

ABSTRACT

This study aims to analyze the effects of innovation strategy and social media marketing on purchase decisions, with brand awareness as a mediating variable. The research was conducted at Pemancingan dan Resto Jowo Deles, a local food and beverages (F&B) business in Semarang City that faces intense competition and changes in consumer behavior in the digital era. The rapid growth of the culinary industry and technological advancements require business actors to continuously innovate and optimally utilize social media as a marketing tool.

This study employs a quantitative approach with an explanatory research design. Data were collected through an online questionnaire distributed to 130 respondents who had visited or interacted with Pemancingan dan Resto Jowo Deles. The data were analyzed using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) method.

The results indicate that innovation strategy has a positive and significant effect on purchase decisions and brand awareness. Social media marketing also has a positive and significant effect on purchase decisions and brand awareness. Furthermore, brand awareness has a positive and significant effect on purchase decisions and acts as a partial mediating variable in the relationship between innovation strategy, social media marketing, and purchase decisions. These findings emphasize the importance of innovation strategy and social media marketing in enhancing brand awareness and encouraging consumer purchase decisions.

Keywords: *Innovation Strategy, Social Media Marketing, Brand Awareness, Purchase Decision, SEM-PLS*