

## **ABSTRACT**

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### **THE INFLUENCE OF BRAND AWARENESS, SOCIAL MEDIA ADVERTISING, AND E-WORD OF MOUTH ON CONSUMER PURCHASE DECISION FOR PT. ATOMY INDONESIA GROUP AT MEDAN**

(xvi, 89 pages; 14 figures; 35 tables; 7 appendixes)

PT. Atomy Indonesia Group at Medan experienced a decline in customer purchase decision that can be seen from the sales data this was suspected due to brand awareness, social media advertising, and e-word of mouth. The aim of this research is to analyze whether brand awareness, social media advertising, and e-word of mouth have partial and simultaneous influence on consumer purchase decision.

Brand awareness, social media advertising, and e-word of mouth have an important role in shaping consumer purchase decision. Brand awareness, social media advertising, and e-word of mouth are highly connected with consumer purchase decision and sales.

In this research, the writer used quantitative research design and IBM SPSS. The writer used descriptive and causal approach. The sampling technique used was purposive sampling. The sample size was 97 customers.

The results of hypothesis test showed that brand awareness, social media advertising, and e-word of mouth have an influence on customer purchase decision at either partial or simultaneous. Furthermore, brand awareness, social media advertising, and e-word of mouth have 49,3% influence on customer purchase decision. This research also passed the validity, reliability, normality, multicollinearity, heteroscedasticity.

Recommendations for PT. Atomy Indonesia Group at Medan include can routinely cooperate with various celebrities in Medan, designs content and organizes Instagram better and needs to do a link review that can be checked by the company.

**Keywords: Brand Awareness, Social Media Advertising, and E-Word Of Mouth, Purchase Decision**

References: 30 (2020-2024)

## **ABSTRAK**

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### **PENGARUH BRAND AWARENESS, IKLAN MEDIA SOSIAL, DAN E-WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PRODUK PT. ATOMY INDONESIA GROUP DI MEDAN**

(xvi, 89 halaman; 14 gambar; 35 tabel; 7 lampiran)

*PT. Atomy Indonesia Group di Medan mengalami penurunan keputusan pembelian konsumen yang dapat dilihat dari data penjualan, hal ini diduga karena adanya brand awareness, iklan media sosial, dan e-word of mouth. Tujuan dari penelitian ini adalah untuk menganalisis apakah kesadaran merek, iklan media sosial, dan e-word of mouth berpengaruh secara parsial dan simultan terhadap keputusan pembelian konsumen.*

*Kesadaran merek, iklan media sosial, dan e-word of mouth memiliki peran penting dalam membentuk keputusan pembelian konsumen. Kesadaran merek, iklan media sosial, dan e-word of mouth sangat berhubungan dengan keputusan pembelian konsumen dan penjualan.*

*Dalam penelitian ini, penulis menggunakan desain penelitian kuantitatif dan IBM SPSS. Penulis menggunakan pendekatan deskriptif dan kausal. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Jumlah sampel sebanyak 97 pelanggan.*

*Hasil uji hipotesis menunjukkan bahwa kesadaran merek, iklan media sosial, dan e-word of mouth memiliki pengaruh terhadap keputusan pembelian pelanggan baik secara parsial maupun simultan. Selain itu, kesadaran merek, iklan media sosial, dan e-word of mouth memiliki pengaruh sebesar 49,3% terhadap keputusan pembelian pelanggan. Penelitian ini juga telah memenuhi uji validitas, reliabilitas, normalitas, multikolinieritas, dan heteroskedastisitas.*

*Rekomendasi untuk PT. Atomy Indonesia Group di Medan antara lain dapat secara rutin bekerja sama dengan berbagai selebriti di Medan, mendesain konten dan mengatur Instagram dengan lebih baik dan perlu melakukan link review yang dapat dicek oleh perusahaan.*

**Kata kunci: Kesadaran Merek, Iklan Media Sosial, dan E-Word Of Mouth, Keputusan Pembelian**

Referensi 30 (2020-2024)