

THE EFFECT OF BRAND AWARENESS, LOCATION, AND SOCIAL MEDIA PROMOTIONS ON PURCHASING DECISIONS AT KEMARII! TRADITIONAL MODERN RESTAURANT

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Abstract: This study aims to analyze the effect of brand awareness, location, and social media promotion on purchasing decisions at Kemarii! Traditional Modern Restaurant. This study uses a quantitative approach with primary data obtained through the distribution of digital questionnaires using Google Forms. The population in this study is all consumers of Kemarii! Traditional Modern Restaurant, the number of which is unknown, so it is categorized as an infinite population. The sampling technique used non-probability sampling with the purposive sampling method. The sample size was determined using the 10-times rule, so that with 18 questions, 180 respondents were obtained as the research sample. Based on the results of the study, it was found that brand awareness, location, and social media promotion had a positive and significant effect on purchasing decisions. Therefore, restaurant managers are advised to strengthen marketing strategies that focus on increasing brand awareness and optimizing promotion through social media to attract consumer interest.

Keywords: *Brand Awareness, Location, Purchase Decision, Social Media Promotion*

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1. Introduction

The restaurant industry in Indonesia has shown significant growth in line with the increasing lifestyle of the people, who have made eating out a part of their social and recreational needs. Based on data from the Ministry of Tourism of the Republic of Indonesia, the number of restaurant businesses in 2024 was recorded at 2,511,128 units, which is double the number in the previous year, which was 1,201,714 units. This condition shows that the culinary sector is experiencing rapid growth in Indonesia. However, the increase in the number of business actors has also caused competition in the restaurant industry to become increasingly fierce. This condition requires business players to be able to implement the right marketing strategies to attract consumers' attention while maintaining their loyalty (Sholawati & Tiarawati, 2022). In this competitive situation, business players are not only required to provide quality products, but also need to build a strong brand image so that they can be recognized and remembered by consumers.

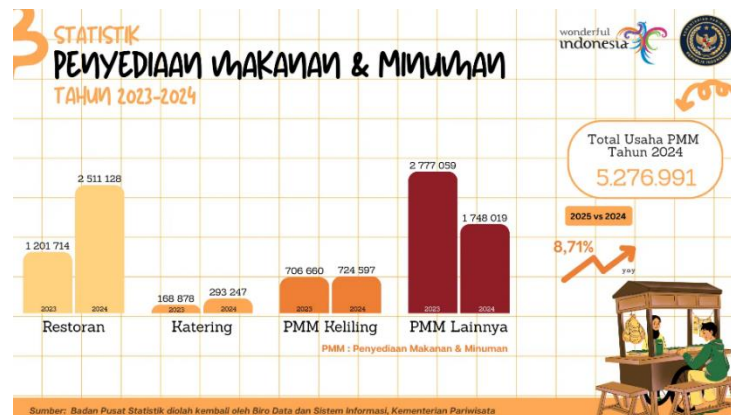


Figure 1. Indonesian Food and Beverage Supply Statistics for 2023-2024
 Source: Badan Pusat Statistik, compiled by Kementerian Pariwisata Republik Indonesia (2024)

One factor that can influence consumer purchasing decisions is brand awareness, which is the ability of consumers to recognize and remember a brand when they are considering product or service options. A high level of brand awareness can increase the likelihood of consumers choosing a brand over other lesser-known brands (Claudia & Sofiani, 2023). In addition, developments in digital technology have encouraged businesses to utilize social media as an effective promotional tool. Social media not only functions as a medium for disseminating information, but also as a platform for interaction between businesses and consumers that can increase engagement and strengthen relationships with customers. A number of previous studies have shown that marketing activities through social media can increase brand awareness while encouraging consumer intent and purchasing decisions regarding a product or service (Salim et al., 2023; Putri & Kusuma, 2024).

In addition to brand awareness and digital marketing, business location is also an important factor that can influence consumer purchasing decisions. A strategic location makes it easier for consumers to access a restaurant and increases the visibility of the business amid community activities. Ease of access, proximity to crowded areas, and the comfort of the surrounding environment are important considerations for consumers in determining their choice of dining venue (Saputra & Wijaya, 2022). In the context of the restaurant industry, a combination of strong brand awareness, a strategic business location, and effective promotional strategies through social media is believed to increase consumer appeal and influence their purchasing decisions (Setiawan & Rivai, 2025).

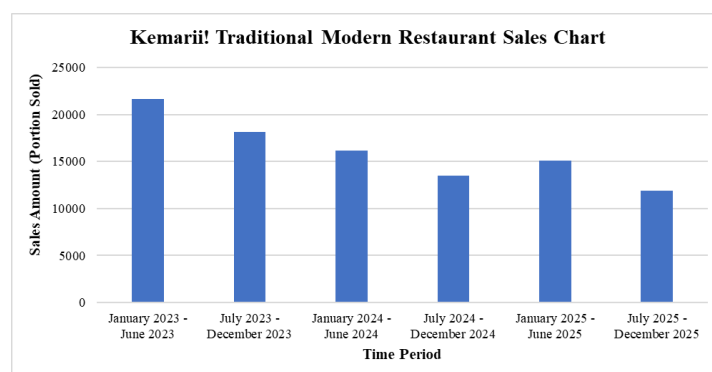


Figure 2. Kemarii Restaurant Sales Data! Traditional Modern
 Source: Kemarii Restaurant Internal Data! Traditional Modern

Based on the sales data of Kemarii!! Traditional Modern Restaurant in Figure 2, it can be seen that restaurant sales during the observation period fluctuated with a downward trend. Sales from July 2024 to December 2025 experienced a significant decline. Based on the sales data graph shown, Kemarii! Traditional Modern Restaurant experienced unstable sales performance and a downward trend in recent periods. This condition indicates that consumer purchasing decisions regarding Kemarii! Traditional Modern Restaurant are still not optimal, so a more effective marketing strategy is needed to increase consumer interest in visiting and purchasing.

Based on the results of a pre-survey conducted on 30 respondents in the city of Surabaya, it was found that most respondents were still unaware of the existence of Kemarii! Traditional Modern Restaurant and had never visited it. This finding shows that the level of brand awareness among the public regarding this restaurant is still relatively low. In addition, several respondents also said that the restaurant's location was considered less than strategic or difficult to reach for some consumers, which affected their interest in visiting. On the other hand, some respondents stated that they rarely found promotions for Kemarii! Traditional Modern Restaurant on social media. This situation has resulted in information about the restaurant not being widely disseminated to the public. The lack of promotional activities on social media has the potential to hinder the dissemination of information and reduce consumer interest in learning about and visiting the restaurant.

Furthermore, the pre-survey results show that most respondents consider several important aspects before deciding to visit a restaurant, such as brand awareness, ease of access to the location, and attractive promotions on social media. These three factors are important considerations for consumers in determining their purchasing decisions or decisions to visit a restaurant. The urgency of this research becomes increasingly relevant considering that Restoran Kemarii! Traditional Modern is located within a residential area, which potentially results in lower visibility and accessibility compared to restaurants situated in commercial areas or city centres. This condition necessitates the strengthening of brand awareness and social media promotion as strategic efforts to overcome location limitations and to encourage consumers' purchase decisions. If these three factors are not managed optimally, the restaurant may experience low visitation interest and face difficulties in competing amid the increasingly competitive growth of the culinary industry.

Amidst the increasingly competitive culinary industry in Surabaya, strong brand awareness, strategic business location, and effective social media promotion strategies are important factors that influence consumer purchasing decisions. If these three aspects are not managed optimally, it can result in low consumer interest and poor restaurant sales performance. Although a number of previous studies have examined the influence of brand awareness, location, and social media promotion on consumer purchasing decisions, research that specifically examines these three variables at Kemarii! Traditional Modern Restaurant is still limited. Therefore, this study aims to analyze the influence of brand awareness, location, and isocial imedia promotion on purchasing decisions at Kemarii! Traditional Modern Restaurant.

2. Literature Review

Previous Research

Previous research is an important foundation for understanding the relationship between the variables used in this study research conducted by Ramadani and Rachmawati (2022) examined the influence of brand awareness, brand association, brand image, and word of mouth on the decision to purchase a Samsung smartphone. The results of this study indicate that brand

awareness, brand association, and brand image do not have a significant effect on purchasing decisions, while word of mouth has a significant effect on consumer purchasing decisions. In contrast to the previous findings, research conducted by Al Akbar and Hadi (2024) shows that brand awareness has a positive and significant effect on purchasing decisions. These results indicate that the higher the level of consumer awareness of a brand, the greater the likelihood that consumers will choose and purchase that brand. The difference in results between the two studies shows that the influence of brand awareness on purchasing decisions still requires further study in different contexts and research objects.

In addition to brand awareness, business location is also a factor that can influence consumer-purchasing decisions. Research conducted by Jimmy & Sutanto (2023) on the natural stone crafts industry shows that location has a positive influence on purchasing decisions. This indicates that a strategic business location can increase consumer access, thereby encouraging purchasing decisions. Furthermore, research by Riska & Prabowo (2025) shows that social media marketing has a positive and significant effect on consumer purchasing decisions at Romansa Kopi. The results of this study indicate that promotional activities through social media can increase consumer interest and encourage them to make purchases. Another study conducted by Ferdiana & Zulistiani (2024) on the influence of social media marketing, brand awareness, and product quality on purchasing decisions at Mie Djoetak shows that brand awareness and social media marketing play an important role in influencing consumer purchasing decisions. These findings indicate that effective marketing strategies through social media and a high level of brand awareness can increase the likelihood of consumers making purchasing decisions.

Brand Awareness

Brand awareness is one of the important factors that can influence consumer behavior in the purchasing decision-making process according to Piter et al. (2025), brand awareness is the ability of consumers to recognize and remember a brand in various purchasing situations. A high level of brand awareness indicates that a brand has been embedded in consumers' memories, making it easier to recognize when consumers are faced with various product alternatives. In addition, Haryantini (2025) states that brand awareness can increase the likelihood of consumers choosing a brand with a high level of familiarity with that brand. This finding is also supported by research conducted by Pratiwi et al. (2024), which shows that brand awareness has a positive and significant effect on purchasing decisions. The results of this study indicate that consumers tend to prefer brands that are well known and easy to remember to brands that are less familiar. Thus, brand awareness can act as a cognitive determinant that drives consumer-purchasing decisions.

Location

In the context of marketing, location is understood as a strategic factor that reflects accessibility, visibility, and proximity to consumer activity centers. These three aspects play an important role in influencing consumer perceptions, preferences, and comfort when considering a place to make a purchase. An easily accessible location can reduce the time and effort costs incurred by consumers, thereby minimizing barriers in the purchase decision-making process. Empirical findings by Anggraini and Nurhadi (2025) show that location has a positive and significant effect on purchase decisions. These findings confirm that accessibility and the strategic position of a business are rational considerations for consumers in making their choices. In addition, research by Pratiwi et al. (2024) also found that the quality of the

physical environment and ease of access to the business location can increase consumer confidence at the stage of evaluating alternatives before finally making a purchase decision. Thus, location not only functions as an operational aspect, but also as a strategic element that can influence consumer preferences and purchasing decisions.

Social Media Promotion

Social media promotion is a digital marketing strategy that utilizes social media platforms to convey product information, build communication with consumers, and increase engagement between companies and customers. Through social media, businesses can expand their promotional reach while influencing consumer perceptions and interest in a brand or product. Empirically, research by Kiswati et al. (2024) shows that social media marketing affects brand awareness and indirectly affects purchase decisions through increased brand awareness. This shows that marketing activities through social media can strengthen brand exposure so that it is more easily recognized by consumers. These findings are also supported by research by Angelica and Tj (2024), which found that social media marketing has a positive and significant effect on purchase decisions, both directly and through brand equity and brand trust as mediators. In addition, research by Irfan (2025) also shows that social media marketing significantly influences consumer purchasing decisions. These results further reinforce the role of social media marketing as one of the important factors that can influence consumer purchasing behavior in the digital era.

Purchase Decision

The purchase decision is the final stage in the consumer decision-making process, marked by the act of selecting and purchasing a product after evaluating alternatives. Purchase decisions can be influenced by various factors, both internal and external. Internal factors include consumer perceptions and attitudes, while external factors can include promotion, location, and brand image. According to Santoso and Wijaya (2022), purchase decisions are not only driven by functional needs but are also influenced by psychological perceptions of a brand. In line with this, research by Haryantini (2025) shows that brand awareness has a significant effect on purchase decisions. These findings indicate that the higher the level of consumer awareness of a brand, the greater the likelihood of consumers making a purchase.

Research Framework

This research was conducted through seven systematic stages. The first stage (1) began with identifying the background to understand the phenomenon of competition in the increasingly competitive culinary industry and its potential to influence consumer purchasing decisions at Kemarii! Traditional Modern Restaurant. Next, (2) the study set the research objectives, which were to analyze the influence of brand awareness, location, and social media promotion on consumer purchasing decisions at Kemarii! Traditional Modern Restaurant. The next stage was (3) conducting a literature review to build a theoretical foundation relevant to the research variables, and (4) conducting empirical studies through previous research as comparative and supporting material for the study. The theoretical basis and empirical studies are then used as the basis for (5) formulating research hypotheses that predict the influence of the three independent variables on the dependent variable. To prove these hypotheses, the researcher will (6) analyze the data using a quantitative approach with multiple linear regression methods. Furthermore, this research concludes with (7) drawing conclusions that provide answers to the research problems and provide strategic recommendations for the

management of Kemarii! Traditional Modern Restaurant in improving consumer purchasing decisions.

Research Model

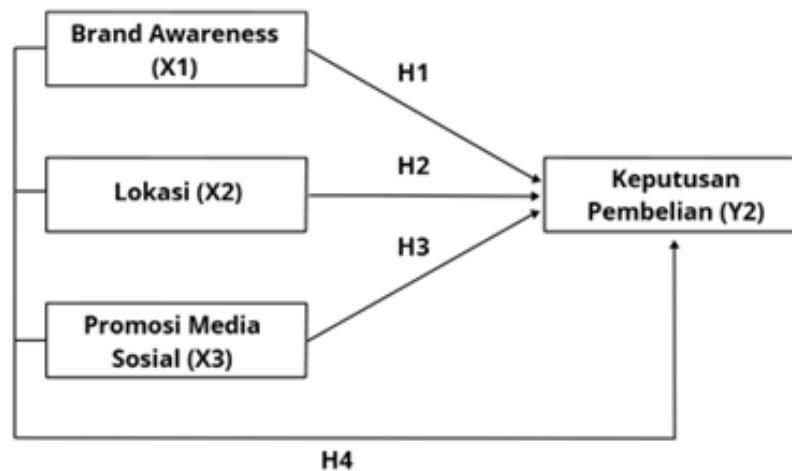


Figure 3. Research Model
Source: Processed Data (2025)

3. Research Method

Research Design

This study uses a quantitative approach with data collection methods using questionnaires to conduct empirical testing between variables. A quantitative approach was chosen because this study aims to test the relationship and influence between variables empirically. Specifically, this study analyzes the influence of brand awareness, location, and social media promotion on purchasing decisions at Kemarii! Traditional Modern Restaurant. In this study, brand awareness is the first independent variable (X1), location is the second independent variable (X2), and social media promotion is the third independent variable (X3), while purchasing decisions are the dependent variable (Y). The data analysis technique used in this study is multiple linear regression using SPSS software. This method is used to test the research hypothesis and find information on the magnitude of the contribution of each independent variable in influencing the dependent variable, both partially and simultaneously.

Population and Sample

The population in this study is all consumers of Kemarii! Traditional Modern Restaurant. The size of the population in this study cannot be determined with certainty, so it is categorized as an infinite population. Therefore, this study uses a sample taken from the population for further analysis. The sample size in this study is determined based on the 10-times rule, which is ten times the number of indicators used in quantitative research. This approach is still widely used in current research to ensure statistical adequacy (Sofyai, 2023). Since there are 18 questions in this study, the required sample size is 180 respondents (18 x 10). This study applies a non-probability sampling method using purposive sampling techniques. This technique was used to facilitate the research in meeting the criteria for obtaining accurate data. The criteria for respondents in this study were a minimum age of 15 years, knowledge or familiarity with Kemarii! Traditional Modern Restaurant, active use of social media such as Instagram, TikTok,

or other social media, and respondents who had made a purchase or had an interest in visiting Kemarii! Traditional Modern Restaurant.

Data Collection Method

This study uses primary data, which is data obtained directly from the source using a questionnaire. The questionnaire was distributed digitally through social media using the Google Form platform. Data collection will be carried out over a certain period of time until a minimum sample size of 180 respondents is reached. In this study, variable measurements were conducted using a Likert scale, which aims to determine and evaluate the level of agreement or disagreement of respondents to the statements in the questionnaire. The Likert scale used consists of five rating levels, namely: score 1 for Strongly Disagree (SD), score 2 for Disagree (D), score 3 for Disagree Somewhat (DS), score 4 for Agree (A), and score 5 for Strongly Agree (SA). The research instrument consisted of 18 items adapted from previous studies, as presented in Table 1.

Table 1. Variable Indicators and Measurement Items

Variable	Indicator	Code	Measurement Items	Reference
Brand Awareness (X1)	Recall	X1.1	I can easily recall the name of Kemarii! Restaurant compared to other restaurants.	(Suciawan, 2022)
	Recognition	X1.2	I can distinguish Kemarii! Restaurant from other restaurants.	
	Purchase	X1.3	My knowledge of Kemarii! Restaurant influences my purchase decision.	
	Consumption	X1.4	After trying it, I can more easily remember Kemarii! Restaurant.	
Location (X2)	Accessibility	X2.1	The location of Kemarii! Restaurant is easy for me to access.	(Sari & Hidayat, 2020)
	Visibility	X2.2	I can easily find the restaurant location without assistance from others.	
	Parking Facilities	X2.3	The restaurant's parking area is convenient for visitors to use.	
	Surrounding Environment	X2.4	The restaurant is located in an environment that is safe for visitors.	
Promotion (X3)	Online Communities	X3.1	I often see discussions or reviews about Kemarii! on social media.	(Mulyansyah & Sulistyowati, 2020)
	Interaction	X3.2	Kemarii! Actively interacts with customers on social media.	
	Sharing of Content	X3.3	The content shared by Kemarii! attracts my attention.	
	Accessibility	X3.4	Kemarii!'s social media accounts are easy to access at any time.	
	Credibility	X3.5	Kemarii!'s content reflects the actual conditions of the restaurant.	
Purchase Decision (Y)	Product Preference	Y1.1	I am interested in choosing Kemarii! because of its unique concept.	(Apriani & Bahrn, 2021)
	Pre-purchase Habit	Y1.2	I read reviews or recommendations before deciding to make a purchase.	

Variable	Indicator	Code	Measurement Items	Reference
	Purchase Quantity	Y1.3	I feel satisfied purchasing in larger quantities at Kemarii!	
	Recommendation	Y1.4	I provide positive reviews about Kemarii!	
	Value for Money	Y1.5	The price I pay is in accordance with the quality of food at Kemarii!	

Validity Test

Validity testing is used to determine the extent to which each statement in the questionnaire is able to accurately measure the variables under study (Pratama & Santoso, 2024). This study used a validity test with the Pearson Product Moment correlation method. Items were declared valid if the significance value (sig. 2-tailed) < 0.05 and the calculated correlation value $r >$ table r (with $N =$ sample size).

Reliability Test

The reliability test aims to measure the level of consistency and stability of the research instrument in producing reliable data. A research instrument is considered reliable if it provides relatively consistent measurement results when used under similar conditions (Sari & Wijaya, 2023). In this study, the reliability test was conducted using Cronbach's Alpha to test reliability. An indicator or variable is considered reliable if the Cronbach's Alpha value is > 0.6 .

4. Results and Discussions

4.1. Results

Data Analysis Results

Validity testing was conducted by distributing questionnaires to 30 respondents in different locations, ensuring equivalence with the research location in the culinary business sector. The Brand Awareness variable (X1) consisted of a 4-item questionnaire, the Location variable (X2) had a 4-item questionnaire, and the Social Media Promotion variable (X3) had a 5-item questionnaire. Similarly, the Purchase Decision variable (Y) included 5 statement items. These questionnaires met the significance score condition of < 0.05 , which indicated the validity of statements X1, X2, X3, and Y. The four variables achieved a Cronbach's alpha score of > 0.6 , which indicated their reliability. In addition, the Cronbach's alpha score for each variable is higher than the Cronbach's alpha score if the item is removed, which further confirms its reliability. This study uses quantitative methods and utilizes SPSS software, which is designed for efficient data analysis in quantitative research.

Hypothesis Testing

Validity Test

Table 2. Validity Test Results

Variables	Indicator	Pearson Correlation	Significance	Remarks
X1	X1.1	0.669	0.000	Valid
	X1.2	0.660		
	X1.3	0.632		
	X1.4	0.586		
X2	X2.1	0.683	0.000	Valid

Variables	Indicator	Pearson Correlation	Significance	Remarks
	X2.2	0.590		
	X2.3	0.666		
	X2.4	0.639		
X3	X3.1	0.618	0.000	Valid
	X3.2	0.697		
	X3.3	0.668		
	X3.4	0.602		
	X3.5	0.627		
Y	Y.1	0.594	0.000	Valid
	Y.2	0.617		
	Y.3	0.629		
	Y.4	0.633		
	Y.5	0.623		

Sources: Processed Data SPSS (2026)

Based on Table 2, it was found that all indicators have a R (Pearson Correlation) > R table (0.142) and a p-value < α (5%). Therefore, it can be concluded that all question items are valid.

Reliability Test

Table 3. Reliability Test Results

Variables	Indicator	Cronbach's Alpha Overall	Cronbach Alpha's if Item Deleted	Remarks
X1	X1.1	0.706	0.675	Reliable
	X1.2		0.616	
	X1.3		0.663	
	X1.4		0.613	
X2	X2.1	0.631	0.445	Reliable
	X2.2		0.599	
	X2.3		0.584	
	X2.4		0.601	
X3	X3.1	0.808	0.738	Reliable
	X3.2		0.765	
	X3.3		0.796	
	X3.4		0.768	
	X3.5		0.784	
Y	Y.1	0.680	0.665	Reliable
	Y.2		0.614	
	Y.3		0.629	
	Y.4		0.657	
	Y.5		0.576	

Sources: Processed Data SPSS (2026)

Based on Table 3, it was found that all variables have Cronbach's Alpha value > 0.6, and all variables have Cronbach's Alpha if Item Deleted values lower than the Cronbach's Alpha

Overall. This means that the question items used in this study can be considered reliable or trustworthy as a data collection measurement tool.

Normality Test

Table 4. Normality Test Results

One Sample Kolmogorov Smirnov-test		
Asymp. Sigi (2-tailed)	0.054	Normal

Sources: Processed Data SPSS (2026)

Based on the normality test results using the Kolmogorov–Smirnov test presented in Table 4, the significance (0.054) >0.05. It can be concluded that the residual data are normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Independent Variables	Tolerance	VIF	Information
Brandi Awareness	0.925	1.081	No Multicollinearity
Location	0.683	1.465	No Multicollinearity
Social Media Promotion	0.675	1.480	No Multicollinearity

Sources: Processed Data SPSS (2026)

Based on the test results in Table 5, it was found that the VIF value of each variable is < 10 and the tolerance value of each variable is > 0.1. Therefore, it can be concluded that there is no multicollinearity among the independent variables.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Independent Variables	Sig.	Information
Brand Awareness	0.690	No Heteroscedasticity
Location	0.114	No Heteroscedasticity
Social Media Promotion	0.078	No Heteroscedasticity

Sources: Processed Data SPSS (2026)

Based on the results in table 6, it can be seen that brand awareness, location, and social media promotion have a significance value greater than 0.05. It can be concluded that there is no heteroscedasticity occurs in the regression model used in this study.

Linearity Test

Table 7. Linearity Test Results

Independent Variables	Linearity Sig.
Brand Awareness	0.000
Location	0.000
Social Media Promotion	0.000

Sources: Processed Data SPSS (2026)

Based on the data in Table 7, the independent variables are linearly related to the dependent variable with a linearity significance value smaller than 0.05.

Multiple Linear Regression

Table 8. Multiple Regression Results

	Regression Coefficient
Constant	6.450
Brand Awareness	0.290
Location	0.367
Social Media Promotion	0.189

Sources: Processed Data SPSS (2026)

Based on the multiple linear regression test results contained in Table 8, the regression equation is obtained as follows:

$$Y = 6.450 + 0.290X_1 + 0.367X_2 + 0.189X_3$$

The independent variable has a positive regression coefficient, which indicates a unidirectional positive effect on the dependent variable between Brand Awareness, Location, and Social Media Promotion on Purchase Decision. This shows that if the effect of Brand Awareness, Location, and Social Media Promotion; it will increase the Purchase Decision.

Partial Test (T-Test)

Table 9. Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.450	1.212		5.323	0.000
Brand Awareness	0.290	0.060	0.260	4.842	0.010
Location	0.367	0.058	0.398	6.375	0.000
Social Media Promotion	0.189	0.044	0.272	4.333	0.009

Sources: Processed Data SPSS (2026)

The partial test (t-test) obtained on Table 9, indicates that the significance values for Brand Awareness, Location, and Social Media Promotion are < 0,05, indicating that the variables of Brand Awareness, Location, and Social Media Promotion significantly Purchase Decision. It is concluded that hypotheses H1, H2, and H3 are accepted.

Simultaneous Test (F-Test)

Table 10. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	198.102	3	66.034	63.035	0.000
Residual	194.851	186	1.048		
Total	392.953	189			
a. <i>Dependent Variable: Purchase Decision</i>					
b. <i>Independent: (Constant), Brand Awareness, Location, Social Media Promotion</i>					

Sources: Processed Data SPSS (2026)

Based on Table 10, the significance (0.000) < 0.05. Therefore, it can be concluded that there is at least one independent variable that has a significant effect on the response variable, or the independent variables simultaneously have a significant effect on the response variable.

Coefficient of Determination

Table 11. Coefficient of Determination Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.710	0.504	0.496	1.02352
a. <i>Dependent Variable: Purchase Decision</i>				
b. <i>Independent: (Constant), Brand Awareness, Location, Social Media Promotion</i>				

Sources: Processed Data SPSS (2026)

The results of the analysis show that the coefficient of determination (R^2) is 0.504 or 50.4%. This means that 50.4% of Purchase Decision is influenced by the variables Brand Awareness, Location, and Social Media Promotion, while 49.6% of Purchase Decision is explained by other factors outside the variables used in this study

4.2. Discussion

The Effect of Brand Awareness on Purchase Decision

The study finds that brand awareness plays a positive and significant role in purchase decisions. This indicates that the higher the level of consumer awareness of a brand, the greater the likelihood that consumers will choose and purchase the product. This finding is consistent with the study conducted by Al-Amin et al. (2026), which states that a high level of consumer understanding of a brand can increase the likelihood of the product being purchased. Brand awareness is also known to have a strong influence on purchase decisions, especially for products with repeat purchases, as consumers tend to use familiar brands as a simple way to make choices compared to less familiar brands. Furthermore, according to Amano and Ilhami (2025), consumers tend to trust brands they are familiar with because it can reduce the perceived risk in purchasing products, particularly when consumers are faced with many product alternatives in the market.

The Effect of Location on Purchase Decision

The study finds that location has a positive and significant effect on purchase decisions. This indicates that selecting a strategic location can increase the likelihood of consumers making a purchase. The study by Hastuti and Silitonga (2025) also states that choosing the right location is an important factor in driving purchase decisions, as a strategic and easily accessible location can provide comfort and convenience in the purchasing process. Furthermore, Karim (2023) states that location not only functions as a physical aspect but also as a strategic factor that can influence consumer preferences. A strategic location can enhance business attractiveness and strengthen the business image, thereby increasing consumer comfort in visiting a business and ultimately encouraging purchase decisions.

The Effect of Social Media Promotion on Purchase Decision

The study finds that Social Media Promotion has a positive and significant effect on purchase decisions. This indicates that the more effective the promotion carried out through social media, the greater the likelihood that consumers will make a purchase. Social media promotion facilitates the dissemination of product information and shapes positive consumer perceptions, which can encourage purchase decisions. This finding is consistent with the study by Ferdiansyah and Santoso (2026), which shows that social media promotion can increase the

likelihood of purchase by providing easily accessible information and shaping positive consumer perceptions. In addition, Beliani and Rojuaniah (2023) also found that engaging social media content can build a positive product image in the minds of consumers, thereby encouraging purchase decisions. The study by Siem et al. (2024) also states that two-way communication in social media promotion can encourage consumers to share their positive experiences with others, thereby influencing purchase decisions.

5. Conclusion

Based on the results of this research, several conclusions can be formulated. first, brand awareness shows a positive and significant effect on purchase decisions. This means that the higher the level of consumer awareness toward a brand, the greater the probability that consumers will select and buy the product. second, location also demonstrates a positive and significant impact on purchase decisions. A strategic location that is easy to access tends to provide convenience for consumers, which in turn can motivate them to make a purchase. Third, social media promotion has a positive and significant effect on purchase decisions. This finding suggests that well-executed promotional activities on social media are able to attract consumer interest, build favorable perceptions, and eventually encourage purchasing behavior.

Suggestions

Based on the results of this study on the influence of brand awareness, location, and social media promotion on purchase decisions at Kemarii! Traditional Modern Restaurant, it is recommended that the restaurant strengthen brand awareness, maintain its strategic location, and optimize social media promotion through engaging content to encourage consumer purchase decisions. Future research is suggested to include additional variables to provide a broader understanding of factors influencing purchase decisions.

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