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Social Media Marketing And Brand Awareness Analysis Of Consumer Purchase Interest In D'nora Jewelry

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Abstract

The rapid advancement of technology is driving the transition of offline retail businesses to social media platforms. This study aims to examine the individual effects of Social Media Marketing and Brand Awareness on consumer purchasing interest. A quantitative research approach was employed, with data gathered through questionnaires distributed to 320 consumers who had made purchases on the D'Nora Jewelry online platform. A sample size with a 10% margin of error was determined using the Slovin formula, resulting in 76 respondents selected through purposive sampling. After conducting instrument testing, all items were found to be valid and reliable. The classical assumption test showed that the data was normally distributed and free from issues such as multicollinearity and heteroscedasticity. The findings revealed that Social Media Marketing has a significant effect on increasing Purchase Interest, while Brand Awareness does not positively influence it.

Keywords: Social Media Marketing, Brand Awareness, Purchase Interest.

INTRODUCTION

Social media has proven itself to be the most effective marketing tool to reach consumers widely. The growth of social media users from year to year allows companies and brands to expand consumer reach and promote products and services more optimally at relatively cheaper costs. This company operates in the jewelry industry which will continue to develop and has great opportunities for innovation, especially in terms of digital technology. With consumer trends increasingly changing, especially among the younger generation, this company can utilize social media channels to enlarge market scope and develop trade. with brands via social media will reveal behavior and find out

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how *Social Media Marketing* And *Brand Awareness*. Analyze how the combination of activities works *Social Media Marketing* And *Brand Awareness* towards the D'Nora Jewelry brand. (Dwivedi et al., 2015) In this modern era, social media has been promoted in various streams to facilitate participatory interactions between businesses, groups, society, organizations, consumers, communities, forums, and the like.

According to (Ebrahim, 2020) definition *Social Media marketing* as a way of selling through the use of information technology in *social media* which is shown to build communication and deliver product or service offers by the organization or marketing. Meanwhile, according to (Kotler, 2012), social media has played a role as the main means for consumers to interact through text, images and videos, both between users and with companies. This phenomenon shows the crucial role of cyberspace in the contemporary marketing landscape, where marketers can reach audiences more quickly and effectively. According to (Balakrishnan et al., 2014) In recent years, social media has played a central role in integrated marketing communications, allowing organizations to interact directly and build deep relationships with consumers. (Mangold & Faulds, 2009) In the context of the contemporary promotional mix, social media acts as a tool that allows companies to build an ongoing dialogue with their customer base. Meanwhile, in a non-conventional interpretation, buyers are given space to interact bilaterally. (Laroche et al., 2013), Social media such as video platforms and micro-blogs make it easier for us to communicate with each other, both individually and in groups, including with companies.



Figure 1. D'Nora live broadcast *Sumber: Tiktok D'Nora*

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Brand Awareness defined by (Nofal et al., 2020) as memory or acceptance or determination of a brand. Brand Awareness will identify the extent to which consumers are able to recognize and remember the existence of a brand. With sales via live video broadcasts on social media platforms is one form *Brand Awareness* to consumers. This strategy is a way to create an attraction to consumers to introduce a brand to consumers of the jewelry products offered.

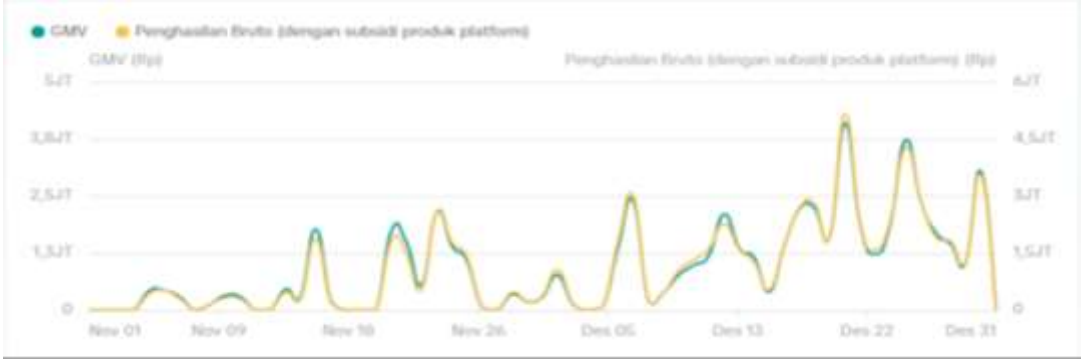


Figure 2. D'Nora Sales Data
Source : Tiktok Seller Center November – December 2024

The graph shows GMV and gross revenue data (with platform product subsidies) from the beginning of November to the end of December. The graph shows the fluctuation between GMV and gross revenue. Then, there was an increase which reached 1,822,733 in mid-November. There was a significant spike reaching around 2,982,539 at the end of November and early December. The highest spike occurred around the third week of December with GMV reaching 4,088,462 with gross income of 5,147,033. Then there was a fairly drastic decline after each spike. The graph shows that there is good growth with significant fluctuations in both GMV and gross income.

According to (Avif Annibras, 2023), Interest is one of the main psychological drivers of behavior, and also functions as an additional driver. According to (Kotler, 2012), the meaning of consumer buying interest is an activity driven by the desire to own an item, which is directly influenced by the consumer's interaction with the product in the past. Meanwhile, according to (Khan & Fasih, 2014) consumers' previous experiences with certain products or brands can influence their buying intentions in the future.

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LIBRARY REVIEW

Social Media Marketing

Through *Social Media Marketing*, businesses seek to expand brand reach, build strong connections with customers, and drive their engagement by leveraging various features on the platform *social media* and achieve business goals. (Barusman & Suwandi, 2020) *Social Media Marketing* is the use of social media platforms to market a company and its products, including digital marketing activities that complement conventional online promotional approaches, such as email campaigns and internet-based advertising. According to (Ismail, 2017) definition *Social Media Marketing* namely digital advertising on platforms such as: Tiktok, Shopee, Instagram, etc. for the purpose of communication. *Social Media Marketing* according to (Järvinen & Taiminen, 2016) as the dissemination of information carried out by marketers via social media aimed at building relationships with consumers with the aim of speeding up purchasing decisions on goods or services offered or provided by marketers.

Brand Awareness

Brand Awareness namely the level of initial knowledge and exposure of consumers to the identity of a brand. (Suciningtyas, 2012) *Brand Awareness* In general, it can be interpreted as the consumer's capacity to determine, understand and recognize certain goods. According to (Durianto 2004) *Brand Awareness* is that the existence of a brand in consumer cognition acts as a significant determinant in several market segments, and generally becomes the main foundation in the formation of brand equity. According to (Auditya, 2015) *Brand Awareness* measures how strongly a brand connects with consumers' minds, making it one of the first options considered when looking for similar products. This includes how easily the brand name appears in consumers' minds.

Consumer Purchase Interest

Purchase interest is a buyer's need to shop for a product or service. (Durianto, 2015) provides a definition of Purchase Interest in the role of consumers' willingness to obtain certain objects, as well as the total product units required during a certain time period. (Effendi & Defrizal, 2024) Purchase interest is the result of the consumer's consideration and planning process which leads to the decision to purchase a brand's product in a certain quantity at a certain time. Meanwhile, according to (Kotler et al., 2020) states that interest in making a purchase is formed after consumers complete the evaluation process of a product by sorting various brands or products to arrive at the

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formation of purchase intentions.

The relationship between Social Media Marketing, Brand Awareness, and Purchase Interest

Marketing using social media is a powerful way to make our brand better known to many people. (Constantinides, 2014) Usage *Social Media Marketing* in selling products/services cannot stand alone. Rather, it is the final stage of a series of planned efforts aimed at continuously improving product/service quality, strengthening the company's position, and increasing the visibility of the company's existing website. (Aaker, 1996) By improving *Brand Awareness* through *Social Media Marketing*, consumer trust and loyalty can be built significantly, thereby encouraging Purchase Interest. The higher the level *Brand Awareness* formed through activity *Social Media Marketing*, the greater the possibility of an increase in Purchase Interest, because consumers feel more familiar and trust the brand (Tuten & Solomon, 2017). With this, it matters how *Social Media Marketing* And *Brand Awareness* interrelated to consumer buying interest.

Explanation of the 4Ps

Product (Product)

D'Nora Jewelry offers quality jewelry made from selected materials and designed with an attractive aesthetic. These products include rings, bracelets, necklaces, earrings with elegant and modern designs. This product has a different design from other jewelry. Each product is also equipped with a certificate of authenticity to provide assurance to customers about the quality and authenticity of the materials used. The target market for D'Nora Jewelry is the upper middle class, especially women who appreciate the beauty and authenticity of jewelry.

Price (Price)

D'Nora Jewelry. The price range for jewelry varies, from affordable prices for accessories used every day to higher prices if consumers want to customize. This provides options for various market segments. To attract customers, D'Nora Jewelry also offers seasonal discounts and a loyalty program for repeat customers, thereby creating long-term relationships with consumers.

Place

D'Nora Jewelry Jewelry is marketed through various distribution channels,

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including physical outlets and electronic trading platforms. This makes it easier for customers to reach goods easily, but D'Nora Jewelry focuses more on online stores because it can reach customers in various regions, even internationally. To increase customer satisfaction when shopping online, the website must be easy to navigate and the payment system must guarantee the security of customer data.

Promotion (Promotion)

Various promotions were carried out via Shopee, Facebook and TikTok. Attractive visual content about the uniqueness of the product is the focus of promotion.

Conceptual Framework

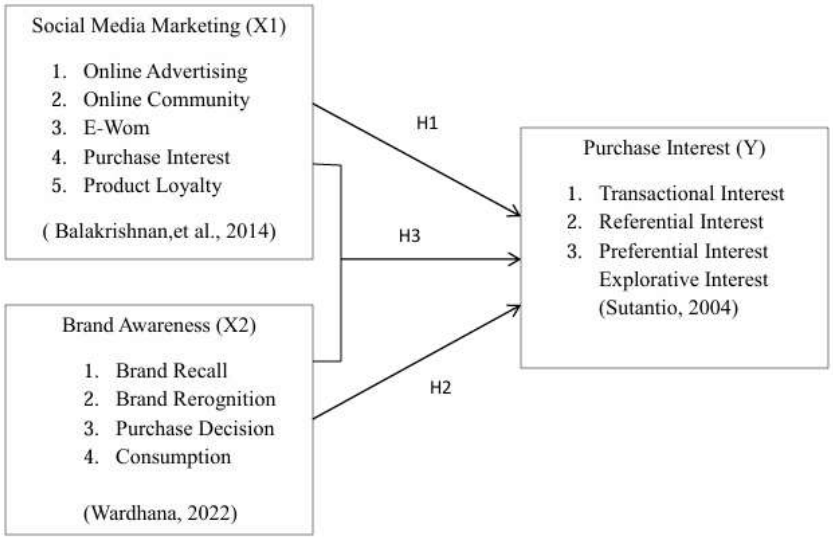


Chart 1. Conceptual Framework

Hypothesis:

H1 : *Social Media Marketing* influence on consumer buying interest in D' Nora Jewelry

H2 : *Brand Awarness* influence on consumer buying interest in D' Nora Jewelry

H3 : *Social Media Marketing* And *Brand Awarness* influence on consumer buying interest in D' Nora Jewelry

Social Media Marketing

Social Media Marketing supported by a number of elements, including online

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advertising, online communities, electronic word of mouth marketing, purchase interest, and product loyalty. This combination has proven effective in promoting products and services through company websites as well as various social media platforms (Balakrishnan et al., 2014).

Brand Awareness (X2)

Formation process *Brand Awareness* influenced by various stages, starting from the consumer's ability to remember the brand, becoming familiar with the brand, which then leads to the decision to buy and consume the product. The level of consumer recognition and memory of a brand can differ, depending on the effectiveness of brand communication by the company and the perception consumers have of the brand. (Wardhana, 2022).

Consumer Purchase Interest (Y)

According to (Sutantio, 2004) he believes that a person's interest in buying a product can be seen from several factors, namely interest in making transactions, interest in looking for references, interest in comparing options, and interest in finding out more.

Research methods

This study uses statistical analysis as a method to obtain answers to research questions. By applying quantitative methods. (Balaka, 2022). Population can be defined as a collection of elements that are the focus of the researcher's attention to be analyzed or used as research subjects (Sekaran., U & Bougie, 2013). At D'Nora Jewelry, a business that makes and buys and sells jewelry. Therefore, the population analyzed in this study is a total of 320 buyers who transacted through *platform online* D'Nora Jewelry. By applying Purposive Sampling techniques. where everyone finds similar opportunities to choose from. Next, the Slovin formula was applied to determine the appropriate sample size, with an error tolerance limit of 10%, which resulted in 76 respondents.

Research Results and Discussion

Validity Test

By comparing the answers to each question with the overall answers, we can know whether the question is relevant. If a change in an item's score is followed by a comparable change in the total score, then the item is considered valid and vice versa. The r table value used is 0.2938 with df (n-2) of 0.2938. The results of data analysis show

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that rcount is greater than rtable 0.2938, which indicates that the item is valid and can be used in the data collection process.

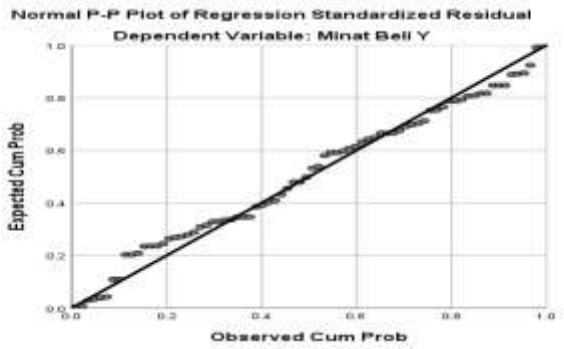
Reliability Test

Variable *Social Media Marketing* 0.643 for variables *Brand Awareness* 0.756 for the Purchase Interest variable 0.600. Thus, these three variables can be considered reliable > 0.60.

Normality Test

The normality test functions to evaluate the distribution of data on a variable. In this case, this test is carried out using the method *One Sample Kolmogorov Smirnov*.

Figure 1. Normality Test



Source: SPSS 25

The P-Plot displayed shows that the data meets a good distribution, because the points are on the diagonal line. The next step is to check the Sig value in the one sample k-s test.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		76
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.44603565
Most Extreme Differences	Absolute	.094
	Positive	.071
	Negative	-.094
Test Statistic		.094
Asymp. Sig. (2-tailed)		.091[c]

Source: SPSS 25

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Testing from the table shows that the results are Asymp. Sig 0.091 > a = 0.05, so the data can be stated to be normally distributed.

Multicollinearity Test

With the multicollinearity test, we can find out whether there is a strong linear relationship in the explanatory variables between the regression models that we have built. The multicollinearity test aims to identify relationships between independent variables. The existence of multicollinearity can be identified through the magnitude of tolerance and VIF. The results of the multicollinearity test that has been carried out are as follows.

Table 2. Multicollinearity Test

Variabel	Tolerance	VIF	Keterangan
Social Media Marketing	0.540	1.850	Tidak terjadi multikolinearitas
Brand Awareness	0.540	1.850	Tidak terjadi multikolinearitas

Source: SPSS 25

The test results provide a Tolerance value of 0.540 and a VIF of 1.850, this shows that the independent variables are free from symptoms of multicollinearity (no multicollinearity occurs).

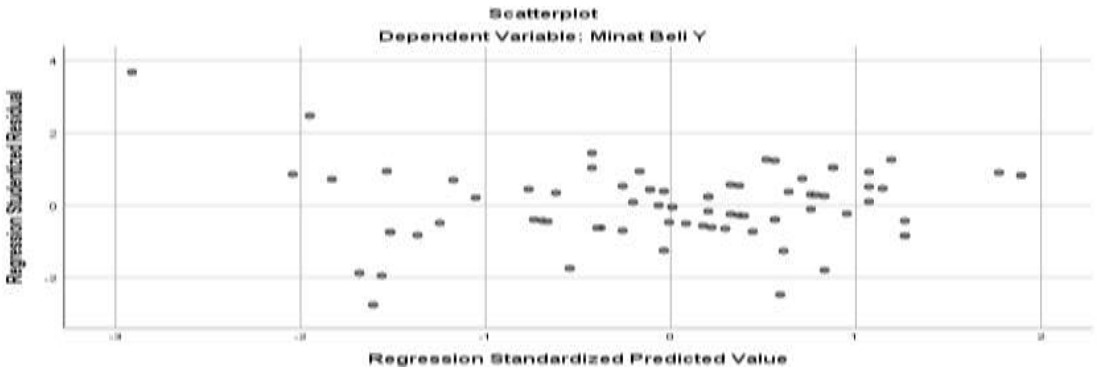
Heteroscedastics

The heteroscedasticity test is a tool we use to check whether our regression model meets the assumption that the variance of the prediction error (residual) is constant for all values of the independent variables. The results of the heteroscedasticity test that has been carried out are as follows:

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Table 3. Heteroskedasticity Test



Source: SPSS 25

Based on the Scatterplot, an irregular pattern can be seen, with points scattered randomly without forming a consistent pattern, indicating an irregular distribution, confirming that the model is valid, which indicates the absence of any indication of heteroscedasticity.

Data Analysis Methods

Descriptive Analysis

Table 4. Descriptive Analysis

INTERVAL	Social Media Marketing (X1)			Brand Awarness (X2)			Minat Beli Konsumen (Y)		
	F	%	Ket	F	%	Ket	F	%	Ket
10-17	0	0	STS	1	1	STS	1	1	STS
18-25	1	1	TS	1	1	TS	0	0	TS
26-33	2	3	N	1	1	N	2	3	N
34-41	18	24	S	19	25	S	7	9	S
42-50	55	72	SS	54	71	SS	66	87	SS
Total	**76**	**100**		**76**	**100**		**76**	**100**	

Sumber : Data diolah 2025

Based on the descriptive frequency analysis that has been presented, out of a total of 76 respondents, it can be concluded that there were no respondents (0%) who categorized *Social Media Marketing* in the "strongly disagree" category. One respondent (1%) considered it "disagree", two respondents (3%) chose the "neutral" category, while 19 respondents (24%) said they "agree", and 55 respondents (72%) categorized it as

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"strongly agree". Therefore, it can be said that *Social Media Marketing* entered the best category.

In accordance with the descriptive frequency analysis that has been presented, out of a total of 76 respondents, it can be concluded that 1 respondent or 1% expressed very strong disagreement with *Brand Awareness*, 1 respondent or another 1% categorized themselves as disagreeing, 1 respondent or 1% chose a neutral position, while 19 respondents or 25% indicated agreement, and 54 respondents or 71% indicated strongly agree. this statement, it can be concluded that *Brand Awareness* found in the best category.

Based on the descriptive frequency analysis that has been presented, from a total of 76 respondents, it can be concluded that 1 respondent or 1% showed consumer buying interest in the "strongly disagree" category, while no respondents (0%) categorized themselves as "disagree". Furthermore, 2 respondents or 3% were in the "neutral" category, 7 respondents or 9% categorized themselves as "agree", and 66 respondents or 87% were in the "strongly agree" category. So, it can be concluded that consumer buying interest is in a very good category.

Multiple Linear Regression Analysis

Multiple regression analysis is applied to estimate a model that explains the relationship between variables *Social Media Marketing*, *Brand Awareness*, and consumer buying interest. The following is a summary of the results of the regression analysis that has been carried out:

Table 5. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	23.887	4.022		5.939	.000
	Sosial Media Marketing X1	.298	.122	.330	2.445	.017
	Brand Awareness X2	.184	.099	.250	1.856	.067

a. Dependent Variable: Minat Beli Y

Source: SPSS 25

Interpretation:

$Y = a + b1X_1 + b2X_2$

$Y = 23.887 + 0.298_{X1} + 0.184_{X2}$

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1. In the data in the table, the constant is recorded as 23,887. Purchase Interest (Y) is estimated to reach 23,887 if all independent variables are considered to have no effect or have a value of zero. This shows that both variables have a significant impact on Purchase Intention.
2. A coefficient of 0.298 for Social Media Marketing (X1) means that every 1% increase in this variable will increase Purchase Interest (Y) by 0.298, assuming other variables remain constant. This shows that the more effective Social Media Marketing is, the greater its impact on increasing Purchase Interest.
3. Brand Awareness (X2) has a coefficient of 0.184, which means that every 1% increase in this variable is expected to increase Purchase Interest (Y) by 0.184, assuming the other variables remain constant. This indicates that increasing Brand Awareness also makes a positive contribution to Purchase Interest, although the influence is slightly smaller than Social Media Marketing.

F test

The main goal is to prove that strategy *Social Media Marketing* and building efforts *Brand Awareness* has a real contribution in changing consumer interest in buying products when it has a significance value <0.05.

Table 6. F-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.202	2	88.601	14.414	.000[b]
	Residual	448.732	73	6.147		
	Total	625.934	75			

a. Dependent Variable: Minat Beli Y
b. Predictors: (Constant), Brand Awareness X2, Sosial Media Marketing X1

Source: SPSS 25

Testing F-count 14.414 > F-table 3.12 with Sig F 0.000 < 1.991, then it can be concluded that the hypothesis is accepted, so *Social Media Marketing* And *Brand Awareness* simultaneously influences Purchase Interest.

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T Test

The T test was carried out to examine the influence of Social Media Marketing strategies and the level of consumer recognition of the brand on consumers' desire to make purchases. The results of the analysis show a statistically significant relationship between these two variables and consumer buying interest, with a significance value of less than 0.05.

Table 7. T-test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	23.887	4.022		5.939	.000
	Sosial Media Marketing X1	.298	.122	.330	2.445	.017
	Brand Awareness X2	.184	.099	.250	1.856	.067

a. Dependent Variable: Minat Beli Y

Source: SPSS 25

1. Influence *Social Media Marketing* shows t count 2,445 > t table 1,991 with sig 0.017 < a = 0.05, then it can be concluded that *Social Media Marketing* affect the buying interest.
2. Influence Brand Awareness on Purchase Interest from variable regression analysis Brand Awareness shows t count 1.856 < t table 1.991 with sig 0.067 > a = 0.05, so it is stated that Brand Awareness has no effect on the buying interest.

Coefficient of Determination

The coefficient of determination shows how big *Social Media Marketing* And *Brand Awareness* influence changes in consumers' desires to make purchases.

Table 8. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.532[a]	.283	.263	2.479

a. Predictors: (Constant), Brand Awareness X2, Sosial Media Marketing X1
b. Dependent Variable: Minat Beli Y

Source: SPSS 25

R Square shows a total of 0.263, indicating that the independent variable has an impact of up to 28.3%, and others are influenced by other variables as much as 71.7%.

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DISCUSSION

Social Media Marketing Against Purchase Interest

Findings evaluate impact *Social Media Marketing* to Purchase Interest shows that the value obtained is (t-count > 2.445, t-table 1.991, and significance of 0.017 < α = 0.05). This indicates that Social Media Marketing has a significant impact on Purchase Interest for D'Nora Jewelry products

Brand Awareness Against Purchase Interest

The analysis results show that the t-count for Brand Awareness is lower than 1.856, while the t-table is 1.991, with a significance value (sig) of 0.067 which exceeds the alpha (α) of 0.05. Thus, it can be concluded that Brand Awareness does not have a significant influence on Purchase Interest for D'Nora Jewelry products.

Social Media Marketing and Branding Awareness of Purchase Interest

The Anova table shows that the calculated f-value of 14.414 is greater than the f-table value of 3.12, and the sig value is <0.05. This indicates that *Social Media Marketing* And *Brand Awareness* simultaneously have a significant influence on the Interest in Purchase D'Nora Jewelry products.

CONCLUSION AND SUGGESTIONS

Conclusion

1. These findings show that Social Media Marketing has a direct impact on consumer purchase interest at D'Nora Jewelry
2. *Brand Awareness* does not show a significant influence on consumer purchase interest.
3. These two variables simultaneously have a positive impact on consumer purchase interest at D'Nora Jewelry. Previous research also indicates that visual content, such as product images and videos, is effective in upselling *Brand Awareness* as well as Purchase Interest. This finding emphasizes that *Social Meida Marketing* And *Brand Awareness* has a good impact on Purchase Interest, although this impact is not always permanent.

Suggestion

Rapid technological developments have changed business, encouraging many business actors to switch from physical stores to social media as a consequence of

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changes in consumer behavior. D'Nora Jewelry is recommended for employee motivation by providing recognition or awards such as bonuses and so on. Creating a positive work environment is one of the main drivers for employees to be more enthusiastic about their work or allows for faster work completion so that consumer demand problems can be quickly resolved. To maintain the positive impact, D'Nora Jewelry needs to continue to build and maintain relationships with consumers *Brand Awareness* through ongoing marketing efforts and interactions.

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