

The Effect of Instagram Social Media Marketing (@Baliairport) on Consumer Purchase Intention, with Brand Awareness and Online Brand Engagement as Mediating Variables

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Keywords

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Abstract

Digital promotion through social networking platforms has reshaped the way airport tenants reach and communicate with prospective buyers. At I Gusti Ngurah Rai International Airport, @baliairport, the airport's official Instagram account, is used to circulate tenant-related information and promotional content. However, strong audience reactions to promotional uploads are not always followed by an increase in tenant turnover. This gap implies that digital interaction and purchase intention occupy distinct points in the consumer decision journey, especially in airport settings where purchasing decisions are frequently made under time constraints. This research evaluates how Instagram-based Social Media Marketing relates to consumers' Purchase Intention toward airport tenants, with Brand Awareness and Online Brand Engagement examined as mediating processes. The study adopted a quantitative explanatory survey and estimated the proposed relationships with Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS. Responses were obtained from 155 qualified Instagram users through online questionnaires and direct QR-code distribution; all respondents had previously encountered tenant promotional material on @baliairport. The results confirm positive and statistically significant effects of Social Media Marketing on Brand Awareness, Online Brand Engagement, and Purchase Intention. Brand Awareness and Online Brand Engagement are likewise positively associated with Purchase Intention. Both mediators operate through complementary partial mediation. The indirect effect via Brand Awareness equals 0.191 (VAF = 33.69%), whereas the indirect path via Online Brand Engagement equals 0.118 (VAF = 23.89%). Among all structural relationships, Social Media Marketing to Brand Awareness is the strongest ($\beta = 0.676$). Overall, Instagram promotion appears particularly effective in strengthening tenant recognizability, while engagement-oriented content is more likely to support purchase consideration when tenant information remains clear, distinctive, and easy to remember.

INTRODUCTION

Tourism activity now unfolds within an increasingly digital communication landscape, where social media enables consumers to move beyond simply receiving promotional messages and instead react to, share, and participate in their circulation. This participatory behavior can influence brand evaluations and purchase-related judgments (Zeqiri et al., 2025). I Gusti Ngurah Rai International Airport, widely known as Bali Airport, is a major gateway for Indonesian tourism and is operated by PT Angkasa Pura Indonesia under the InJourney holding

structure. As part of its communication strategy, the airport uses its verified Instagram account, @baliairport, to disseminate operational information and promote commercial tenants operating within the airport area.

With more than 77.1 thousand followers and verified-account status, @baliairport reaches a substantial online audience. Its content includes airport operations and service information, event announcements, tenant promotions, and social-response activities. Tenant-oriented posts also generate notable engagement-by-reach rates: promotional content for tenant A recorded 5%, while tenant B reached 2%. These figures exceed Social Insider's 2025 benchmarks for carousel posts (0.55%), reels (0.50%), and image posts (0.45%), indicating that promotional content involving airport tenants is capable of attracting meaningful audience attention.

High digital engagement, nevertheless, is not consistently mirrored in tenant revenue. Turnover for tenants A and B fluctuated across months and declined during several periods despite relatively strong engagement levels. This divergence shows that interacting with promotional posts, recognizing a tenant, and intending to purchase are separate consumer outcomes rather than interchangeable measures. Although digital exposure can strengthen purchase intention, intention does not necessarily translate immediately into a transaction because purchasing decisions are shaped by situational and contextual conditions (Peña-García et al., 2020). Within an airport, departure timing, boarding priorities, movement through terminal zones, time availability, and product relevance can all affect the final decision. For this reason, Purchase Intention is treated as the key psychological outcome for assessing whether Instagram marketing by @baliairport moves consumers closer to purchasing behavior.

Digital marketing refers to the deliberate use of digital technologies and communication channels to create value and connect products or services with intended audiences. Chaffey and Smith (2022) conceptualize this process through the RACE sequence—Reach, Act, Convert, and Engage—which progresses from attracting attention to stimulating interaction, facilitating conversion, and sustaining consumer relationships. Applied to airport tenants, this framework suggests that exposure and online interaction should ideally develop into stronger brand awareness and consideration before a consumer reaches the stage of purchase intention.

Two complementary theoretical perspectives underpin the proposed model. Uses and Gratifications Theory (UGT) views media users as active participants who choose content in accordance with particular needs, including information seeking, entertainment, and social interaction (Eastin et al., 2011; Kaur & Kathuria, 2025). The Stimulus–Organism–Response (SOR) framework offers an additional explanation by proposing that external stimuli trigger cognitive and affective processes that subsequently shape behavioral responses (Shang et al., 2022). Within this study, Social Media Marketing functions as the stimulus (S), Brand Awareness and Online Brand Engagement represent organismic states (O), and Purchase Intention is positioned as the behavioral response (R).

For this research, Social Media Marketing denotes the use of social-networking platforms to communicate with consumers through content intended to capture attention, convey information, and encourage participation (Chaffey & Ellis-Chadwick, 2016). Effective social-media communication can increase brand familiarity, shape brand perceptions, and support continuing consumer–brand relationships through participation in digital environments (Appel et al., 2020). Following Zeqiri et al. (2025), the construct is

operationalized through four dimensions: entertainment, interaction, trendiness, and customization.

Brand Awareness reflects a consumer's ability to recognize a brand or retrieve brand-related information when a relevant purchasing situation arises. Its central components are recognition and recall (Kotler et al., 2022). Informative, engaging, and interactive content can increase exposure to brand cues, thereby reinforcing awareness and encouraging favorable perceptions (Dabbous & Barakat, 2020). Brand retention may also be shaped by affective reactions to brand stimuli rather than by rational processing alone (Bhattacharya, 2023). This mechanism is especially pertinent in airports, where consumers may need to identify suitable alternatives within a short period.

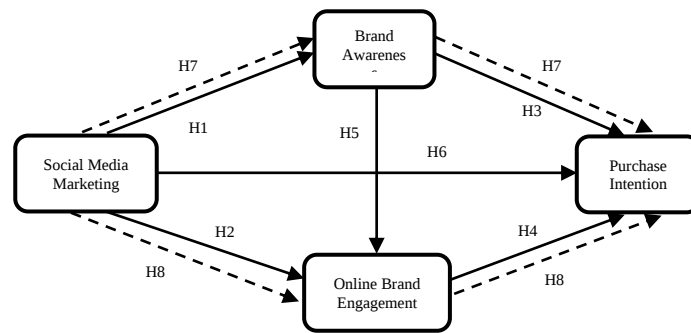
Online Brand Engagement describes the degree of consumer involvement with a brand across social-media and other digital settings. Such involvement may be expressed through likes, comments, shares, tags, mentions, or the creation of brand-related content (Bhattacharya, 2023). In this study, Online Brand Engagement is captured through brand likability, online brand trust, positive brand attitude, and emotional attachment. Consumers may become engaged when digital content satisfies motives related to enjoyment, functional usefulness, and social connection (Dessart et al., 2015). Accordingly, the construct extends beyond observable platform actions and also represents the psychological attachment consumers develop toward promoted brands.

Purchase Intention refers to a consumer's propensity to make a purchase after considering available information, prior experience, and impressions developed through brand interactions. Intentions are generally stronger when consumers perceive that an offering delivers benefits and value that fit their expectations and needs (Kotler et al., 2022). In digital contexts, purchase intention can emerge from the combined effects of cognitive assessment and affective reactions generated during online experiences (Peña-García et al., 2020). Purchase Intention is therefore used as the principal outcome for evaluating the role of Instagram marketing in the present model.

Research Framework and Hypothesis

The research framework integrates the theoretical arguments and empirical evidence developed in prior studies, particularly Zeqiri et al. (2025), Bhattacharya (2023), and Peña-García et al. (2020). Social Media Marketing is treated as the initial stimulus, whereas Brand Awareness and Online Brand Engagement represent consumer states that can arise after exposure to promotional communication. These mediating states are then expected to contribute to the formation of Purchase Intention. Figure 1 summarizes the proposed relationships among these constructs.

Figure 1. Research Model



Source: Adapted from Zeqiri et al. (2025), Bhattacharya (2023), and Peña-García et al. (2020)

Figure 1 positions Social Media Marketing as the explanatory construct and Purchase Intention as the main outcome, with Brand Awareness and Online Brand Engagement operating as mediators. The model tests whether Social Media Marketing directly influences Brand Awareness, Online Brand Engagement, and Purchase Intention, as well as whether its relationship with Purchase Intention is conveyed indirectly through either mediating construct. Based on these proposed linkages, eight hypotheses are formulated below:

Hypothesis	Statement
H1	Social Media Marketing (SMM) positively influences Brand Awareness (BA)
H2	Social Media Marketing (SMM) positively influences Online Brand Engagement (OBE)
H3	Higher Brand Awareness (BA) positively influences Purchase Intention (PI)
H4	Higher Online Brand Engagement (OBE) positively influences Purchase Intention (PI)
H5	Brand Awareness (BA) positively influences Online Brand Engagement (OBE)
H6	Social Media Marketing (SMM) positively influences Purchase Intention (PI)
H7	Brand Awareness (BA) mediates the relationship between SMM and Purchase Intention (PI)
H8	Online Brand Engagement (OBE) mediates the relationship between SMM and Purchase Intention (PI)

Sources: Zeqiri et al. (2025); Bhattacharya (2023); Peña-García et al. (2020)

METHOD

This research used a quantitative explanatory survey to test the hypothesized relationships among the study constructs. A deductive approach was adopted by applying established theoretical perspectives—Uses and Gratifications Theory (UGT), the Stimulus–Organism–Response (SOR) framework, and brand engagement theory—to consumer behavior in an airport context. The unit of analysis was the individual Instagram user who had been exposed to promotional material for airport tenants through @baliairport and satisfied the

predetermined eligibility criteria. Data were gathered in a natural, non-manipulated setting through a cross-sectional design (Indrawati, 2015).

Table 2. Types of Research

No.	Research Characteristics	Type
1	Method	Quantitative
2	Purpose	Causal
3	Strategy	Surveys/Questionnaires
4	Researcher Involvement	Not intervening in data
5	Unit of Analysis	Individuals
6	Research Time	Cross-Section

Source: Author's processed data, 2025

Population and Sample

The target population comprised Instagram users who had previously encountered airport-tenant promotional content on @baliairport. Respondents were selected purposively using four requirements: they were at least 18 years old, had seen tenant-related promotional content on the account, expressed an intention to purchase from airport tenants, and had previously made a purchase from a tenant at Bali Airport. The minimum sample size was calculated using the inverse-square-root method for PLS-SEM proposed by Kock and Hadaya (2018) and Hair et al. (2021). Assuming $p_{\min} = 0.20$ and 80% statistical power, the required sample was 155 observations. The final dataset consisted of 155 valid responses, all of which were included in the descriptive and PLS-SEM procedures.

Variable Operationalization

Social Media Marketing was measured with 12 indicators organized into entertainment (SMM1–SMM3), interaction (SMM4–SMM6), trendiness (SMM7–SMM9), and customization (SMM10–SMM12). The items were adapted from Dabbous and Barakat (2020), Zeqiri et al. (2025), Dessart et al. (2015), and Nguyen et al. (2024). Brand Awareness comprised five indicators (BA1–BA5) covering general awareness, brand information, recall, recognition, and differentiation, based on Zeqiri et al. (2025). Online Brand Engagement was represented by 11 indicators grouped into brand likability (OBE1–OBE3), online brand trust (OBE4–OBE6), positive brand attitude (OBE7–OBE9), and emotional attachment (OBE10–OBE11), following Bhattacharya (2023). Purchase Intention used four indicators (PI1–PI4) addressing intention to buy, willingness to recommend, purchase preference, and intention loyalty, adapted from Zeqiri et al. (2025). Responses to every item were recorded on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

Data Analysis Techniques

The data were analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS. This approach was appropriate because the model incorporates latent variables, predictive relationships, and mediation paths, while PLS-SEM does not require normally distributed data (Hair et al., 2021). Analysis proceeded in two main stages. First, the measurement model was examined for convergent validity using outer loadings and AVE,

discriminant validity through HTMT and cross-loadings, and internal consistency with Cronbach's Alpha and Composite Reliability. Second, the structural model was assessed using SRMR, R², f², Q²predict obtained from PLSpredict, and bootstrapped path estimates (Hair et al., 2021; Shmueli et al., 2019). Mediation was evaluated from specific indirect effects and 95% bootstrap confidence intervals. Paths were considered significant when t exceeded 1.96 and p was below 0.05, and VAF was used to classify the degree of mediation.

RESULTS AND DISCUSSION

Respondent Characteristics

A total of 155 valid responses were included in the analysis. Of these participants, 90 were women (58.06%) and 65 were men (41.94%). In terms of age, 43 respondents (28%) were 18–24 years old, 51 (33%) were 25–34, 33 (21%) were 35–44, and 28 (18%) were older than 44. Respondents aged 25–34 therefore formed the largest age segment. This profile aligns with the study's emphasis on Instagram users who had been exposed to digital promotions for airport tenants.

Descriptive Analysis of Research Variables

Before estimating the structural model, descriptive statistics were used to summarize respondents' assessments of the questionnaire items. Mean values were interpreted using five ranges: 1.00–1.80 (very low), 1.81–2.60 (low), 2.61–3.40 (moderate), 3.41–4.20 (high), and 4.21–5.00 (very high). These distributions offer an initial overview of respondents' evaluations of Social Media Marketing, Brand Awareness, Online Brand Engagement, and Purchase Intention.

Table 3. Variable Frequency Distribution of Social Media Marketing

Item	STS	TS	N	S	SS	Mean
SMM1	6	9	24	57	59	3,99
SMM2	7	6	25	54	63	4,03
SMM3	5	5	23	60	62	4,09
SMM4	5	12	12	71	55	4,03
SMM5	5	7	23	60	60	4,05
SMM6	6	6	21	67	55	4,03
SMM7	7	7	18	70	53	4,00
SMM8	5	8	18	65	59	4,06
SMM9	4	7	31	53	60	4,02
SMM10	2	8	27	62	56	4,05
SMM11	3	8	29	57	58	4,03
SMM12	5	5	29	62	54	4,00
Variable Average						4,03

Source: Author's Processed Data, 2026

Table 4. Variable Frequency Distribution of Brand Awareness

Item	STS	TS	N	S	SS	Mean
BA1	3	6	47	60	39	3,81
BA2	1	2	11	53	88	4,45
BA3	1	2	17	57	78	4,35
BA4	3	4	34	73	41	3,94
BA5	2	6	29	69	49	4,01
Variable Average						4,11

Source: Author's Processed Data, 2026

Table 5. Variable Frequency Distribution of Online Brand Engagement

Item	STS	TS	N	S	SS	Mean
OBE1	5	9	39	76	26	3,70
OBE2	1	5	28	83	38	3,98
OBE3	1	5	20	73	56	4,15
OBE4	0	5	13	77	60	4,24
OBE5	3	5	25	82	40	3,97
OBE6	5	6	49	66	29	3,70
OBE7	5	3	46	64	37	3,81
OBE8	0	4	6	71	74	4,39
OBE9	0	4	12	57	82	4,40
OBE10	1	4	24	74	52	4,11
OBE11	1	4	40	80	30	3,86
Variable Average						4,03

Source: Author's Processed Data, 2026

Table 6. Variable Frequency Distribution Purchase Intention

Item	STS	TS	N	S	SS	Mean
PI1	1	5	15	73	61	4,21
PI2	1	10	44	73	27	3,74
PI3	0	7	25	83	40	4,01
PI4	0	3	8	59	85	4,46
Variable Average						4,10

Source: Author's Processed Data, 2026

All four constructs achieved average scores within the high range. Social Media Marketing recorded an overall mean of 4.03, with SMM3 producing the highest item score

(4.09). Brand Awareness averaged 4.11 and was led by BA2 (4.45). Online Brand Engagement also averaged 4.03, while OBE9 had the highest item mean (4.40). Purchase Intention reached an average of 4.10, with PI4 emerging as the strongest indicator (4.46). Taken together, the descriptive results show that respondents generally viewed tenant-related communication on @baliairport positively and reported comparatively strong levels of awareness, engagement, and purchase intention.

Outer Model Test Results

Convergent Validity Test (Outer Loading and AVE)

Table 7. Average Variance Extracted (AVE) Test Results

Variable	AVE	Conclusion
Social Media Marketing	0.607	Valid
Brand Awareness	0.641	Valid
Online Brand Engagement	0.622	Valid
Purchase Intention	0.673	Valid

Source: Author's Processed Data, 2026

Every measurement indicator had an outer loading above 0.70. The highest loading was observed for SMM10 (0.840), while SMM6 produced the lowest value (0.708). As reported in Table 7, the AVE for each construct also exceeded the 0.50 criterion: Social Media Marketing = 0.607, Brand Awareness = 0.641, Online Brand Engagement = 0.622, and Purchase Intention = 0.673. These loading and AVE values provide evidence that the measurement model satisfies convergent-validity requirements (Hair et al., 2021).

Discriminant Validity Test (HTMT)

Table 8. Heterotrait–Monotrait Ratio (HTMT) Test Results

Variable	Brand Awareness	Online Brand Engagement	Purchase Intention	Social Media Marketing
Brand Awareness	—			
Online Brand Engagement	0.709	—		
Purchase Intention	0.849	0.807	—	
Social Media Marketing	0.747	0.693	0.850	—

Source: Author's Processed Data, 2026

HTMT values ranged between 0.693 and 0.850, remaining below the recommended ceiling of 0.90 in every case. The strongest association was found between Social Media Marketing and Purchase Intention (0.850), whereas the lowest coefficient involved Social Media Marketing and Online Brand Engagement (0.693). Accordingly, the constructs retain adequate empirical distinctiveness and meet the criterion for discriminant validity (Henseler et al., 2015).

Construct Reliability Test

Table 9. Construct Reliability and Composite Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Conclusion
Brand Awareness	0.860	0.899	Reliable
Online Brand Engagement	0.939	0.948	Reliable
Purchase Intention	0.838	0.892	Reliable
Social Media Marketing	0.941	0.949	Reliable

Source: Author's Processed Data, 2026

Reliability coefficients for all constructs were above the commonly accepted threshold of 0.70 for both Cronbach's Alpha and Composite Reliability. Brand Awareness obtained values of 0.860 and 0.899, Online Brand Engagement 0.939 and 0.948, Purchase Intention 0.838 and 0.892, and Social Media Marketing 0.941 and 0.949, respectively. These results indicate strong internal consistency across the measurement constructs.

Inner Model Test Results

The structural, or inner, model was examined to assess relationships among the latent variables and to evaluate explanatory as well as predictive performance. The assessment included inner VIF for collinearity, SRMR for model fit, R^2 for explained variance, f^2 for predictor-specific contribution, PLSpredict for predictive relevance, and bootstrapping for significance testing. Indirect relationships were additionally evaluated using specific indirect effects, confidence intervals, and VAF-based mediation classification.

Collinearity diagnostics were reviewed before the structural coefficients were interpreted. Inner VIF values varied from 1.000 to 2.175, remaining well beneath the reference threshold of 5.00. This result indicates that problematic multicollinearity is not present among the predictor constructs and supports interpretation of the estimated structural paths.

Model Fit (SRMR)

Table 10. Model Fit Test Results (SRMR)

Models	SRMR	Requirements	Remarks
Saturated Model	0.056	< 0.08	Models fit very well
Estimated Model	0.056	< 0.08	Models fit very well

Source: Author's Processed Data, 2026

The saturated and estimated models each produced an SRMR of 0.056. Since this value falls below the 0.08 benchmark, the model demonstrates an acceptable level of fit. In substantive terms, the difference between the correlations observed in the sample and those reproduced by the model is relatively limited.

R-Square (R²)

Table 11. R-Square Test Results

Variable	R-Square	R-Square Adjusted
Brand Awareness	0.458	0.454
Online Brand Engagement	0.503	0.497
Purchase Intention	0.633	0.628

Source: Author's Processed Data, 2026

Social Media Marketing explains 45.8% of the variance in Brand Awareness ($R^2 = 0.458$). For Online Brand Engagement, Social Media Marketing together with Brand Awareness accounts for 50.3% of the variance ($R^2 = 0.503$). Purchase Intention has the largest explained variance, with an R^2 of 0.633, indicating that Social Media Marketing, Brand Awareness, and Online Brand Engagement jointly explain 63.3% of this outcome. The model therefore offers substantial explanatory value, particularly for Purchase Intention as the principal dependent construct.

Hypothesis Testing (Path Coefficient)

Table 12. Path Coefficient Test Results

H	Pathway	β	Std. Dev	t-statistic	p-value	Verdict
H1	SMM → BA	0,676	0,058	11,652	0,000	Accepted
H2	SMM → OBE	0,407	0,089	4,595	0,000	Accepted
H3	BA → PI	0,282	0,074	3,809	0,000	Accepted
H4	OBE → PI	0,291	0,053	5,525	0,000	Accepted
H5	BA → OBE	0,367	0,090	4,065	0,000	Accepted
H6	SMM → PI	0,376	0,065	5,815	0,000	Accepted

Source: Author's Processed Data, 2026

Table 13. Specific Indirect Effects (Mediation) Results

H	Mediation Relationship	β	Std. Dev	CI 2,5%	CI 97,5%	t-statistic	p-value	Verdict
H7	SMM → BA → PI	0,191	0,055	0,095	0,308	3,502	0,000	Accepted
H8	SMM → OBE → PI	0,118	0,033	0,064	0,193	3,592	0,000	Accepted

Source: Author's Processed Data, 2026

All direct paths reported in Table 12 are positive and statistically significant, with t-statistics above 1.96 and p-values below 0.05. Social Media Marketing positively predicts Brand Awareness ($\beta = 0.676$; $t = 11.652$; $p < 0.05$), Online Brand Engagement ($\beta = 0.407$; $t = 4.595$; $p < 0.05$), and Purchase Intention ($\beta = 0.376$; $t = 5.815$; $p < 0.05$). Brand Awareness also predicts Purchase Intention ($\beta = 0.282$; $t = 3.809$; $p < 0.05$) and Online Brand Engagement ($\beta = 0.367$; $t = 4.065$; $p < 0.05$). In addition, Online Brand Engagement has a significant positive

effect on Purchase Intention ($\beta = 0.291$; $t = 5.525$; $p < 0.05$). The direct hypotheses are therefore supported, demonstrating that Instagram marketing is related both to intermediate consumer responses and to purchase intention.

The mediation results indicate that Brand Awareness and Online Brand Engagement each carry part of the effect of Social Media Marketing on Purchase Intention. The indirect coefficient through Brand Awareness is 0.191 ($t = 3.502$; $p = 0.000$), while the route through Online Brand Engagement yields an indirect coefficient of 0.118 ($t = 3.592$; $p = 0.000$). Because the direct SMM $\rightarrow$ PI path remains significant and both indirect paths are positive and significant, each mediator represents complementary partial mediation. The corresponding bootstrap confidence intervals exclude zero, which further supports the statistical significance of these indirect relationships.

Effect Size (f^2)

Table 14. Test Results Effect Size (f^2)

Exogenous Variable	Brand Awareness	Online Brand Engagement	Purchase Intention
Social Media Marketing	0.841 (Large)	0.181 (Medium)	0.215 (Medium)
Brand Awareness	—	0.146 (Small)	0.125 (Small)
Online Brand Engagement	—	—	0.139 (Small)

Source: Author's Processed Data, 2026

The f^2 statistics reveal that predictor contributions vary in magnitude across the structural paths. Social Media Marketing exerts a large effect on Brand Awareness ($f^2 = 0.841$), and medium effects on Online Brand Engagement ($f^2 = 0.181$) and Purchase Intention ($f^2 = 0.215$). Brand Awareness contributes a small effect to Purchase Intention ($f^2 = 0.125$), while Online Brand Engagement also shows a small effect ($f^2 = 0.139$). Thus, both mediators add explanatory value to Purchase Intention, but their unique contributions are weaker than the contribution of Social Media Marketing to Brand Awareness.

Predictive Relevance (Q^2_{predict})

Table 15. Predictive Relevance Test Results (PLSpredict LV Summary)

Endogenous Variable	Q^2_{predict}	RMSE	MAE	Remarks
Brand Awareness	0,443	0,771	0,603	Sufficient predictive relevance
Online Brand Engagement	0,415	0,782	0,610	Sufficient predictive relevance
Purchase Intention	0,567	0,673	0,516	Sufficient predictive relevance

Source: Author's Processed Data, 2026

Each endogenous variable produced a positive Q^2_{predict} value in PLSpredict, confirming predictive relevance. The values were 0.443 for Brand Awareness, 0.415 for Online Brand Engagement, and 0.567 for Purchase Intention. Purchase Intention additionally recorded the smallest prediction errors, with RMSE = 0.673 and MAE = 0.516, indicating comparatively better predictive performance for the model's main outcome than for either mediator.

VAF-Based Mediation Classification

Table 16. VAF-Based Mediation Classification

Mediation Path	Direct Effect	Indirect Effect	Total Effect	VAF	Mediation Type
SMM → BA → PI	0.376	0.191	0.567	33.69%	Complementary partial mediation
SMM → OBE → PI	0.376	0.118	0.494	23.89%	Complementary partial mediation

Source: Author's Processed Data, 2026

For the Social Media Marketing → Brand Awareness → Purchase Intention route, VAF equals 33.69%, while the Social Media Marketing → Online Brand Engagement → Purchase Intention route produces a VAF of 23.89%. Both percentages lie within the 20%–80% range used to indicate partial mediation. Nevertheless, Brand Awareness represents the stronger indirect mechanism because both its indirect coefficient and its VAF are larger. Practically, this pattern suggests that @baliairport's Instagram communication is more effective at building recognition of airport tenants than at converting digital engagement directly into purchase intention. Such a pattern is plausible in airport consumption, where recall and recognition can support rapid choice under time pressure.

Taken together, the structural results support the proposed model. The largest direct coefficient links Social Media Marketing with Brand Awareness ($\beta = 0.676$; $t = 11.652$; $p < 0.05$), indicating that Instagram communication is especially influential in enhancing consumer recognition of airport tenants. This pattern aligns with the view that repeated and coherent exposure to brand information strengthens consumers' ability to identify, recall, and differentiate brands (Zeqiri et al., 2025; Sheak & Abdulrazak, 2023). In the airport environment, strengthened recognition may have greater immediate usefulness than assuming that every digital interaction will produce an instant transaction.

Significant positive links are also observed from Social Media Marketing to Online Brand Engagement and Purchase Intention. These relationships can be interpreted through UGT, because Instagram users actively choose content that meets informational, entertainment, or social motives. When promotional content provides these forms of value, users may pay greater attention to tenant messages and become more willing to interact with them. The result is consistent with prior evidence that entertainment, interaction, customization, and word-of-mouth characteristics of social-media marketing can influence brand responses and later purchasing outcomes. In SOR terms, promotional Instagram content acts as the external stimulus, whereas awareness and engagement constitute internal consumer states that help shape the subsequent behavioral intention (Amsyah & Prasetyo, 2025).

Brand Awareness and Online Brand Engagement are both positively and significantly associated with Purchase Intention, although their f^2 values remain small. The difference between significance and effect magnitude is important: neither mediator should be interpreted as the single dominant determinant of consumers' intention to purchase. Rather, both constructs appear to contribute to a broader decision process. Travelers may simultaneously consider departure timing, boarding procedures, tenant location, product fit, available time, and

immediate consumption needs. Consequently, awareness and engagement can strengthen consideration without independently ensuring that a purchase will occur.

The mediation findings reinforce this interpretation. The indirect effect carried by Brand Awareness is 0.191, compared with 0.118 through Online Brand Engagement. Both indirect coefficients are significant, while the direct Social Media Marketing → Purchase Intention relationship also remains significant. This pattern identifies both mechanisms as complementary partial mediators rather than full mediators. Their VAF values—33.69% for Brand Awareness and 23.89% for Online Brand Engagement—show that only part of the overall relationship is transmitted through these consumer states. Purchase Intention is therefore linked to Instagram marketing through a combination of direct influence and mediated processes.

Brand Awareness functions as the stronger of the two mediators. This difference can be understood from the situational features of airport consumption. Travelers often make choices while simultaneously managing fixed departure schedules, boarding processes, movement across terminal areas, and other travel priorities. In such conditions, recognizing a familiar tenant or recalling a previously seen brand may demand less cognitive effort than developing a more intensive engagement response. Exposure to @baliairport can therefore increase the salience of particular tenants when travelers enter the commercial area and begin evaluating available options.

Online Brand Engagement, by comparison, reflects a broader psychological process involving trust, perceived relevance, favorable attitudes, willingness to interact, and emotional connection. Although it significantly predicts Purchase Intention, its mediating contribution is smaller than that of Brand Awareness. This pattern indicates that @baliairport may successfully stimulate digital interaction without every interaction developing into an immediate purchase-related response. It also helps reconcile strong engagement with fluctuating tenant turnover: engagement reflects online participation, whereas purchase consideration is additionally constrained by the practical circumstances surrounding an airport visit.

CONCLUSION

The findings show that Social Media Marketing conducted through @baliairport is positively associated with consumers' Purchase Intention toward airport tenants. Descriptively, Social Media Marketing, Brand Awareness, Online Brand Engagement, and Purchase Intention all fall within the high category, indicating favorable evaluations among respondents who had seen tenant promotions on the account. The results therefore suggest that @baliairport provides a supportive digital setting in which tenant information can generate awareness, engagement, and purchase consideration.

Structural-model estimates reveal significant positive effects of Social Media Marketing on Brand Awareness ($\beta = 0.676$), Online Brand Engagement ($\beta = 0.407$), and Purchase Intention ($\beta = 0.376$). Brand Awareness also has positive relationships with Purchase Intention ($\beta = 0.282$) and Online Brand Engagement ($\beta = 0.367$), while Online Brand Engagement positively predicts Purchase Intention ($\beta = 0.291$). These results demonstrate that Instagram marketing is connected with Purchase Intention both directly and through intermediate consumer responses. However, the relatively small f^2 values of the mediators indicate that their

unique explanatory contributions are modest; they should therefore be viewed as elements of a wider decision-making process rather than as dominant independent drivers.

Mediation testing further shows that Brand Awareness and Online Brand Engagement each transmit a portion of the relationship between Social Media Marketing and Purchase Intention. The indirect effect through Brand Awareness is 0.191 (VAF = 33.69%), while the indirect effect through Online Brand Engagement is 0.118 (VAF = 23.89%). Because the direct relationship remains statistically significant, both pathways represent complementary partial mediation rather than full mediation. Among the two, Brand Awareness is the stronger mediating mechanism.

Overall, the evidence identifies Brand Awareness as a particularly important consequence of @baliairport's Instagram marketing. In airport settings, where consumers often have limited time to evaluate alternatives, brand recognition and recall can help a tenant enter the consideration set quickly. Online Brand Engagement still plays a meaningful role, but online interaction should not be treated as equivalent to purchase intention or realized sales because situational factors also shape consumer decisions. Practically, @baliairport can strengthen the conversion of digital exposure into purchase consideration by pairing engagement-focused content with consistent tenant identity, concise product information, clear location cues, and distinctive positioning.

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