

THE INFLUENCE OF INSTAGRAM ADVERTISING AND DIGITAL TECHNOLOGY ON BRAND AWARENESS AND PURCHASE DECISIONS IN THE ERA OF SOCIETY 5.0

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Abstract: The goal of this study is to investigate how, in the era of Society 5.0, digital marketing strategies affect Maybelline lipstick product purchases in Indonesia. The main focus of this study is on how Instagram advertising and digital technologies affect customer purchasing decisions and increase brand recognition. Purposive sampling was used to select 300 respondents, who were then surveyed to collect quantitative data. The data was examined using Structural Equation Modeling (SEM). The results showed that Instagram ads and digital technology significantly improve brand recognition, which influences customer purchasing decisions. These findings show how effective digital marketing strategies are at increasing sales of cosmetics, especially in the context of changing customer behavior in the Society 5.0 era.

Keywords: *Instagram Advertising, Digital Technology, Brand Awareness, Purchase Decisions*

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1. Introduction

The Society 5.0 era marks a massive digital transformation in various aspects of life, including business and marketing (according to Ustundag & Cevikcan, 2018). In Indonesia, high internet penetration and the rapid growth of the cosmetics industry make this research highly relevant and significant (according to data from the Indonesian Cosmetic Entrepreneurs Association, explained by Statistics Indonesia, 2023). Given that consumers are becoming more acclimated to purchasing online, Maybelline, a well-known cosmetic business, has a tremendous potential to maximize the digital marketing strategy of its lipstick products. (according to McKinsey report, 2021, discussed by Kotler & Armstrong, 2018). With the availability of sales data and digital marketing strategies, According to Prisgunanto (2022), this study can offer comprehensive insights into the efficacy of Maybelline's digital marketing strategy in raising brand awareness and influencing lipstick product purchases in the era of Society 5.0 by examining brand perception and digital performance metrics.

According to information from the Ministry of Information and Communication, Indonesia's digitalization trend and the idea of Society 5.0, which heavily relies on digital technology, have been expanding quickly. In 2023, there will be 204.7 million internet users or 73.3% of the country's total population. (discussed by Kemp, 2023). This is in line with the growth of the cosmetics industry, which reached a market value of IDR 16.5 trillion in 2022

with an average growth of 8.7% per year based on data from the Indonesian Cosmetic Entrepreneurs Association, where the lipstick category has great potential (discussed by Euromonitor International, 2023). Consumer behavior is also changing drastically, with 83% of Indonesian consumers shopping online at least once in the past six months according to a McKinsey report (2021, discussed by Laudon & Traver, 2021). Maybelline, as a leading cosmetics brand with sales data, digital marketing strategy, brand perception, and digital performance metrics, has a great opportunity to optimize the digital marketing strategy of its lipstick products in Indonesia by effectively leveraging these trends (according to Chaffey & Ellis-Chadwick, 2019).

2. Literature Review

Instagram, one of the most popular social networking platforms, offers a lot of potential for digital marketing, particularly for lifestyle and beauty-related products like Maybelline lipsticks. Instagram has a large audience reach to efficiently sell Maybelline products, with 92.1 million monthly active users by 2022 (Kemp, 2023). According to Tuten and Solomon (2018), Instagram ads enable accurate targeting according to user demographics, location, interests, and behavior. Instagram's visual and image- and video-focused characteristics fit perfectly with the aesthetic nature of beauty products. Instagram also provides an opportunity for Maybelline to showcase its lipstick products in a compelling way through rich visual content and engage consumers directly through comments, likes, and material created by users. This can assist gather consumer feedback, creating a devoted community, and raising brand exposure.

Diverse digital technology are very important in this all-digital Society 5.0 Companies must use cutting-edge digital tools like AR & AI), in their product marketing and sales strategies if they want to remain competitive and relevant (Kim et al., 2020; Chong et al., 2019). Maybelline incorporates augmented reality (AR) technology into its advertising efforts by putting in-camera effects that let customers virtually test lipstick hues before making a purchase. This technology allows consumers to see how the lipstick color looks on their face through the camera as if they have already used the product. The application of AR technology provides various benefits, including a more interactive and immersive shopping experience, product personalization according to consumer preferences, and increased sales process efficiency (Grewal et al., 2020). Thus, One important element is the use of AR technology. that helps Maybelline stay relevant in the competition in the cosmetics market in this digital era.

The mediating variable of brand awareness has a fundamental role in influencing consumer purchasing decisions (Kim et al., 2020). Brand awareness creates the foundation for Maybelline to build relationships with potential consumers, differentiate itself from competitors, and influence purchasing preferences (Aaker, 1991). Through effective digital marketing strategies, such as social media campaigns and the use of digital technology, Maybelline can significantly increase its brand exposure (Tuten & Solomon, 2018). Having a lot of brand awareness, consumers are more trusting and motivated to choose Maybelline products when making purchasing decisions, especially for beauty product categories such as lipstick (Hoyer et al., 2020). Therefore, understanding how to increase and manage brand awareness through digital marketing will provide valuable insights into how Maybelline can maximize its influence in shaping consumer purchasing behavior in Indonesia.

Because Maybelline's digital marketing strategy in the Society 5.0 era influences purchase decisions, this study places a lot of emphasis on them (Kim et al., 2020; Chong et al., 2019). Gaining knowledge about the elements that affect Indonesian customers' decisions to buy

Maybelline lipstick products would help them assess how well their digital marketing approach is working (Solomon et al., 2022). Understanding how social media, digital technology, and brand awareness influence customer purchase decisions is crucial given the speed at which the world is becoming more digitalized and the way that consumer behavior is shifting toward online platforms. Accurate data and in-depth analysis of purchase decision variables will give Maybelline a better understanding of how to optimize its digital marketing strategy to increase market penetration and consumer loyalty in Indonesia (Chaffey & Ellis-Chadwick, 2019).

The study's conclusions corroborate the correlation between important factors in the context of digital marketing. Investigations by Kim et al. (2020) demonstrates that aggressive social media marketing techniques, such as advertising on Instagram, can significantly increase brand awareness, which in turn affects consumer purchasing decisions. Another study by Chong et al. (2019) showed that the integration of digital technologies such as AR and AI in marketing strategies can provide a more individualized and engaging customer experience, which boosts customer loyalty and happiness. Therefore, the The goal of this research is to improve knowledge of how brand awareness, allegiance to a brand, digital marketing, and digital technology interact to be implemented successfully in the Indonesian cosmetics business (Prisgunanto, 2022).

3. Research Method

This study employs a quantitative method with a descriptive approach, enabling the development and testing of hypotheses based on empirical data. Finding a cause-and-effect relationship between the factors under investigation—such as Instagram advertising, digital technology, brand awareness, and purchasing decisions—is the primary goal of this quantitative study. Purposive sampling was employed as one of the sample selection criteria in this investigation and accidental sampling techniques. Purposive sampling is done by selecting samples based on certain characteristics that are considered important for research, namely consumers who have used Maybelline lipstick in the past year, listened to advertisements on Instagram, and have used the Virtual Try On feature. Meanwhile, accidental sampling selects samples by chance from an easily accessible population. For this study, the population is Maybelline lipstick users in Indonesia. In all 300 respondents were chosen as samples from a variety of regions in Indonesia to ensure an adequate and representative sample size. Measures such as sample stratification, even sample distribution, and the use of To get precise and broadly applicable data, legitimate and trustworthy research tools were used. With the aid of the SmartPLS 3 analytical tool, structural equation modeling, or SEM, was employed in this work. A questionnaire with an interval range ranging from 1 to 5 was used to gather data. A more comprehensive and focused analysis of the ways in which various factors, such Instagram advertising and digital technologies mediated by brand awareness qualities, influence customer purchase decisions is made possible by assigning each item a score between 1 (strongly disagree) and 5 (strongly agree). Among the data analysis techniques used to look at the correlation between the variables were descriptive statistics and SEM analysis. The findings of the questionnaire were assessed using index values in order to interpret the study variables.

4. Results and Discussion

4.1. Results

Structural equation modeling, or SEM is used to create and evaluate statistical models in the form of causal models. One of SEM's characteristics is that it is an analytical method used

for confirmation rather than explanation. SEM analysis is done by researchers using SmartPLS 3.

Measurement Analysis Model (Outer Model)

To evaluate the reliability and validity of the indicators, researchers first assessed the outer model. Factors that are independent, mediating, and dependent. This is done for each variable's indicators to represent the test's latent variables. 2 validity tests, the test of convergent validity, and the discriminant validity test, can be used to assess the validity of the research model that was constructed. Presented below is the result of the outer model calculation that was performed :

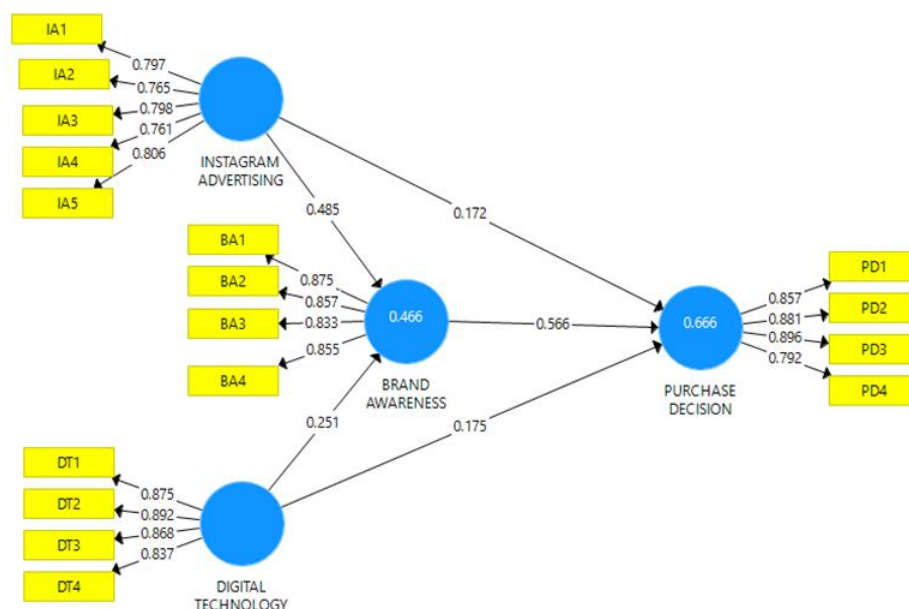


Figure 1. Shows the output of the measurement model (outer model).

Every variable's indication is greater than 0.5, according to the findings of the outer model calculation above, which are displayed in Figure 1. If the loading factor value is more than 0.5, they have satisfied the convergent validity criteria. This shows that the suggested model satisfies the specifications and is ready for additional analysis or testing.

Table 1. Average Variance Extracted

Variable	AVE	$\sqrt{\text{AVE}}$
Instagram Advertising	0,617	0,786
Digital Technology	0,754	0,868
Brand Awareness	0,731	0,855
Purchase Decision	0,735	0,857

According to the above table of Average Variance Extracted (AVE) test findings, each construct or variable in this study has an AVE value > 0.5 . Instagram advertising has an AVE value of 0.617, digital technology has an AVE of 0.754, brand awareness has an AVE value of 0.731, and purchasing decisions have an AVE value of 0.735. The results obtained show that With an AVE score > 0.5 , every construct in the tested model satisfies the criterion for convergent validity. Figure 1 shows the measurement model's (outer model) output display.

Table 2. Outer Loading

	Instagram Advertising	Digital Technology	Brand Awareness	Purchase Decision
IA1	0,797			
IA2	0,765			
IA3	0,798			
IA4	0,761			
IA5	0,806			
DT1		0,875		
DT2		0,892		
DT3		0,868		
DT4		0,837		
BA1			0,875	
BA2			0,857	
BA3			0,833	
BA4			0,855	
PD1				0,857
PD2				0,881
PD3				0,896
PD4				0,792

The following findings were derived by testing the measuring model with 300 respondents: Indicators IA1–IA5 measure the Instagram Ads construct, and all constructions are legitimate due to their factor loading, AVE value, and commonality above 0.5. The DT1-DT4 indicators are likewise valid. The Digital Technology construct is measured using AVE values, factor loading, and communality larger than 0.5.

All of these constructs are legitimate when factor loading, AVE value, and commonality are more than 0.5. The Brand Awareness construct is also evaluated using the BA1-BA4 indicators. Finally, the purchase decision construct is quantified using PD1-PD4 indicators. When commonality, AVE value, and factor loading are greater than 0.5, These indications are all regarded as valid. A discriminant validity test is then conducted by comparing the cross-loading value of each indicator in a single concept with other constructs. The concept is deemed valid if the values of each indicator are greater than those of the indicators in other constructs (Abdullah & Hartono, 2015). According to the expert Ichwanuddin (2018), this is consistent with the requirement that the cross-loading value on the targeted build be greater than the loading of other structures or exceed the test's critical value of 0.6.

Table 3. Cross Loading

	Instagram Advertising	Digital Technology	Brand Awareness	Purchase Decision
IA1	0,797	0,528	0,580	0,549
IA2	0,765	0,508	0,507	0,465
IA3	0,798	0,570	0,497	0,513
IA4	0,761	0,520	0,507	0,465
IA5	0,806	0,569	0,510	0,570
DT1	0,630	0,875	0,513	0,538
DT2	0,605	0,892	0,541	0,580
DT3	0,554	0,868	0,498	0,533
DT4	0,595	0,837	0,473	0,513

BA1	0,533	0,487	0,875	0,683
BA2	0,565	0,508	0,857	0,634
BA3	0,560	0,477	0,833	0,647
BA4	0,570	0,524	0,855	0,706
PD1	0,564	0,539	0,625	0,857
PD2	0,551	0,504	0,627	0,881
PD3	0,593	0,605	0,704	0,896
PD4	0,566	0,485	0,713	0,792

An indicator may be deemed legitimate if its loading factor in the targeted latent variable construct is greater than the loading factors of other constructs. Table 3 above makes it clear that the cross-loading values of each of the constituent construct variables are higher than the other constructions' loadings to affirm that discriminant validity is satisfied by this study model.

Additionally, the reliability test's objective is to assess the consistency and dependability of a measuring equipment. It illustrates the precision, accuracy, and consistency of the measuring tool (Prasetyono et al., 2020). The reliability test was conducted using two methods: Cronbach's Alpha > 0.6 and Composite Reliability > 0.7 (Prasetyono et al., 2020). The following are the findings of the study's reliability test :

Table 4. Reliability Testing Results

Variable	Cronbach's alpha	Composite reliability
Instagram Advertising	0.845	0.890
Digital Technology	0.891	0.924
Brand Awareness	0.877	0.916
Purchase Decision	0.879	0.917

Every build value may be considered reliable, as the previous table makes clear. This is illustrated by the fact that each construct's CR score is more than 0.7 and its CA value is more than 0.6.

Examination The inner model, or structural model

The structural model, often referred to as the Inner Model, is evaluated using the route coefficient value for the independent variable and R Square for the dependent variable. The t-count or t-statistic number for each path indicates the model's relevance (Abdillah & Hartono, 2015). For the dependent variable to be considered acceptable, the R Square calculation results must be more than 10% or bigger than 0.1 (Ichwanuddin, 2018). The better, the higher the value.

By examining the dependent construct and displaying the t value and path coefficient, the structural model can be assessed. This figure, which has a significant impact, quantifies the degree of disparity between the independent variable's changes and the dependent variable (Abdillah & Hartono, 2015).

Table 5. R Square

Variable	R-square	R-square adjusted
Brand Awareness	0.466	0.462
Purchase Decision	0.666	0.663

The aforementioned data indicates that the Brand Awareness variable has an R Square value of 0.466, or 46.6%, according to structural model testing. In contrast, the purchase choice variable has a 66.6% R Square value, or 0.666. It is possible to conclude that brand awareness influences decisions to buy, however, this influence is not very strong.

Additionally, the t-statistic and the path coefficient on bootstrap testing are examined while conducting hypothesis testing. While the route coefficient reveals the nature of the direct link between constructs, the p-value serves as a reference to show the significance of the direct association between variables. The t-value utilized in hypothesis testing, which is based on the t-statistic value, is more than 1.98 for alpha 5%. The hypothesis that was tested using probability with a value of $p < 0.05$ is either accepted or rejected. Therefore, if the p value is less than 0.05, H_a is accepted and H_o is refused. The direct effect test's findings are shown in the table below:

Table 6. Direct Effect

	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P Value
IA-BA	0,485	0,487	0,065	7,498	0,000
IA-PD	0,172	0,170	0,056	3,062	0,002
BA-PD	0,566	0,568	0,044	12,737	0,000
DT-BA	0,251	0,251	0,064	3,895	0,000
DT-PD	0,175	0,175	0,055	3.171	0,002

The following are the outcomes of each hypothesis's direct testing, as indicated by the direct effect table: According to Hypothesis 1, Instagram Advertising (IA) significantly and favorably affects Brand Awareness (BA), according to a p value of $0.000 < 0.05$, a t-statistic of 7.498 (> 1.98), and a coefficient value of 0.485. This indicates that BA is greatly raised by Instagram Advertising (IA). According to Hypothesis 2, Instagram Advertising (IA) significantly and favorably influences Purchase Decision (PD), as demonstrated by a p value of 0.002 (< 0.05), a coefficient value of 0.172, and a t-statistic of 3.062 (> 1.98). This implies that IA has a considerable, but limited, impact on purchase decisions. With a p value of 0.000 (< 0.05), a t-statistic of 12.737 (> 1.98), and a coefficient of 0.566, Hypothesis 3 shows that Brand Awareness (BA) has a substantial and positive impact on Purchase Decision (PD). This illustrates the significant influence BA has on purchasing decisions. Digital Technology (DT) has a substantial and positive impact on Brand Awareness (BA), as shown by Hypothesis 4's p value of 0.000 (< 0.05), t-statistic of 3.895 (> 1.98), and coefficient of 0.251. This suggests that DT has a role in the increase in BA. With a p value of 0.002 (< 0.05), a t-statistic of 3.171 (> 1.98), and a coefficient of 0.175, Hypothesis 5 shows that Digital Technology (DT) also has a substantial and positive impact on Purchase Decision (PD). This implies that DT has a significant impact on purchasing decisions.

Additionally, assessing the indirect relationship between the independent and dependent variables is known as indirect effect testing, and its goal is to ascertain the extent to which the mediating variable contributes to the outcomes and significance of the hypothesis that has been put forth. The following table presents the findings from indirect effect testing:

Table 7. Indirect Effect

	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P Value
IA-BA-PD	0,142	0,143	0,038	3,695	0,000
DT-BA-PD	0,275	0,277	0,043	6,402	0,000

The findings of testing for indirect associations between constructs are shown in the indirect impact table. With t-statistic value of 3.695 (> 1.98), a p value of 0.000 (< 0.05), and a beta coefficient of 0.142, hypothesis 6 shows that brand awareness partially mediates the relationship between Instagram advertising and purchase choices. The partnership is therefore fruitful and important. The link between digital technology and purchase decisions is perfectly mediated by brand awareness, as demonstrated by Hypothesis 7, which has a beta coefficient of 0.275, a t-statistic value of 6.402 (> 1.98), and a p-value of 0.000 (< 0.05). Additionally, this bond is solid and has a big, beneficial influence.

4.2. Discussion

This study explores the significant impact of Instagram Ads, Brand Awareness, and Digital Technology on customer experience and purchase decisions of Maybelline lipstick products. The research findings, based on hypothesis testing and data interpretation, highlight the important role of these factors in shaping consumer behavior.

Instagram Advertising and Brand Awareness

Hypothesis 1 demonstrates that Instagram advertising has a substantial and positive impact on Brand Awareness. With a p-value of 0.000 (< 0.05), a t-value of 7.498 (> 1.98), and a parameter coefficient of 0.485, it can be concluded that Maybelline's Instagram advertising significantly enhances brand recognition for its lipstick products. The respondents in this study gave a very high rating to the Instagram advertisements, with an average score of 4.242, indicating that Instagram content—especially its visuals and videos—effectively captures their attention. The visual appeal of Maybelline's products on Instagram was perceived as attractive and clear. Respondents also actively interacted with the posts, often engaging through comments and likes, which further strengthened brand recognition. Interaction features like direct messaging and stories on Maybelline's Instagram helped respondents learn more about the products, contributing to a deeper understanding of the brand. These findings underscore that Instagram advertising plays a key role in increasing consumer awareness of Maybelline's lipstick products.

Instagram Ads and Purchase Decision

Hypothesis 2 supports the idea that Instagram advertising has a positive impact on Purchasing Decision (PD). With a t-statistic value of 3.062 (> 1.98), a p-value of 0.002 (< 0.05), and a coefficient of 0.172, Instagram ads influence purchase decisions, albeit to a lesser extent. Interaction with Maybelline's Instagram content, coupled with increased brand awareness, indirectly encourages consumers to consider lipstick purchases. Although the effect is significant, it is relatively small compared to other factors, which suggests that advertising serves as one of several influences in the purchase decision process.

Brand Awareness and Purchasing Decision

Hypothesis 3 shows that Brand Awareness has a strong and positive influence on Purchasing Decision, with a p-value of 0.000 (< 0.05), a t-value of 12.737 (> 1.98), and a parameter coefficient of 0.566. When respondents are more familiar with Maybelline as a brand, they are more likely to make a purchase. This is in line with the finding that an established brand identity, built through consistent and engaging advertising, significantly influences consumer purchasing behavior.

Digital Technology and Brand Awareness

Hypothesis 4 explored the impact of Digital Technology on Brand Awareness, showing that technology significantly increases brand recognition. With a p-value of 0.000 (< 0.05), a t-statistic of 3.895 (> 1.98), and a coefficient of 0.251, digital tools such as Augmented Reality

(AR) and Artificial Intelligence (AI) play an important role in increasing awareness. These results support previous research, such as that conducted by Hernikasari et al. (2022), which found that digital technology significantly contributes to brand recognition. Maybelline's use of AR technology, specifically the Virtual Try On feature, allows consumers to visualize how the lipstick will look on them before making a purchase, making the brand experience more interactive and engaging.

Digital Technology and Purchase Decisions

Hypothesis 5 indicates that Digital Technology also positively impacts Purchase Decisions. The t-statistic of 3.171 (>1.98), a p-value of 0.002 (<0.05), and a coefficient of 0.175 show that digital innovations such as AR and AI have a meaningful influence on consumer choices. This suggests that as consumers interact with Maybelline's digital tools, their confidence in their purchasing decisions increases, ultimately influencing their final choice of product.

Mediating Role of Brand Awareness

Hypothesis 6 demonstrates that Brand Awareness partially mediates the relationship between Instagram advertising and purchase decisions. With a beta coefficient of 0.142, a t-statistic of 3.695 (>1.98), and a p-value of 0.000 (<0.05), brand awareness acts as a significant intermediary, facilitating the transition from exposure to Instagram advertising to the actual purchasing decision. This indicates that while Instagram ads capture consumer attention, it is the development of brand awareness that leads to a greater likelihood of purchasing.

Mediating Role of Brand Awareness in the Digital Technology-Purchase Decision Link

Lastly, Hypothesis 7 reveals that Brand Awareness fully mediates the relationship between digital technology and purchase decisions. With a beta coefficient of 0.275, a t-statistic of 6.402 (>1.98), and a p-value of 0.000 (<0.05), this mediation effect highlights that digital technology, when used to enhance brand awareness, has a more profound impact on the final decision to purchase Maybelline products.

This research shows that Instagram Advertising and Digital Technology, particularly AR and AI, significantly influence both Brand Awareness and Purchase Decisions for Maybelline lipstick products. The combination of engaging Instagram content and innovative digital tools enhances the overall customer experience, making consumers more confident in their choices and increasing their likelihood of purchase. Specifically, Instagram advertising raises brand awareness, which in turn influences purchasing decisions. Moreover, digital technology plays a pivotal role in both creating awareness and directly affecting the decision to buy, with brand awareness acting as a key mediator in both relationships.

Ultimately, the study confirms that Maybelline's use of Instagram advertising, coupled with digital technologies such as AR and AI, has a substantial and positive impact on consumer behavior, driving both increased brand recognition and higher purchase intent. These findings highlight the importance of leveraging social media and cutting-edge technology in modern marketing strategies to boost consumer engagement and drive sales.

5. Conclusion

This study examines how Maybelline lipstick product purchases in Indonesia are influenced by digital marketing tactics in the Society 5.0 age. The primary emphasis is on how digital technologies and Instagram advertising affect consumer choices and brand recognition. Instagram advertising has been shown to significantly improve brand recognition and purchase decisions, according to the previously published study findings. The first hypothesis is accepted

as Instagram advertising is seen to be very efficient at raising brand awareness, which influences more people to buy Maybelline lipstick products. Purchase decisions are positively and significantly impacted by Instagram advertising as well. This supports the second hypothesis by demonstrating that Instagram advertising has a notable, but very little, impact on buying decisions. Purchase decisions are positively and significantly impacted by brand awareness. The third hypothesis is accepted as Maybelline Lipstick product purchases are positively and effectively impacted by brand awareness. Brand awareness is positively and significantly impacted by digital technology. Thus, the fourth hypothesis is accepted as it demonstrates how digital technology contributes to raising brand awareness. Digital Technology also has a favorable and noteworthy impact on Purchase Decisions. This demonstrates that Digital Technology significantly contributes to purchasing decisions, so the fifth hypothesis is accepted. Brand awareness partially mediates the connection between Instagram advertisements and purchasing decisions, so the relationship has a favorable and noteworthy impact. Then the sixth hypothesis is approved. Brand awareness also perfectly mediates the relationship between digital technology and purchasing decisions, so this relationship also has a strong relationship that has a favorable and noteworthy impact. Then the seventh hypothesis is approved.

Companies must maintain and improve digital technology because it has a dominant influence in influencing purchasing decisions. Do not forget also to maintain marketing by utilizing the advertising features that exist on various social media platforms, especially Instagram. The findings of this research are highly anticipated to serve as a literature review and citation for more comprehensive future research on social media marketing, especially Instagram Ads and Digital Technology mediated by brand awareness in influencing purchasing decisions.

This study has several limitations, including the process of gathering data, the sample used, and the statistical analysis conducted. First, the research sample consists of only 300 respondents in Indonesia which may not be enough to represent the wider population. This may affect the generalizability of the research results. Second, the sampling techniques used were purposive and accidental sampling, which may not eliminate bias in the selection of respondents. Third, This study employs a quantitative methodology. with SEM analysis using SmartPLS 3.0, which although powerful in identifying relationships between variables, the results are highly dependent on the quality of the data collected and the assumptions of the model used. For future research, it is recommended to increase the number of samples to get better data interpretation and better analysis, as well as expand the research object to increase variation and general perception of research variables. Research can also add or replace other variables that are considered capable of mediating the influence of Instagram advertisements and digital technology on purchasing decisions. In addition, it is recommended to examine other influencing factors that influence purchasing decisions so that the research results are more complex and comprehensive. A qualitative approach can also be used to gain deeper insights into consumer and psychological behavior that influences purchasing decisions. Future research can also consider other variables other variables that influence purchasing decisions and examine other relevant factors in many settings. Other pertinent in many situations. Thus, the results of this study can be more complex and relevant to be applied in a variety of different market situations.

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