect it has on purchase decisions.

5 Discussion

The data analysis in this study employs path analysis to evaluate the influence of independent variables on the dependent variable, mediated by an intervening variable. According to the results of sub-structure I, which explores the impact of social media marketing on brand awareness, the direct influence of social media marketing on brand awareness is measured at 0.617, or 61.7%. This indicates that the more effectively social media marketing is implemented, the greater the positive impact it will have on brand awareness. These findings align with previous studies by Gugum Gumilang Wirakanda (2023) and Cuong Nguyen, Thao Tran, & Tien Nguyen (2024), which confirmed a positive and significant relationship between social media marketing and brand awareness.

Based on the data analysis results from sub-structure II, which examines the influence of social media marketing on purchase decisions and the effect of brand awareness on purchase decisions, the direct impact of SMM on purchase decisions is 0.285, or 28.5%. This indicates that the more effective the social media marketing, the greater its impact on purchase decisions. These findings are supported by previous research by Nur Azizah Harahap & Maya Ariyanti (2019) and Dibias Lazuardi Maulid, Ratih Hurriyati, & Heny Hendrayati (2022), which yielded similar results.

Meanwhile, the direct impact of brand awareness on purchase decisions is 0.245, or 24.5%. This suggests that higher levels of brand awareness positively influence purchase decisions. This finding is consistent with earlier studies by Rahcma Suhartopo & Handoko Djoko Waluyo (2020) and Nathania Yola Limento & Lukman Cahyadi (2020), which demonstrated a positively significant impact of brand awareness on purchase decisions.

The indirect impact of SMM on brand awareness and its subsequent impact on purchase decisions is 0.153, or 15.3%. These results align with previous research by Made Wahyu Krisna Upadana & Komang Agus Satria Pramudana (2020) [20] and Hanandito Adi Pratama & Atik Aprianingsih (2023) [21], which indicated a positively significant influence of SMM toward purchase decisions towards brand awareness.

Based on the observed field phenomena, it is evident that the purchase decision for Argo Parahyangan train tickets can be directly influenced by brand awareness. The findings of this research are in line with previous studies, which further reinforce the validity of the results. This alignment suggests a consistency between theoretical concepts and real-world occurrences. Thus, the researcher agrees with the substantial effect of social media marketing and its influence on purchase decisions.

6 Conclusion

Based on the tests results conducted to address the formulation of the problem and the hypothesis testing in this research. titled "The Impact of Social Media Marketing on Brand Awareness and Its Effect on the Purchase Decisions of Train Passengers (A Study of Argo Parahyangan Passengers on the Bandung-Jakarta Route)," the following conclusions can be made:

1. Passengers' perceptions of the social media marketing efforts for the Argo Parahyangan service are still not favorable and require improvement, particularly in the areas of content creation, which includes brand diversity and attractiveness, content sharing, as measured by the number of shares, and community building, specifically in terms of community involvement on the KAI_121 social media platform.
2. Passengers' perceptions of brand awareness for the Argo Parahyangan train service are still lacking and require improvement, particularly in the areas of brand recognition, where promotions are not yet extensive enough to make consumers aware, brand recall, as indicated by low levels of consumer interaction, and the top-of-mind dimension, where the Argo Parahyangan brand is not the first to come to mind. Additionally, the perception of Argo Parahyangan's superiority is still not sufficiently strong.
3. Passengers' perceptions of the purchase decision variable for the Argo Parahyangan train service are still not favorable and require improvement, particularly in the store choice dimension, where purchase decisions are influenced by affordable prices, the purchase timing dimension, where decisions are based on the alignment of services with expectations, the purchase quantity dimension, which is influenced by the availability of promotions for specific purchases and the total purchase amount, as well as the payment method dimension, where decisions are made based on the payment options available.
4. The direct impact of SMM towards brand awareness. for the Argo Parahyangan train service on the Bandung-Jakarta route is 61.7%.
5. The direct impact of SMM towards purchase decision for the Argo Parahyangan train service on the Bandung-Jakarta route is 28.5%.
6. The direct impact of brand awareness towards purchase decision for the Argo Parahyangan train service on the Bandung-Jakarta route is 24.5%.
7. The indirect effect of SMM on brand awareness and its subsequent impact toward purchase decisions is 15.3%.

With the findings of this research, the researcher hopes that the study will be beneficial not only for the researcher but also serving both academic (theoretical) and practical (application) purposes. This research involves multiple variables, which are anticipated to serve as a foundation for further development in future studies by other researchers.

Reference

- [1] G. P. Kurniawan, S. Zahra Shalikhah, H. Shofiati, N. N. Azizah, and M. Mochtar, "Analisis Permasalahan Transportasi di Perkotaan: Studi Kasus pada Kawasan Perkotaan Yogyakarta." [Online]. Available: <https://ojs.staialfurqan.ac.id/jtm/index>
- [2] "manajemen pemasaran."
- [3] S. Hasan, T. Yusnanto STMIK Bina Patria, and S. Diwyarthi Ni Desak Made Politeknik Pariwisata Bali, "DIGITAL MARKETING (Tinjauan Konseptual)." [Online]. Available: <https://www.researchgate.net/publication/361392438>
- [4] L. Yuliana *et al.*, "BRANDING STRATEGY DI ERA DIGITAL," 2024. [Online]. Available: <https://www.researchgate.net/publication/379311944>

- [5] Z. Setiawan, A. Syamil, B. Nusantara, and A. Risdwiyanto, "MANAJEMEN PEMASARAN (Teori dan Studi Kasus)," 2023. [Online]. Available: <https://www.researchgate.net/publication/371176459>
- [6] "BukuPemasaranProdukdanMerek".
- [7] "PENERBIT CV.EUREKA MEDIA AKSARA."
- [8] "BUKUAJARMANAJEMENPEMASARAN_ZUNAN et.al."
- [9] I. R. Mukhlis, "DIGITAL MARKETING STRATEGY." [Online]. Available: <https://www.researchgate.net/publication/374912503>
- [10] J. Bisnis dan Pemasaran and G. Gumilang Wirakanda, "PROMOSI MEDIA SOSIAL TIKTOK TERHADAP BRAND AWARENESS KAI WISATA (STUDI KASUS PADA KAI WISATA)," vol. 13, no. 2, 2023.
- [11] C. Nguyen, T. Tran, and T. Nguyen, "Factors affecting users' brand awareness through social media marketing on TikTok," *Innovative Marketing*, vol. 20, no. 1, pp. 122–131, 2024, doi: 10.21511/im.20(1).2024.11.
- [12] P. : Andy *et al.*, *Digital Marketing*.
- [13] N. A. Harahap and M. Ariyanti, "PENGARUH PROMOSI MENGGUNAKAN MEDIA SOSIAL INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN TIKET.COM THE IMPECT OF PROMOTION USING SOCIAL MEDIA INSTAGRAM ON TIKET.COM CONSUMER PURCHASE DECISION." [Online]. Available: www.tiket.com
- [14] D. L. Maulid, R. Hurriyati, and H. Hendrayati, "The Impact of Social Media Marketing on Consumer Purchase Decisions," 2022.
- [15] A. Halim *et al.*, "Brand Management: Esensi, Posisi dan Strategi," 2020. [Online]. Available: <https://www.researchgate.net/publication/348945447>
- [16] "Suhartopo, Rahemad & Waluyo, Handoko Djoko. 2020. Pengaruh Brand Awareness dan Consumer Behavior Terhadap Keputusan Penggunaan Taxi Kosti di Semarang. Jurnal Administrasi Bisnis. Vol.9, No.3, Hal. 353-359".
- [17] "Limento, Nathania Yola & Lukman Cahyadi. 2020. Analisis Pengaruh Brand Loyalty, Brand Association, Brand Awareness dan Preceived Quality Terhadap Keputusan Pembelian. ICA Ekonomi, Vol. 1, No. 2 Hal. 530".
- [18] SUGIYONO, *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAB R&D*, Ed. 2. BANDUNG: ALFABETA, 2020.
- [19] Juanim, *Analisis jalur Dalam Riset Pemasaran Pengolahan data SPSS dan LISREL*, 1st ed. Bandung: PT. REFIKA ADITAMA, 2020.
- [20] M. wahyu K. Upadana and K. A. S. Pramudana, "BRAND AWARENESS MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN," *E-Jurnal Manajemen Universitas Udayana*, vol. 9, no. 5, p. 1921, May 2020, doi: 10.24843/ejmunud.2020.v09.i05.p14.
- [21] H. A. Pratama and A. Aprianingsih, "Social Media Marketing of Public Transportation: A Case of KAI Bandara... Social Media Marketing of Public Transportation: A Case of KAI Bandara Railink Soekarno-Hatta," 2023.