

ABSTRAK

Lidwina Larasati Ayuningtyas, 01619210014, Analisis Pengaruh *Social Media Marketing*, *Online Advertising*, dan *Electronic Word of Mouth* Terhadap *Purchase Decision* dengan Mediasi *Brand Awareness*. Tesis, Fakultas Ekonomi dan Bisnis Universitas Pelita Harapan, 2022.

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Penelitian ini bertujuan untuk meneliti pengaruh *social media marketing*, *online advertising*, *electronic word of mouth* dan *brand awareness* sebagai mediasi terhadap *purchase decision* di Shopee. Populasi dalam penelitian ini adalah pelanggan dari Shopee Indonesia yang tinggal di Provinsi DKI Jakarta dan menggunakan Shopee. Data primer dikumpulkan menggunakan metode kuesioner. Data tersebut dianalisis menggunakan *Partial Least Square-Structural Equation Modeling approach* dari *software* SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *social media marketing* dan *online advertising* memiliki pengaruh negatif dan tidak signifikan terhadap *brand awareness* dan *purchase decision*. Hasil pengaruh negatif lainnya adalah *Brand awareness* memediasi pengaruh negatif *social media marketing* dan *online advertising* terhadap *purchase decision*. Sebagai tambahan, *electronic word of mouth* memiliki pengaruh positif dan signifikan terhadap *brand awareness* dan *purchase decision*, dan *brand awareness* memiliki pengaruh positif dan signifikan terhadap *purchase decision*. *Brand awareness* juga memediasi secara positif pengaruh *electronic word of mouth* terhadap *purchase decision*.

Kata kunci: *Social media marketing*, *online advertising*, *brand awareness*, *purchase decision*.

ABSTRACT

Lidwina Larasati Ayuningtyas, 01619210014, *Analysis of the effect of Social Media Marketing, Online Advertising, and Electronic Word of Mouth on Purchase Decision with Brand Awareness Mediation*. Thesis, Faculty of Economic and Business Universitas Pelita Harapan, 2022.

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This research aims to examine the influence of social media marketing, online advertising, electronic word of mouth and brand awareness as a mediation on purchase decision at Shopee. The population in this research are customers from Shopee Indonesia who live in DKI Jakarta Province and use Shopee. Primary data was collected using questionnaire method. The data were analyzed using Partial Least Square-Structural Equation Modeling approach of SmartPLS 3.0 software. The results of the research show that social media marketing and online advertising have a negative and insignificant effect on brand awareness and purchase decision. The result of another negative effect is that brand awareness mediates the negative influence of social media marketing and online advertising on purchase decision. In addition, electronic word of mouth have a positive and significant effect on brand awareness and purchase decision and brand awareness have a positive and significant effect on purchase decision. Brand awareness also positively mediates the influence of electronic word of mouth on purchase decision.

Keywords: *social media marketing, online advertising, brand awareness, purchase decision.*