

ABSTRAK

PENGARUH *SOCIAL MEDIA MARKETING* DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI (Studi Pada Instagram Esteh Indonesia Cabang Kedaton Bandar Lampung)

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Penelitian ini mengkaji pengaruh *social media marketing* Instagram dan *brand awareness* terhadap keputusan pembelian melalui minat beli produk Esteh Indonesia pada konsumen Esteh Indonesia di Bandar Lampung. Jenis penelitian ini *explanatory research* dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 100 orang. Data tersebut diperoleh dengan menggunakan skala likert. Alat uji analisis yang digunakan adalah SmartPLS v.3 dengan metode analisis SEM (*Structural Equation Model*). Hasil penelitian ini menunjukkan bahwa *social media marketing* Instagram dan *brand awareness* secara simultan berpengaruh terhadap keputusan pembelian sebesar 16.0% dan 45.0%. Sedangkan hasil pengujian secara parsial masing-masing variabel menunjukkan bahwa *social media marketing* Instagram tidak berpengaruh signifikan terhadap keputusan pembelian sebesar -83.0%, *social media marketing* berpengaruh signifikan terhadap minat beli sebesar 33.7%, minat beli berpengaruh signifikan terhadap keputusan pembelian sebesar 12.8%, *brand awareness* berpengaruh signifikan terhadap keputusan pembelian 53.2%, *brand awareness* berpengaruh signifikan terhadap minat beli sebesar 55.9%, secara tidak langsung *social media marketing* berpengaruh terhadap keputusan pembelian melalui minat beli sebesar 12.8% dan *brand awareness* secara tidak langsung berpengaruh terhadap keputusan pembelian melalui minat beli sebesar 21.3%

Kata kunci: *Social Media Marketing* Instagram, *Brand Awareness*, Keputusan Pembelian, Minat Beli

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON PURCHASE DECISIONS THROUGH PURCHASE INTEREST (Study on Instagram Esteh Indonesia Kedaton Bandar Lampung Branch)

By

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This study examines the influence of Instagram social media marketing and brand awareness on purchasing decisions through the intention to buy Indonesian Esteh products for Indonesian Esteh consumers in Bandar Lampung. This type of research is explanatory research with a quantitative approach. The sampling technique used purposive sampling with a total of 100 respondents. The data is obtained using a Likert scale. The test analysis tool used is SmartPLS v.3 with the SEM (Structural Equation Model) analysis method. The results of this study indicate that social media marketing Instagram and brand awareness simultaneously influence purchasing decisions by 16.0% and 45.0%. Meanwhile, the partial test results for each variable show that Instagram social media marketing has no significant effect on purchase decisions by -83.0%, social media marketing has a significant effect on purchase intention by 33.7%, purchase intention has a significant effect on purchase decisions by 12.8%, brand awareness has a significant effect on purchasing decisions of 53.2%, brand awareness has a significant effect on purchase intention of 55.9%, social media marketing indirectly influences purchasing decisions through buying interest of 12.8% and brand awareness indirectly influences purchasing decisions through purchase intention of 21.3%.

Keywords: Social Media Marketing Instagram, Brand Awareness, Purchasing Decision, Purchase Interest