

**PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES* TERHADAP
PURCHASE INTENTION DENGAN *BRAND AWARENESS* SEBAGAI
VARIABEL MEDIASI (Studi pada Instagram @Bakmie.Haochi)**

SKRIPSI

diajukan untuk memenuhi syarat memperoleh gelar Sarjana Program Studi Bisnis
Digital



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**PROGRAM STUDI S1 BISNIS DIGITAL
UNIVERSITAS PENDIDIKAN INDONESIA
KAMPUS TASIKMALAYA
2025**

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**Diajukan untuk Memenuhi Sebagian dari Persyaratan Memperoleh Gelar
Sarjana Bisnis Program Studi Bisnis Digital**

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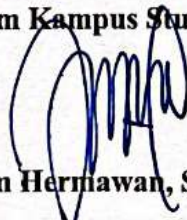


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ABSTRAK

Oleh

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Penelitian ini mengkaji pengaruh *social media marketing activities* terhadap *brand awareness* dan *purchase intention* pada pengikut akun Instagram @bakmie.haochi. Dengan menggunakan pendekatan kuantitatif melalui metode asosiatif kausal, data diperoleh dari 364 responden melalui kuesioner daring dan dianalisis menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa *social media marketing activities* berpengaruh positif dan signifikan terhadap *purchase intention*. Selain itu, *social media marketing activities* juga berpengaruh positif dan signifikan terhadap *brand awareness*. Selanjutnya, *brand awareness* terbukti berpengaruh positif terhadap *purchase intention*, meskipun dampaknya relatif kecil. Lebih lanjut, *social media marketing activities* juga berpengaruh terhadap *purchase intention* secara tidak langsung melalui *brand awareness* sebagai variabel mediasi. Sehingga, perusahaan disarankan untuk memprioritaskan pembangunan *brand awareness* terlebih dahulu melalui *social media marketing activities* guna mendorong *purchase intention*.

Kata kunci: *Social Media Marketing Activities, Purchase intention, Brand awareness*

**The Effect of Social Media Marketing Activities on *Purchase intention* with
Brand Awareness as a Mediating Variable (A Study on Instagram
@Bakmie.Haochi)**

ABSTRACT

by

Siti Alnazwa Rivania Nanlohhy

This study analyzes the effect of social media marketing activities on brand awareness and purchase intention among followers of the Instagram account @Bakmie.haochi. Using a quantitative approach through the causal associative method, data was obtained from 364 respondents through an online questionnaire and analyzed using PLS-SEM. The results of the study indicate that social media marketing activities have a positive and significant effect on purchase intention. Additionally, social media marketing activities also have a positive and significant influence on brand awareness. Furthermore, brand awareness was found to have a positive influence on purchase intent, although the effect was relatively small. Additionally, social media marketing activities also influence purchase intent indirectly through brand awareness as a mediating variable. Therefore, companies are advised to prioritize brand awareness development through social media marketing activities to drive purchase intention.

Keyword: Social Media Marketing Activities, *Purchase intention*, Brand awareness

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PENGARUH SOCIAL MEDIA MARKETING ACTIVITIES TERHADAP PURCHASE INTENTION DENGAN BRAND AWARENESS SEBAGAI VARIABEL MEDIASI

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