

ABSTRAK

NANI SURYANI. NIM 2018116176. Pengaruh *Social Media Marketing* Instagram Terhadap Keputusan Pembelian Nabati Wafer Indonesia Melalui *Brand Awareness*. Dibawah bimbingan Ibu Euis Widjati, SE, MM.

Tujuan penelitian ini adalah untuk menguji pengaruh *social media marketing* instagram terhadap keputusan pembelian Nabati Wafer Indonesia melalui *brand awareness*. Penelitian ini merupakan survei dari pengikut instagram Nabati Indonesia, unit analisis adalah individual dengan sampel sebanyak 100 responden dan data di analisis menggunakan program SPSS, metode penelitian ini menggunakan analisis statistik deskriprif dan analisis jalur, hasil penelitian menunjukan bahwa variabel *social media marketing* berpengaruh signifikan terhadap variabel *brand awareness*, *brand awareness* berpengaruh terhadap keputusan pembelian, *social media marketing* instagram berpengaruh terhadap keputusan pembelian, dan *social media marketing* berpengaruh secara tidak langsung terhadap keputusan pembelian melalui *brand awareness*.

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

ABSTRACT

NANI SURYANI. NIM 2018116176. The Influence of Instagram Social Media Marketing on the Decision to Purchase Indonesian Vegetable Wafers through Brand Awareness. Under the guidance of Mrs. Euis Widiaty, SE, MM

The purpose of this research is to examine the effect of social media marketing Instagram on purchasing decisions for Indonesian Vegetable Wafers through brand awareness. This research is a survey of Nabati Indonesia's Instagram followers, the unit of analysis is an individual with a sample of 100 respondents and the data is analyzed using the SPSS program, this research method uses descriptive statistical analysis and path analysis, the results show that social media marketing variables have a significant effect on variables brand awareness, brand awareness affects purchasing decisions, social media marketing Instagram influences purchasing decisions, and social media marketing indirectly affects purchasing decisions through brand awareness.

Keywords: Brand Awareness, Instagram, Purchase Decision, Social Media Marketing.

