

## THE ROLE OF BRAND AWARENESS MEDIATES THE INFLUENCE OF SOCIAL MEDIA MARKETING ON THE PURCHASE INTENTION OF SPOTIFY PREMIUM SERVICES

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### ABSTRACT

Purchase intention is a form of consumer behavior that wishes to own a product based on the experience, use, and attractiveness of a product. Purchase intention arises because of stimuli that come from within consumers and provide encouragement or motivation to own a product. This study aims to examine the role of brand awareness in mediating the effect of social media marketing on the purchase intention of Spotify premium services for people in Denpasar City. The population of this study is people in Denpasar City who have never purchased Spotify premium services, the number of which is not known with certainty (infinite). The sample was determined using a non-probability sampling method with a purposive sampling technique. Data collection was carried out by distributing questionnaires to 108 respondents. The analysis techniques used are descriptive statistical analysis, classical assumption test, path analysis, Sobel test, and VAF test. The results showed that social media marketing has a positive and significant effect on purchase intention. Social media marketing has a positive and significant effect on brand awareness. Brand awareness has a positive and significant effect on purchase intention. Brand awareness is able to partially mediate and increase the total influence of social media marketing on purchase intention. The results of this study provide implications for marketing strategies, especially in company management can develop marketing strategies by paying attention to social media marketing indicators and brand awareness that have good performance in this study in order to increase the purchase intention of Spotify premium services.

**Keywords:** Social Media Marketing, Brand Awareness, Purchase Intention

### Introduction

The influence of globalization has a huge impact on human life, and one of the positive impacts is the advancement of technology which is growing rapidly and changing people's lifestyles to be more practical. The use of internet technology that is present in the middle of people's lives has a significant impact in facilitating and helping all community activities in everyday life. Indonesia is one of the countries with increasing technological development, this is evidenced by the increasing number of internet users in Indonesia.

The increase in the number of internet users in Indonesia is shown in the survey results from the Association of Indonesian Internet Service Providers (APJII) in 2023 which noted that internet penetration in Indonesia has reached 78.19 percent or penetrated 215,626,156 people from a total population of 275,773,901 people According to the Association of Indonesian Internet Service Providers (APJII), states that 35.5% of the population of internet users in Indonesia, or around 46.9 million Indonesians listen to music online (APJII, 2023).

Digital music services that offer users to listen to music online or stream are increasingly popular as one of the impacts of technological development. Music streaming applications earn revenue from users who choose or purchase premium services. Many digital music service companies have grown along with the development of the digital music industry in Indonesia (Astawa, 2022).

In Indonesia, there are many growing music streaming platforms, one of which is Spotify. As a digital music service platform founded by Daniel Ek and Martin Lorentzon in Sweden in 2006, Spotify is a technology company that provides users with music, podcast, and video streaming services that can be enjoyed through applications or websites available on various mobile and desktop devices (Spotify, 2023).

Spotify offers two types of services: non-premium and premium. The non-premium or free service allows users to listen to music online but has limited access to its features, such as when listening to music there are ads that suddenly appear, cannot download music to listen to without an internet connection (offline), cannot play music if the application is closed, and can only play songs randomly in a playlist (playlist). While the Spotify premium service offers various advantages compared to the free version such as not showing ads when listening to music, offering additional features such as the ability to download and enjoy music without an internet connection (offline), clearer sound quality, and can play music on devices connected to the same Spotify account (Spotify, 2023).

Spotify offers several variants of premium plans that can be chosen by free users who want to enjoy premium services. Some of the Spotify premium plans available are the one-day mini subscription plan for Rp 2,500, the one-month individual subscription plan for Rp 54,990, the one-month duo subscription plan with two premium service access accounts for Rp 71,490, and the one-month family subscription plan with six premium service access accounts for Rp 86,900. Spotify created content detailing the benefits and features offered by each premium plan variant. This content was shared on various social media platforms, such as Instagram, YouTube, and TikTok. Spotify also offers special discounts or promotions to free users who want to subscribe to premium plans (Spotify, 2023).

Purchase intention is a form of behavior from consumers who wish to buy or choose a product based on their experience, use, and desire for a product (Kotler and Keller, 2016: 198). Purchase intention arises because of stimuli that come from within consumers and provide encouragement or motivation to own a product (Candra and Suparna, 2019). One of the things that can encourage consumer buying intentions is social media marketing.

Social media marketing can influence consumer purchase intention, where uploads from companies about a product on social media can influence consumers' desire to buy products or services offered by the company (Jati, 2017). Purchase intentions can be formed from consumer attitudes towards a product because consumers feel confident in the quality of the product. Kottler and Keller (2016: 642) define social media as a tool or method used by companies or consumers to share information in the form of text, images, video, and audio with others or vice versa. Therefore, the higher the consumer's confidence in the quality of a product, the higher the consumer's purchase intention.

Social media marketing utilized by companies can increase purchase intention in various effective ways. One of the advantages of social media marketing is that companies can interact directly with consumers continuously. Through social media platforms such as

Instagram, TikTok, Youtube, and others. Social media marketing is used by business owners or companies to strengthen brand awareness and increase the purchase intention of a product (Putra and Aristana, 2020).

Digital marketing through social media, commonly referred to as social media marketing, is one of the best alternatives for companies to increase their product purchase intention (Primawardani and Rahanatha, 2023). Social media marketing that is well managed by companies can increase consumer purchase intention by displaying the value and advantages of their products or services, as well as providing incentives and motivation for consumers to make purchases.

The results of previous research conducted by Saputra and Wardana (2023) found that social media marketing has a positive and significant effect on purchase intention. This shows that the better social media marketing is implemented, the purchase intention will increase. Research with similar results was shown by Upadana and Pramudana (2020), Taufik et al. (2022), Priatni et al. (2019), and Sabella et al. (2022). On the other hand, research conducted by Vidyanata (2022) and Putra and Aristana (2020) found that social media marketing does not have a significant influence on purchase intention. The difference in findings indicates a research gap in research, so this study is interested in re-evaluating the impact of social media marketing on purchase intention by using mediating variables that will connect the independent variables in this study.

Research conducted by Kalbuadi et al. (2022) shows that there is a positive and significant influence between social media marketing on brand awareness, while research conducted by Setiawan and Aksari (2020) shows a positive and significant influence between brand awareness on purchase intention. Based on the results of this study, this study chose the brand awareness variable as a mediating variable that can strengthen the relationship between the dependent and independent variables.

Based on the phenomena previously described and various differences related to the results of previous research (research gap), a deeper study was conducted to determine the role of Brand Awareness in Mediating the Effect of Social Media Marketing on the Purchase Intention of Spotify Premium Services.

Based on the background and problem formulation that has been described, the purpose of this study is to test and explain several things related to Spotify premium services in Denpasar City. First, the effect of social media marketing on purchase intention. Second, the effect of social media marketing on brand awareness. Third, the effect of brand awareness on purchase intention. Fourth, the role of brand awareness in mediating the effect of social media marketing on purchase intention.

The benefits of this research include theoretical and practical benefits. Theoretically, the results of this study are expected to add empirical evidence regarding the role of brand awareness in mediating the influence of social media marketing on purchase intention, as well as being a reference and reference material for future related research. Practically, this research is expected to provide useful information for companies to increase people's purchase intention for products, and become a reference for similar companies in measuring the role of brand awareness in mediating the influence of social media marketing on purchase intention on Spotify Premium services.

## Research Method

This research uses a quantitative approach that is associative in nature. Associative research is research that aims to determine the relationship between two or more variables (Sugiyono, 2019: 65). This study aims to determine how the influence of social media marketing variables on purchase intention through brand awareness of Spotify premium services.

The research targeted users of the Spotify music streaming application or service who live in Denpasar City. The researcher chose Denpasar as the research location because based on data from the Central Bureau of Statistics of Bali Province which shows that this city has the highest percentage of cell phone, computer, and internet users in 2022, namely 91.32 percent for cell phone users, 20.84 percent for computer users, and 84.51 percent for internet users.

The research object is an attribute of a person, object, or activity that has certain variations determined by the researcher to be studied and then draw conclusions (Sugiyono, 2019). The object of this research is the behavior of potential customers regarding the role of brand awareness in mediating the influence of social media marketing on the purchase intention of Spotify premium service customers.

### Research variables

#### a. Variable identification

According to Sugiyono (2019: 55) research variables are basically anything in the form of anything that is determined by researchers to study so that information is obtained about it, then conclusions are drawn.

The variable identification in this study is as follows:

- 1) Independent variables are variables that affect or cause changes or the emergence of dependent variables. The independent variable in this study is social media marketing which is given the symbol X.
- 2) The dependent variable is the variable that is influenced or that is the result of the independent variable. The dependent variable in this study is purchase intention which is given the symbol Y.
- 3) Mediating variables are variables that will systematically strengthen or weaken the direct relationship between the independent variable and the dependent variable. The mediating variable in this study is brand awareness which is given the symbol M.

#### b. Operational definition of variables

The operational definition of a variable is an attribute or value of an object or activity that has certain variations that have been determined by the researcher to study and then draw conclusions. The operational definition of variables in this study is as follows:

##### 1) Social Media Marketing (X)

Social media marketing is a form of marketing that uses social media to build awareness of Spotify's premium services by utilizing audiences who participate in social media. This variable is measured using indicators adopted and modified from the results of research by As'ad and Alhadid (2014), Zanjabila and Hidayat (2017), and Satriyo et al. (2017) as follows:

- a) Content creation, i.e. attractive Spotify premium service promotional content becomes the cornerstone of the strategy in conducting marketing on social media.

- b) Interaction, on social media allows greater interaction with the online community through up-to-date information about Spotify's premium services.
- c) Sharing of content, sharing relevant content about Spotify's premium services.
- d) Accessibility, which refers to the ease of accessing the services available on Spotify.
- e) Promotion, which is usually done through advertisements that are shared with potential consumers who intend to subscribe to Spotify's premium services.

## 2) Purchase Intention (Y)

Purchase intention is the willingness or desire of consumers to buy or choose Spotify premium services in the future based on their observation, learning, and desire for a product. This variable is measured using indicators adopted and modified from the results of Putra and Aristana's research (2020), namely:

- a) Attention, a situation where Spotify's premium service attracts the attention of a consumer through various promotional methods, making him want to find out more about the Spotify premium service.
- b) Interest, is the stage where consumers' intention to find out more about Spotify's premium service emerges.
- c) Desire, the next stage where consumers' intentions become stronger towards Spotify premium services. At this stage, psychological drives and consumer emotions are very influential.
- d) Action, the final stage where consumers finally decide to buy Spotify premium services.

## 3) Brand Awareness (M)

Brand awareness is the ability of consumers to recognize or remember Spotify's premium services compared to other brands from a particular product category. This variable is measured using indicators adopted and modified from the results of research by Upadana and Pramudana (2020), Utami and Ekawati (2019), and Eliasari and Sukaatmadja (2017), namely:

- a) Brand knowledge, consumers are able to recognize and identify Spotify premium services.
- b) Brands that are easy to remember, consumers are able to remember a brand when they see Spotify's premium services.
- c) Brands that can be distinguished from other brands, consumers are able to distinguish Spotify premium services in a certain product category. Population

## Sample

According to Sugiyono (2019: 126) the sample is part of the number and characteristics possessed by a population. This study uses multivariate analysis, namely the sample size of respondents used can be determined at least 5 to 10 times the number of indicators used. The indicators used in this study are 12, so by using estimation based on the number of parameters, a research sample of  $9 \times 12 = 108$  respondents can be obtained. The sample is considered to represent all Spotify users and provide equal opportunities for each element.

## Sampling method

The sampling method used in this study is non-probability sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The non-probability sampling

technique chosen was purposive sampling, which is a sampling technique with certain considerations using a questionnaire (Sugiyono, 2019: 128). The criteria used in determining the sample in this study are as follows:

- 1) Respondents are at least 17 years old.
- 2) Respondents reside in Denpasar City.
- 3) Respondents have social media such as Instagram, TikTok, Facebook, or YouTube.
- 4) Respondents are Spotify music streaming service users.
- 5) Respondents have never used Spotify premium services.

#### Data collection method

The data collection method used in this research is the survey method, to obtain data from respondents using questionnaires through Google form media distributed online. Before answering the questionnaire, prospective respondents will be given screening questions to select respondents according to predetermined sample criteria. The questionnaire consists of open questions and closed questions. Open questions in the form of respondent identity such as name, age, gender, respondent's occupation, and monthly income, and closed questions related to research variable indicators with predetermined answer options.

#### Validity test

Validity testing aims to measure whether a questionnaire is valid or not. The questionnaire is said to be valid if the questionnaire statement is able to reveal something that will be measured by the questionnaire. The instrument is said to be valid if the Product Moment r-count correlation value is greater ( $>$ ) than the r-table or greater than 0.3 which is the minimum comparison value to get a valid correlation (Sugiyono, 2019: 188). The validity test has the aim of checking whether the questionnaire as a research instrument is appropriate to measure the data indicators obtained through the questionnaire for use in research. The results of this research validity test are shown in Table 1 below:

**Table 1**  
**Validity Test Results**

No.	Variable	Instrument	Pearson Correlation	Description
1.	Social Media Marketing (X)	X <sub>1</sub>	0,704	Valid
		X <sub>2</sub>	0,774	Valid
		X <sub>3</sub>	0,678	Valid
		X <sub>4</sub>	0,805	Valid
		X <sub>5</sub>	0,622	Valid
2.	Purchase Intention (Y)	Y <sub>1</sub>	0,789	Valid
		Y <sub>2</sub>	0,640	Valid
		Y <sub>3</sub>	0,713	Valid
		Y <sub>4</sub>	0,624	Valid
3.	Brand Awareness (M)	M <sub>1</sub>	0,702	Valid
		M <sub>2</sub>	0,892	Valid
		M <sub>3</sub>	0,852	Valid

Source: Appendix 3, Primary Data (data processed), 2024

The validity test results in Table 1 show that all research variable instruments in the form of social media marketing, purchase intention, and brand awareness have met the validity test requirements with the Pearson correlation total score value of each instrument being above 0.30, so the instrument is suitable for use as a measuring instrument for these variables.

**Reliability test**

A reliability test is a statistical technique to measure the consistency of a research instrument. Reliability testing is important to ensure that research instruments can produce consistent results if used repeatedly. In this study, data reliability testing used the Cronbach Alpha formula technique through SPSS software. The instrument can be declared reliable for measuring variables if it has a Cronbach alpha value > 0.6 (Sugiyono, 2019). The results of this research reliability test are shown in Table 2 below:

**Table 2**  
**Reliability Test Results**

No.	Variable	Cronbach's Alpha	Description
1.	Social Media Marketing (X)	0,766	Reliable
2.	Purchase Intention (Y)	0,625	Reliable
3.	Brand Awareness (M)	0,749	Reliable

Source: Appendix 3, Primary Data (data processed), 2024

Based on the reliability test results in Table 2, shows that all research instruments have a Cronbach's Alpha value of more than 0.6, so it can be said that all instruments have met the reliability requirements.

**Descriptive statistical analysis**

According to Sugiyono (2019), descriptive statistics are statistics used to analyze data by describing or using the data that has been collected as it is without intending to make general conclusions or generalizations.

Descriptive analysis is also used to describe respondents' perceptions of the indicators of each research variable, based on the tendency of respondents' responses to the statement items in the research instrument. This analysis is carried out quantitatively by providing numbers both in the form of numbers and percentages. The use of this analysis aims to provide an overview of each of the variables studied, namely social media marketing variables, brand awareness, and purchase intention.

**Inferential statistical analysis**

Inferential statistical analysis is a statistical technique used to analyze sample data and the results are applied to the population (Sugiyono, 2019: 206). This statistic will be suitable for use if the sample is taken from a clear population, and the sampling technique and population are randomized. Inferential statistics are used to answer hypotheses. The inferential statistical analysis used in this study includes the classic assumption test, path analysis, Sobel test, and VAF test.

**Classical assumption test**

The classical assumption test aims to provide certainty that the regression equation obtained has accuracy in estimation, and is unbiased and consistent. The regression model is

said to be a good model if the model is free from statistical classical assumptions. The classic regression assumption test includes normality, multicollinearity, and heteroscedasticity tests.

a) Normality test

The normality test aims to test whether the residuals from the regression model made are normally distributed or not (Utama, 2016: 99). A good regression model has a normal or near normal residual distribution. If it is not normal, then predictions made with the model will not be good or can give deviant (biased) prediction results. One way to detect normality in this study was to test the normality of residuals using the Kolmogorov-Smirnov statistical test.

b) Multicollinearity test

The multicollinearity test aims to test whether the regression model found a correlation between independent variables (Utama, 2016: 111). A good regression model should not have a correlation between independent variables or be free from multicollinear symptoms. The way to be able to detect the presence or absence of multicollinearity can be seen from the tolerance value and the Variance Inflation Factor (VIF) value. If the tolerance value  $> 0.10$  or the Variance Inflation Factor (VIF)  $< 10$ , it is said that there is no multicollinearity.

c) Heteroscedasticity test

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from the residuals of one observation to another (Utama, 2016: 112). A good regression model is one that does not contain symptoms of heteroscedasticity or has a homogeneous variance. If a regression model that contains heteroscedastic symptoms will give deviant prediction results.

## Result and Discussion

Spotify is a digital music streaming platform founded in Stockholm, Sweden in 2006 by Daniel Ek and Martin Lorentzon. Officially launched on October 7, 2008, Spotify covers Sweden, Norway, Finland, Denmark, the UK, and France. The platform later expanded to the United States in 2011, marking the beginning of its global expansion (Soundiiz, 2024).

Spotify offers a digital music, podcast, and video service that gives access to millions of songs and other content from creators around the world. Spotify continues to evolve and bring new features, such as Discover Weekly and Release Radar to help users discover new music, and a podcast platform for creators and listeners. Spotify also works with record labels, music distributors, and copyright holders to bring diverse and quality music content to its users. Spotify has social features that allow users to share music with friends, create playlists together, and follow their favorite artists. Its multi-device access ensures users can enjoy music anywhere, anytime, through smartphones, computers, tablets, smart speakers, and TVs (Spotify, 2023).

Spotify has a freemium business model, where users can choose between a free service with ads or a premium subscription for an ad-free experience and more features. Spotify continues to innovate, bringing video streaming services in 2016. Today, Spotify has reached over 422 million monthly active users, making it the largest music streaming platform in the world. Overall, Spotify has become a popular and innovative music streaming platform with



global reach. The platform offers a wide range of features and services that appeal to music lovers and continues to evolve to meet the needs of its users in the digital age.

**Respondent Characteristics**

Respondent characteristic data is respondent data collected to determine the profile of research respondents. This study used 108 community respondents in Denpasar City with the characteristics of respondents including gender, age, occupation, and monthly expenditure described in Table 3.

**Table 3**  
**Respondent Characteristics**

Variable	Classification	Number (people)	Percentage (%)
Gender	Male	80	74,1
	Female	28	25,9
	Total	108	100
Age	17 - 22 Years	95	87,9
	23 - 28 Years	13	12,1
	29 - 34 Years	0	0
	> 35 Years	0	0
	Total	108	100
Jobs	Student	93	86,1
	Self-employed	5	4,6
	PNS	4	3,7
	Miscellaneous	6	5,6
	Total	108	100
Variables	Classification	Number (people)	Percentage (%)
Monthly Expenses	≤ Rp. 1.000.000	46	42,6
	> Rp. 1.000.000,- s/d Rp. 2.000.000	21	19,4
	> Rp. 2.000.000,- s/d Rp. 3.000.000	16	14,8
	> Rp. 3.000.000,- s/d Rp. 4.000.000	13	12,1
	> Rp. 4.000.000	12	11,1
	Total	108	100

Source: Data processed in 2024

Table 3 shows that the profile of community respondents in Denpasar City who were sampled was 108 people. The respondent profile includes four demographic variables, namely gender, age, occupation, and monthly income. When viewed from gender, the male gender dominates in this study with a percentage of 74.1 percent. The second respondent profile is age, the age of respondents is dominated by people aged 17-22 years as many as 95 people with a percentage of 87.9 percent of the total number of respondents. The third respondent profile is occupation, student/student jobs dominate in this study with a total of 93 people with a percentage of 86.1 percent of the total number of respondents. The fourth respondent

profile is monthly expenditure, expenditure  $\leq$  Rp. 1,000,000 dominates in this study with a total of 46 people with a percentage of 42.6 percent of the total number of respondents.

### Descriptive Statistical Analysis Results

Descriptive analysis is used to describe respondents' perceptions of the indicators of each research variable, based on the tendency of respondents' responses to the statement items in the research questionnaire. This analysis is done quantitatively by giving numbers both in the form of numbers and percentages. The provisions for determining the measurement scale interval are as follows:

$$\text{Intervals} = \frac{\text{highest score} - \text{lowest score}}{\text{number of intervals}}$$

The value for each answer to the questionnaire statement is a minimum of one and a maximum of five. With the number of classes of five, the interval can be calculated as follows:

$$\text{Intervals} = \frac{5-1}{5} = 0,8$$

Based on the interval values that have been obtained, the assessment of the research variables can be seen based on the following criteria:

- 1) 1,00 – 1,80 = Not very good;
- 2) 1,81 – 2,60 = Not good;
- 3) 2,61 – 3,40 = Enough;
- 4) 3,41 – 4,20 = Good;
- 5) 4,21 – 5,00 = Very Good.

### The results of the description of social media marketing variables

The social media marketing variable in this study is measured using 5 (five) statements equipped with a 5 (five) 5-point Likert scale.

**Table 4**  
**Description of Respondents' Answers to Social Media Marketing**

Question	Frekuensi Jawaban Responden					Total	Average	Criteria
	STS	TS	CS	S	SS			
Content about Spotify's premium service on social media is interesting.	1	2	19	42	44	450	4,17	Good
Spotify's premium service content on social media increases interaction with the audience.	1	3	8	9	27	422	3,91	Good
Question	Frequency of Respondents' Answers					Total	Average	Criteria
	STS	TS	CS	S	SS			
The content Spotify shares on social media provides relevant information	0	2	19	42	45	454	4,20	Good

related to premium services.									
I easily access Spotify's premium service from social media.	0	3	25	44	36	437	4,05	Good	
Informative ads were shared on social media regarding Spotify's premium service.	1	1	21	54	31	437	4,05	Good	
Overall average of social media marketing variables							4,08	Baik	

Source: Appendix 4, Primary Data (data processed), 2024

Based on Table 4, it is known that respondents' perceptions of social media marketing variables which have the highest, lowest, and overall averages are as follows:

- a. The social media marketing variable that has the lowest average is the statement "Spotify premium service content on social media increases interaction with the audience.", obtained an average value of 3.91 which is included in the good criteria but has the lowest average compared to other statements. This means that in general respondents consider Spotify's premium service content to be ineffective for increasing interaction with the audience.
- b. The social media marketing variable that has the highest average is the statement "The content shared by Spotify on social media provides relevant information regarding premium services.", obtained an average value of 4.20 which is included in the good criteria. This shows that in general respondents consider the content shared by Spotify on social media to provide relevant information regarding premium services.
- c. The average value of the social media marketing variable is 4.08. This value is in a good category, which shows that respondents think that Spotify's social media marketing is good, one of which is the existence of relevant information through content shared on social media by Spotify.

**The results of the description of the purchase intention variable**

The purchase intention variable in this study is measured using 4 (four) statements equipped with a 5 (five) point Likert scale.

**Table 5**  
**Description of Respondents' Answers to Purchase Intention**

Question	Frequency of Respondents' Answers					Total	Average	Criteria
	STS	TS	CS	S	SS			
I wanted to know more about Spotify's premium service.	0	2	21	54	31	438	4,06	Good

I'm interested in purchasing Spotify's premium service.	0	0	6	52	50	476	4,41	Very Good
I want to buy Spotify's premium service.	0	0	5	54	49	476	4,41	Very Good
I will buy Spotify's premium service.	0	0	9	54	45	468	4,33	Very Good
Overall average purchase intention variable							4,30	Very Good

Source: Appendix 4, Primary Data (data processed), 2024

Based on Table 5, it is known that the respondents' perceptions of the purchase intention variable which has the highest and lowest averages are as follows:

- The purchase intention variable that has the lowest average is the statement "I want to know more about Spotify premium services.", obtained an average value of 4.06 which is included in the good criteria but has the lowest average compared to other statements. This means that in general respondents are not fully interested in knowing more about Spotify's premium services.
- The purchase intention variable that has the highest average is the statement "I am interested in buying Spotify premium services.", obtained an average value of 4.41 which is included in the very good criteria. This shows that in general respondents are interested in buying Spotify premium services.
- The average value of the purchase intention variable is 4.30. This value is in the very good category, which shows that respondents have an interest in Spotify premium services but do not want to buy or will buy Spotify premium services.

### The results of the description of brand awareness variables

The brand awareness variable in this study is measured using 3 (three) statements equipped with a 5 (five) point Likert scale.

**Table 6**  
**Description of Respondents' Answers to Brand Awareness**

Question	Frequency of Respondents' Answers					Total	Average	Criteria
	STS	TS	CS	S	SS			
I know about the premium service offered by Spotify.	0	0	11	53	44	465	4,31	Very Good
I can easily recall anything related to Spotify's premium service.	0	1	27	48	32	435	4,03	Good
I can easily distinguish Spotify's premium service	0	3	11	46	48	463	4,29	Very Good

from other music streaming services.

The overall average of brand awareness variables	4,21	Very Good
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Source: Appendix 4, Primary Data (data processed), 2024

Based on Table 6, it is known that the respondents' perceptions regarding the brand awareness variable which has the highest and lowest averages are as follows:

- The brand awareness variable that has the lowest average is the statement "I can easily remember things related to Spotify premium services.", obtained an average value of 4.03 which is included in the good criteria but has the lowest average compared to other statements. This means that in general respondents still have difficulty remembering things related to Spotify premium services.
- The brand awareness variable that has the highest average is the statement "I know about the premium services offered by Spotify.", obtained an average value of 4.31 which is included in the excellent criteria. This shows that in general respondents know about the premium services offered by Spotify.
- The average value of the brand awareness variable is 4.21, which shows that the brand awareness of Spotify's premium service is classified as very good in the eyes of respondents, this right is indicated by the respondents already knowing Spotify's premium service and they can distinguish it from other music streaming services.

**Classical Assumption Test Results**

The regression model can be said to be good if the model is free from statistical classical assumptions. The regression model will produce supporting parameters if it can fulfill the classical assumption requirements which include normality, multicollinearity, and heteroscedasticity tests.

**Normality test results**

The normality test aims to test whether the residuals from the regression model are normally distributed or not. A good regression model has a normal or near-normal residual distribution. The normality test in this study uses the Kolmogorov-Smirnov statistical test, the data is normally distributed if the sig (2 sides) is greater than 0.05. The results of the One-Sample Kolmogorov-Smirnov test are shown in Table 7 below:

**Table 7**  
**Normality Test (One-Sample Kolmogorov-Smirnov)**

NO.	Equation	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov
1.	Structure 1	0,071
2.	Structure 2	0,200

Source: Appendix 5, Primary Data (data processed), 2024

Based on Table 7, the One-Sample Kolmogorov-Smirnov normality test shows that the value of Asymp. Sig. (2-tailed) Kolmogorov-Smirnov is 0.071 and 0.200. Asymp. Sig. (2-tailed) Kolmogorov-Smirnov value is greater than the alpha value of 0.05, indicating that the data used in this study are normally distributed and fulfill the normality assumption model.

## Discussion of Research Results

### The influence of social media marketing on purchase intention

The effect of social media marketing on purchase intention from the results of the analysis in this study resulted in a positive beta value of 0.428 with a significance of 0.001, a significance value of  $0.001 < 0.05$  states that H1 is accepted, so it can be concluded that social media marketing has a positive and significant effect on purchase intention. This means that the better the social media marketing, the more people's purchase intention for Spotify premium services will increase. Potential customers are more inclined to make Spotify's premium service their first choice when Spotify consistently presents interesting and informative content on social media,

The results of this study support previous research conducted by Primawardani and Rahanatha (2023) with the results of social media marketing having a positive and significant effect on purchase intention. Similar research was also conducted by Aji et al. (2020), Priatni et al. (2020), Aileen et al. (2021), Taufik et al. (2022), Sabella et al. (2022), Utami et al. (2023), Aprilianti et al. (2023), and Saputra and Wardana (2023) who found that social media marketing has a positive and significant effect on purchase intention.

### The influence of social media marketing on brand awareness

The effect of social media marketing on brand awareness from the results of the analysis in this study resulted in a positive beta value of 0.542 with a significance of 0.001, a significance value of  $0.001 < 0.05$  states that H2 is accepted, so it can be concluded that social media marketing has a positive and significant effect on brand awareness. This means that the better the social media marketing, the more brand awareness of Spotify's premium services will increase. Prospective consumers find it easier to remember and distinguish Spotify premium services from similar products when viewing related content on social media.

The results of this study support previous research conducted by Kalbuadi et al. (2022) shows that social media marketing has a positive and significant effect on brand awareness. Research conducted by Bilgin (2018) also found that social media marketing has a significant positive effect on brand awareness. Similar research was conducted by Priatni et al. (2020), Upadana and Pramudana (2020), Putra and Aristana (2020), Aileen et al. (2021), Taufik et al. (2022), Aprilianti et al. (2023), and Saputra and Wardana (2023) who obtained the results that social media marketing has a positive and significant effect on brand awareness.

### The effect of brand awareness on purchase intention

The effect of brand awareness on purchase intention from the results of the analysis in this study resulted in a positive beta value of 0.264 with a significance of 0.005, a significance value of  $0.005 < 0.05$  states that H3 is accepted, so it can be concluded that brand awareness has a positive and significant effect on purchase intention. This means that the better the brand awareness, the more people's purchase intention for Spotify premium services will increase. Potential consumers will make Spotify premium services their first choice if these potential consumers are familiar with and easily compare Spotify premium services with other similar services.

The results of this study support previous research conducted by Yuda and Giantari (2023) which shows that brand awareness has a positive and significant effect on purchase intention. Research conducted by Krisnawa and Jatra (2021) also found that brand awareness has a positive and significant effect on purchase intention. Similar research was conducted by

Eliasari and Sukaatmadja (2017), Priatni et al. (2020), Putra and Aristana (2020), Aileen et al. (2021), Taufik et al. (2022), and Pangestoe and Purwianti (2022) who found that brand awareness has a positive and significant effect on purchase intention.

#### **The role of brand awareness mediates social media marketing on purchase intention**

The results of the Sobel test regarding the role of brand awareness in mediating the effect of social media marketing on purchase intention, obtained a Z value of  $2.73 > 1.96$ , indicating that brand awareness is able to significantly mediate the effect of social media marketing on purchase intention. This means that H4 is accepted, which means that social media marketing has an indirect effect on purchase intention through brand awareness. These results are supported by the results of the VAF test of 0.250 or 25 percent which can be categorized as partial mediation. These results explain that brand awareness can increase the total effect of the influence of social media marketing on purchase intention.

Good social media marketing of Spotify premium services, then supported by high brand awareness, will be able to influence the purchase intention of Spotify premium services. The influence of social media will create positive or negative perceptions depending on user experience, which then affects the brand awareness of a product, if a product has high awareness, it will create an advantage over other brands, which in turn can increase the purchase intention of Spotify premium services.

The results of this study support previous research conducted by Primawardani and Rahanatha (2023) which found that brand awareness has a positive and significant effect on mediating the influence of social media marketing on purchase intention. If social media marketing is well implemented, it will increase the brand awareness of the brand. High-value brand awareness will ultimately directly increase product purchase intention. Research conducted by Aprilianti et al. (2023) found that brand awareness significantly mediates the effect of social media marketing on purchase intention. Similar research was conducted by Priatni et al. (2020) and Saputra and Wardana (2023) found that brand awareness mediates the influence of social media marketing on Purchase Intention.

#### **Conclusion**

Based on the research results obtained, there are several main conclusions. First, social media marketing has a positive and significant effect on the purchase intention of Spotify premium services in Denpasar City, which means that the better the social media marketing, the higher the purchase intention. Second, social media marketing also has a positive and significant impact on brand awareness of Spotify premium services in Denpasar City, which indicates that improving the quality of social media marketing will increase brand awareness. Third, brand awareness itself has a positive and significant effect on purchase intention, indicating that the better the brand awareness, the higher the purchase intention. Finally, brand awareness is able to partially mediate the effect of social media marketing on purchase intention, which means that increasing social media marketing will increase brand awareness, which in turn increases the purchase intention of Spotify premium services in Denpasar City.

#### **Acknowledgments**

Based on the research results, there are several suggestions that can be given. First, to increase interaction with audiences, Spotify should not only use social media as a promotional tool, but also maximize the available communication features, such as answering comments,

creating polls, and using question boxes. This is expected to increase purchase intention on Spotify's premium service. Second, to increase brand awareness, Spotify should create a tagline or slogan that is easy for people to remember. Finally, for future researchers, it is recommended to improve the quality of research by expanding the scope and adding new variables such as brand image, price perception, and repurchase intention, as well as testing this model in different companies or industries.

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