The Influence of Social Media Marketing and Brand Image on Brand Awareness and Choose Decision LPK Banti Tekno Investama

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ABSTRAK
The purpose of this study was to analyze the effect of social media marketing on customer satisfaction, to analyze the effect of service quality on customer satisfaction, to analyze the effect of customer satisfaction on word of mouth, to analyze the effect of Social media marketing on word of mouth through customer satisfaction, and to analyze the effect of quality of service to word of mouth through customer satisfaction. This type of research uses survey research with a causative approach which aims to explain the causal relationship between two or more observed variables through hypothesis testing so that conclusions can be drawn. The population in this study were participants in the training and education of mining companies using purposive sampling technique in sampling. The data analysis used is SEM with a covariance-based approach (CB-SEM) with the help of the IBM AMOS 26 program in data processing. The results of this study indicate that social media marketing has a positive and significant effect on brand awareness, brand image has a negative and significant effect on brand awareness, brand image has a positive and significant effect on brand awareness and has a positive and significant effect on brand awareness, social media marketing has a positive and significant impact. on the decision to choose through brand awareness, and brand image has a positive and unsignificant effect on the decision to choose through brand awareness.
Keywords : Social Media Marketing, Brand Image, Brand Awareness, and Choice Decission.

I.   INTRODUCTION
The development of information and technology is currently taking place very quickly where the exchange of information flows continues throughout the day. Technology and information play an important role in human life because their presence has such a big impact on their daily work activities. One of the developments in information and technology is the existence of the internet, where its presence can help human activities become easier and more effective because it can be accessed at any time, which makes the internet a medium for communicating and getting information that is very useful for the community. In using the internet, there are many social media platforms that are very useful for the public to find out or find all kinds of information needed, especially those related to the brand of a company, both manufacturing companies and service companies.

Brand is an integral part of a product and service. Brands can be added value for companies to reach their target consumer market. To achieve or achieve the desired target, the resulting brand must be of quality, not only for manufacturing companies that produce tangible products or goods, but also for companies whose operational activities produce services because services are intangible. Efforts to build a strong brand (brand building) in companies engaged in the service sector are very important because having a strong brand can encourage consumers or customers to choose a brand with a higher value (value) with lower risk if choosing a brand that is strong. With the development of information and technology, many service companies have sprung up, one of which is a company or institution or institution engaged in the field of educational services or also known as "LPK" or "Training and Skills Institute."

LPK Banti Tekno Investama is a non-formal educational service institution that provides training and serves as a place for competency testing for workers or supervisors of mining operations. To work in the mining sector, a skilled person is needed who has the knowledge, skills and experience in this field, especially the supervisor of mining operations. Therefore, an educational institution and competencies are needed in carrying out work for mining operational supervisor workers. The mining operational supervisor, also known as the "First Operational Supervisor" (POP), is a person appointed by the "Mining Engineering Head" (KTT) or the "Environmental Engineering Person in Charge" (PTL) who is in charge of overseeing mining operations. The role of the first operational supervisor (POP) is as a "front line supervisor" who directly supervises employees at the implementation level and is responsible for managing "Occupational Health Safety" or mining K3 in accordance with the Regulation of the Minister of Energy and Mineral Resources of the Republic of Indonesia Number 43 of 2016 concerning Determination and Enforcement of Special Work Competency Standards for Operational Supervisors in the Mineral and Coal Mining Sector, in which these regulations serve as the basis or reference for the implementation of work competency certification as well as guidance and supervision of the implementation of the Operational Supervisory SKKK. In order to be appointed as a first-level operational supervisor, a person must have a competency certificate obtained through a competency test, which in fulfilling competence, it is necessary to provide appropriate training and skills (training) so that it helps participants to meet competency standards set by the government. As professionals, competency test certificates are needed, especially in the mining sector where this competency includes carrying out inspections, identification of potential hazards and risks and investigations. All of that must be ensured in accordance with the principles of good mining techniques (good mining practice). Activities in the mineral and coal mining industry have a high risk. Not only in terms of safety, mineral and coal mining also has risks from various sectors. This is because the mining business requires large capital and high technology. Therefore, the certification of mining operational supervisors is very necessary to improve the function of operational supervision so that mining operations can run properly, safely and securely, both in terms of workers, equipment and the environment.

Brand awareness affects customer confidence in purchasing decisions by reducing the perceived level of risk of a brand that is decided to buy. Brand awareness plays an important role in consumer decision making regarding which brand to use. (Aaker, 2013; Tajudin and Mulazid, 2017:24). When the brand or brands are of high value, it will have a positive effect on the service provider. In line with research conducted by Astuti (2017) proving that brand awareness has a significant effect on the decision to choose. However, a different study was conducted by Ardiansyah and Sarwoko (2020) which proved that brand awareness had no significant effect on purchasing decisions. Furthermore, other research from Juliana and Johan (2020) reinforces that brand awareness has a significant effect on the decision to choose.

The role of brand awareness can encourage the creation of a brand image because it illustrates the level of consumer recognition of a service product, namely "LPK" as an educational institution that provides skills according to the standards applied to mining operational supervisors. Brand awareness also plays an important role in determining which product consumers will use or choose. When a brand image is built, it must be able to provide a consistent and long-term positive perception so that it can encourage a choice decision made by consumers or students who take part in the training. In line with this, research conducted by Alhaddad (2015) proved that brand image has a positive and insignificant effect on purchase decisions. However, a different study was conducted by Suhaily and Darmoyo (2017) that brand image has no significant effect on purchase decisions. Then another study by Bilgin (2018) proved that brand awareness has a significant effect on brand image. Meanwhile, Nofal et. al (2020) proved that brand awareness has a positive and significant effect on purchasing decisions. This means that brand awareness is also a mediating variable that plays a role in shaping the influence of brand image and purchasing or choosing decisions.

II.   LITERATURE REVIEW

Social Media Marketing
According to Zimmerman dan Ng (2017:3), *"The phrase social media marketing generally refers to using these online services for selling based on developing rapport with customers. Social media services make innovative use of new online technologies to accomplish the familiar communication and marketing goals."* And then, according to Amstrong *et al.*, (2017:566), *"social media marketing is an excellent way to create brand communities, places where brand loyalists can share experiences, information, and ideas."*

Brand Image
According to Ledikwe (2020:5), brand image is the overall perception of attributes, functions, and meanings that consumers associate with a brand. Meanwhile, according to Kotler dan Lee (2020:154), brand image is how consumers actually prioritize thoughts, feelings, and actions on a brand. Brand image is considered as a type of association that arises in the minds of consumers when remembering a particular product or brand.

Brand Awareness
According to Shimp (2014:39), brand awareness is a matter of whether the name of a brand comes to mind

when consumers think about a particular product category and there is ease when the name appears. Meanwhile, according to Levin (2020:150), brand awareness is the extent to which consumers are familiar with the distinctive qualities or image of a particular brand: goods or services.

Choose Decission

According to Kotler and Amstrong (2018:668), consumer buyer behavior refers to the buying behavior of final consumers, individuals and households that buy goods and services for personal consumption.". Meanwhile, explain by Ansari et al., (2019:6), "the purchase decision is the decision-making process by consumers regarding a transaction of goods or services being offered in the market. The market provides a wide pool of brands offering almost the same products with different values in order to attract consumers. Since this is a technologically driven era, therefore, social media is the platform for brands to display their offerings along with the product information to save consumers time and attract them towards the brand.

The Research Hypothesis

The Effect of Social Media Marketing on Brand Awareness

Social media marketing are online activities and programs designed to engage customers or prospects directly or indirectly by increasing awareness, enhancing image, or generating sales of products and services. (Kotler and Keller, 2016:582). In the theory of planned behavior, there are controls that affect the behavior or actions of individuals and consumers as users of products or services. A well-known brand of a product or service can make consumers feel safe from risks that can harm consumers. Therefore, social media marketing can be regarded as a tool used in conveying experiences or information obtained by consumers, especially digitally, regarding safe brands, both products and services. When a company does not convey more knowledge or information to consumers through social media, consumers will tend not to remember or about a product or service so it is clear that social media marketing has an effect on one's brand awareness.

Research conducted by Elaydi (2018) proves that social media marketing has a significant effect on brand awareness. Then, research conducted by Cheung., et.al (2019) proves that social media marketing has a positive and significant effect on brand awareness. And, further research by Upadana and Pramudana (2020) prove the same thing that social media marketing has a positive and significant effect on brand awareness. This means that the better marketing is done through social media, the better consumer awareness of a quality brand.

Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.

H1: social media marketing has a positive and significant effect on brand awareness.

The Effect of Brand Image on Brand Awareness

Brand image is a "holistic picture" in the minds of consumers related to the brand. Brand image can encourage consumers to buy a brand when it has a positive impact on opinions in the minds of consumers and not buy a brand when opinions are negative. (Denecli, 2014:157). Brand image is how consumers really prioritize thoughts, feelings, and actions towards a brand. Brand is considered as a type of association that appears in the minds of consumers when thinking about brands, so the extent to which consumers know the quality or distinctive image of a particular brand: either goods or services. (Levin, 2020:150)."

In accordance with the theory of planned behavior or the theory of planned behavior which explains individual control over behavior and actions. Brand awareness or brand awareness is very closely related to the behavior of individual consumers in remembering brands they have consumed or experienced. When consumers have information in the form of knowledge and positive experiences in consuming products or services, the brand image will still be remembered in the minds of consumers. The higher the consumer's brand awareness of a product or service brand, the closer and needed by consumers. In line with this, research conducted by Dulek and Saydan (2019) proves that brand awareness has an effect on brand image. Then other research conducted by Zia,. et. al (2021) further strengthens the evidence that brand image has an effect on consumer brand awareness.

Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.

H2: It is suspected that brand image has a positive and significant effect on brand awareness.

The Effect of Brand Awareness on Choose Decisions

Brand awareness affects customer confidence in purchasing decisions by reducing the perceived level of risk of a brand that is decided to buy. Brand awareness plays an important role in consumer decision making regarding which brand to use. (Aaker, 2013; Tajudin and Mulazid, 2017:24)

In line with research conducted by Astuti (2017) proves that brand awareness has a significant effect on the decision to choose. However, different studies were conducted by Ardiansyah and Sarwoko (2020) which proves that brand awareness has no significant effect on purchasing decisions. Furthermore, other research from Juliana and Johan (2020) reinforces that brand awareness has a significant effect on the decision to choose.

Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.

H3: It is suspected that brand awareness has a positive and significant on choose decission.

The Effect of Social Media Marketing Through Brand Awareness on Choose Decisions

Building a brand at the brand awareness stage can be done through the use of social media as a marketing medium. Social media as a step to create brand awareness. Utilization in choosing social media is part of marketing communications carried out by the company. Companies make the most of the use of social media starting from introducing products, prices, and sales locations. Well-done social media marketing with the support of the company by approaching consumers through better social media marketing will improve the structure of consumer purchasing decisions for products**.** (Adhawiyah and Anshori, 2019).

In accordance with this, research conducted by Kurniasari and Budiatno (2018) proves that social media marketing has a positive and significant effect on purchasing decisions through brand awareness. However, research conducted by Ardiansyah and Sarwoko (2020) prove different things that social media marketing has a positive and insignificant effect on purchasing decisions through brand awareness. Then, further research conducted by Upadana and Pramudana (2020) strengthens research that brand awareness as a mediating variable that influences social media marketing on purchasing decisions.

Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.

H4: social media marketing has a significant effect on choose decission through brand awareness.

The Effect of Brand Image Through Brand Awareness on Choose Decisions

Brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images that are associated with a brand, just as when we think about other people. The brand image of a product that has a positive image will encourage consumers to make purchases of products or services that they believe in than other products or services. A unique brand image will also be easier to remember in someone's mind than other products or services. (Shimp, 2014:12).

In line with this, research conducted by Suhaily and Darmoyo (2017) that brand image has no significant effect on purchase decision. Then other research Bilgin (2018) proves that brand awareness has a significant effect on brand image. Meanwhile, Nofal,. et. al (2020) proves that brand awareness has a positive and significant effect on purchasing decisions. This means that brand awareness is suspected to mediate the influence of brand image on the decision to choose.

Based on the theoretical studies and empirical studies described above, the hypotheses taken in this study are.

H5: brand image has a significant effect on choose decission through brand awareness.

Research Conceptual Model
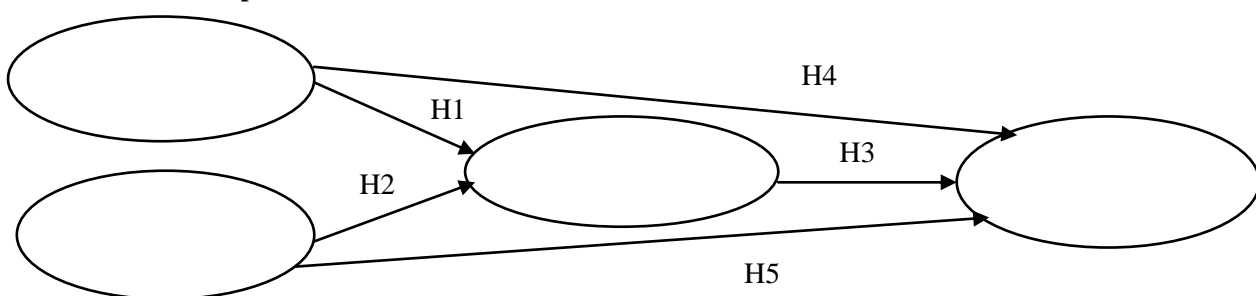
Figure 1. Research Conceptual Model

III. RESEACH METHOD

Operationalization Variable

1.   Social media marketing (X1) is a marketing approach that is carried out by utilizing online media through online communication tools whose users can interact and communicate. The indicators or parameters used to measure social media marketing according to Abu Rahman and Alhadid (2014:317), that is.

a.   Online community.

b.   Interaction.

c.   Share content.

d.   Accesibility.

e.   Credibility.

2.   Brand image (X2) is the consumer's perception of the impressions, ideas, and consumer beliefs regarding product or service brands. The indicators or parameters used to measure the decision to choose according Kottler and Kotler (2016:97), that is.
a.   Brand identity.
b.   Brand personality.
c.   Brand associations.
d.   Brand attitude & behavior.
e.   Brand benefit & competence.
3.   Brand awareness (Y1) is the consumer's perception of the consumer's ability to remember or be aware of a product or service brand. The indicators or parameters used to measure the decision to choose according Kottler and Kotler (2016:201), that is.
a.   Recall.
b.   Recognation.
c.   Purchase.
d.   Consumption.
4.   Choose decission (Y2) is a process of decision stages in which consumers or service users actually buy or choose LPK as a place for mining training and competency tests. The indicators or parameters used to measure the decision to choose according to Kottler and Kotler (2016:201), that is.
a.   Product choice.
b.   Brand choice.
c.   Dealer choice.
d.   Purchase amount.
e.   Purchase timing.
f.   Paymen method.

Population and Sample
        The number of population in this study is unknown (infinite), so the researchers used a sampling technique, namely non-probability sampling. Then in this study, the respondents who will be sampled are the population of Users or Users who have attended training or education and training as well as competency tests for mining operational supervisors in Indonesia at LPK or educational and skills institutions. The sampling technique in this study used a non-probability sampling technique in determining the sample where each element contained in the population did not have the same opportunity or opportunity to be selected as a sample and one of these sampling techniques was the purposive method. The sample in this study was 340 respondents. taken based on the calculation of the number of parameters or measurements, namely 34 pieces multiplied by 10.

Data Analysis Method
Structural Equation Modelling (SEM)
        According to Thakkar (2020:1), structural equation modelling (SEM) is a multivariate quantitative technique employed to describe the relationships among observed variables. The technique helps the researcher to test or validate a theoretical model for theory testing and extension. The multivariate analysis is conducted with an objective to help the researcher for in-depth explanatory analysis with a required statistical efficiency. As a the result, the researcher wants to verify that to what extent the hypothesized theoretical model is adequate for the sample data. On verification of this, the researcher gets exposed to two options: (i) if the hypothesized theoretical model is supported by the sample data, then a researcher can incorporate more phenomena in the basic model and attempt to investigate a more complex structure; (ii) if the theoretical model is not adequately supported by the data, then a researcher should either modify the basic model or develop an alternative model for testing. SEM enables the researcher to indulge in a deeper enquiry through a process of scientific hypothesis testing and extend the present body of knowledge by discovering complex relationships among constructs.

IV.   ANALYSIS AND DISCUSSION
Assumption Test
Normality test
Univariately, the value of the critical skewness ratio of all indicators is very low, namely below 2.58 or not above the value of 3.00 with a significance level of 0.01. Then the value of 4.808 is the coefficient of multivariate kurtosis with a critical ratio value of 2.084 below 2.58 so that it can be concluded that the data is normally distributed multivariate.

Outlier Test

The outlier test is used to find out whether there are extreme values that look much different from other observations in one observation condition for the number of samples or respondents. To see the evaluation of multivariate outliers, use the p level <0.001. This distance is evaluated using X2 in degrees of freedom equal to the number of measured variables used in the study. In this study, there were 29 parameter items and 58,301 results were obtained (obtained from chinvers = 0.001; 29), which means that all data or results that are greater than 58,301 are multivariate outliers.

Evaluation of Measurement Models

Evaluation of the measurement model with the reliability test which can be seen in the construct reliability value and the variance extracted questionnaire. The cut off value for construct reliability is at least 0.70, while the cut off value for variance extracted is at least 0.50. Then there is also a discriminant validity value to measure validity with a cut off value of 0.70. The following are the results of testing the measurement model as shown in Table 1 below.

**Table 1. Validity and Realibility Test Measurement Model**

Construct	Composite Realibility	Variance Extracted	Average Variance Extracted (AVE)
Social Media Marketing (X1)	0.842	0.594	0.918
Brand Image (X2)	0.849	0.693	0.000
Brand Awareness (Y1)	0.854	0.697	0.921
Keputusan Memilih (Y2)	0.852	0.507	0.924

Source: Data Processed AMOS 26, Year 2022.

According to Table 1 above, the results show that as a whole all constructs for composite realibility values > 0.70 and variance extracted values > 0.50, it can be concluded that they have fulfilled the reliable requirements, which means that the values of the indicators or parameters used as observed variables are relatively able to explain the latent variables formed while testing the value of discriminant validity which is reflected in the average variance extracted value > 0.70, which means that the validity of each construct is good or high from the correlation value between latent constructs.

Goodness of Fit Evaluation

Assessing the goodness of fit aims to find out how far the hypothesized model fits the sample data. The results of the goodness of fit test are shown in Figure 2 below.
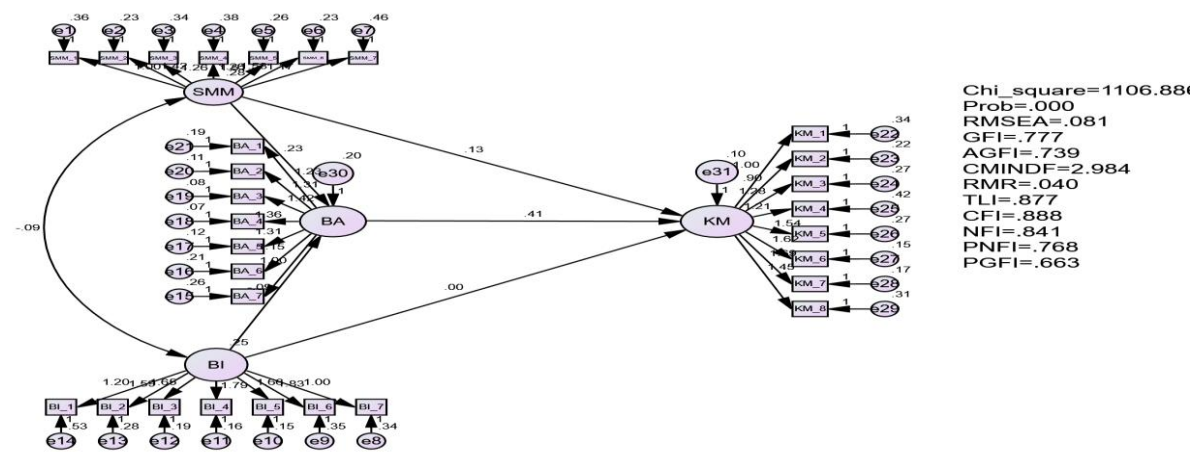
According to Figure 2 above, it shows that there is a causal relationship between latent variables which is reflected in one arrow in the endogenous construct which will be tested based on predetermined theory and empirical and there is a covariance or correlation relationship which is reflected in two curved arrows in the exogenous construct. However, in the figure there are the results of the feasibility test of the inappropriate model which is the most important according to the recommendation Hair, al., (2019:641), the researcher should report at least one incremental index and one absolute index. From the results of Figure 2, the CFI value of

0.888 is less than 0.90 while the RMSEA is 0.081 greater than 0.08 so that the feasibility of the model does not meet the standards or threshold values or thresholds set so it needs to be modified to produce better results. To modify models whose values are reflected in modification indexes (MI) by convariant between errors in a construct or variable. Accordingly, according to Collier (2020:69), "add covariances between error terms within the same constructs." From this theory, what can be added to the covariance arrow line is only measurement error in one construct and cannot be done with construct cross as shown in Figure 3 below.
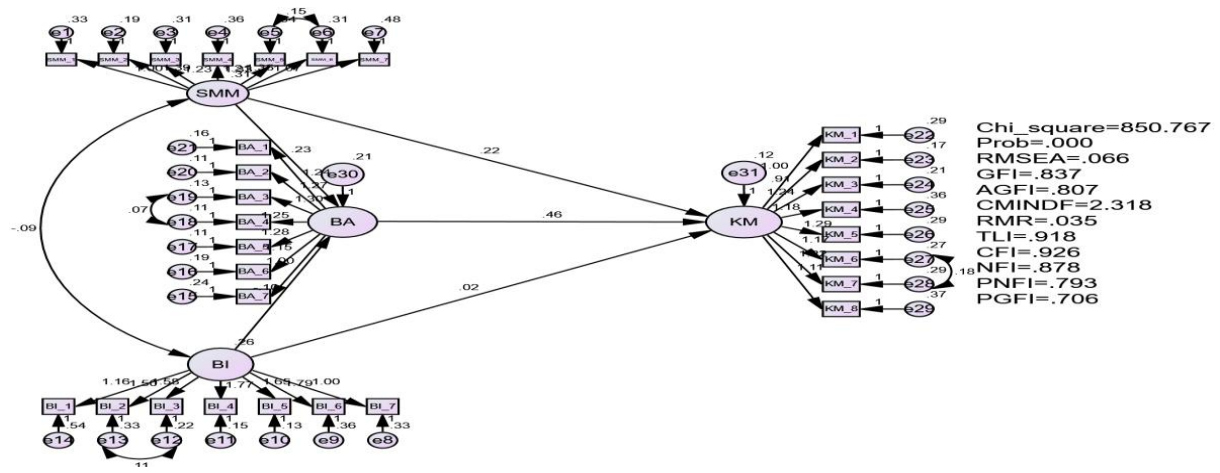
Source: Data Processed by AMOS 26 Graphics, 2022.

In accordance with Figure 3 above, it can be seen that the model has been modified, which of these results can determine the evaluation of the model after modification, the results of which can be seen in Table 2 below.

Table 2. Godness of Fit Model After Index Modification

Goodness of Fit Model Index	*Treshold*	Result	Model Evaluation
Absolute Fit Measures			
Chi-Square (X^2)	df = 270 dengan α = 0,05 X^2_{Tabel} (309,26)	850,767	*Poor fit*
Sig *(probability)*	≥ 0,05	0,000	*Poor fit*
RMSEA	< 0,08	0,066	*Good fit*
GFI	≥ 0,90	0,837	*Poor fit*
CMIND/DF	< 2,00	2,318	*Poor fit*
AGFI	≥ 0,90	0,807	*Poor fit*
RMR	< 0,05	0,035	*Good fit*
Incremental Fit Measures			
NFI	> 0,90	0,878	*Poor fit*
TLI	> 0,90	0,918	*Good fit*
CFI	> 0,90	0,926	*Good fit*
NFI	> 0,90	0,878	*Poor fit*
Parsimony Fit Measures			
PNFI	< 0,90	0,793	*Good fit*
PGFI	< 1,00	0,706	*Good fit*

Source: Data Processed by AMOS 26 Graphics, 2022.

According to Table 2 above, it can be seen that the evaluation of the model is based on predetermined thresholds, where in the absolute fit type, there are 3 (three) models that are fit, namely RMSEA; CMIND/DF; and RMR, then for incremental fit, there is 1 (one) fit model, while for parsimony fit there are 2 (two) models.

According to Hair, et. al., (2019:641), "the researcher should report at least one incremental index and one absolute index." Further explanation of Hair, al., (2019:642), "the CFI and RMSEA will often provide sufficient unique information to evaluate a model." And in Table 5.7 above the RMSEA value is 0.066 which means less than 0.08 while the CFI value is 0.926 which means it is greater than 0.90. On this matter, it means that after modification of the model it is feasible to be accepted and developed. After the measurement model (outer model) can be evaluated for the structural model (inner model) with a critical ratio (CR) $\geq$ 2.00; $\alpha = 5\%$ which is reflected in the estimation results of the regression weight parameter. Following are the results of the regression weight as shown in Table 3.

Tabel 3. Hasil Uji *Regression Weight*

Relationship Between Variabes	Estimate	S.E.	C.R.	P-Values	Label	Keterangan
Social media marketing on brand awarenss	.233	.058	4.008	***	par_27	Supported
Brand image on brand awarenss	-.105	.060	-1.755	.079	par_26	No. Supported
Brand awareness on choose decission	.459	.067	6.839	***	par_29	Supported
Social media marketing on choose decission by brand awareness	.219	.052	4.196	***	par_28	Supported
Brand image on choose decission by brand awareness	.018	.049	.373	.709	par_30	No. Supported

Source: Data Processed by Amos 26, 2022.

According to Table 3 above, the results show that the regression coefficient for each variable has 3 (four) path coefficients, namely social media marketing on brand awareness; brand image on brand awareness; brand awareness of the decision to choose; and social media marketing on the decision to choose through brand awareness, the hypothesis is accepted, which is significant because it has an overall critical ratio (CR) value above 2.00 at a significant level of 5%, while only 2 (two) variable relationships whose hypotheses are rejected, namely brand image to brand awareness and brand image on the decision to choose through brand awareness because it has an overall critical ratio (CR) value above 2.00 at a significant level of 5%.

V. DISCUSSION
1. The Effect of Social Media Marketing on Brand Awareness
Social media marketing with an estimate of 0.233 has a positive and significant effect on brand awareness because the critical ratio (CR) is 4.008 > 2.00 with a significant level of 0.000 <0.05 which means H1 was accepted. These findings indicate that social media marketing variables which include online community, interactions, share content, accessibility, and relate have a positive or unidirectional relationship to brand awareness which includes recall, recognition, purchase, and consumption. This means that the better the social media marketing, the better the decision to choose LPK Banti Tekno Investama as a training institution and competency test for mining operational supervisors (POP). The most significant factor in increasing brand awareness through social media marketing starts from the interaction factor because the loading factor has the highest value, which is 0.873. This indicates that the interaction factor between the management of LPK Banti Tekno Investama in Balikpapan and users or consumers quickly drives brand awareness felt by participants at this institution. This is also because the interaction factor is a reciprocal approach or two-way interaction between institutions and participants which will influence the selection of training places and competency tests for Mining Operations Supervisors (POP) through social media platforms such as Instagram, Facebook, Twitter, LinkedIn, and others. -other. If the decision to choose is felt by users or consumers positively, then the relationship becomes harmonious where participants can find out what programs or what material in the curriculum is given to training participants. Based on the description analysis, it shows that the social media marketing variable is highly perceived by respondents with the highest indicator, namely interaction, with an average score of 3.13. This shows that the social media marketing that has been carried out has been assessed well with the indicators or parameters that are most dominant in shaping these variables, namely interaction, such as easily commenting, asking questions, and so on through this institution's social media platforms.

Looking at the characteristics of respondents in the age category, namely 32-37 years or as many as 144 people with a percentage of 48.00%, most of the respondents were young to understand and feel and be familiar with the brand of this institution as a place for training and competency testing.

2.   The Effect of Brand Image on Brand Awareness

Brand image with an estimate of -0.105 has a negative and insignificant effect on brand awareness because the critical ratio (CR) is -1.755 > 2.00 with a significant level of 0.079 <0.05 which means H2 was rejected. These findings indicate that brand image variables which include brand identity, brand personality, brand associations, brand attitude & behavior, and brand benefits & competence have a negative or unidirectional relationship to brand awareness which includes recall, recognition, purchase, and consumption. This indicates that the brand image associated with the training institute and competency test for mining operational supervisors (POP) has not been able to encourage an increase in brand awareness or brand awareness felt by prospective participants or consumers because respondents think that awareness to recognize a brand is created due to encouragement or have experienced having attended a training or competency test.

The most significant factor in increasing brand awareness through brand image starts from the brand benefit & competence factor because the loading factor has the highest value, which is 0.930. This indicates that the brand benefit & competence factor quickly encourages an increase in the brand image felt by consumers at LPK Banti Tekno Investama in Balikpapan. Apart from that, this is also because the brand benefit & competence factor occurs because participants or consumers have benefited from participating in training and competency tests at this institution which are in accordance with the needs of the world of work as mining operational supervisors (POP). Based on the description analysis, it shows that the brand image variable is perceived quite well by respondents with the highest indicator, namely brand identity with an average score of 2.48. This shows that the brand image is considered quite good or moderate with the most dominant indicator in shaping this variable is brand benefit & competence.

3.   The Effect of Brand Awareness on Choosing Decisions

Brand awareness with an estimate of 0.459 has a positive and significant effect on the decision to choose because the critical ratio (CR) is 6.839 > 2.00 with a significant level of 0.000 <0.05 which means H3 was accepted. These findings indicate that brand awareness variables which include recall, recognition, purchase, and consumption have a positive or unidirectional and significant relationship to the decision to choose which includes product choice, brand choice, dealer choice, purchase amount, purchase timing, and payment method. This means that the better the brand awareness, the better the decision to choose LPK Banti Tekno Investama as a training and competency test institution for mining operational supervisors (POP).

The most significant factor in making a decision to choose through brand awareness starts from the recognition factor because the loading factor has the highest value, which is 0.926. This indicates that the decision to choose respondents to attend training and competency tests is a recognition factor because respondents really need training and skills as well as competency certification as people who work in mining operational supervisors (POP) because the mining processing industry usually lasts 24 (twenty four hours)) hours for this reason competency certification is required for competency standards set by the government as mining operational supervisor (POP). Apart from that, this is very useful in terms of the knowledge and skills of mining workers regarding occupational safety and health for participants who work in mining. Based on the description analysis, it shows that the brand awareness satisfaction variable is perceived high by respondents with the highest indicator, namely consumption, with an average score of 4.08.

4.   The Effect of Social Media Marketing on Choosing Decisions Through Brand Awareness

Social media marketing with a path coefficient of 0.219 has a positive and significant effect on the decision to choose through brand awareness because the value of the critical ratio (CR) is 4.196 <2.00 with a significant level of 0.000 > 0.05 which means H4 was accepted. These findings indicate that social media marketing variables have a positive or unidirectional and significant relationship to the decision to choose through brand awareness. This means that social media marketing is able to create a choice decision through brand awareness that is felt by consumers at LPK Banti Tekno Investama in Balikpapan.

Social media marketing has a direct effect on brand awareness of 0.271 or 27.1% while an indirect effect through brand awareness is 0.134 or 13.4% with an effective or total contribution resulting from the 2 (two) relationship patterns of 0.40.5 or 40.5% obtained from direct influence and indirect influence. This means that the marketing concept carried out by LPK Banti Tekno Investama in Balikapapan through social media will be able to encourage the public or consumers who work in the mining industry as Mining Operations Supervisors (POP) to choose the institution as a place for training and competency testing because it suits their needs in working world.

5.   The Effect of Brand Image on Choosing Decisions Through Brand Awareness

Brand image with a path coefficient of 0.018 has a positive and insignificant effect on the decision to choose because the critical ratio (CR) is 0.373 <2.00 with a significant level of 0.709 > 0.05 which means H5 was rejected. The results of these findings indicate that the brand image variable has a positive or unidirectional but not significant relationship to the decision to choose through brand awareness. This means that brand image is directly proportional to the decision to choose, which means that the better the image of a brand, the better the consumer's decision to choose, especially in this institution. However, in statistical testing it turned out to be insignificant or ignored, which means that it has not been able to encourage the creation of a choice decision that is felt by consumers at the Banti Tekno Investama LPK in Balikpapan, which is because this institution is specifically for people who work in the mining industry, especially the Mining Operations Supervisor (POPs). Brand image has a direct effect on the decision to choose by 0.021 or 0.021% while the indirect effect through brand awareness is -0.055 or 0.055% with an effective or total contribution resulting from the 2 (two) relationship patterns of -0.165 or -16.5% which obtained from direct influence and indirect influence. This means that the function of the brand awareness variable in mediating the effect of brand image on brand awareness is very weak because the total effect is negative, which also means that brand awareness is not able to prove as a variable capable of influencing brand image on the decision to choose a place for training and competency testing for Mining Operations Supervisors. (POP) which is because this institution is specifically for people who work in the mining processing industry so most of the respondents already understand, know or know the brand of this non-formal educational institution.

CLOSING

VI.   Conclusion

Social media marketing has a positive and significant effect on brand awareness starting with the interaction factor; Brand image has a negative and significant effect on brand awareness starting with brand benefit & competence; Brand awareness has a positive and significant effect on the decision to choose starting from the recognition factor; Social media marketing has a positive and significant effect on the decision to choose through brand awareness; And brand image has a positive and significant effect on the decision to choose through brand awareness at LPK Banti Tekno Investama in Balikpapan.

Reccomendation and Research Implications

Management should continue to maintain or apply the concept of marketing through social media starting from the interaction factor. This is because it is proven to be able to encourage the creation of consumer or participant awareness of a product brand which is known that this institution is a non-formal educational institution that specifically organizes training and competency tests for people who work in the mining industry, especially the Mining Operations Supervisor (POP); Management should further increase brand recognition to the public or potential participants which will not only provide skills and competencies for people who work as mining operational supervisors but also work in mines, especially coal such as certification for environmental specialists, and so on; Management should maintain or increase brand recognition or non-formal education services for training and competency testing of Mining Operations Supervisors to the public through recognition which can start with training materials or curricula, facilities obtained, and so on; Management should maintain the concept of marketing through social media because it can influence the decision to choose consumers at this institution through brand awareness where competency certification is needed for the world of work, not only workers in the mining industry but also other types of work; Management should improve or reintroduce the brand or brand to consumers or the public who do not only know this institution as a non-formal educational institution that provides training and competency tests for Mining Operations Supervisors (POP) where this can be done by providing the best service. for participants who are not only content or curriculum because with the best quality it is hoped that consumers will always remember and know this brand so that it indirectly has an impact on the decision to choose an institution as a training and competency test institution.

For Further Research

For future research, for future research, replace the brand image variable with other variables such as product quality because it is proven that brand image has no effect on brand awareness and brand awareness is not a mediating variable in the influence of brand image on choosing decisions. And, for further research, in addition to using variables in the research model, it is better to add word of mouth strategy concept variables, this is because in addition to marketing through media strategies or the use of word-of-mouth concepts, it can increase trust or confidence that LPK Banti Tekno Investama as an educational institution, skills as well as a special competency test for Mining Operations Supervisors (POP).

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