

## ABSTRAK

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### **ANALISIS PENGARUH *SOCIAL MEDIA MARKETING* DAN *E-WOM* TERHADAP *PURCHASE DECISION* YANG DIMEDIASI OLEH *BRAND AWARENESS* DAN *TRUST* PADA GERAJ ES KRIM "X"**

(xiv + 65 halaman: 10 gambar, 20 tabel, 3 lampiran)

Seiring dengan semakin berkembangnya jaman, jumlah pengguna internet dan media sosial semakin mengalami peningkatan. Hal ini menjadi penyebab adanya perubahan gaya pemasaran konvensional menjadi pemasaran digital. Penelitian ini dilakukan untuk mengetahui adanya pengaruh *social media marketing* dan *e-WOM* terhadap *purchase decision* yang dimediasi oleh *brand awareness* dan *trust*. Penelitian ini dilakukan dengan pendekatan kuantitatif dengan melakukan survei secara daring pada 200 responden dan proses pengolahan data memanfaatkan *software* SmartPLS. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan dari *social media marketing* dan *e-wom* terhadap *purchase decision* yang dimediasi oleh *brand awareness* dan *trust* pada gerai es krim "X". *Brand awareness* dan *trust* berpengaruh *partially mediated* terhadap pengaruh *social media marketing* dan *e-wom* terhadap *purchase decision*. Sebagai implikasi manajerial, penelitian ini menunjukkan bahwa *social media marketing*, *e-WOM*, *trust*, dan *brand awareness* merupakan aspek penting yang perlu ditingkatkan dengan tujuan meningkatkan *purchase decision*.

**Kata Kunci:** *Social media marketing, Electronic word of mouth, Brand awareness, Trust, Purchase decision*

## ABSTRACT

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***ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING AND E-WOM ON PURCHASE DECISIONS MEDIATED BY BRAND AWARENESS AND TRUST AT ICE CREAM OUTLET "X"***

(xiv + 65 pages: 10 images, 20 tables, 3 attachments)

*Along with the development of the era, the number of internet and social media users is increasing. This is the cause of the change in conventional marketing style to digital marketing. This research was conducted to determine the influence of social media marketing and e-WOM on purchase decisions influenced by brand awareness and trust. This research was conducted with a quantitative approach by conducting an online survey on 200 respondents and the data processing process utilizing SmartPLS software. The results of this study show that there is a positive and significant influence of social media marketing and e-WOM on purchase decisions mediated by brand awareness and trust at "X" ice cream outlets. Brand awareness and trust have a partially mediated effect on the influence of social media marketing and e-wom on purchase decisions. As a managerial implication, this study shows that social media marketing, e-wom, trust, and brand awareness are important aspects that need to be improved with the aim of increasing purchase decisions.*

**Keywords:** *Social media marketing, Electronic word of mouth, Brand awareness, Trust, Purchase decision*