THE INFLUENCE OF INSTAGRAM MARKETING ON PURCHASING DECISIONS WITH BRAND AWARENESS AND BRAND IMAGE AS MEDIATING VARIABLES (CASE STUDY OF DESSERTHOUSE BY WIDIA IN TRENGGALEK REGENCY)

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ABSTRACT

This study examines the influence of marketing through the Instagram platform on Generation Z purchasing decisions, with brand awareness and brand image as mediating variables at Family Business Desserthouse by Widia in Trenggalek Regency. The research method used is a quantitative approach with Partial Least Square–Structural Equation Modeling (PLS-SEM) analysis and involved 125 respondents who are active Instagram users. The results show that marketing through Instagram has a positive and significant influence on brand awareness, brand image, and purchasing decisions. Furthermore, brand awareness is not able to mediate the relationship between Instagram marketing and purchasing decisions, while brand image is proven to be a significant mediating variable between Instagram marketing and purchasing decisions. These results confirm that promotional strategies through attractive and interactive visual content through Instagram are more effective when they are able to form positive perceptions of the brand. The coefficient of determination (R^2) value of 0.733 indicates that the variables of Instagram marketing, brand awareness, and brand image together contribute strongly to purchasing decisions. Marketing managers need to design marketing strategies that focus on building a strong brand image through consistent messages, narratives that describe product values, and customer testimonials.

INTRODUCTIONS

The development of digital technology has transformed the paradigm of modern marketing. Social media is now one of the most effective tools for businesses to build relationships with consumers, increase brand awareness,

and drive purchasing decisions. Among the various digital platforms available, Instagram is particularly popular due to its ability to display engaging and interactive visual content (Ro'if et al., 2024). Instagram is the most frequently used social media platform in Indonesia, with 85.3% of users (We Are Social, 2024). Generation Z is the largest internet user group in Indonesia, accounting for 34.4% of total internet users (APJII, 2024). Generation Z consumers tend to respond to engaging, informative, and authentic visual content. They seek brands that offer not only products but also emotional value and a lifestyle that aligns with their personal identity.

For small and medium-sized businesses, particularly in the culinary sector, marketing through Instagram offers a significant opportunity to expand market reach at a relatively efficient cost (Natali Setiawati & Sirait, 2024). Product promotion through social media, especially Instagram, plays a crucial role in increasing brand awareness and brand image, ultimately influencing purchase intention (Ihzaturrahma & Kusumawati 2021; Natali Setiawati & Sirait 2024). Marketing through Instagram can increase purchase intention by displaying product information, customer reviews, and an attractive brand image. Instagram marketing is a promotional activity conducted through the Instagram platform with the aim of building relationships with customers, increasing brand awareness, and influencing purchase decisions through visual content, interaction, and user participation. Marketing activities on social media have a positive influence on purchase decisions because they increase consumer trust and perceived value (Maria et al., 2024). Therefore, the more optimal the marketing strategy implemented through Instagram, the greater the consumer's likelihood of making a purchase. This study will prove the first hypothesis:

H1: Marketing through the Instagram platform has a positive and significant effect on purchase decisions.

Research by (Santoso & Saptaria, 2025) shows that social media marketing has a direct influence on building brand awareness because it allows for intense interaction between brands and users. Through engaging and consistent visual content, consumers become more familiar with the promoted product. Therefore, it can be assumed that marketing strategies through Instagram play a significant role in increasing brand awareness among consumers. This study will prove the second hypothesis:

H2: Marketing through the Instagram platform has a positive and significant impact on brand awareness.

Brand awareness is a consumer's ability to recognize or recall a brand as belonging to a specific product category. In the context of consumer behavior, brand awareness is the initial step in the purchasing decision-making process. When consumers are faced with various choices, they tend to choose the most well-known or familiar brand, as they are perceived as safer, more trustworthy, and possess a certain emotional value. A consistent promotional strategy through Instagram, engaging visuals, and active interaction can increase brand awareness (Utami & Arjuna, 2024). The more frequently consumers are exposed to brand content, the more likely they are to remember and trust the brand, ultimately driving purchase decisions. Thus, there is a positive relationship between brand awareness and purchase decisions, where increased awareness increases the likelihood of consumers choosing that product. Therefore, well-designed marketing activities through Instagram are expected to strengthen consumers' positive perceptions of the brand (Fatmasari & Barusman, 2025). This study will prove the third hypothesis:

H3: Marketing through the Instagram platform has a positive and significant effect on brand image.

Brand image describes how consumers perceive a brand based on their perceptions, associations, and experiences. According to Kotler and Keller (2016), brand image is a collection of beliefs and impressions inherent in consumers' minds about a product or service. Brand image plays a crucial role in shaping consumer trust and preferences. Research by (Albert William et al., 2023) shows that a good brand image not only increases purchase intention but also encourages actual purchases through confidence in the decision made. In the context of a culinary business like Desserthouse by Widia, brand image can be built through consistent product displays, customer testimonials, attractive visual design on Instagram, and emotional values highlighted in brand communications. When the displayed brand image positively portrays product quality and the uniqueness of the business, consumer purchasing decisions are strengthened (Yolanda & Pribadi, 2025).

Research by (Safitri et al., 2023) shows that brand awareness has a significant influence on purchasing decisions, as consumers tend to choose brands that are familiar and have a good reputation. Therefore, increasing brand awareness through Instagram marketing strategies is expected to encourage consumer purchasing decisions. This research will prove the fourth hypothesis:

H4: Brand awareness has a positive and significant influence on purchasing decisions.

Research by (Yolanda & Pribadi, 2025) shows that a strong brand image increases consumer confidence in product quality and positively influences purchasing decisions. In the context of digital marketing, brand image can be shaped through visual appearance, brand narrative, and positive interactions on social media. Therefore, the more positive the brand image, the higher the consumer's likelihood of making a purchase. This research will prove the fifth hypothesis:

H5: Brand image has a positive and significant influence on purchasing decisions.

Consumer behavior theory provides an understanding of how visual stimuli, promotional messages, and digital interactions can influence the purchasing decision-making process. Based on the Stimulus–Organism–Response (S-O-R) model proposed by Mehrabian and Russell (1974), marketing activities on Instagram (such as product posts, customer testimonials, or collaborations with influencers) act as stimuli that elicit psychological reactions (organisms) in consumers, such as increased brand awareness and the formation of a brand image. This psychological reaction ultimately drives a behavioral response (response) in the form of a product purchase decision.

Consumer behavior theory explains that product purchase decisions via Instagram do not arise spontaneously, but rather are the result of psychological and social processes triggered by digital marketing strategies. The success of marketing on Instagram depends on the extent to which content builds brand awareness and a positive brand image, as both factors play a crucial role in driving consumer purchase decisions. This study will prove the sixth and seventh hypotheses:

H6: Marketing through the Instagram platform has a positive and significant effect on purchasing decisions through the mediation of brand awareness.
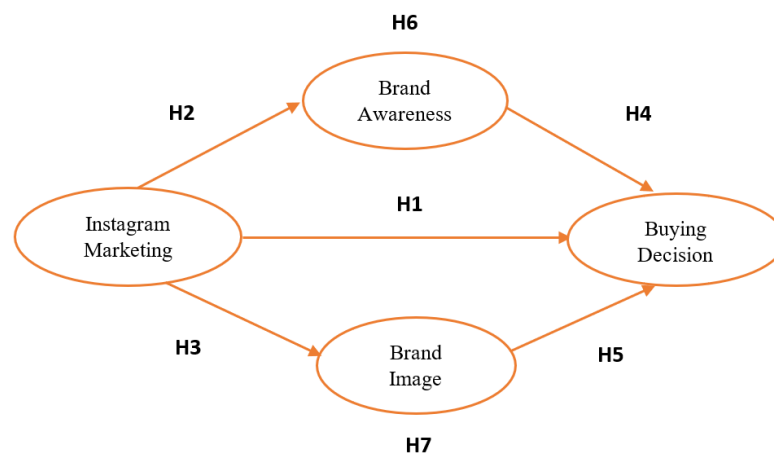
H7: Marketing through the Instagram platform has a positive and significant effect on purchasing decisions through the mediation of brand image.

Family Business Desserthouse by Widia is a home-based business established in 2018 and located in Trenggalek Regency. This family-run business focuses on desserts and pastries, which are promoted online through Instagram. Utilizing Instagram as a promotional medium has made this business more widely known in Trenggalek and the surrounding area. Despite having a high level of interaction with its followers, product sales do not consistently show significant increases. The business owner has not been able to strategically manage content to have a tangible impact on consumer behavior, particularly in building brand awareness and image. Both aspects play a crucial role in shaping positive perceptions and influencing purchasing decisions (Fatmasari & Barusman, 2025). The effectiveness of marketing through Instagram is determined not only by the frequency of posts or the number of followers, but also by the content strategy's ability to build brand awareness and brand image in the minds of consumers (Natali Setiawati & Sirait, 2024). This situation indicates a gap between digital marketing activities and actual purchasing decisions. Therefore, it is necessary to examine the influence of marketing through Instagram on purchasing decisions, considering brand awareness and brand image as mediating variables.

This study aims to fill the research gap by examining the influence of Instagram marketing on purchasing decisions, with brand awareness and brand image as mediating variables. Its novelty lies in the dual mediation approach that simultaneously links Instagram marketing activities with both variables in influencing purchasing decisions, in contrast to previous studies that tended to examine them separately (Priyatna & Kamilah, 2023) and (Hartono & Tjiptodjojo, 2024). This study considers the active role of Generation Z as primary social media users who are frequently exposed to interactive Instagram promotional content. The research results are expected to provide

theoretical contributions to the development of digital marketing science and serve as a practical reference for local businesses in optimizing promotional strategies on social media.

Figure 1. Conceptual Framework

Source(s): Figure by authors

METHOD

This study aims to examine the direct and indirect effects of marketing on the Instagram platform, brand awareness, brand image, and purchasing decisions. This study employed a quantitative approach with a survey method (Firnanda & Saptaria, 2024). This approach was chosen because it is suitable for statistically testing the influence between variables and obtaining an objective picture of Instagram marketing on purchasing decisions through the mediating role of brand awareness and brand image. Quantitative research is a mechanism for obtaining numerical data as a research instrument for the questions being investigated (Jannah, 2024). This study was conducted at the Family Business Desserthouse by Widia in Trenggalek Regency, a home-based business that relies on Instagram to reach the youth market, particularly Generation Z. Sampling was determined using the Hair formula with 5-10 times the number of indicators because the population was not precisely known. The total sample size was 125 respondents.

The research data is primary data obtained through the distribution of structured questionnaires to respondents, both directly and via Google Forms. The questionnaire instrument was designed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to measure respondents' level of agreement with the statements. Prior to distribution, the instrument was tested for validity and reliability to ensure accuracy and consistency in measuring the intended constructs. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the help of the SmartPLS application version 4.0. The analysis stages included: 1) Outer Model Evaluation, to test convergent validity, discriminant validity, and construct reliability in the measurement model. 2) Inner Model Evaluation, to test causal relationships between latent variables, including measuring the significance of direct and indirect (mediation) effects.

Instagram marketing was measured through respondents' perceptions of the content quality, interaction, entertainment, and currentness of content presented by business or brand accounts on the platform. Brand awareness was measured through respondents' ability to recognize, recall, and distinguish product brands promoted on Instagram, as well as their level of familiarity with those brands. Brand image was measured through respondents' perceptions of the strength of brand associations, superiority, and uniqueness of the Desserthouse By Widia brand promoted through Instagram. Purchasing decisions were measured through respondents' perceptions of their tendency to select, evaluate, and purchase products promoted through the Instagram platform. The measurement instruments for the research variables are presented in Table 1.

Table 1. Measurement of Research Variables

Variable	Dimension	Indicator	Source
Instagram Marketing	1. Content Quality	Clarity of product information	(Suarmaja et al., 2023)
	2. Interaction	Two-way communication	
	3. Entertainment	Content creativity	
	4. Trendiness	Information updates	
Brand Awareness	5. Brand Recognition	Brand recognition	(Utami & Arjuna, 2024)
	6. Brand Recall	Brand recall	
	7. Top of Mind	Brand awareness dominance	
		Brand recognition relative to competitors	
Brand Image	8. Brand Association Strength	Brand identity clarity	(Priyatna & Kamilah, 2023)
		Brand trust	
	9. Brand Favorability	Perceived value	
	10. Brand Uniqueness	Product innovation	
Purchasing Decisions	11. Alternative Evaluation	Quality and price considerations	(Yastutik & Prapanca, 2024)
	12. Purchasing Behavior	Brand confidence	
		Purchase impulse	
		Ease of purchase	

Source: Data processed by the author (2025)

RESULT AND DISCUSSIONS
Respondent Profile

In this study, the majority of respondents were female (37%). The largest age group was under 25 years old (37%). Approximately 42% of respondents in this survey had a junior high school diploma or equivalent, or 38%. The respondent identification report is presented in Table 2.

Table 2. Demographic Profile of Respondents

| Demographic Variable	Attribute	Frequency (N = 125)	Percentage
Gender	Male	46	37%

Demographic Variable	Attribute	Frequency (N = 125)	Percentage
	Female	79	63%
Age	<25	46	37%
	25–34	24	19%
	35–44	24	19%
	45–55	16	13%
	>55	15	12%
Education Level	High School or equivalent	48	38%
	Diploma	45	36%
	Bachelor's Degree	26	21%
	Postgraduate (Master's/Doctorate)	6	5%

Source: Data processed by the author (2025)

Measurement Model Evaluation

According to Hair & Sarstedt (2021), an indicator is considered valid and reliable if its loading factor value is above 0.70, with values closer to one indicating greater strength. Sun, Ji, and Ye, as cited in Mustiko and Trisnawati (2021), also recommend eliminating indicators with values below this threshold. Based on data processing using Smart-PLS 3.0, all 16 indicators in this study met these criteria and were therefore retained in the model. The results of the outer model measurements are presented in Figure 2.

Figure 2. Measurement Model (Outer Model)
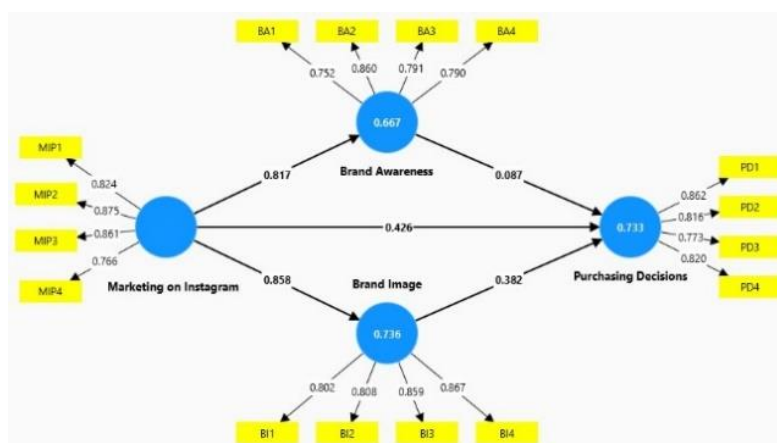
Source(s): Data processing results using Smart-PLS (2025

Discriminant Validity

Discriminant validity indicates the extent to which one construct can be distinguished from other constructs in the model. Juliandi (2018) stated that this validity reflects the uniqueness of the constructs. The measurement currently considered most effective is the Heterotrait-Monotrait Ratio (HTMT), where a value below 0.90 indicates that the construct has good discriminant validity. The results of the HTMT measurement are presented in

Table 3. Heterotrait-Monotrait Ratio (HTMT) Value

	Brand Awarenes	Brand Image	Marketing On Instagram	Purchase Decision
Brand Awarenes				
Brand Image	1.043			
Marketing On Instagram	0.984	0.996		
Purchase Decision	0.928	0.969	0.977	

Source: Results of data processing using Smart-PLS (2025)

Composite Reliability and Average Variance Extracted

Composite reliability is used to assess the internal consistency of a construct, namely how reliably an indicator represents that construct (Musyaffi et al., 2022). Hair and Sarstedt (2021) recommend a minimum value of 0.7 and above 0.8, indicating high reliability. Meanwhile, Yamin (2021) defines Average Variance Extracted (AVE) as measuring the average variance explained by an indicator within a single variable, with an ideal value above 0.50. The analysis results show that all AVE values are >0.5, thus meeting convergent validity.

Table 4. Composite Reliability and Average Variance Extracted

	Cronbach's Alpha	Composite Reliability rho_a	Composite Reliability rho_c	Average Variance Extracted (AVE)
Brand Awarenes	0.811	0.813	0.876	0.639
Brand Image	0.854	0.858	0.902	0.696
Marketing On Instagram	0.851	0.852	0.900	0.693
Purchase Decision	0.835	0.838	0.890	0.670

Source: Results of data processing using Smart-PLS (2025)

Structural Model Analysis

The purpose of structural model evaluation is to describe the relationships between latent variables, indicated by the direction of the arrows and the path coefficient values in the model. The values displayed on each line between constructs indicate the magnitude of the direct and indirect influence between the variables. According to (Cahyani, 2025), the inner model is the part of the structural model that describes the relationships between latent variables. These relationships are known as inner relations and serve as connectors that explain the relationships between latent

constructs in an analytical model. Table 5 presents the results of the analysis of the path coefficient significance test and the mediation effect test using the bootstrapping procedure.

Table 5. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Marketing on Instagram -> Purchasing Decisions	0.426	0.428	0.077	5.526	0.000
Marketing on Instagram -> Brand Awareness	0.817	0.818	0.021	39.118	0.000
Marketing on Instagram -> Brand Image	0.858	0.859	0.015	56.874	0.000
Brand Awareness -> Purchasing Decisions	0.087	0.088	0.068	1.289	0.198
Brand Image -> Purchasing Decisions	0.382	0.380	0.083	4.584	0.000
Marketing on Instagram -> Brand Awareness -> Purchasing Decisions	0.397	0.830	0.095	4.632	0.000
Marketing on Instagram -> Brand Image -> Purchasing Decisions	0.035	0.670	0.086	2.584	0.156

Source: Results of data processing using Smart-PLS (2025)

Based on the results of the path coefficient calculations, the results of each research hypothesis are as follows.

The Influence of Marketing on Instagram on Purchase Decisions

Marketing through Instagram has a positive and significant effect on purchase decisions, with a coefficient of 0.426, a t-statistic of 5.526 (>1.96), and a p-value of 0.000 (<0.05). This indicates that Instagram is effective as a promotional medium in driving consumer purchasing decisions.

The Influence of Marketing on Instagram on Brand Awareness

Marketing through Instagram has been shown to have a positive and significant effect on brand awareness for Desserthouse by Widia, with a coefficient of 0.817, a t-statistic of 39.118 (>1.96), and a p-value of 0.000 (<0.05). These findings indicate that Instagram is effective in increasing consumer awareness of the brand.

The Influence of Marketing on Instagram on Brand Image

Marketing through Instagram has a positive and significant effect on Desserthouse by Widia's brand image, as indicated by a coefficient of 0.858, a t-statistic of 56.874 (>1.96), and a p-value of 0.000 (<0.05). This indicates that promotion on Instagram is effective in building a strong brand image in the eyes of consumers.

The Influence of Brand Awareness on Purchasing Decisions

Brand awareness has a positive but insignificant effect on purchasing decisions, with a coefficient of 0.087, a t-statistic of 1.289 (<1.96), and a p-value of 0.198 (>0.05). This indicates that brand awareness alone is not strong enough to directly drive purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

Brand image has a positive and significant influence on purchasing decisions, with a coefficient of 0.382, a t-statistic of 4.584 (greater than 1.96), and a p-value of 0.000 (below 0.05). This indicates that positive perceptions of brand image can encourage consumers to make decisions to purchase a product or service.

The Influence of Marketing on Instagram on Purchase Decisions with Brand Awareness as Mediator

Brand awareness effectively mediates the relationship between marketing via Instagram and consumer purchasing decisions, with a coefficient of 0.397, a t-statistic of 4.632 (>1.96), and a p-value of 0.000 (<0.05).

The Influence of Marketing on Instagram on Purchase Decisions with Brand Image as Mediator

Brand image is effective as a mediator in the relationship between marketing via Instagram and consumer purchase decisions, with a coefficient of 0.035, a t-statistic of 5.584 (>1.96), and a p-value of 0.156 (<0.05).

R-Square Analysis

The results of the R-square analysis are presented in Table 6.

Table 6. R-Square

	R Square	R Square Adjusted
Brand Awareness	0.667	0.667
Brand Image	0.736	0.736
Purchasing Decisions	0.733	0.731

Source: Results of data processing using Smart-PLS (2025)

The R-square values were classified as strong (≥0.67), moderate (0.33), and weak (0.19). Brand awareness had a value of 0.667, brand image 0.736, and purchase decision 0.733, all indicating a strong influence. This indicates that brand image contributes more than brand awareness in influencing purchase decisions.

F-Square Analysis

The results of the F-square analysis are presented in Table 7.

Table 7. F-Square

	Brand Awarenes	Brand Image	Marketing On Instagram	Purchase Decision
Brand Awarenes				0.007
Brand Image				0.100
Marketing On Instagram	2.007	2.795		0.164
Purchase Decision				

Source: Results of data processing using Smart-PLS (2025)

The F-Square test results show that brand awareness has a very small influence on brand image (0.007), and brand image has a small influence on purchasing decisions (0.100). Conversely, marketing through Instagram has a moderate influence on purchasing decisions (0.164), and shows a very strong influence on brand awareness (2.007) and brand image (2.795). These findings confirm that Instagram is the most dominant factor in shaping brand awareness and image.

Discussion
The Influence of Marketing Through Instagram on Purchasing Decisions
The results of this study indicate that marketing through Instagram has a positive and significant impact on consumer purchasing decisions. This means that the more effective the marketing strategy implemented through Instagram, such as presenting engaging visual content, engaging in active interaction, and utilizing influencers, the greater the consumer's likelihood of making a purchase.

This finding supports the theory of digital consumer behavior (Kotler & Keller, 2016), which explains that purchasing decisions are influenced by promotional stimuli that can shape positive brand perceptions and drive purchase intention. These results also align with research by Andika et al., 2025 and Putra et al., 2025, which demonstrate that marketing activities on social media, particularly Instagram, have a significant influence on purchasing decisions because they can increase emotional engagement and consumer trust.

In the context of Desserthouse By Widia, visually appealing promotions, clear product information, and active interaction with consumers through comments and stories can build an emotional connection that encourages consumers to purchase the dessert product.

The Effect of Marketing Through Instagram on Brand Awareness
The analysis results show that marketing through Instagram has a positive and significant effect on brand awareness. This means that the more intense and consistent marketing activities conducted on Instagram, the higher the level of brand awareness in the minds of consumers.

This finding supports Keller's (1993) opinion, which states that brand awareness is formed through the frequency of exposure and consistency of brand communication. Research (Andjani et al., 2025) and (Daffa Mahendra & Rudy P. Tobing, 2025) also show that social media plays a crucial role in building brand awareness through the delivery of creative and interactive visual content.

In the case of Desserthouse By Widia, regularly uploaded content with an attractive appearance and the use of informative captions increased brand recognition among Instagram users, particularly the younger generation in Trenggalek Regency.

The Effect of Marketing Through Instagram on Brand Image
This study also found that marketing through Instagram has a positive and significant effect on brand image. This means that the better the marketing strategy implemented, the more positive the brand image in the eyes of consumers.

These results are consistent with Keller's (2008) theory, which explains that brand image is formed from consumers' perceptions of information and experiences interacting with the brand. Research by Farid Maulana et al., 2025 and Alifia & Dwiridotjahjono, 2023 also found that social media marketing activities play a role in building brand image by conveying brand values, visual aesthetics, and brand personality. In the context of this research, the Desserthouse By Widia Instagram account not only serves as a product promotional medium but also as a means of building a professional, modern, and contemporary impression, strengthening the brand's image in the eyes of consumers.

The Influence of Brand Awareness on Purchasing Decisions

The results of this study indicate that brand awareness has a positive but insignificant influence on purchasing decisions. This means that even if consumers have high brand awareness, it does not necessarily lead them to purchase the product.

This finding aligns with research (Gulo & Suhardi, 2025), which found that brand awareness serves as an initial stage in the purchasing process but does not necessarily guarantee a purchase decision without other factors such as perceived quality, brand image, or previous positive experiences.

In the context of Desserthouse By Widia, consumers may be familiar with the brand and the products offered, but a purchase decision only occurs if supported by additional factors such as a strong brand image, trust in product quality, or recommendations from other users.

The Influence of Brand Image on Purchasing Decisions

This study found that brand image has a positive and significant influence on purchasing decisions. This indicates that positive brand perceptions encourage consumers to purchase the products offered.

These results support the theory of Aaker (1996) and Keller (2008), which states that a strong brand image increases consumer trust and strengthens purchase intentions. Research (Antoni et al., 2025) confirms that brand image plays a significant role in mediating the relationship between marketing strategy and purchase decisions.

In the case of Desserthouse By Widia, a brand image that emphasizes modernity, creativity, and high product quality was the primary factor convincing consumers to make a purchase.

The Mediating Role of Brand Awareness in the Relationship between Instagram Marketing and Purchase Decisions

The analysis shows that brand awareness acts as an effective mediating variable in the relationship between Instagram marketing and purchase decisions. This means that marketing activities on Instagram can indirectly improve purchase decisions by increasing brand awareness.

These findings support research by Priyatna & Kamilah, 2023, and Teodora Septiana et al., 2025, which states that brand awareness results from repeated exposure to digital content, which then drives consumers to make a purchase. In other words, Instagram serves as an effective medium for strengthening brand recognition, which ultimately influences consumer behavior.

The Mediating Role of Brand Image in the Relationship between Instagram Marketing and Purchase Decisions

The study also shows that brand image significantly mediates the relationship between marketing through Instagram and consumer purchasing decisions. This means that the effectiveness of digital marketing not only directly influences purchasing decisions but also through the formation of positive brand perceptions.

These results are consistent with research by Utami & Arjuna, 2024 and Siahaan et al., 2025, which states that engaging, interactive, and credible social media content can strengthen brand image and encourage consumers to purchase products. In the context of Desserthouse By Widia, promotions featuring attractive visual aesthetics, positive narratives, and positive customer reviews can enhance brand image and lead to purchasing decisions.

CONCLUSION

Based on the data analysis and discussion, it can be concluded that marketing through Instagram, both directly and indirectly, can increase consumer purchasing decisions by building awareness and a positive brand image. Marketing through Instagram has a positive and significant impact on purchasing decisions. This indicates that the more effective promotional activities conducted through Instagram, such as engaging content, active interaction, and the use of influencers, the greater the likelihood of consumers making a purchase. Marketing through Instagram has a positive and significant impact on brand awareness. The more frequent and consistent marketing activities are conducted on Instagram, the higher the level of brand awareness in the minds of consumers. Marketing through Instagram has a positive and significant impact on brand image. This means that a good marketing strategy can shape a positive perception of a brand's image in the eyes of consumers. Brand awareness has a positive but insignificant impact on purchasing decisions. Brand awareness is not enough to encourage consumers to make a purchase without the support of other factors such as brand image, trust, or positive experiences with the product. Brand image has a positive and significant impact on purchasing decisions. The more positive consumers' perceptions of a brand, the more likely they are to purchase the product. Brand awareness has been shown to act as an effective mediator in the relationship between marketing through Instagram and purchase decisions. This means that marketing through Instagram can indirectly influence purchase decisions by increasing brand awareness. Brand image also plays an effective mediator in the relationship between marketing through Instagram and purchase decisions. Brand image has been shown to be a stronger mediator than brand awareness in increasing purchase decisions. This research strengthens theories of digital marketing and consumer behavior. Furthermore, the results of the study reinforce the concept of the brand equity model, which positions brand awareness and brand image as important components linking marketing activities to consumer behavioral responses. The results of this study indicate that marketing through Instagram is highly effective in increasing sales. Therefore, business owners need to optimize Instagram usage by paying attention to the visual quality of their content, the consistency of their posts, and engagement with their audience. Marketing managers should focus on building a strong brand image through consistent messaging, narratives that illustrate product value, and customer testimonials. Further research could use a longitudinal approach to examine changes in consumer behavior over time toward digital marketing activities. It is recommended to examine other social media platforms, such as TikTok, Facebook, or YouTube, which also have a strong influence on brand image formation and purchasing decisions.

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