

INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON THE INTENTION TO BUY PRODUCTS AT HANAN CATERING

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This study aims to determine the influence of social media marketing and brand awareness on the purchase intention of fast-food restaurant products. The type of research used is quantitative, using the random sampling method. The number of samples used was 198 respondents. The data collection technique was carried out using an online questionnaire distributed through social media, Whatsapp and Instagram. The data analysis technique is multiple linear regression using SPSS software to test whether social media marketing and brand awareness affect purchase intentions. The results show that social media marketing and brand awareness had a positional effect on the purchase intention of Hanan Catering products in Bandung. Social media marketing and brand awareness also simultaneously affect the purchase intention of fast-food restaurant products. Furthermore, fast food restaurant products are recommended to optimize marketing through social media for all products and introduce fast food restaurant products to grow public brand awareness. Marketing through social media is one of the best marketing strategies amidst the increasing level of digital literacy in society.

Keywords: brand awareness; fast food restaurants; purchase intention; social media marketing.

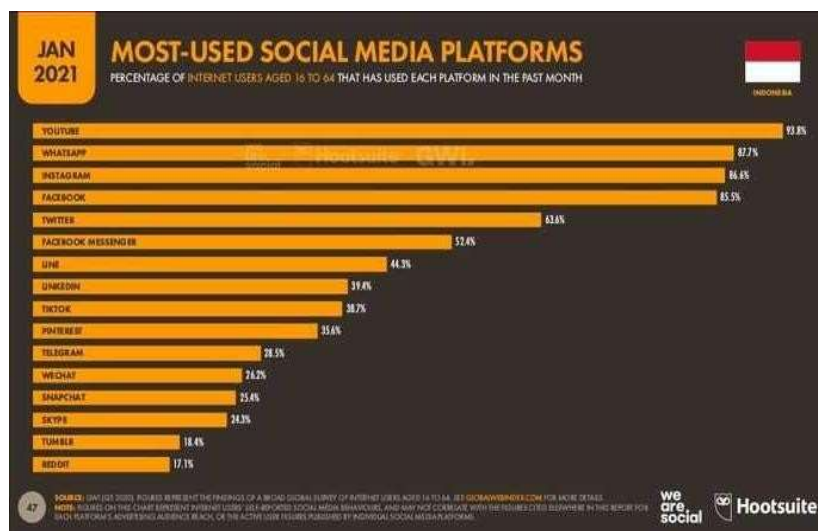
1. INTRODUCTION

In March 2020, the Indonesian Government announced that the corona virus had started to enter Indonesia. (tirtoid, 2022). Therefore, the government decided to implement Micro PPKM starting January 11, 2022, it is hoped that it can suppress the potential spread of the corona virus. PPKM Micro is carried out by limiting community mobility. (news.detik.com, 2022). However, the impact felt especially for the Indonesian economy is economic growth which grows at -0.74% in the first quarter of 2022. Especially the food and beverage business, which will experience a decrease in turnover with the imposition of restrictions on the capacity of visitors to eat on site and operating hours (m.ri.co.id, 2022). This was proven by a number of restaurants and cafes in Bandung, which experienced a decrease in turnover of 50-60 percent. Even when the PPKM was still announced,

As if there was no stopping word, PPKM continued into the following months. This is also felt by one of the fast food businesses, namely Hanan Catering. Hanan Catering suffered a loss of IDR 61.46 billion in the first quarter of 2022. This was in contrast to the first quarter of 2020 which earned a profit of IDR 5.41 billion (economy.okezone.com, 2022). Therefore, the use of social media must be utilized to the fullest extent possible so that business activities can continue even though it is hampered by these restrictions. One strategy that can be done is to do social media marketing. Social media marketing is a form of strategy carried out through online networks for marketing purposes

(As'ad & Alhadid, 2014).

Hanan Catering is a pioneer of fast food fried chicken (fried chicken) in the United States (food.detik.com, 2019). So that Hanan Catering was successful in establishing many outlets in various countries. In addition, in 2019 Hanan Catering Indonesia won the Millennial Top Brand Award, WOW Brand Award, and a number of other awards (Hanan Cateringku.com). Hanan Catering Indonesia has also carried out social media marketing in an effort to foster consumer purchase intentions. One form of social media marketing this is done through the social media Instagram. Based on Hootsuite, the following is data on the most used social media platforms in Indonesia in 2022.



Source: Andi.Link (2022)

Figure 1. DATA OF THE MOST USED SOCIAL MEDIA PLATFORMS IN 2022

Based on the data above, there are percentages of users of several social media platforms including: Youtube (93.8%), Whatsapp (87.7%), Instagram (86.6%), Facebook (85.5%), Twitter (63.6%), Facebook Messenger (52.4%), Line (44.3%), LinkedIn (39.4%), Tiktok (38.7%), Pinterest (35.6%), Telegram(28.5%), Wechat (26.2%), Snapchat (25.4%), Skype (24.3%), Tumblr (18.4%), and Reddit (17.1%). This research focuses on social media marketing carried out by Hanan Catering Indonesia through Instagram. This is because Hanan Catering Indonesia's Instagram account is more popular than her YouTube channel. It can be proven that Hanan Catering Indonesia already has two million followers on Instagram (instagram.com, 2022), while Hanan Catering Indonesia's YouTube channel still has ten thousand followers (youtube.com). Hanan Catering Indonesia also does not do social media marketing via Whatsapp (Hanan Cateringku.com, 2022).

Social media marketing carried out with the aim of building brand awareness through marketing

efforts on social media (Gunelius, 2011). Social media marketing is carried out through online social media and utilizes online communities as a means of marketing to reach a wider target. So that with this, it can foster people's buying intentions for products, especially social media users. In a study it was revealed that social media marketing has a significant effect on brand equity and customer trust where it influences purchase intention to consume products (Oktriyanto, et al., 2022). This is in line with Lacap's statement (2022) that the use of social media is significantly and positively related to purchase intention. Likewise with Manzoor, et al.

Meanwhile, according to Kotler & Keller (1989), brand awareness is the ability to identify a brand according to the category in detail before making a purchase. So, through this ability, an individual's purchase intention will arise for a product he recognizes. In a study revealed that brand awareness has no effect on purchase intention (Pinasthika, Suroso, & Wulandari, 2022). Likewise, according to Hasan, et al. (2020), brand awareness has no significant effect on purchase intention. This is also in line with the statement of Kyguoliene and Zikiene (2022). However, it is different from the statement of Theresia, Nazief, & Edi (2018) that brand awareness influences purchase intention. In the above studies examining the relationship between social media marketing and purchase intention, there is consistent evidence that social media marketing has an effect on purchase intention. But in studies that examine the relationship. Rochmatin Lailatis Sholawati & Monika Tiarawati. The Influence of Social Media Marketing and Brand Awareness on Product Purchase Intentions at Hanan Catering.

brand awareness regarding the purchase intention above, there are inconsistent results so that it can be used as a research gap and can be a loophole for conducting this research with the same variables, but with different objects. This study aims to analyze and discuss the influence of social media marketing and brand awareness on product purchase intentions at Hanan Catering. The object of this research is the Hanan Catering restaurant in Bandung. This research focuses on promotions carried out by Hanan Catering Indonesia on Instagram social media.

2. LITERATURE REVIEW

A. Social Media Marketing

Social media marketing is a form of strategy conducted through online networks for marketing purposes (As'ad & Alhadid, 2014). Meanwhile, according to Gunelius (2011), social media marketing is a form of direct or indirect marketing to build brand or product awareness using social media tools. Evans, et al., (2013) stated that social media marketing is a marketing technique using social media to promote products through links to online business pages. According to Weinberg (1989) social media marketing is a promotional process carried out by individuals for their products or services through online social media and utilizing online communities to carry out broader

marketing. So, Social media marketing is a marketing strategy carried out through social media to build brand or product awareness in order to reach a wider target. So that people become aware and recognize a product that is marketed on social media, which then grows the intention to buy the product. Social media marketing or social media marketing provides delivery offerings that are viral and quickly grab the attention of consumers so that they can increase consumer purchase intentions (Baird & Parasnin, 2011). Indicators of social media marketing variables in this study use social media marketing indicators according to Oktriyanto, et al. (2022) which consists of entertainment, interaction, trendness, customization, and advertisement. So that people become aware and recognize a product that is marketed on social media, which then grows the intention to buy the product. Social media marketing or social media marketing provides delivery offerings that are viral and quickly grab the attention of consumers so that they can increase consumer purchase intentions (Baird & Parasnin, 2011). Indicators of social media marketing variables in this study use social media marketing indicators according to Oktriyanto, et al. (2022) which consists of entertainment, interaction, trendness, customization, and advertisement. So that people become aware and recognize a product that is marketed on social media, which then grows the intention to buy the product. Social media marketing or social media marketing provides delivery offerings that are viral and quickly grab the attention of consumers so that they can increase consumer purchase intentions (Baird & Parasnin, 2011). Indicators of social media marketing variables in this study use social media marketing indicators according to Oktriyanto, et al. (2022) which consists of entertainment, interaction, trendness, customization, and advertisement. Social media marketing or social media marketing provides delivery offerings that are viral and quickly grab the attention of consumers so that they can increase consumer purchase intentions (Baird & Parasnin, 2011). Indicators of social media marketing variables in this study use social media marketing indicators according to Oktriyanto, et al. (2022) which consists of entertainment, interaction, trendness, customization, and advertisement. Social media marketing or social media marketing provides delivery offerings that are viral and quickly grab the attention of consumers so that they can increase consumer purchase intentions (Baird & Parasnin, 2011). Indicators of social media marketing variables in this study use social media marketing indicators according to Oktriyanto, et al. (2022) which consists of entertainment, interaction, trendness, customization, and advertisement.

B. Brand Awareness

Brand awareness is the ability to remember a brand or advertisement by customers spontaneously or through certain keywords (Rangkuti, 1984). Meanwhile, according to Najib (2016), brand awareness is a situation in which consumers can recall brand parts as part of a particular product. According to Kotler & Keller (1989), brand awareness is the ability to identify a brand according to the category in detail before making a purchase. So, brand awareness is the ability to recognize a brand as part of the product before making a purchase. Through this ability, a belief in a brand will arise so that it can

trigger the emergence of purchase intentions in the minds of individuals for products they recognize.

C. Purchase Intention

Purchase intention is a strong desire and tendency that drives product purchases by individuals (Bosnjak, et al., 1986). Meanwhile, according to Kotler & Keller (1989), consumer purchase intention is consumer behavior in terms of the desire to buy a product based on the experience of using a product. According to Schiffman & Kanuk (1988), purchase intention is a happy attitude towards an object so that they are willing to make sacrifices to obtain it. So, purchase intention is an individual's desire to obtain or buy a product through sacrifice, namely payment. Tjiptono (1985; 150) reveals that factors that can increase purchase intentions include psychological factors, social factors, and marketing mix factors. Psychological factors come from an individual. While social factors come from a person's behavior influenced by the social environment and culture. Then the marketing mix factors come from the marketing mix elements carried out by the company as a producer of related products which include product, price, promotion, and distribution channels. The variable indicator of purchase intention in this study uses an indicator of purchase intention according to Zeithaml (1988) which consists of possibility to buy, intention to buy, and consideration to buy.

D. Relations between Variables

Social media marketing or social media marketing utilizing the mediasocial services as a facility to make viral delivery offers and quickly grab consumer attention so as to increase consumer purchase intentions (Baird & Parasnin, 2011). According to Oktriyanto, et al., (2022), social media marketing has a significant effect on brand equity and customer trust where it influences purchase intention to consume products. This is in line with Lacap's statement (2022) that the use of social media is significantly and positively related to purchase intention. Likewise with Manzoor, et al. (2020) which states that social media has a significant effect on consumer purchase intentions.

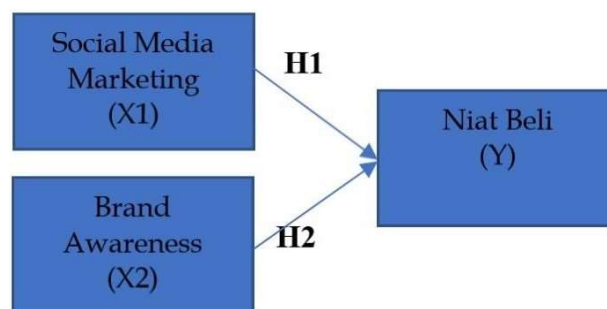
H1: *Social media marketing* has a positive effect on the intention to buy products at Hanan Catering.

The existence of brand awareness or brand awareness through memory or the ability to identify a brand from an individual towards a product can make consumers tend to put trust in their minds so that they can trigger purchase intentions for the product (Pranata & Pramudana, 2018). According to Kotler & Keller (1989), brand awareness is the ability to identify a brand according to the category in detail before making a purchase. Roozy, Arastoo, & Vazifehdust (2014) stated that brand awareness has no effect on the recommendation purchase intention indicator, but does affect other purchase intention indicators, namely willing purchase and considering purchase. Meanwhile,

Effendi & Liemmongan (2017) stated that brand awareness and brand association have no significant effect on purchase intention. This is because when someone knows a brand, they do not always have the intention to buy the product. But brand awareness can still influence purchase intention when working with other elements. However Theresia et al. (2018) stated that brand awareness influences purchase intention. The results of this study became a research gap as a gap for this research to be carried out.

H2: *Brand awareness* has a positive effect on the intention to buy products at Hanan Catering.

Based on the hypothesis above, the conceptual framework in this study can be seen in Figure 2.



Source: Processed data (2022)

Figure 2. CONCEPTUAL FRAMEWORK

3. RESEARCH METHODS

The type of research used in this research is quantitative research. The population used is residents of the Bandung area aged 15-40 years who have an Instagram account and intend to buy Hanan Catering products. The selection of these criteria is because the city of Bandung is one of the cities with the highest increase in internet usage in East Java since the pandemic (beritasatu.com, 2020). In addition, based on Kominfo data (2016), the majority of internet users in Indonesia are in the 15-40 year range with a total of 68 percent. The research was conducted online using a questionnaire in the form of a Google form which was distributed to 198 respondents using a random sampling technique. Measurement using a Likert scale. Social media marketing variables use indicators belonging to Oktriyanto, et al. (2022), including entertainment, interaction, trendness, customization, and advertisement. As for the variable brand awareness rochmatin Lailatis Sholawati & Monika Tiarawati. The Influence of Social Media Marketing and Brand Awareness on Product Purchase Intentions at Hanan Catering. Used in this study using indicators belonging to Aaker (1991), including top of mind, brand recall, brand recognition, and unaware of a brand. The purchase intention variable uses Zeithaml's (1988) indicators, including the possibility to buy, intention to buy,

and consideration to buy. The data analysis technique in this study uses multiple regression analysis techniques using the classic assumption test which includes the normality test, multicollinearity test, and heteroscedasticity test. Then the data were analyzed using the t test and F test.

4. RESULTS AND DISCUSSION

A. Respondent Demographics

The number of respondents to this study was 198 people with the majority coming from West Bandung as many as 89 people (44.5%). Based on the respondent's occupation, the majority came from students as many as 133 people (66.5%). Based on the age of the respondents, the majority were aged 21-25 years as many as 116 people (58%). Based on gender, the majority were female as many as 174 people (87%).

B. Validity and Reliability Test Results

Statement items that have been made are tested for validity and reliability. Validity test was performed using Pearson Correlation. The results of the validity test performed show that all statement items have a significance value or r count is greater than r table, namely 0.361. So with these results it can be stated that all statement items used in this study are valid and can be used to measure the influence of social media marketing and brand awareness on purchase intentions. Meanwhile, the reliability test conducted showed that all variables had a Cronbach's Alpha value greater than 0.7. So with these results the statement items are declared reliable and can be used to measure social media marketing variables, brand awareness, and purchase intentions.

C. Classical Assumption Test Results

The requirement before carrying out the multiple linear regression test is to carry out the classical assumption test. The classic assumption test carried out in this study includes a normality test using the Kolmogorov-Smirnov test with a significance value of 0.084, so that the data is normally distributed because the significance value is > 0.05 . Then there is a multicollinearity test in which both variables have a Tolerance value of $0.674 > 0.10$ and a VIF value of $1.484 < 10$ so that symptoms of multicollinearity occur. Then there is the heteroscedasticity test using the Glejser test with a significance value for the social media marketing variable of 0.176 and brand awareness of 0.595, so that it can be said that there are no symptoms of heteroscedasticity in both variables because the value is > 0.05 .

D. Regression Test Results

Multiple linear regression tests were carried out using the t test and F test. Multiple linear regression

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tests were carried out to determine the effect of social media marketing and brand awareness variables on purchase intention variables. Partial t test was conducted to test whether variable X (independent) has a partial effect on variable Y (dependent) or not. The provisions of the partial t test are a significance value of less than 0.05, so the X or independent variable can be said to have an effect on the Y or dependent variable.

Table 1.
T TEST RESULTS

Variable	Regression Coefficient	tcount	Significanc e
(Constant)	-0.428	-0.150	0.881
<i>Social media marketing</i>	0.259	6,709	0.000
<i>Brand awareness</i>	0.497	8,546	0.000

Source: SPSS Output (2022, data processed)

$$Y = 0.259X_1 + 0.497X_2 \dots\dots\dots (1)$$

The results of multiple linear regression tests through the T test can be seen in Table 1. From the table, equation (1) is obtained. From equation (1) above it can be seen that the constant value is -0.428. The constant value is negative, which means that the intention to buy Hanan Catering products will not occur if the respondent does not know Hanan Catering Indonesia's social media marketing on Instagram and is not aware of the existence of the Hanan Catering Indonesia brand. The coefficient value on the social media marketing variable (X1) is 0.259, meaning that if the social media marketing variable increases by one unit, then the purchase intention variable will also increase by 0.259. The coefficient value on the brand awareness variable (X2) is 0.497, meaning that if the brand awareness variable increases by one unit, then the purchase intention variable will also increase by 0.497.

F test was conducted to test whether variable X (independent) has a simultaneous effect on variable Y (dependent) or not. The provisions of the F test are if the significance value is less than 0.05 or the calculated F value is greater than the F table value, then it can be said that the independent variable has a simultaneous effect on the dependent variable.

Table 2.
F. TEST RESULTS

Variable	Fcount	Significance
<i>Social media marketing</i> And <i>brand awareness</i>	136,178	0.000

Source: SPSS Output (2022, data processed)

E. Hypothesis Test Results

From the results of the t test, it can be seen that the significance value of the two variables is equal to 0.000. So that both variables, both social media marketing and brand awareness, both have an effect on the intention to buy HANAN CATERING products in Bandung because their significance value is <0.05 . From the F test shows a significance of 0.000, so that the two variables X simultaneously affect Y.

F. The Effect of Social Media Marketing on Purchase Intentions at Hanan Catering

The results of the analysis that have been carried out both show that social media marketing has an effect on purchase intentions at Hanan Catering. This can be seen from the calculated t value which is smaller than the t table and the calculated F value is also smaller than the F table. The results of this study support the results of research conducted by Lacap's research (2022), Manzoor, et al. (2020), and Fannani, et al. (2020) which states that social media has an effect on purchase intention. Javed (2019) also states that social media advertising has a significant and positive effect on purchase intention. In terms of factors influencing purchase intention, the brand awareness variable is included in the marketing mix factor, because social media marketing is a marketing strategy to promote products, where promotion is one of the elements of the marketing mix.

Based on the research that has been done, social media marketing variables are measured using five indicators, including entertainment, interaction, trendness, customization, and advertisement. On the entertainment indicator, the average respondent agrees that Hanan Catering Indonesia's Instagram content is quite interesting. This means that Hanan Catering's social media marketing through content shared on Instagram is quite interesting. On the interaction indicator, the average respondent agrees that the Hanan Catering Indonesia Instagram account is active in reposting stories regarding reviews from consumers. This means that Hanan Catering Indonesia actively interacts with followers on Instagram by reposting stories regarding reviews of Hanan Catering products from consumers. On the trendness indicator, the average respondent agrees that the event held by Hanan Catering Indonesia via Instagram is in accordance with current trends. This means that the Hanan Catering

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Indonesia Instagram event is appropriate and follows the latest trends. On the customization indicator, the average respondent agrees that Hanan Catering Indonesia's Instagram content has a pretty attractive appearance. This means that the appearance of Hanan Catering Indonesia's Instagram content is quite interesting and fun to look at. Finally, on the advertisement indicator, the average respondent agrees that Hanan Catering Indonesia actively uploads advertisements in the form of images. This means that Hanan Catering's social media marketing is often through image advertisements. This means that the Hanan Catering Indonesia Instagram event is appropriate and follows the latest trends. On the customization indicator, the average respondent agrees that Hanan Catering Indonesia's Instagram content has a pretty attractive appearance. This means that the appearance of Hanan Catering Indonesia's Instagram content is quite interesting and fun to look at. Finally, on the advertisement indicator, the average respondent agrees that Hanan Catering Indonesia actively uploads advertisements in the form of images. This means that Hanan Catering's social media marketing is often through image advertisements. This means that the Hanan Catering Indonesia Instagram event is appropriate and follows the latest trends. On the customization indicator, the average respondent agrees that Hanan Catering Indonesia's Instagram content has a pretty attractive appearance. This means that the appearance of Hanan Catering Indonesia's Instagram content is quite interesting and fun to look at. Finally, on the advertisement indicator, the average respondent agrees that Hanan Catering Indonesia actively uploads advertisements in the form of images. This means that Hanan Catering's social media marketing is often through image advertisements. This means that the appearance of Hanan Catering Indonesia's Instagram content is quite interesting and fun to look at. Finally, on the advertisement indicator, the average respondent agrees that Hanan Catering Indonesia actively uploads advertisements in the form of images. This means that Hanan Catering's social media marketing is often through image advertisements. This means that the appearance of Hanan Catering Indonesia's Instagram content is quite interesting and fun to look at. Finally, on the advertisement indicator, the average respondent agrees that Hanan Catering Indonesia actively uploads advertisements in the form of images. This means that Hanan Catering's social media marketing is often through image advertisements. This means that the appearance of Hanan Catering Indonesia's Instagram content is quite interesting and fun to look at. Finally, on the advertisement indicator, the average respondent agrees that Hanan Catering Indonesia actively uploads advertisements in the form of images. This means that Hanan Catering's social media marketing is often through image advertisements. Rochmatin Lailatis Sholawati & Monika Tiarawati. The Influence of Social Media Marketing and Brand Awareness on Product Purchase Intentions at Hanan Catering.

Social media marketing carried out by Hanan Catering Indonesia, especially on Instagram, has an effect on people's purchase intentions for these products, especially people who come from the Bandung area. Hanan Catering Indonesia's social media marketing on Instagram includes interesting content related to product information and promos as well as special events through the Instagram post, Instagram story and Instagram reels features. The social media marketing that is carried out can attract the interest and enthusiasm of the community so that it can foster their intention to buy Hanan Catering Indonesia products.

From the research that has been done, most of the respondents are women aged 21-25 years with jobs as students and come from West Bandung. This means that female students aged 21-25 years in West Bandung are the most respondents in this study who are active on social media, especially on Instagram and know about social media marketing carried out by Hanan Catering Indonesia on Instagram. The social media marketing carried out by Hanan Catering can be identified through the Hanan Catering Instagram account that he has followed, through friends or people he follows on Instagram when sharing posts about Hanan Catering, or through advertisements that appear on the homepage and browse icons on Instagram.

E. The Effect of Brand Awareness on Purchase Intentions at Hanan Catering

The results of the analysis that have been carried out both show that brand awareness has an effect on purchase intentions at Hanan Catering. This can be seen from the calculated t value which is smaller than the t table and the calculated F value is also smaller than the F table. The results of this study support the results of research conducted by Theresia, Nazief, and Edi (2018) that brand awareness influences purchase intention. The results of this study also support the results of Soewandi's research (2015) which also states that brand equity in which there are dimensions of brand awareness has a significant positive relationship to consumer purchase intentions. Roozy, Arastoo, and Vazifehdust (2014) state that brand awareness has no effect on recommendation purchase but has an effect on willing purchase and considering purchase. This is because brand awareness has a minimum effect on purchase intention in the food industry so it will not lead to brand recommendations, especially for products that will not be purchased. Meanwhile, Effendi and Liemmongan (2017) state that brand awareness and brand association have no significant effect on purchase intention. This is because when someone knows a brand, they do not always have the intention to buy the product. But brand awareness can still influence purchase intention when working with other elements. In terms of factors that influence purchase intention, the brand awareness variable is included in the psychological factor, because brand awareness is the awareness that exists in each individual.

Based on the research that has been done, the variable brand awareness is measured using four indicators, including top of mind, brand recall, brand recognition, and unaware of a brand. On the top of mind indicator, the average respondent strongly agrees that Hanan Catering is a brand that is easy to remember. This means that the respondent is aware of Hanan Catering because the brand is easy to remember. On the brand recall indicator, the average respondent strongly agrees that "Jagonya Ayam" is the tagline of Hanan Catering Indonesia. This means that the respondent is aware that Hanan Catering Indonesia has a tagline of "Jagonya Ayam". On the brand recognition indicator, the average respondent strongly agrees that Hanan Catering has attractive product variants. Respondents

realized that the product variants owned by Hanan Catering were interesting. Final, on the unaware of a brand indicator, the average respondent strongly agrees that they are aware of the existence of the Hanan Catering brand. This means that the respondent is aware that the Hanan Caterin GITU brand exists.

Based on the results above, the public's brand awareness of Hanan Catering Indonesia influences people's purchase intentions for these products, especially people who come from the Bandung area. statement items on the unaware of a brand indicator obtained the highest value among all statement items on the brand awareness indicator. So that the public's brand awareness at Hanan Catering Indonesia is at the level of unaware of a brand. Unaware of a brand is a condition in which individuals are not yet aware of a brand. Because the statement items in this indicator use positive sentences, it means that the respondent is not yet aware of the Hanan Catering brand, but the respondent is only aware of the existence of the Hanan Catering brand. So it is necessary to instill more knowledge of the Hanan Catering brand so that they can apply appropriate marketing strategies to increase the level of awareness of the brand so that it can generate an intention to buy Hanan Catering products in the community. Public brand awareness of Hanan Catering Indonesia can arise, one of which is through social media marketing carried out by Hanan Catering Indonesia, especially on Instagram. From the research that has been done, most of the respondents are women aged 21-25 years with jobs as students and come from West Bandung. This means that female students aged 21-25 years in West Bandung are the most respondents in this study who are aware of the Hanan Catering brand. This can arise can be triggered through the family,

Based on the analysis above, the brand awareness variable has a greater influence than the social media marketing variable in influencing purchase intentions. This is because brand awareness is embedded in the community through their ability to recognize the Hanan Catering brand so that it can influence the desire and willingness to make sacrifices in order to obtain Hanan Catering products. Respondents to this study realized that HANAN CATERING is a brand that is easy to remember, especially because it has a tagline that has stuck in their memory, namely "Jagonya Ayam" and its interesting variants. So that if the level of public brand awareness of Hanan Catering increases, it can increase the purchase intention of Hanan Catering products.

5. CONCLUSION

In this study, it is proven that social media marketing variables have a positive effect on product purchase intentions at Hanan Catering. In addition, the brand awareness variable has a positive effect on the intention to buy products at Hanan Catering. Social media marketing and brand awareness also show a simultaneous influence on the intention to buy products at Hanan Catering. Based on the research that has been done, Hanan Catering Indonesia is able to utilize social media to do marketing

in the midst of a difficult and limited pandemic situation. Hanan Catering in Bandung has not been the top choice or top of mind for respondents in buying fried chicken fast food products. So that efforts are needed for Hanan Catering Indonesia to increase public brand awareness of Hanan Catering Indonesia. Hanan Catering Indonesia can increase people's brand awareness of Hanan Catering Indonesia by promoting either through social media or offline, using influencer services, or collaborating with other well-known brands so that Hanan Catering can be better known to the public. The social media marketing that is carried out should contain certain characteristics such as Hanan Catering being able to create unique content on Instagram with the main icon of chicken so that people can remember it easily.

This research has limitations in obtaining maximum data because it is done online. So that suggestions for further research, should be done offline so that marketing efforts can be known and the level of public brand awareness of Hanan Catering. In addition, it is better for future research to examine how brand awareness plays a role in mediating the influence of social media marketing on purchase intentions.

The practical implications of this research can be used by Hanan Catering to design marketing strategies on social media, especially Instagram and make efforts to grow brand awareness of Hanan Catering products so that they can trigger people's purchase intentions for Hanan Catering products. The theoretical implications of this study indicate that the brand awareness variable has a greater influence than the social media marketing variable, so that if the level of public brand awareness of Hanan Catering increases, it can increase the purchase intention of Hanan Catering products.

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