

THE ROLE OF BRAND AWARENESS AS A MEDIATOR OF THE EFFECT OF CONTENT MARKETING AND INFLUENCER MARKETING ON PURCHASE DECISION AT MILLY JADE

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Abstract: This study aims to examine the role of brand awareness in mediating the relationship between content marketing and influencer marketing on purchase decisions at Milly Jade. The research variables consist of independent variables, namely content marketing and influencer marketing; the dependent variable, namely purchase decision; and the mediating variable, namely brand awareness. This study employs a quantitative research method, with data processing conducted using Structural Equation Modeling (SEM) - Partial Least Square (PLS). The sampling technique used is purposive sampling, with a questionnaire instrument utilizing a Likert scale. The population of this study consists of Milly Jade's online shop customers. The sample for this study includes 210 respondents who purchased Milly Jade products. The results of the study indicate that content marketing affects purchase decision, influencer marketing affects purchase decision, and brand awareness partially mediates the effect of content marketing and influencer marketing on purchase decision.

Keywords: *Content Marketing, Influencer Marketing, Brand Awareness, Purchase Decision*

Submitted: 2026-02-06; Revised: 2026-02-26; Accepted: 2026-02-27

1. Introduction

The fashion industry continues to grow annually alongside dynamic changes in consumer preferences. It is estimated to expand by 5–7% per year, with a year-on-year growth of 19.28% in the first quarter of 2024. Within this growth, the leather goods subsector contributed 5.90%, surpassing the apparel subsector at 2.64% (Nugrahani, 2024). In Indonesia, the fashion industry also plays a significant role in employment and exports, generating US\$16.5 billion in export value and contributing 17% of the 25 million jobs in the creative economy sector in 2022 (Buana, 2024).

Bags are part of the leather goods subsector, which has grown by approximately 10% annually, driven by technological advancement (Permana, 2023). On digital marketplaces such as Shopee, women's bags rank among the top ten best-selling product categories, with sales reaching 54 million units in 2020 (Intan, 2022). However, the rapid emergence of both local and imported brands has intensified competition. In particular, large-scale imports—primarily from China—pose a threat to local fashion MSMEs due to lower prices enabled by economies of scale.

In this highly competitive market, success is not solely determined by product quality or pricing strategies but also by effective brand recognition. Brand awareness refers to a consumer's ability to recognize or recall a brand within a specific product category (Sienatra & Pranedyta, 2020). Without sufficient awareness, even superior products may struggle to reach consumers. Therefore, building brand awareness is crucial, especially for new fashion brands (Berliani & Rojuanniah, 2023). In response to this challenge, Milly Jade, a local Indonesian bag brand, seeks to establish strong brand awareness so that it becomes the first brand consumers associate with affordable, durable, and timeless bags.

Brand awareness can be developed through digital marketing strategies such as content marketing and influencer marketing, which may subsequently be converted into sales performance (Anggara, 2024). As a local Indonesian bag brand established in March 2024, Milly Jade has actively implemented these strategies through social media platforms, particularly Instagram and TikTok. The brand collaborates with influencers and produces content highlighting product details, color variations, and usage contexts. These efforts have resulted in increased engagement and reach, with 43.7K Instagram accounts and 244K TikTok accounts reached within the last three months, indicating growing consumer awareness. However, despite these initiatives, Milly Jade's brand awareness remains relatively low compared to established competitors, as reflected by significantly lower search volumes on e-commerce platforms and fluctuating online sales performance.

Brand awareness plays a critical role in consumer cognitive processes and purchase decision-making, particularly in highly competitive fashion markets (Zhang, 2020). Prior studies suggest that brand awareness does not emerge naturally but requires consistent brand introduction through memorable and persuasive marketing campaigns (Khan et al., 2020). Empirical findings on the effectiveness of influencer marketing remain inconclusive, as some studies report limited impact on purchase decisions (Yohanes & Ellitan, 2021), while others demonstrate positive effects mediated by brand awareness (Karmanita & Warmika, 2024). Addressing this research gap, the present study examines the role of brand awareness as a mediating variable in the relationship between content marketing, influencer marketing, and purchase decisions, using Milly Jade as the research object. This study aims to contribute both theoretically and practically by providing strategic insights for improving brand awareness and sales performance in emerging local fashion brands.

2. Literature Review

This study is grounded in the Theory of Planned Behavior (TPB), which explains that consumer behavior is driven by attitudes, subjective norms, and perceived behavioral control, leading to behavioral intentions and subsequent actions (Kotler & Armstrong, 2013). Within the marketing context, TPB provides a theoretical foundation for understanding purchase decisions as outcomes of cognitive and social evaluations influenced by marketing stimuli, including brand-related factors. Accordingly, brand awareness is positioned as a key cognitive mechanism that shapes consumers' intentions and purchasing behavior.

Previous empirical studies highlight the mediating role of brand awareness in the relationship between content marketing and purchase decisions. Rachman and Eddyono (2024) found that brand awareness effectively mediates the influence of content marketing on purchase decisions for consumer goods, indicating that engaging marketing content strengthens brand recall and positively guides purchasing intentions. Similar findings were reported by Fahimah and Fitria (2024), who demonstrated that brand awareness mediates the effect of content marketing on purchase decisions in the online education sector.

Additionally, Rohman and Hidayat (2024) revealed that content marketing influences purchase decisions through brand awareness and brand image in the skincare industry, emphasizing that well-presented digital content enhances brand salience and positions the brand as top-of-mind among consumers. Collectively, these studies confirm the strategic importance of brand awareness as a mediating variable linking digital marketing efforts to consumer purchase decisions across various industries.

Purchase decision is a key manifestation of consumer behavior shaped by cognitive and social factors in digital marketing environments. Recent studies widely apply the Theory of Planned Behavior (TPB), which posits that attitudes, subjective norms, and perceived behavioral control jointly influence purchase intentions and actual buying behavior (Ajzen, 2023; Nguyen et al., 2024). In this context, brand awareness strengthens positive consumer attitudes by increasing familiarity, trust, and perceived brand value (Alamsyah & Sari, 2023). Influencer marketing further shapes subjective norms through social validation and perceived credibility, encouraging consumers to align their choices with influential figures (Lim et al., 2023). Meanwhile, content marketing enhances perceived behavioral control by providing informative and persuasive brand communication that reduces uncertainty (Rahman & Putri, 2024). Empirical evidence confirms that brand awareness mediates the relationship between digital marketing strategies and purchase decisions, underscoring its strategic importance in competitive online fashion markets (Santos et al., 2024).

Content marketing is a strategic approach that involves creating and distributing valuable content to attract consumer attention and build long-term brand relationships (Kotler & Armstrong, 2017). Effective content marketing enhances engagement by delivering relevant, meaningful, and inspirational messages that strengthen consumer–brand connections (Hasanah & Aziz, 2022). In digital environments, content marketing is implemented through creative and contextually relevant content shared across online platforms to reach targeted audiences (Ekadyasa & Patrissia, 2024). Different platforms require tailored strategies, with TikTok emphasizing entertainment and Instagram focusing on educational and creative content (Lopes & Casais, 2022). Key dimensions of content marketing—such as content sharing, community building, education, information, entertainment, creativity, and audience connection—play an important role in increasing consumer engagement, brand awareness, and purchase-related outcomes (Aziz & Fauziyah, 2021; Atika et al., 2024).

The rapid development of digital technology has driven brands to adopt influencer marketing as a prominent digital marketing strategy. Influencer marketing involves third parties who leverage their social media presence to shape followers' perceptions and behaviors toward products or services (Yodi et al., 2020). Influencers are selected based on their ability to influence audiences through popularity, credibility, and reputation across platforms such as Instagram, TikTok, and YouTube. Recent studies identify key dimensions of influencer marketing, including visibility, trustworthiness, expertise, and attractiveness (Algiffary et al., 2020; Wijayanti et al., 2024). These attributes enhance message persuasiveness, strengthen brand perceptions, and positively influence consumer attitudes, brand awareness, and purchase decisions in digital marketing contexts.

Effect of Content Marketing on Brand Awareness

Content marketing has been empirically shown to enhance brand awareness. Hasanah and Aziz (2022) reported that informative and engaging content significantly increases consumer awareness of skincare brands. Studies on MSMEs also demonstrate that content marketing educates consumers and strengthens brand recognition (Azizah & Huda, 2022).

Hikmayanti and Adiarni (2023) further emphasized that consistent and relevant content increases brand recall in consumers' minds.

H1: Content marketing has a significant effect on brand awareness.

Effect of Influencer Marketing on Brand Awareness

Influencer marketing significantly contributes to brand awareness by increasing brand exposure through trusted and credible figures. Mandiri et al. (2022) found that influencers with large and loyal followings enhance brand recognition among consumers. Similar results were observed in the hospitality sector, where influencer credibility positively influenced brand awareness (Ali & Alqudah, 2022). Recent research confirms that effective influencer marketing strengthens brand visibility and recall (Ramdan et al., 2023).

H2: Influencer marketing has a significant effect on brand awareness.

Brand Awareness as a Mediator between Content Marketing and Purchase Decision

Several studies highlight the mediating role of brand awareness in the relationship between content marketing and purchase decision. Berliani and Rojuanniah (2023) found that engaging content increases brand awareness, which subsequently influences consumers' purchase decisions. Similar findings were reported by Rachman and Eddyono (2024), showing that brand awareness formed through content marketing encourages consumers to make purchasing decisions.

H3: Brand awareness mediates the relationship between content marketing and purchase decision.

Brand Awareness as a Mediator between Influencer Marketing and Purchase Decision

Brand awareness also mediates the effect of influencer marketing on purchase decision. Karmanita and Warmika (2024) demonstrated that beauty influencer marketing increases purchase decisions through enhanced brand awareness. Supporting studies indicate that influencer-generated exposure strengthens brand recall, making consumers more confident in purchasing decisions (Sumanti et al., 2024; Saputra et al., 2024).

H4: Brand awareness mediates the relationship between influencer marketing and purchase decision.

3. Research Method

This study employed a quantitative research design with hypothesis testing as the primary basis for drawing conclusions. Data were collected in Surabaya, East Java, using an online survey distributed via Google Forms to ensure efficiency and convenience for respondents, allowing participation at any time and place. A purposive sampling technique was applied, selecting participants based on specific criteria relevant to the research objectives. A total of 210 valid responses were obtained and analyzed. The questionnaire used a seven-point Likert scale to capture respondents' attitudes more precisely, ranging from 1 (strongly disagree) to 7 (strongly agree).

4. Results and Discussion

4.1 Results

Validity Test

Validity testing was conducted to assess the extent to which the measurement items accurately captured their intended constructs. Two forms of validity were examined:

convergent validity and discriminant validity. Convergent validity was evaluated using outer loading values and Average Variance Extracted (AVE). The results indicate that all constructs achieved AVE values above the recommended threshold of 0.50, while all indicator outer loadings exceeded 0.70, confirming adequate convergent validity. Discriminant validity was assessed by comparing each indicator's loading on its associated construct with its cross-loadings on other constructs. The findings show that each item loaded more strongly on its respective construct than on others, with expected loading values greater than 0.70. Overall, the pilot test results demonstrate that the measurement model satisfies both convergent and discriminant validity criteria, as presented in Tables 1 and 2.

Table 1. Outer Loading Final Test Results

Indicator	Content Marketing	Influencer Marketing	Brand Awareness	Purchase Decision
X _{1.1}	0,773			
X _{1.2}	0,737			
X _{1.3}	0,751			
X _{1.4}	0,831			
X _{1.5}	0,772			
X _{1.6}	0,763			
X _{1.7}	0,848			
X _{1.8}	0,762			
X _{1.9}	0,704			
X _{2.1}		0,718		
X _{2.2}		0,795		
X _{2.3}		0,716		
X _{2.4}		0,822		
X _{2.5}		0,744		
X _{2.6}		0,781		
M ₁			0,815	
M ₂			0,815	
M ₃			0,742	
M ₄			0,777	
M ₅			0,796	
Y ₁				0,817
Y ₂				0,771
Y ₃				0,777
Y ₄				0,794
Y ₅				0,798
Y ₆				0,752

Table 2. Average Variance Extracted Final Test Results

Variable	Average Variance Extracted
Content Marketng (X ₁)	0,596
Influencer Marketng (X ₂)	0,583
Brand Awareness (M)	0,623
Purchase Decision (Y)	0,616

The results indicate that all measurement items met the established validity criteria. As shown in Table 1., all statement items achieved outer loading values greater than 0.70, while

Table 2. demonstrates that the Average Variance Extracted (AVE) values for each construct exceeded the minimum threshold of 0.50, confirming convergent validity. Discriminant validity was assessed using cross-loading analysis, where each item's loading on its corresponding construct was required to be higher than its cross-loadings on other constructs and exceed the recommended value of 0.70. The findings confirm that all items satisfied these requirements, indicating adequate discriminant validity.

Table 3. Final Cross Loading Test Results

Indicator	Content Marketing	Influencer Marketing	Brand Awareness	Purchase Decision
X _{1.1}	0,773	0,639	0,586	0,599
X _{1.2}	0,737	0,638	0,557	0,562
X _{1.3}	0,751	0,602	0,603	0,563
X _{1.4}	0,831	0,699	0,657	0,661
X _{1.5}	0,772	0,694	0,629	0,667
X _{1.6}	0,763	0,606	0,553	0,568
X _{1.7}	0,848	0,748	0,668	0,702
X _{1.8}	0,762	0,663	0,626	0,676
X _{1.9}	0,704	0,590	0,629	0,643
X _{2.1}	0,654	0,718	0,545	0,524
X _{2.2}	0,691	0,795	0,723	0,664
X _{2.3}	0,639	0,716	0,604	0,586
X _{2.4}	0,664	0,822	0,700	0,728
X _{2.5}	0,632	0,744	0,617	0,633
X _{2.6}	0,615	0,781	0,665	0,618
M ₁	0,661	0,662	0,815	0,627
M ₂	0,662	0,754	0,815	0,705
M ₃	0,620	0,586	0,742	0,548
M ₄	0,592	0,700	0,777	0,643
M ₅	0,605	0,620	0,796	0,614
Y ₁	0,718	0,727	0,694	0,817
Y ₂	0,617	0,640	0,616	0,771
Y ₃	0,653	0,649	0,616	0,777
Y ₄	0,620	0,596	0,619	0,794
Y ₅	0,631	0,646	0,619	0,798
Y ₆	0,591	0,612	0,587	0,752

Table 3. presents the results of the discriminant validity assessment. The loading values of all items measuring their respective constructs were higher than their cross-loadings on other constructs and exceeded the recommended threshold of 0.70. These findings indicate that each indicator distinctly represents its intended variable and satisfies the criteria for discriminant validity.

Cronbach's alpha and composite reliability were employed to assess the reliability of the constructs in this study. A construct is considered reliable when both Cronbach's alpha and composite reliability values exceed the recommended threshold of 0.70. As presented in Table 3.4, the results of the final reliability test indicate that all variables used in this study meet the required criteria, confirming adequate internal consistency and reliability of the measurement model.

Table 4. Composite Reliability and Cronbach Alpha Final Test Results

Variable	Composite Reliability	Cronbach Alpha
Content Marketing (X ₁)	0,930	0,915
Influencer Marketing (X ₂)	0,893	0,857
Brand Awareness (M)	0,892	0,849
Purchase Decision (Y)	0,906	0,875

Table 4. shows that each variable in the study has composite reliability and Cronbach's alpha values exceeding 0.70. Therefore, it can be concluded that the measurement instruments used in this research demonstrate satisfactory reliability and are considered consistent and robust.

As this study involves a mediating variable, the assessment of the main effects must be conducted prior to testing the inner model. The dependent variable (Y) in this study is purchase decision, while the independent variables (X) are influencer marketing and content marketing. The purpose of testing the main effects is to examine the relationships between the independent and dependent variables. If a significant relationship is established, the inner model analysis can then be applied to test the mediating effect (Hidayat, 2018). Figure 5.2 illustrates the results of the main effect testing.

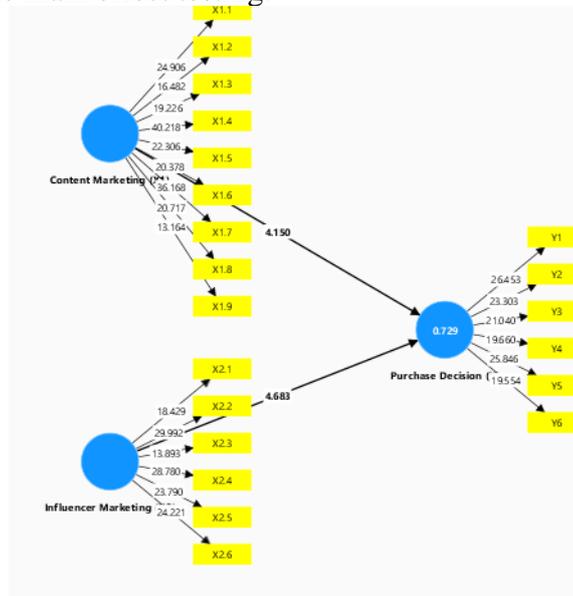


Figure 1. Results of the Main Effect Test

The relationships between Content Marketing (X₁) and Influencer Marketing (X₂) with Purchase Decision (Y) are illustrated in Figure 3.1, with t-statistic values of 4.150 and 4.683, respectively. Since both t-values exceed the critical value of 1.96, the results indicate significant relationships between Content Marketing and Purchase Decision, as well as between Influencer Marketing and Purchase Decision. Given the significance of these main effects, the structural (inner) model analysis can be continued by incorporating the mediating variable, Brand Awareness, into the research model.

The structural model (inner model) was evaluated using R², path coefficients, and t-statistics obtained through bootstrapping (Sarstedt & Cheah, 2019). The R² value reflects the

proportion of variance in the dependent variable (Y) explained by the independent variables (X), where higher R² values indicate better predictive accuracy and model quality (Ananto et al., 2022). Path coefficients indicate the direction and strength of relationships, with values ranging from -1 to 1, where negative values indicate inverse relationships and positive values indicate direct relationships. The t-statistic assesses the significance of the relationships; a t-value greater than the critical threshold indicates a significant effect (Ghozali, 2018). The results of the inner model testing are presented in Figure 2.

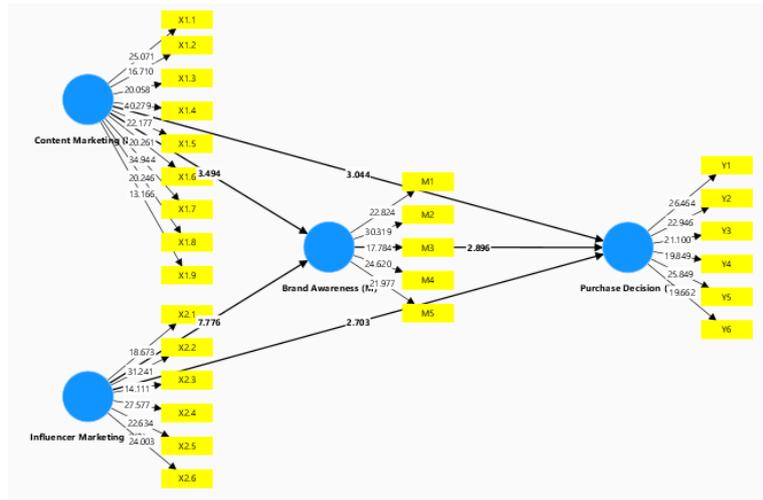


Figure 2. Inner Model Test Results

Table 5. Path Coefficient

Relationship Between Variables	Original Sample	Sample Mean	Standard Deviation	T statistic	P value
$X_1 \rightarrow Y$	0,343	0,326	0,113	3,044	0,002
$X_2 \rightarrow Y$	0,311	0,327	0,115	2,703	0,007
$M \rightarrow Y$	0,262	0,262	0,091	2,896	0,004
$X_1 \rightarrow M$	0,277	0,283	0,079	3,494	0,000
$X_2 \rightarrow M$	0,611	0,605	0,079	7,776	0,000

Based on Figure 2 and Table 5, the t-statistic and p-value results determine the significance of the relationships among variables. A relationship is considered significant when the t-statistic exceeds 1.96 and the p-value is below 0.05. The results show that Content Marketing has a positive and significant effect on Purchase Decision, with a t-statistic of 3.044, a p-value of 0.002, and an original sample value of 0.343. Thus, H1 is supported. Similarly, Influencer Marketing demonstrates a positive and significant effect on Purchase Decision (t = 2.703; p = 0.007; original sample = 0.311), supporting H2. Brand Awareness also has a positive and significant effect on Purchase Decision, as indicated by a t-statistic of 2.896, a p-value of 0.004, and an original sample value of 0.262, confirming H3. Furthermore, Content Marketing positively and significantly influences Brand Awareness (t = 3.494; p = 0.000; original sample = 0.277), supporting H4. Influencer Marketing shows the strongest positive and significant effect on Brand Awareness (t = 7.776; p = 0.000; original sample = 0.611), supporting H5. The R² values of the structural model indicate the

explanatory power of the independent and mediating variables in predicting the dependent variable, as presented in Table 5.20.

Table 6. R-Square (R²)

Variable	R Square
Brand Awareness (M)	0,737
Purchase Decision (Y)	0,745

Table 6. shows that the R² value for the Purchase Decision variable is 0.745, indicating that 74.5% of the variance in Purchase Decision can be explained by Content Marketing, Influencer Marketing, and Brand Awareness. The remaining 25.5% of the variance is attributed to other factors not included in the research model.

Table 7. F-Square (F²)

Relationship Between Variables	F-Square	Criteria
X ₁ → Y	0,120	Week
X ₂ → Y	0,076	Week
M → Y	0,071	Week
X ₁ → M	0,082	Week
X ₂ → M	0,397	Strong

Table 7. presents the f² values for the relationships between the exogenous variables (X) and the endogenous variable (Y). The results indicate that the effect sizes of the relationships between the exogenous variables and the endogenous variable are weak, similar to the effect of the mediating variable on the endogenous variable. A weak effect size is also observed in the relationship between one exogenous variable (X1) and the mediating variable. In contrast, the relationship between the other exogenous variable (X2) and the mediating variable demonstrates a strong effect size. These effect size classifications are determined based on the criteria proposed by Cohen (1998).

Table 8. Q-Square (Q²)

Variable	Q-Square	Criteria
Brand Awareness (M)	0,727	Strong
Purchase Decision (Y)	0,717	Strong

Table 8. shows that the Q² value for the endogenous variable (Y) is strong, indicating that X1, X2, and the mediating variable (M) have strong predictive relevance for Y. Similarly, the predictive relevance of the mediating variable (M) for X1 and X2 is also classified as strong. These results suggest that the proposed model has high predictive capability, with the constructs effectively explaining and predicting the endogenous variables. The criteria for assessing predictive relevance are based on the guidelines proposed by Hair et al. (2014).

The mediation effect was examined by assessing the t-statistics of the direct effects, as presented in Table 3.9, and the indirect effects, as reported in Table 3.10. The total effects, which represent the combined impact of the direct and indirect effects, are presented in Table 3.11.

Table 9. Direct Effects

Relationship Between Variables	Original Sample	Sample Mean	Standard Deviation	T statistic	P value
$X_1 \rightarrow Y$	0,343	0,326	0,113	3,044	0,002
$X_2 \rightarrow Y$	0,311	0,327	0,115	2,703	0,007
$M \rightarrow Y$	0,262	0,262	0,091	2,896	0,004
$X_1 \rightarrow M$	0,277	0,283	0,079	3,494	0,000
$X_2 \rightarrow M$	0,611	0,605	0,079	7,776	0,000

Table 10. Indirect Effects

Relationship Between Variables	Original Sample	Sample Mean	Standard Deviation	T statistic	P value
$X_1 \rightarrow M \rightarrow Y$	0,073	0,075	0,036	2,042	0,041
$X_2 \rightarrow M \rightarrow Y$	0,160	0,158	0,057	2,831	0,005

Table 11. Total Effects

Relationship Between Variables	Original Sample	Sample Mean	Standard Deviation	T statistic	P value
$X_1 \rightarrow Y$	0,416	0,402	0,101	4,096	0,000
$X_2 \rightarrow Y$	0,471	0,485	0,102	4,602	0,000
$M \rightarrow Y$	0,262	0,262	0,091	2,896	0,004
$X_1 \rightarrow M$	0,277	0,283	0,079	3,494	0,000
$X_2 \rightarrow M$	0,611	0,605	0,079	7,776	0,000

Table 9. shows that the direct effect of Content Marketing on Purchase Decision is significant ($t = 3.044 > 1.96$), while Table 3.10 confirms a significant indirect effect through Brand Awareness ($t = 2.042 > 1.96$). The total effect of Content Marketing on Purchase Decision is 0.416, indicating that the relationship remains significant with and without the mediating variable. Thus, Brand Awareness partially mediates this relationship, supporting H6.

Similarly, the direct effect of Influencer Marketing on Purchase Decision is significant ($t = 2.703 > 1.96$), and the indirect effect via Brand Awareness is also significant ($t = 2.831 > 1.96$). The total effect is 0.471, suggesting partial mediation by Brand Awareness. Therefore, H7 is accepted.

Table 12. Mediation Effect Test Results

Relationship Between Variables	Direct Effects (t-statistic)	Indirect Effects (t-statistic)	Result
$X_1 \rightarrow M \rightarrow Y$	3,044	2,042	Partial Mediation
$X_2 \rightarrow M \rightarrow Y$	2,703	2,831	Partial Mediation

4.2 Discussion

Effect of Content Marketing on Purchase Decision

The findings confirm that Content Marketing has a positive and significant effect on Purchase Decision at Milly Jade, as indicated by a significant t-statistic and positive path coefficient. This result suggests that informative, aesthetic, and consistent content enhances consumers' purchasing decisions. The findings align with prior studies emphasizing that high-quality and personalized content builds consumer confidence and purchase intention (Patel & Shah, 2020; Zhang et al., 2022; Ahmed & Ibrahim, 2023). Milly Jade's use of

tutorials, user reviews, and visually appealing content distributed across Instagram and TikTok effectively strengthens consumer engagement and drives purchase decisions, supporting earlier empirical evidence (Alkharabsheh & Zhen, 2021; Atika et al., 2024).

Effect of Influencer Marketing on Purchase Decision

The results indicate that Influencer Marketing significantly influences Purchase Decision. Influencers collaborating with Milly Jade successfully build trust and authenticity, which directly affect consumer buying behavior. This supports prior research highlighting the persuasive power of influencer recommendations, especially when credibility and audience relevance are high (Alalwan et al., 2020; Lou & Yuan, 2021). Milly Jade's collaboration with both macro- and micro-influencers, particularly within fashion and beauty segments, strengthens emotional connections and increases purchase likelihood, consistent with earlier findings (Fachmi & Sinau, 2023; Jatmiko et al., 2023).

Effect of Brand Awareness on Purchase Decision

Brand Awareness was found to have a positive and significant impact on Purchase Decision. Strong brand recognition positions Milly Jade as a trusted and preferred choice in consumers' minds, facilitating purchase decisions. This finding supports studies indicating that brands with high recall and positive associations are more likely to be chosen (Aslam et al., 2021; Younus et al., 2022). Milly Jade's consistent brand messaging and lifestyle-oriented identity enhance emotional attachment and competitive differentiation, thereby increasing purchase decisions (Katerina et al., 2022).

Effect of Content Marketing on Brand Awareness

Content Marketing significantly enhances Brand Awareness at Milly Jade. Strategic storytelling, aesthetic visuals, and educational content improve brand recognition and memorability. This aligns with prior research suggesting that relevant and consistent content strengthens brand identity and recall (Holliman & Rowley, 2020; Pulizzi & Barrett, 2021). By utilizing diverse content formats across digital platforms, Milly Jade effectively reinforces its brand image and visibility, supporting earlier empirical findings (Azizah & Huda, 2022).

Effect of Influencer Marketing on Brand Awareness

The study confirms that Influencer Marketing has a strong and significant effect on Brand Awareness. Influencers act as credible brand ambassadors who enhance brand exposure and emotional resonance with audiences. This result is consistent with previous studies emphasizing the role of influencer credibility and engagement in increasing brand recognition (Djafarova & Trofimenko, 2021; Kapoor et al., 2022). Milly Jade's strategic selection of relevant influencers strengthens brand associations and visibility in a competitive market (Ali & Alqudah, 2022).

Brand Awareness as a Mediator between Content Marketing and Purchase Decision

Brand Awareness partially mediates the relationship between Content Marketing and Purchase Decision. Effective content increases brand recognition, which subsequently strengthens consumers' confidence and purchase decisions. This finding supports prior studies that identify brand awareness as a key mechanism linking marketing content to consumer behavior (Zhang et al., 2022; Nguyen et al., 2023). Milly Jade's educational and

value-driven content reinforces its brand positioning as a timeless and affordable local fashion brand, thereby enhancing purchase decisions (Berliani & Rojuannah, 2023).

Brand Awareness as a Mediator between Influencer Marketing and Purchase Decision

Brand Awareness also partially mediates the relationship between Influencer Marketing and Purchase Decision. Influencer collaborations increase brand exposure and credibility, which strengthens brand awareness and subsequently drives purchase decisions. This finding aligns with prior research suggesting that consumers are more likely to act on influencer recommendations when brand familiarity is high (Lou & Yuan, 2021; Kapoor et al., 2022). Milly Jade's influencer strategy, emphasizing consistent messaging and alignment with brand values, effectively converts awareness into purchasing behavior (Karmanita & Warmika, 2024).

5. Conclusion

Based on the results of data analysis and discussion, this study concludes that Content Marketing and Influencer Marketing both have positive and significant effects on Purchase Decision at Milly Jade. In addition, Brand Awareness significantly influences Purchase Decision, confirming its critical role in shaping consumer behavior. The findings further demonstrate that Content Marketing and Influencer Marketing each positively and significantly affect Brand Awareness, indicating that well-designed content strategies and credible influencer collaborations are effective in strengthening brand recognition.

Moreover, Brand Awareness partially mediates the relationships between Content Marketing and Purchase Decision as well as between Influencer Marketing and Purchase Decision. This suggests that both marketing strategies influence purchase decisions not only directly but also indirectly by enhancing consumers' awareness of the brand.

These results highlight the strategic importance of integrating content-driven and influencer-based marketing approaches to build brand awareness and drive consumer purchasing behavior. Future research is encouraged to examine different industry contexts and incorporate additional mediating variables, such as trust, perceived value, or customer engagement, to provide a broader understanding of consumer decision-making processes.

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