

ABSTRAK

Deas Olivia Syalsabilla (01619230056)

PENGARUH SOCIAL MEDIA MARKETING TERHADAP *PURCHASE INTENTION* MELALUI *BRAND AWARENESS* SEBAGAI MEDIASI PADA PRODUK KECANTIKAN SEPHORA

(xvi + 82 halaman + 20 tabel + 4 gambar + 3 lampiran)

Industri kecantikan di pasar Indonesia cukup kompetitif dengan banyaknya merek yang bermunculan dalam satu dekade terakhir, dimana digitalisasi juga telah mengubah total cara pemasaran melalui media sosial. Penelitian ini bertujuan untuk menguji pengaruh pemasaran media sosial yang terdiri dari dimensi hiburan, interaksi, *trendiness*, kustomisasi dan *e-wom* terhadap *brand awareness* dan dampaknya terhadap *purchase intention*. Penelitian dilakukan secara kuantitatif terhadap 253 responden yang pernah menggunakan produk kecantikan dari merek Sephora. Hasil penelitian menunjukkan bahwa semua hipotesis diterima, artinya pengaruh pemasaran media sosial yang terdiri dari dimensi hiburan, interaksi, *trendiness*, kustomisasi dan *e-wom* dapat memberikan pengaruh yang signifikan dan positif terhadap *brand awareness* dan juga memberikan dampak yang signifikan terhadap *purchase intention*.

Kata Kunci : Produk Kecantikan, Social Media Marketing, *Purchase intention*

ABSTRACT

Deas Olivia Syalsabilla (01619230056)

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION THROUGH BRAND AWARENESS AS A MEDIATION ON SEPHORA BEAUTY PRODUCTS

(xvi + 82 pages + 20 tables + 4 figures + 3 appendices)

The beauty industry in the Indonesian market is quite competitive with many brands emerging in the last decade, where digitalization has also completely changed how marketing is done through social media. This study aims to examine the influence of social media marketing consisting of entertainment, interaction, trendiness, customization and e-wom dimensions on brand awareness and its impact on purchase intention. The study was conducted quantitatively on 253 respondents who had used beauty products from the Sephora brand. The results of the study showed that all hypotheses were accepted, meaning that the influence of social media marketing consisting of entertainment, interaction, trendiness, customization and e-wom dimensions can have a significant and positive effect on brand awareness and also have a significant impact on purchase intention

Keywords: Beauty Products, Social Media Marketing, Purchase intention