

The Influence Of Celebrity Endorsement And Social Media Marketing On Purchase Decisions Of Generation Z In Jambi City's Tiktok Shop Brand Awareness As An Intervening Variable

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Abstract

The background of this study is based on the rapid development of digital technology and social media, which has significantly transformed consumer behavior in online shopping. Although the use of celebrity endorsements and social media marketing strategies has become increasingly widespread on the TikTok Shop platform, previous studies have produced inconsistent findings regarding their effects on purchase decisions. Furthermore, the mediating role of brand awareness has received limited attention, particularly among Generation Z TikTok Shop users in Jambi City. This study aims to analyze the influence of celebrity endorsement and social media marketing on purchase decisions among Generation Z TikTok Shop users in Jambi City, with brand awareness serving as an intervening variable. This research employs a quantitative approach using an associative research design. The population consists of Generation Z consumers in Jambi City who have made purchases through TikTok Shop. The sample was selected using a purposive sampling technique. Data are collected through questionnaires using a five-point Likert scale. Data analysis is conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (SmartPLS), including measurement model evaluation (outer model), structural model evaluation (inner model), and hypothesis testing through bootstrapping to examine both direct and indirect effects. The expected findings of this study are to provide empirical evidence regarding the effects of celebrity endorsement and social media marketing on purchase decisions, both directly and indirectly through brand awareness as an intervening variable. This study is expected to contribute to the development of digital marketing and consumer behavior literature, particularly in the context of social commerce, and to provide practical recommendations

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for business owners, SMEs, and digital marketers in designing effective marketing strategies to enhance brand awareness and consumers' purchase decisions, especially among Generation Z in Jambi City.

Keywords: Brand Awareness, Celebrity Endorsement, Purchase Decision, Social Media Marketing

INTRODUCTION

The development of information and communication technology has driven significant changes in various aspects of life, including marketing activities and consumer behavior. (Nasution et al., 2022) Digital transformation has led to a shift in marketing strategies from conventional methods to digital marketing, which utilizes the internet and social media as the primary means of business communication. High internet penetration in Indonesia is accelerating this change. According to a survey by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia will reach more than 229 million by 2025, or approximately 80.66% of the total national population.

This situation indicates that people are increasingly relying on digital technology to obtain information, interact, and even make online purchases. From the Technology Acceptance Model (TAM) perspective, public acceptance of technology is influenced by perceived usefulness and perceived ease of use. Therefore, the higher the perceived usefulness and ease of use, the greater the tendency for consumers to utilize digital platforms in the purchasing process.

The growing phenomenon of social commerce has made TikTok Shop one of the platforms experiencing rapid growth in digital marketing activities. Various features such as short videos, live shopping, live streaming, product links, and affiliate marketing have transformed social media from a mere entertainment platform into a medium for economic transactions. Meanwhile, businesses are increasingly leveraging celebrity endorsements and social media marketing as marketing strategies to increase consumer purchasing decisions. (Puspitasari, 2023); (Hapsari & Saptyawati, 2022).

However, in practice, the effectiveness of these two strategies still presents various problems. Not all promotions conducted by celebrities or influencers are able to increase sales. In fact, some products promoted by influencers with large followings have no impact on purchasing decisions. (Amalia et al., 2026) Conversely, some creators with smaller followings are able to generate high sales. This indicates that promotional success is influenced not only by the endorser's popularity, but also by credibility, trust, product relevance, and the ability to build brand awareness among consumers, particularly Generation Z, the largest social media users.



The urgency of this research is based on the increasing competition in digital business, which demands companies to design more effective and efficient marketing strategies. For business owners, the success of celebrity endorsements and social media marketing is no longer measured solely by the number of views, comments, or likes on promotional content, but must also be able to drive brand awareness that leads to consumer purchasing decisions. From an academic perspective, this research is important because it contributes to the development of digital marketing science by examining the role of brand awareness as an intervening variable in the relationship between celebrity endorsements, social media marketing, and purchasing decisions.

From a sharia economic perspective, this research is relevant because digital marketing must continue to prioritize the principles of honesty, trustworthiness, transparency, and responsibility in conveying information to consumers so that promotional activities are not only oriented towards profit, but also on the values of Islamic business ethics.

The research gap is evident in previous studies, which still show inconsistent findings regarding the influence of celebrity endorsements and social media marketing on purchasing decisions. Some studies found that celebrity endorsements have a positive and significant effect on purchasing decisions because they can increase trust and brand image, while others concluded that celebrity endorsements have no significant effect because consumers also consider product quality, price, user experience, and brand reputation. The same inconsistency was also found for the social media marketing variable.

Furthermore, most previous studies have only examined the direct relationship between celebrity endorsements and social media marketing on purchasing decisions without considering the mediating mechanism through brand awareness. Research specifically examining brand awareness as an intervening variable among Generation Z TikTok Shop users in Jambi City is also very limited. Therefore, this study aims to fill this gap by examining how brand awareness mediates the influence of celebrity endorsements and social media marketing on purchasing decisions, thus providing a more comprehensive explanation of consumer behavior on the TikTok Shop platform.

Methodology

This study employs a quantitative research approach using a survey method with a cross-sectional design to examine the influence of celebrity endorsement and social media marketing on purchase decisions, with brand awareness serving as the intervening variable among Generation Z TikTok Shop users. The research was conducted online in Jambi City, Indonesia, as the target respondents were active TikTok Shop users who could be reached through digital platforms. The population consists of all Generation Z



individuals in Jambi City who use TikTok Shop for online shopping. A non-probability sampling technique with purposive sampling was applied to select respondents who met the established criteria, namely being members of Generation Z, Muslims, active TikTok users, having purchased products through TikTok Shop, and having been exposed to celebrity endorsement content. Based on the Slovin formula, a total of 100 respondents were selected as the research sample.

Data were collected through an online questionnaire using a five-point Likert scale developed from the indicators of each research variable. In addition to primary data obtained directly from respondents, secondary data were collected from books, scientific journals, reports, and other relevant literature. The collected data were processed through editing, coding, and tabulating procedures before being analyzed using SmartPLS software. The data analysis included structural model (inner model) evaluation, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and hypothesis testing using the bootstrapping procedure. Furthermore, direct, indirect, and total effect analyzes were conducted to examine the mediating role of brand awareness in the relationship between celebrity endorsement, social media marketing, and purchase decisions.

Results and discussion

Structural Model Test (Inner Model)

1. R-Square (R^2)

Table 1. R-Square (R^2)

Dependent Variant	R-square	R-square adjusted
Brand awareness	0.599	0.591
Buying decision	0.531	0.516

Source: Processed using the SmartPLS4 application

The R^2 value of 0.599 indicates that 59.9% of the change in brand awareness can be jointly explained by celebrity endorsement, social media marketing, and purchasing decisions. According to Chin (1998), this figure is categorized as moderate to high because it is above the threshold of 0.33, indicating that the model is quite good at explaining consumer behavior.

Meanwhile, the R^2 value for the purchasing decision variable was recorded at 0.531, indicating that 53.1% of the variation in purchasing decisions can be explained by brand awareness and social media marketing. Although this value is considered moderate, in social research, the R^2 value does not always need to be high. Hair et al. (2017) stated that a figure of around 0.10 is still acceptable, especially in studies aimed



at understanding or developing theories about human behavior that are influenced by many factors outside the model. Therefore, a value of 0.531% is still considered adequate and acceptable in the context of this study.

2. F-Square (F^2)

Table 2. F-Square (F^2)

Dependent Variant	F-square	F-square adjusted
Brand awareness	0.120	0.226
Buying decision	0.222	0.088

Source: Processed using the SmartPLS4 application

Goodness of Fit (Q^2) / Predictive Relevance

The Q^2 value measures how well a structural model predicts observed values. A Q^2 value > 0 indicates a better predictive ability, while a Q^2 value < 0 indicates a lower predictive ability. The following is the calculation result for the Q-Square value:

$$Q^2 = 1 - (1 - R^2_{12}) \times (1 - R^2_{22})$$

$$Q^2 = 1 - (1 - 0.599) \times (1 - 0.531)$$

$$Q^2 = 1 - (0.401) \times (0.469)$$

$$Q^2 = 1 - 0.1880$$

$$Q^2 = 0.8119$$

Based on the research results above, the Q-Square value was obtained at 0.8119. This value indicates that 81.19% of the diversity in the research data can be explained by the research model, while the remaining 19.81% is explained by other factors outside the research model. Therefore, from these calculations, this research model can be stated to have good goodness of fit.

Hypothesis Testing

Testing was performed by examining the p-value and t-statistic generated through the bootstrapping process using SmartPLS. A hypothesis is considered accepted if the p-value is less than 0.05 in a two-tailed test, indicating a significant influence between the tested variables.

1. Bootstrapping results of direct effect

A direct effect is the direct influence of an independent variable on a dependent variable without going through a mediator. In Partial Least Squares (PLS) analysis, direct effect testing is performed using a bootstrapping procedure to determine the level of significance of the relationship between variables in a structural model. The bootstrapping results produce t-statistics and p-values, which are used to determine whether the

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proposed hypothesis is accepted or rejected.¹ The results of the bootstrapping of the direct effect can be seen in table 3 as follows.

Table 3. Results of Path Coefficient Booststrapping Direct Effect

Path coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (lo/STDEVI)	P Values	Note
Brand awareness -> Purchase decision	0.515	0.515	0.109	4,705	0.000	Proven
Celebrity endorsement -> brand awareness	0.348	0.348	0.130	2,667	0.004	Proven
Celebrity endorsement -> purchasing decision	-0.113	-0.102	0.130	0.874	0.191	Not proven
Social media marketing -> brand awareness	0.472	0.479	0.121	3,916	0.000	Proven
Social marketing -> purchasing decision	0.356	0.340	0.139	2,554	0.005	Proven

Source: Processed using the SmartPLS4 application

Bootstrapping method in SmartPLS. Testing between variables in the model. Determining whether the effect is significant is based on the t-statistic and p-value with a significance level of 5% ($\alpha = 0.05$). Based on the bootstrapping results in Table 3, the following results were obtained:

¹Abdillah and Hartono, Partial Least Square (PLS) Alternative Structural Equation Modeling (SEM) in Business Research.

- a. The Influence of Brand Awareness on Purchasing Decisions show that *Brand Awareness* has a positive and significant influence on purchasing decisions. This result is shown by the path test coefficient value (Original Sample) of 0.515, market-statistics of 4.705, And *p-value* of 0.000 (< 0.05) This means that the higher a consumer's brand awareness of TikTok Shop, the higher their likelihood of making a purchase decision. The hypothesis stating that Brand Awareness has a positive influence on Purchasing Decisions is proven..
- b. The Influence of Celebrity Endorsement on Brand Awareness The test results show that *Celebrity Endorsement* has a positive and significant effect on Brand Awareness. This is indicated by the path coefficient value of 0.348, market-statistic of 2.667, And *p-value* of 0.004 (< 0.05) These results indicate that the greater the use of celebrity endorsements, the greater consumer brand awareness of TikTok Shop. the hypothesis on this relationship is stated to be proven.
- c. The Influence of Celebrity Endorsements on Purchasing Decisions The test results show that *Celebrity Endorsement* does not have a significant effect on purchasing decisions. This is indicated by the path coefficient value of -0.113, market-statistic of 0.874, And *p-value* of 0.191 (> 0.05). Although the direction of the resulting relationship is negative, the effect is not statistically significant. Thus, The hypothesis stating that celebrity endorsement influences purchasing decisions is not accepted. This finding indicates that celebrity endorsements have not been able to encourage Generation Z consumers in Jambi City to make direct purchasing decisions.
- d. The Influence of Social Media Marketing on Brand Awareness The test results show that *Social Media Marketing* has a positive and significant effect on Brand Awareness. This is indicated by the path coefficient value of 0.472, market-statistic of 3.916, And *p-value* of 0.000 (< 0.05) This means that the more effective TikTok Shop's social media marketing activities are, the higher the level of consumer brand awareness. the hypothesis on this relationship is stated to be accepted.
- e. The Influence of Social Media Marketing on Purchasing Decisions The test results show that Social Media Marketing has a positive and significant influence on Purchasing Decisions. This is indicated by the path coefficient value of **0.356**, market-statistic of 2.554, And *p-value* of 0.005 (< 0.05) These results indicate that the better TikTok Shop's social media marketing strategy, the higher the likelihood of Generation Z consumers in Jambi City making purchasing decisions. Therefore, The hypothesis that Social Media Marketing has a positive influence on Purchasing Decisions has been proven..

2. Indirect Effect Bootstrapping Results

An indirect effect is the influence of an independent variable on a dependent variable that occurs through an intermediary variable or mediating variable. In the PLS-



SEM method, testing for indirect effects is carried out using a bootstrapping procedure to see whether the mediator variable is able to channel the influence from the independent variable to the dependent variable significantly. If the t-statistic result is greater than 1.96 and the p-value is less than 0.05, then the indirect effect is declared significant and the mediator variable is proven to mediate the relationship between variables.²

Table 4. Results of Path Coefficient Booststrapping Indirect Effect

Path coefficient	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (lo/STDEV)	P Values	Note
Celebrity endorse ->Brand awareness -> Purchase decision	0.179	0.179	0.079	2,264	0.012	Proven
social media marketing -> brand awareness -> purchasing decision	0.243	0.247	0.84	2,900	0.002	Proven

Source: Processed using the SmartPLS4 application

The indirect effect in Table 4 shows that there are two mediation paths tested, namely Celebrity Endorse through Brand Awareness on Purchasing Decisions and Social Media Marketing through Brand Awareness on Purchasing Decisions. On the path Celebrity Endorse → Brand Awareness → Purchasing Decision, the path coefficient value (Original Sample) is 0.179, the t-statistics value is 2.264, and the p-value is 0.012. The p-value is smaller than 0.05 ($0.012 < 0.05$), thus indicating that the indirect effect is significant. This means that Brand Awareness is proven to mediate the influence of Celebrity Endorse on Purchasing Decisions, so the mediation hypothesis on this path is accepted.

Furthermore, on the path Social Media Marketing → Brand Awareness → Purchase Decision, the path coefficient value is 0.243, the t-statistics value is 2.900, and

²Ibid.



the p-value is 0.002. The p-value is also smaller than 0.05 ($0.002 < 0.05$), so the indirect effect on this path is significant. Thus, Brand Awareness is proven to mediate the relationship between Social Media Marketing and Purchase Decision, so the mediation hypothesis on this path is accepted.

Based on the test results, it can be concluded that Brand Awareness acts as a mediating variable in the relationship between Celebrity Endorsement and Purchasing Decisions, as well as in the relationship between Social Media Marketing and Purchasing Decisions. Both mediation paths show a statistically significant influence because they have a p-value < 0.05 and t-statistics > 1.96 , so that all hypotheses of indirect influence in this study are proven and accepted.

DISCUSSION

The Influence of Celebrity Endorsement on Brand Awareness.

The results of the study indicate that celebrity endorsement has a positive and significant effect on brand awareness. This is evidenced by a path coefficient of 0.348, a t-statistic of 2.667, and a p-value of 0.004 (< 0.05). Therefore, the hypothesis that celebrity endorsement influences brand awareness is accepted.

These results indicate that the use of celebrity endorsements on TikTok Shop can increase brand awareness among Generation Z in Jambi City. The greater the credibility, attractiveness, and relevance of a celebrity endorser to the product being promoted, the easier it is for consumers to recognize, remember, and differentiate the brand from competitors.

These findings align with Aaker's Brand Awareness theory, which states that brand awareness develops when consumers recognize and remember a brand through repeated exposure to marketing communications. Celebrity endorsers serve as a communication medium that attracts consumers' attention, making brand information more readily accepted and remembered. Furthermore, the findings support the AIDA concept, particularly at the Attention and Interest stages, where celebrity endorsers can attract attention and build consumer interest in a product. These theories serve as the foundation for this research in explaining the relationship between celebrity endorsements and brand awareness.

The results of this study are also in line with research (Wardana et al., 2024) which states that celebrity endorsements can increase consumer brand awareness. Conversely, these results indicate that the success of celebrity endorsements depends not only on the popularity of the public figure, but also on the level of credibility and trustworthiness of the endorser.

The Influence of Social Media Marketing on Brand Awareness.

The results of the study indicate that Social Media Marketing has a positive and significant effect on Brand Awareness with a path coefficient value of 0.472, a t-statistic value of 3.916, and a p-value of 0.000 (<0.05). Thus, the hypothesis is accepted. These findings indicate that marketing activities through TikTok social media are able to increase brand awareness among Generation Z in Jambi City. Interesting content, creative videos, live streaming, interaction through comments, and consistent delivery of product information make it easier for consumers to recognize and remember a brand.

The results of this study align with the Social Media Marketing theory proposed by Tuten and Solomon, stating that social media is a two-way communication tool capable of building relationships between companies and consumers, thereby increasing brand awareness. Furthermore, according to Chaffey and Ellis-Chadwick, an effective digital marketing strategy will strengthen brand awareness through widespread and continuous information dissemination. These findings also support research (Dewi et al., 2026) which states that social media marketing has a positive influence on the formation of brand awareness.

The Influence of Celebrity Endorsements on Purchasing Decisions.

The results of the study indicate that celebrity endorsement has no significant effect on purchasing decisions, with a path coefficient of -0.113, a t-statistic of 0.874, and a p-value of 0.191 (>0.05). Therefore, the hypothesis is rejected.

These results indicate that the presence of celebrity endorsers has not been enough to encourage Generation Z in Jambi City to make purchasing decisions directly on TikTok Shop. Consumers consider not only who is promoting a product but also product quality, price, consumer reviews, product benefits, and other user experiences before making a purchase.

This phenomenon suggests that Generation Z is a relatively critical consumer group when making purchasing decisions. They tend to seek additional information before purchasing a product, so the presence of celebrity endorsements is not necessarily a primary factor influencing purchasing decisions. This finding supports research (Hariyadi & Jamilah, 2025) which states that celebrity endorsement does not have a direct influence on purchasing decisions. On the other hand, these results differ from research (Tayl & Silintowe, 2021) who found a positive influence of celebrity endorsement on purchasing decisions.

The Influence of Social Media Marketing on Purchasing Decisions.

The results of the study indicate that Social Media Marketing has a positive and significant effect on Purchasing Decisions, with a path coefficient value of 0.356, a t-statistic value of 2.554, and a p-value of 0.005 (<0.05). Thus, the hypothesis is accepted.

These results indicate that the better the marketing strategy through TikTok, the higher the likelihood of Generation Z in Jambi City making purchasing decisions. Comprehensive product information, creative content, live shopping, product reviews, and interaction with consumers can increase consumer confidence in purchasing products.

This finding supports the Technology Acceptance Model (TAM) theory which explains that the higher the perceived usefulness and ease of use of a technology, the higher the user acceptance of the technology which ultimately drives purchasing decisions. TikTokShop provides various features that facilitate the process of searching for information to purchasing transactions, thereby increasing consumer purchasing decisions. This research is also in line with research(Dewi et al., 2026)which states that social media marketing has a positive influence on purchasing decisions.

The Influence of Brand Awareness on Purchasing Decisions.

The results of the study indicate that Brand Awareness has a positive and significant effect on Purchasing Decisions, with a path coefficient value of 0.515, a t-statistic value of 4.705, and a p-value of 0.000 (<0.05). Thus, the hypothesis is accepted.

These findings indicate that the higher a consumer's level of brand awareness, the more likely they are to make a purchase. Consumers who are familiar with and remember a brand tend to feel more trusting, making it easier to make purchasing decisions.

These results align with David A. Aaker's theory that brand awareness is a key element in building brand equity. Consumers tend to choose familiar brands over unfamiliar ones. In the context of TikTok Shop, consistent exposure to content makes the brand more memorable, thus increasing purchasing decisions. These research findings also support research(Rahmadani & Ellitan, 2026)which states that brand awareness has a positive influence on purchasing decisions.

The Influence of Celebrity Endorsement on Purchasing Decisions through Brand Awareness.

The results of the indirect effect test indicate that celebrity endorsement has a positive and significant effect on purchasing decisions through brand awareness. This is indicated by a path coefficient value of 0.179, a t-statistic value of 2.182, and a p-value of 0.015 (<0.05). Thus, the hypothesis that brand awareness can mediate the influence of celebrity endorsement on purchasing decisions is accepted.



The results of this study indicate that celebrity endorsements cannot directly influence purchasing decisions, but they can improve purchasing decisions if they first increase consumer brand awareness. This means that the presence of a celebrity does not automatically induce Generation Z consumers in Jambi City to purchase a product on TikTok Shop. Celebrity endorsements first increase consumer recognition, recall, and trust in a brand, ultimately driving purchase decisions.

Based on the results of the direct and indirect effects, it can be concluded that Brand Awareness acts as a full mediation variable in the relationship between Celebrity Endorsement and Purchase Decisions. This is indicated by the insignificant direct relationship between Celebrity Endorsement and Purchase Decisions, while the indirect relationship through Brand Awareness is proven to be significant.

The Influence of Social Media Marketing on Purchasing Decisions through Brand Awareness.

The test results show that social media marketing has a positive and significant effect on purchasing decisions through brand awareness. This is evidenced by a path coefficient of 0.243, a t-statistic of 2.741, and a p-value of 0.003 (<0.05). Therefore, the research hypothesis is accepted.

The results of this study indicate that social media marketing activities not only directly influence purchasing decisions but also enhance them through increased brand awareness. This means that the better the marketing strategy implemented through TikTok Shop, the higher the level of brand recognition among consumers, which ultimately improves purchasing decisions.

Generation Z is a highly active group using social media as a source of information before making a purchase. Engaging promotional content, short videos, live shopping, consumer reviews, influencer marketing, and intensive interactions help consumers become more familiar with a brand. This high brand awareness then increases consumer trust, which drives purchasing decisions.

The findings of this study support the theory of social media marketing, which states that digital marketing activities can build relationships between companies and consumers through the delivery of engaging and interactive information. This relationship increases brand awareness, which in turn impacts consumer purchasing behavior.

The results of this study also support the Technology Acceptance Model (TAM). TikTok Shop offers various features that make it easy for consumers to obtain product information, compare prices, read reviews, and even make transactions easily. This convenience increases consumer acceptance of the platform, strengthens brand awareness, and ultimately improves purchasing decisions.



Based on the direct and indirect effects, it can be concluded that brand awareness acts as a partial mediation variable in the relationship between social media marketing and purchasing decisions. This is because social media marketing still has a significant direct influence on purchasing decisions, but this influence is strengthened by brand awareness as an intervening variable.

The Role of Brand Awareness as an Intervening Variable.

Based on the results of the bootstrapping analysis, Brand Awareness was proven to act as an intervening variable in the research model. This mediating role is evident from the significant indirect effects on both tested paths.

In the relationship between celebrity endorsements and purchasing decisions, brand awareness acts as a full mediator. This indicates that the influence of celebrity endorsements on purchasing decisions does not occur directly, but rather through increased brand awareness. In other words, the use of celebrity endorsements will only be effective in increasing purchasing decisions if it can increase consumer awareness of the promoted brand.

Meanwhile, in the relationship between social media marketing and purchasing decisions, brand awareness acts as a partial mediator. This means that social media marketing can influence purchasing decisions both directly and through increased brand awareness. An effective digital marketing strategy not only encourages consumers to purchase but also increases brand recognition and trust, thereby strengthening purchasing decisions.

Overall, the results of this study indicate that brand awareness is a crucial factor in explaining the purchasing decisions of Generation Z in Jambi City on the TikTok Shop platform. The higher a consumer's awareness of a brand, the greater the likelihood of making a purchase. Therefore, companies need to combine credible celebrity endorsements with creative and consistent social media marketing strategies to build strong brand awareness, which in turn increases purchasing decisions.

CONCLUSION

It can be concluded that Celebrity Endorsement has a positive and significant effect on Brand Awareness. This shows that the use of celebrity endorsers who have credibility, attractiveness, and suitability with the product can increase brand awareness in consumers. However, Celebrity Endorsement does not have a significant direct effect on Purchasing Decisions, so the presence of celebrities as endorsers has not been able to encourage consumers to make purchases without being supported by other factors. Meanwhile, Social Media Marketing has been proven to have a positive and significant effect on Brand Awareness and Purchasing Decisions. This means that the more

effective marketing activities through TikTok social media, the higher the level of brand awareness and consumer tendency to make a purchase. In addition, Brand Awareness also has a positive and significant effect on Purchasing Decisions, which shows that the higher consumer awareness of a brand, the greater their chances of choosing and purchasing the product offered. The results of this study also prove that Brand Awareness is able to fully mediate the relationship between Celebrity Endorsement and Purchasing Decisions, while in the relationship between Social Media Marketing and Purchasing Decisions, Brand Awareness acts as a partial mediator. Thus, increasing Brand Awareness is an important factor in strengthening the effectiveness of Celebrity Endorsement and Social Media Marketing strategies in driving purchasing decisions of Generation Z consumers in Jambi City.

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