
**THE EFFECT OF SALES PROMOTION AND SOCIAL MEDIA
MARKETING ON THE PURCHASE INTENTION OF BSI GOLD
PRODUCTS THROUGH PERCEIVED VALUE, BRAND
AWARENESS, TRUST, AND CUSTOMER ENGAGEMENT AS
MEDIATION VARIABLES: SYSTEMATIC LITERATURE REVIEW
(SLR) WITH BIBLIOMETRICS**

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Abstract

This study aims to analyze the influence of Sales Promotion and Social Media Marketing on the Purchase Intention of BSI Gold products by considering the mediating role of Perceived Value, Brand Awareness, Trust, and Customer Engagement in the Madiun Raya area. The method used is Systematic Literature Review (SLR) with a bibliometric approach to identify, categorize, and analyze the latest research trends related to factors influencing consumer purchasing decisions in the Islamic banking sector. The results of the analysis show that Sales Promotion and Social Media Marketing have a positive influence on Purchase Intention, either directly or indirectly through mediation variables. These findings underscore the importance of promotional strategies that are integrated with strengthening perceived value, building brand awareness, increasing trust, and managing customer interactions to drive consumer purchase decisions. This study provides theoretical and practical contributions to the development of marketing strategies for Islamic banking products, while offering further research directions using bibliometric methods to explore the relationship between digital marketing variables.

Keywords: Sales Promotion, Social Media Marketing, Purchase Intention, Perceived Value, Brand Awareness, Trust, Customer Engagement, BSI Gold

1. INTRODUCTION

The development of digital technology and the increasing penetration of the internet have driven fundamental changes in the marketing strategies of modern companies. Social media as a digital marketing channel is no longer just a communication tool, but has become a strategic platform to influence consumer behavior, especially in forming Purchase Intention or purchase intention (Abdillah & Pradana, 2023). According to Diouani & Meradi (2025), consumer interaction with content delivered through Social Media Marketing (SMM) can increase engagement, entertainment, and personalization, which directly impacts positive attitudes towards brands and further increases consumer purchase intent in various global and local digital market contexts. In the digital age, consumer behavior has shifted from one-way communication to two-way communication, where customer engagement and the formation of emotional connections are an essential part of digital marketing strategies to drive purchasing decisions (Pujangga et al., 2026).

In addition to SMM, Sales Promotion remains one of the effective promotional instruments in encouraging consumer responses to product offerings so as to increase purchase intent. Sales promotion includes tactics such as discounts, bonuses, bundling, special offers, and coupons designed to drive accelerated purchase decisions (Tristante & Iswati, 2025). Research conducted by Regina (2021) shows that sales promotion has a positive and significant influence on purchase intention, both directly and indirectly through mediation variables such as perceived value, so that sales promotion strategies continue to be relevant in the current digital marketing context. However, while many studies have stated its benefits, some other studies have also emphasized the importance of value creation as a mediator between promotion and purchase intent; that is, promotion must create a perception of value in the eyes of consumers so that the effect is maximized (Tristante & Iswati, 2025).

In the context of digital marketing, the role of Perceived Value is the key to connecting promotional activities with the results of consumer behavior. Perceived value reflects consumers' assessment of the benefits they receive relative to the costs or effort expended, and plays an important role in influencing final purchase decisions as well as brand loyalty (Bevan-Dye, 2024; van Deventer & Saraiva, 2025). Perceived value is not only influenced by price or functional benefits, but is also driven by the emotional and social experiences that consumers feel during interactions with brands on digital platforms (Füller et al., 2012, in the Journal of Business and Economics Research, 2025). Research by Febriyantoro et al. (2025) found that Social Media Marketing and Perceived Value have a significant effect on Consumer Trust, which then has an impact on the purchase intention of skincare products in Indonesia, confirming the existence of a complex value mediation mechanism in the digital marketing channel.

Furthermore, Brand Awareness is an important variable that is often the first mediation channel between digital marketing activities (including SMM and sales promotion) and purchase intent. Brand awareness describes the extent to which consumers

recognize or remember a brand, which further influences their preferences and purchasing decisions (Abdillah & Pradana, 2023). Various empirical studies show that social media marketing contributes significantly to increasing brand awareness, which in turn strengthens purchase intention (Prashita et al., 2025). Pujangga et al. (2026) also identified that strong social media marketing can build brand awareness and consumer engagement, as well as trust, which is an important factor in purchasing decisions, providing further context to this relationship in a survey of social media users in West Sumatra.

Consumer trust in the brand is another variable that plays an important mediating role between digital marketing strategy and purchase intention. Trust is built through consistency, transparency, and quality of brand content and communication that consumers perceive as credible and reliable (Febriyantoro et al., 2025). Studies in various industries show that trust has a significant positive impact on consumer purchase intent and is an important mediator between Social Media Marketing and Perceived Value and purchase intent (Ismail et al., 2023; Hasan & Chang, 2023). In addition, other research also affirms the role of brand trust in mediating the relationship between online customer reviews, perceived value, and purchase intentions, strengthening the position of trust as the key to an effective digital marketing strategy (Rosada & Setiawan, 2025).

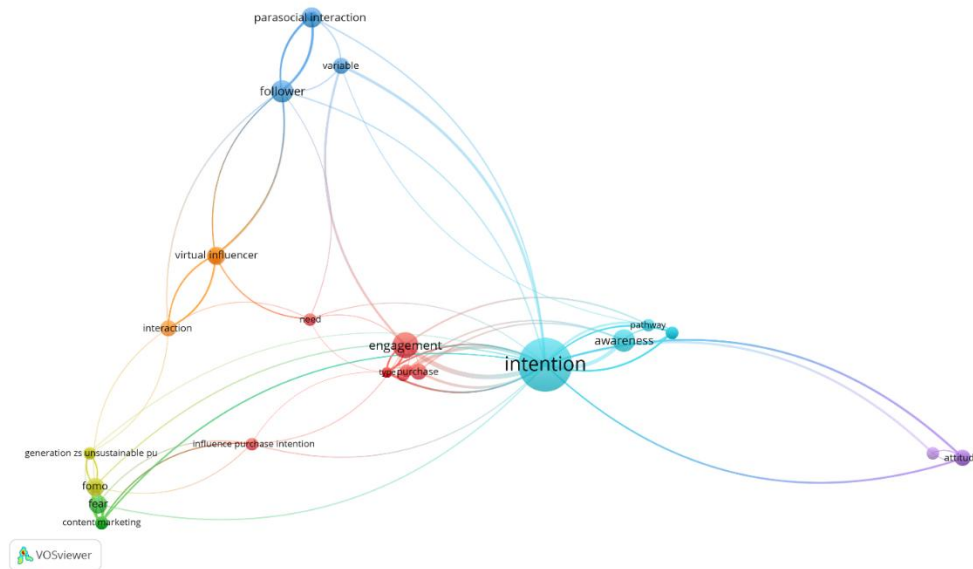
Furthermore, Customer Engagement reflects the level of consumer engagement and participation with brands through digital activities such as comments, content interactions, experience sharing, and participation in online communities. Customer engagement not only provides a positive signal to consumer interest but also strengthens brand identification and long-term purchase intent (Wulansari et al., 2025). Research shows that consumer engagement is mediated by digital marketing strategies such as social media marketing, and this engagement then encourages the formation of trust that strengthens purchase intention, especially in competitive markets such as the digital service and retail industries (Wulansari et al., 2025).

Although the theoretical foundation above strengthens the relationship between social media marketing and purchase intent, there are still conceptual and empirical challenges in understanding how the combination of traditional Sales Promotion and digital marketing approaches can synergize to drive purchase intent, especially in the context of financial products such as BSI Gold offered in the Madiun Raya area. A number of studies have examined the role of each variable in different industries, but there is still limited research that integrates both marketing strategies simultaneously in a comprehensive model with the mediating variables of perceived value, brand awareness, trust, and customer engagement.

Thus, this study is relevant to fill the literature gap and provide a comprehensive overview of how Sales Promotion and Social Media Marketing affect the Purchase Intention of BSI Gold products through the mediation mechanism of these important variables in the

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Madiun Raya area, as well as making an empirical and practical contribution to the development of digital marketing strategies and sales promotion marketing in the Islamic banking sector in Indonesia.



The visualization of the bibliometric network from VOSviewer shows that the intention variable becomes the core node in the research structure, characterized by the largest node size and the number of relationships with other variables. This indicates that interest, especially purchase intention, is the main outcome influenced by various antecedent constructs. Variables such as engagement, awareness, and attitude appear to have a strong direct relationship to intent, reflecting the classic path in digital consumer behavior, where brand awareness and customer engagement drive attitude formation that then leads to purchase intent. In addition, the blue cluster that connects awareness, pathways, and followers indicates the role of digital marketing communication and exposure in shaping intentions.

On the other hand, clusters involving virtual influencers, parasocial interactions, and interactions show a more contemporary marketing approach, where pseudo-relationships between consumers and digital figures are able to increase engagement. This is strengthened by the relationship to the follower variable, which acts as a social mediator in strengthening this influence. Meanwhile, another cluster containing content marketing, fear, FOMO (fear of missing out), and Generation Z showed that psychological factors and demographic characteristics also influence intention indirectly through emotional and cognitive mechanisms. The existence of nodes such as "influence purchase intention" confirms that various marketing stimuli work simultaneously in influencing purchase intent.

Overall, this map reflects the integration between traditional approaches, such as attitude and awareness, with modern digital-based approaches, such as engagement,

influencer marketing, and consumer psychology. This interconnected network structure also shows that the relationships between variables are not linear, but complex and multidimensional, thus supporting the use of mediation models in research, such as perceived value, trust, or customer engagement, in explaining the formation of purchase intentions.

2. RESEARCH METHOD

The Systematic Literature Review (SLR) method was used in this study because this study aims to synthesize the existing literature to answer research questions related to workload, work environment, employee retention intention, and job satisfaction. Kraus et al. (2020) state that SLR is a form of research by synthesizing existing or published research with a systematic methodology. The systematic method is carried out based on several stages, namely by conducting a comprehensive search for published articles, then selecting, and analyzing relevant studies. These stages follow the set guidelines. Tahapa PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) is used to identify existing literature. The stages of PRISMA set in this study are "Identification", "Screening" and "Included".

1) PRISMA Guidelines Steps

a. Identification

The identification stage includes determining search terms, search criteria, databases, and data extraction methods. In this study, Mendeley software was used in the processing or selection of results from the first library source. Search for articles or journals with *Scopus* library sources. The three respondents were combined with the reasons to find out trends, and all types of articles were accepted to find out Sales Promotion and Social Media Marketing on the purchase intention of BSI Gold products through perceived value, brand awareness, trust, and customer engagement as mediation variables in developing countries. The keywords entered in each journal database are *KEY* (social AND media AND marketing AND purchase AND intention AND perceived AND value) AND PUBYEAR > 2019 AND PUBYEAR < 2027 AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (OA , "all")).

b. Screening

In this step, screening, retrieving, and assessing the feasibility of each article is carried out. Non-compliant articles will be eliminated, while compliant articles will be analyzed in accordance with Table 1.

Table 1. Article Screening Criteria

Inclusion Criteria	Research results in the sector (<i>social AND media AND marketing AND purchase AND intention</i>). The results of the research are in the form of published journals. Article research locations in Indonesia The year of publication of the article/journal is 2020 – 2026.
Exclusion Criteria	Conceptual article or review/ <i>litelature review</i> Articles that are not accessible and accessible.

The inclusion criteria for this study stipulate that only articles that focus on research results in the social, media, marketing, and purchase intent sectors will be included in the analysis. The article must also be in the form of a journal that has been published, located in Indonesia, and published between 2020 and 2026. On the other hand, the exclusion criteria prohibit conceptual articles and literature reviews, as well as articles that are not accessible to researchers. These criteria are designed to ensure that the findings obtained are relevant and reliable, so as to provide useful insights regarding the relationship between social media, marketing, and purchase intent in the context of the Indonesian market.

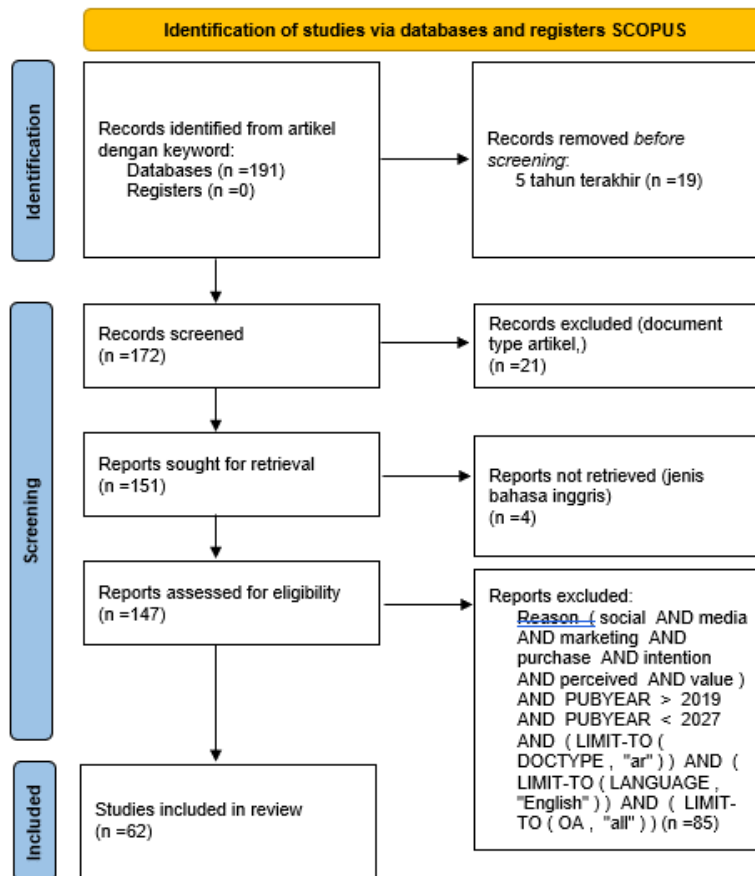
c. Included

The next step is inclusion. Article entry is done manually. The researcher selects articles that are filtered by keywords. The selection was made because the search results with keywords in the journal *database* still contained articles that did not contain or were in accordance with the screening criteria. Priyashantha et al. (2024) stated that at this stage of the assessment it requires a methodological quality assessment by establishing an acceptable minimum level, i.e. meeting the inclusion criteria, while articles that do not meet the inclusion are not analyzed or removed from the list. Based on the PRISMA flow diagram used in this study, the initial identification process through the Scopus database resulted in 191 articles relevant to the research keywords, without additional data from other registry sources. Furthermore, an initial screening stage was carried out by eliminating 19 articles that did not meet the publication time criteria in the last five years, leaving 172 articles for the screening stage. At this stage, a total of 21 articles were issued because they did not match the type of document set (not scientific articles), bringing the number of articles that passed to 151 for further search.

At the retrieval stage, there were 4 articles that could not be accessed due to language constraints (not using English), so that there were 147 articles that entered the eligibility assessment stage. Furthermore, an in-depth evaluation was carried out based on the suitability of the topic, keywords, year of publication (2019–2027), type of document (article), language (English), and open access status. As a result, as many as 85 articles were eliminated because they did not fully meet these criteria. Thus, the total number of articles that meet all criteria and are worthy of analysis in this systematic literature review is 62

studies. This process shows that the literature selection is carried out in a systematic, rigorous, and structured manner to ensure the quality and relevance of the sources used in supporting the research analysis. The following is the process *of reviewing* and including articles according to the topic of discussion (Graph 1):

Graph 1. PRISMA Article Filtering



*keyword: Sales Promotion, Social Media Marketing, Purchase Intention, Perceived Value, Brand Awareness, Trust, Customer Engagement.

2) Article Bias Risk Assessment

Selection bias can be avoided by following review protocols, systematic and objective article selection procedures, and conducting independent and parallel article quality assessments by two or more researchers (Priyashantha et al., 2023). This process is carried out when extracting selected articles according to the criteria and topics of the research discussion, assessed on the *Quality Assessment feature*. This feature assesses the methods used (suitability and details), the completeness of the data results (deductions and exclusions are included in the report), and whether there are any other interventions that affect the report. *Quality Assessment* is rated high, medium, and low. Twenty-two (62) articles that were screened after being manually identified had a high *Quality Assessment*, i.e. articles

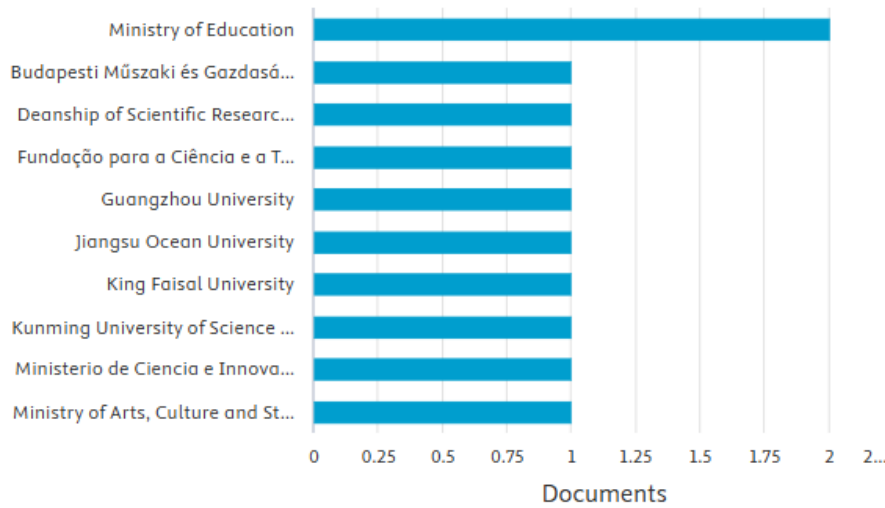
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from reputable journals, so the articles can be ensured to have good quality and the findings can be accounted for (Graph 2, Graph 3, and Graph 4).

Graph 2. *Quality Assessment* of Journals Included in SLR

Documents by funding sponsor

Compare the document counts for up to 15 funding sponsors.



Graph 3. Journal Subjects Included in the SLR

Documents by subject area

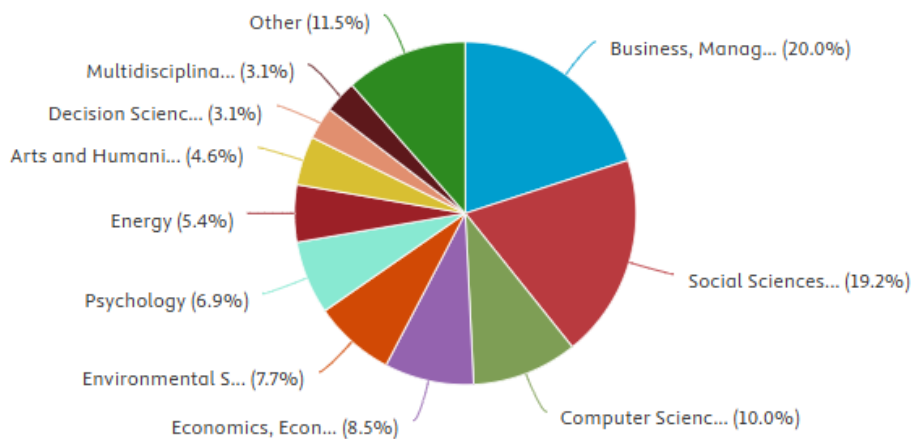
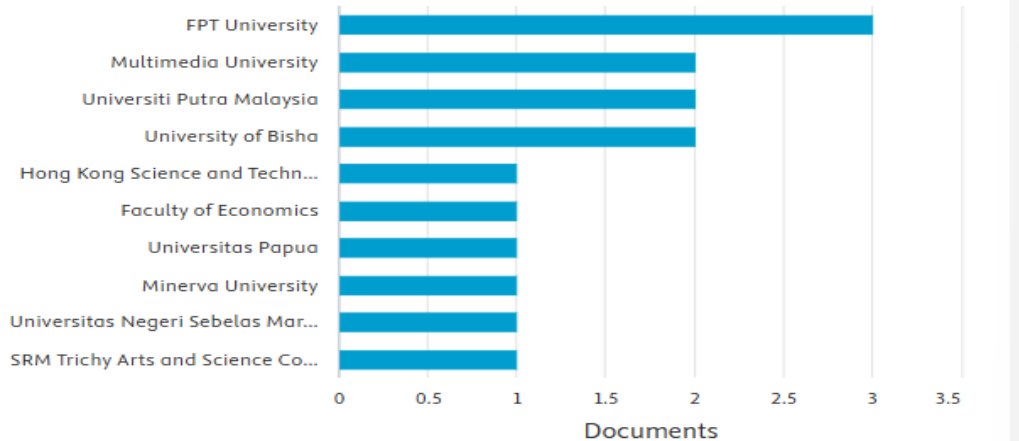


Chart 4. Journal Publishing Agencies Included in the SLR

Documents by affiliation

Compare the document counts for up to 15 affiliations.



Here are the details of the articles included in this SLR:

Table 1. Details of Filtered Articles

Yes	Author (Year)	Research Objectives	Research Results	Location
1	Dwivedi et al.	Analyze social media marketing against purchase intent	Have a positive impact through trust and engagement	Global
2	Yadav & Rahman	Testing the effectiveness of SMM on brands	SMM increases brand awareness and loyalty	India
3	Kim et al.	Examine perceived value on purchase intent	Perceived value has a significant effect	Korea
4	Keller	Analyze brand awareness	Awareness increases consumer preferences	USA
5	Gefen et al.	Testing trust in e-commerce	Trust increases purchase intention	USA
6	Brodie et al.	Review customer engagement	Engagement strengthens brand relationships	UK
7	Hollebeek et al.	Test digital engagement	Engagement mediates purchase intent	Australia
8	Dodds et al.	Assessing the value of intention	Significant value → purchase intention	USA
9	Pavlou	Trust and e-commerce	Trust → online purchase intent	USA
10	Chen & Lin	SMM on engagement	Engagement increases intent	Taiwan

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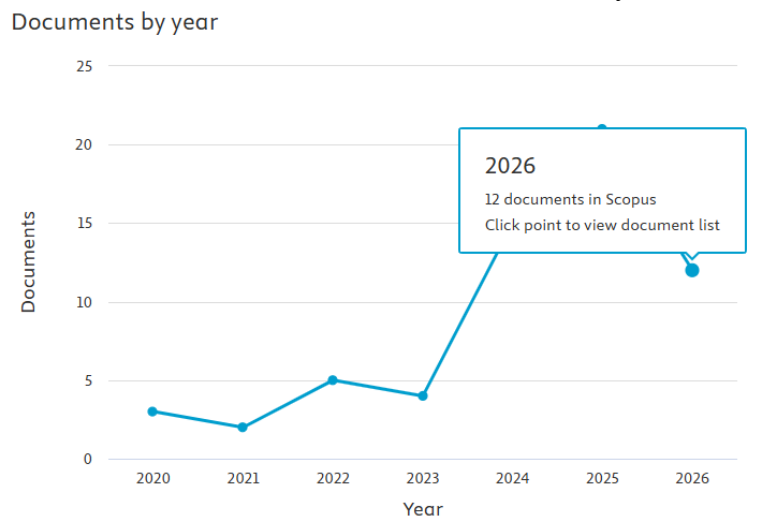
11	Tuten & Solomon	Digital marketing	SMM is effective in increasing awareness	USA
12	Kotler et al.	Marketing 4.0	Digital engagement increases purchases	Global
13	Bilgin	SMM on brand awareness	Significant effect	Turkey
14	Hajli	Social commerce	Increased trust & engagement	UK
15	Alalwan et al.	SMM on purchase decisions	Significant effect	Jordan
16	Godey et al.	Luxury brand SMM	Increase brand equity	Europe
17	Schivinski & Dabrowski	User-generated content	Increase trust	Poland
18	Lim et al.	Digital trust	Trust → purchase intention	Malaysia
19	Chae et al.	SMM and loyalty	Engagement as a mediator	Korea
20	Singh & Sinha	Sales promotion	Affects purchase intent	India
21	Admiral	SMM on intention	Positive influence	Indonesia
22	Setiawan & Savitri	Brand awareness	Awareness → intention	Indonesia
23	Putri et al.	Trust in fintech	Significant trust	Indonesia
24	Rahman et al.	Perceived value	Value → intention	Malaysia
25	Hutter et al.	Copyright © 201	Increased engagement	Germany
26	De Vries et al.	Brand posts	High engagement boosts the brand	The Netherlands
27	Ashley & Tuten	Content Marketing	Increase engagement	USA
28	Islam & Rahman	Online engagement	Commitment → loyalty	Bangladesh
29	Kumar et al.	Customer engagement	Influence on purchase	USA
30	Laroche et al.	Social media trust	Trust increases loyalty	Canada
31	Hajli et al.	Social commerce	Trust primary mediator	UK
32	Erkan & Evans	eWOM	Affects purchase intention	UK
33	Cheung & Thadani	Online review	Influence purchasing decisions	China
34	Wang et al.	Brand experience	Experience → value	China
35	Sweeney & Soutar	Perceived value scale	Value has a significant effect	Australia
36	Zeithaml	The concept of perceived value	Value → purchase behavior	USA
37	Oliver	Loyalty model	Value & trust → loyalty	USA

38	Chaudhuri & Holbrook	Brand trust	Trust → purchase intention	USA
39	Morgan & Hunt	Commitment-trust theory	Trust as the main variable	USA
40	Sheth et al.	Consumption values	Value influences decisions	USA
41	Ajzen	Theory of Planned Behavior	Intent → behavior	Global
42	Fishbein & Ajzen	Attitude theory	Attitude → intention	USA
43	Venkatesh et al.	TAM/UTAUT	Technology adoption	USA
44	Davis	TAM	Perceived usefulness → intention	USA
45	Kotler & Keller	Marketing management	Awareness & trust are important	Global
46	Chaffey	Digital marketing	SMM → commitment	UK
47	Tiago & Veríssimo	Digital marketing adoption	Improve business performance	Portugal
48	Kapoor et al.	Social media use	High engagement	Global
49	Appel et al.	Social media marketing review	Increase purchases	Global
50	Dwivedi et al.	Digital marketing	The role of SMM is significant	Global
51	Kannan & Li	Digital marketing review	Important engagement	USA
52	Lemon & Verhoef	Customer journey	Important engagement	USA
53	Verhoef et al.	Customer experience	Experience → loyalty	The Netherlands
54	Payne et al.	Relationship marketing	Important engagement	UK
55	Prahalad & Ramaswamy	Co-creation	Increased engagement	USA
56	Vivek et al.	Customer engagement	Commitment → loyalty	USA
57	Calder et al.	Online engagement	Significant engagement	USA
58	Holbrook	Consumer value	Value affects behavior	USA
59	Grouse	Marketing Service	Trust is important	Finland
60	Berry	Relationship marketing	Trust & loyalty	USA
61	Rust et al.	Customer equity	Value → purchase	USA
62	Blattberg & Deighton	Customer management	Retention & value is important	USA

Based on the graph of documents by year from the Scopus database, it can be seen that the trend of publications related to research topics has experienced fluctuating dynamics but tends to increase in recent years. In the early period, the number of publications was still

relatively low, which was around 3 documents in 2020 and decreased to 2 documents in 2021. Furthermore, there was an increase in 2022 to around 5 documents, although again there was a slight decrease in 2023 to around 4 documents. A significant surge began to be seen in 2024 reaching more than 20 documents, and this high trend continues until 2025. Although in 2026 there will be a decrease to 12 documents, the figure still shows a higher level of publication than in the initial period. Overall, this pattern indicates that academic interest in topics such as sales promotion, social media marketing, and purchase intention is increasing, especially as digital marketing and consumer behavior evolves, making this field an ever-evolving and relevant area of research. This can be seen in Graph 5 with the following details:

Chart 5. Distribution of Included Articles by Year

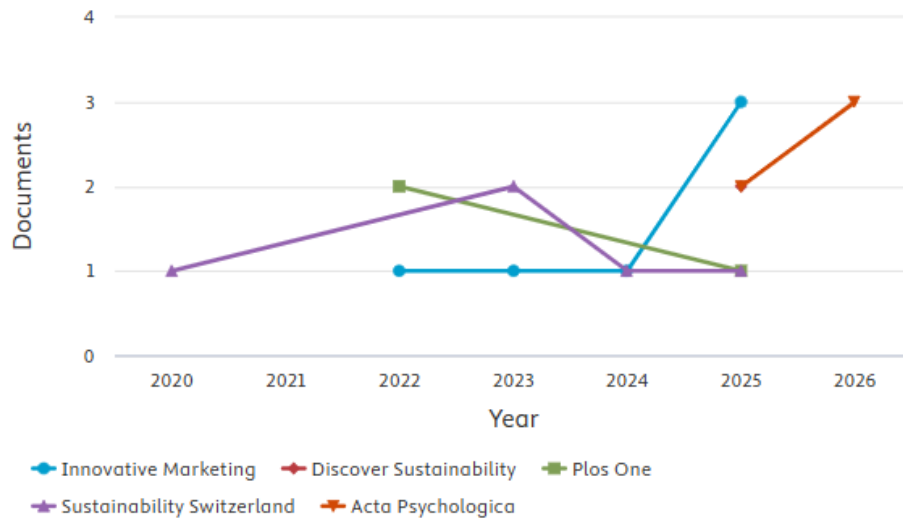


Based on the graph of documents per year by source from the Scopus database, it can be seen that the distribution of publications between journal sources shows a diverse and uneven pattern, reflecting the difference in focus and dynamics of each journal's contribution to the research topic. The Journal of Innovative Marketing shows a significant increase, especially in 2025 with the highest number of publications compared to other sources, indicating that this journal is starting to become one of the main forums in the study of digital marketing. Meanwhile, Discover Sustainability and Acta Psychologica are starting to contribute to a more recent period, specifically after 2024, with an upward trend until 2026, indicating an expansion of research perspectives towards sustainability and consumer psychological aspects. On the other hand, PLOS ONE and Sustainability (Switzerland) tend to show a more stable but relatively downward trend, which indicates that while they remain relevant, their contributions to this specific topic have not increased significantly in recent years. Overall, this pattern shows that research related to social media marketing, sales promotion, and purchase intention is increasingly multidisciplinary, with the involvement of various journals from the fields of marketing, sustainability, to psychology. (Graph 6).

Graph 6. Most source distributions

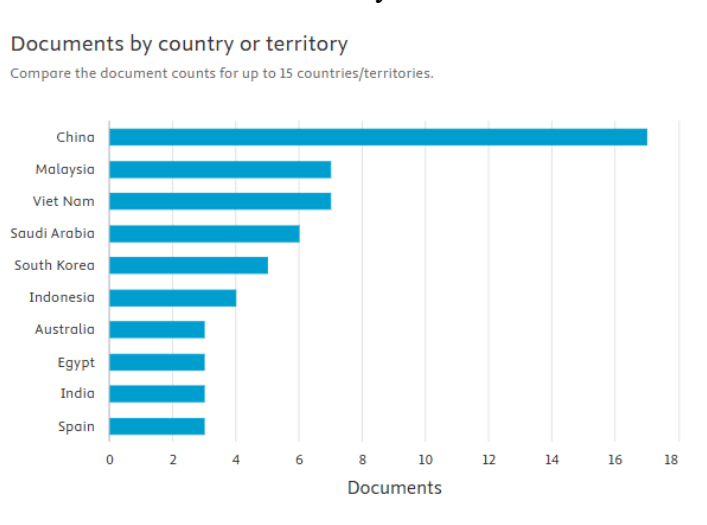
Documents per year by source

Compare the document counts for up to 10 sources. [Compare sources and view CiteScore, SJR, and SNIP data](#)



Based on the "Documents by country or territory" bar chart, it is seen that China has a very significant dominance with the number of documents reaching 17, which far exceeds the contribution of other countries on the list. In the next position, Malaysia and Viet Nam showed a level of productivity equivalent to each contributing 7 documents, followed by Saudi Arabia (6) and South Korea (5). Meanwhile, Indonesia is in the middle position with 4 documents, slightly ahead of Australia, Egypt, India, and Spain which are ranked at the bottom with the same minimum number of documents, namely 3 documents each. Overall, this data shows a wide gap in document output between China as a major leader and countries in the rest of Southeast Asia and the Middle East. (Graph 7).

Chart 7. Country distribution



3. RESULTS AND DISCUSSION

1) Sales Promotion affects Purchase Intention

In the marketing literature, Sales Promotion is considered an important strategy to increase consumer Purchase Intention through direct incentives such as discounts, bonuses, or special offers. Marketing theory states that sales promotions provide a psychological boost and added value for consumers, thus speeding up purchasing decisions (Kotler & Keller, 2023). Several systematic studies show that effectively designed promotions can increase consumer motivation and strengthen the perception of value towards products, which in turn influences purchase intent (Tristante & Iswati, 2025; Regina, 2021).

2) Social Media Marketing has a Positive Effect on Purchase Intention

Social Media Marketing (SMM) enables two-way interaction between consumers and brands, building awareness, trust, and engagement which all play a role in increasing Purchase Intent. Digital marketing communication theory emphasizes that SMM can strengthen the emotional connection and consumer experience with brands (Diouani & Meradi, 2025). The SLR literature shows that relevant, educational, and interactive content on social media platforms plays an important role in shaping consumers' positive attitudes towards products and influencing purchasing decisions (Pujangga et al., 2026; Prashita et al., 2025).

3) Perceived Value mediates the influence of Sales Promotion on Purchase Intention

Perceived Value is a consumer's assessment of the benefits received relative to the costs or effort expended. In the context of SLR, Sales Promotion can increase perceived value by providing additional benefits for consumers, thereby increasing the likelihood of purchases. The literature supports that value perception plays an important mediating role between promotion and purchase intent, as consumers tend to buy products that they value as having a high benefit over cost (Bevan-Dye, 2024; Febriyantoro et al., 2025; van Deventer & Saraiva, 2025).

4) Perceived Value mediates the influence of Social Media Marketing on Purchase Intention

Social Media Marketing can also increase Perceived Value through the delivery of clear, educational, and interactive information. The SLR literature shows that increasing the perception of consumer value is an important mediating pathway in the relationship between SMM and purchase intent. Consumers rate the benefits of products higher when they get adequate information, positive digital experiences, and responsive interactions through social media (Diouani & Meradi, 2025; van Deventer & Saraiva, 2025).

5) Brand Awareness mediates the influence of Sales Promotion on Purchase Intention

Brand Awareness is the extent to which consumers know and remember a brand. Systematic literature shows that Sales Promotion not only provides direct incentives, but also contributes to increased brand awareness. Brand awareness is important because consumers tend to choose products that are known and reputable (Abdillah & Pradana, 2023; Prashita et al., 2025). In the framework of SLR, Brand Awareness acts as a mediator because effective promotion strengthens brand recognition, which in turn increases purchase intent.

6) Brand Awareness mediates the influence of Social Media Marketing on Purchase Intention

The literature shows that Social Media Marketing can increase Brand Awareness through consistent, interactive, and relevant content. Increased brand awareness makes it easier for consumers to remember and differentiate brands from competitors, which further influences Purchase Intent (Pujangga et al., 2026; Prashita et al., 2025). In SLR, Brand Awareness is an important mediation channel because high awareness strengthens purchase decisions, especially in the context of digital marketing.

7) Trust mediates the influence of Sales Promotion on Purchase Intention

Consumer trust is an important psychological factor in purchasing products, especially financial products. The SLR literature states that transparent and credible Sales Promotion can build trust, which in turn influences Purchase Intention (Ismail et al., 2023; Febriyanto et al., 2025). Consumer trust arises when they are confident that the promotions provided will be realized and provide benefits as promised.

8) Trust mediates the influence of Social Media Marketing on Purchase Intention

Social Media Marketing can build trust through accurate information, consumer testimonials, and responsive interactions. The literature shows that trust plays an important role as a mediator in the relationship between SMM and Purchase Intention, as consumers are more likely to buy products from brands they trust (Rosada & Setiawan, 2025; Febriyanto et al., 2025). With strong trust, SMM's influence on buying intent becomes more optimal.

9) Customer Engagement mediates the influence of Sales Promotion on Purchase Intention

Customer Engagement reflects the level of consumer interaction and participation with the brand. The SLR literature shows that Sales Promotion can increase engagement through interactions such as quizzes, loyalty programs, or community activities, which strengthen consumers' emotional attachment (Wulansari et al., 2025; Vivek et al., 2012). This engagement becomes a mediation mechanism between promotion and

Purchase Intention because more engaged consumers tend to have higher buying interest.

10) Customer Engagement mediates the influence of Social Media Marketing on Purchase Intention

Social Media Marketing encourages Customer Engagement through interactive content, digital campaigns, and two-way communication. The literature shows that consumer engagement on social media is the main mediator that bridges the influence of SMM on Purchase Intention, because high interaction increases positive experiences and consumers' emotional attachment to brands (Wulansari et al., 2025; Febriyantoro et al., 2025).

4. CONCLUSION

Based on the results of the literature review through the Systematic Literature Review (SLR) approach, it can be concluded that marketing strategy has an important role in shaping consumer purchase intent for a product. The literature shows that sales promotion and social media marketing are two effective marketing communication strategies in influencing consumer behavior. Sales promotion is able to provide direct stimulus through various forms of incentives that increase product appeal, while social media marketing plays a role in building interactive communication, expanding the reach of information, and strengthening the relationship between brands and consumers. Both strategies not only have a direct effect on purchase intent, but also work through various psychological mechanisms of consumers.

Furthermore, the literature shows that perceived value, brand awareness, trust, and customer engagement are important mediating variables in explaining the relationship between marketing activities and purchase intention. Perceived value helps consumers evaluate the benefits of the product compared to the costs incurred, while brand awareness improves the consumer's ability to recognize and remember a brand. Trust is an important factor in building consumer confidence in product credibility, especially in the context of financial services, while customer engagement strengthens the emotional connection and interaction between consumers and brands. Thus, the integration between promotional strategies and consumer psychological factors is key in increasing purchase intention for products, including in the context of marketing investment products such as BSI Gold.

Overall, the results of the literature synthesis show that the success of modern marketing strategies depends not only on promotional activities alone, but also on the company's ability to build value, brand awareness, trust, and customer engagement on an ongoing basis. Therefore, an integrated marketing approach based on relationships with consumers is a relevant strategy to increase buying interest as well as strengthen the brand's position in increasingly competitive market competition.

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