

ABSTRACT

This study aims to examine the effect of social media marketing on the purchase decisions of kenangan coffee kuala lumpur. It also aimed to determine if brand awareness mediates the relationship between them. The independent variables in this study are Social Media Marketing and the purchase decision is a dependent variable. Meanwhile, brand awareness is the mediating variable.

The type of research used in this research is descriptive analysis. The method used in this study is a quantitative method using a structural equation model (SEM). The study sample included customers who had purchased Kenangan Coffee Kuala Lumpur products with the age of over 18 years old. Data collection techniques using a non-probability sampling technique. The sample in this study was 138 respondents. The hypotheses were tested with the help of AMOS software.

The results of this study show (1) social media marketing has a negative effect on brand awareness, (2) social media marketing has a positive impact on purchase decision, (3) brand awareness has a negative effect on purchase decision, and (4) brand awareness has not mediates the association between two variable which is social media marketing and purchase decision.

Keywords: Social Media Marketing, Brand Awareness, and Purchase Decision

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