

## TABLE OF CONTENT

	page
<b>APPROVAL PAGE BY FINAL PAPER ADVISOR .....</b>	<b>iii</b>
<b>APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE .....</b>	<b>iv</b>
<b>ABSTRACT .....</b>	<b>v</b>
<b>ABSTRAK .....</b>	<b>vi</b>
<b>REFACE .....</b>	<b>vii</b>
<b>TABLE OF CONTENT .....</b>	<b>ix</b>
<b>LIST OF FIGURE .....</b>	<b>xii</b>
<b>LIST OF TABLE .....</b>	<b>xiii</b>
<b>LIST OF APPENDICES .....</b>	<b>xv</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1. Background of the Study .....	1
1.2. Problem Limitation .....	11
1.3. Problem Formulation .....	11
1.4. Objective of the Research .....	12
1.5. Benefits of the Research .....	12
1.5.1. Theoretical Benefit .....	12
1.5.2. Practical Benefit .....	12
<b>CHAPTER II LITERATURE REVIEW AND HYPOTHESIS</b>	
<b>DEVELOPMENT .....</b>	<b>14</b>
2.1 Theoretical Background .....	14
2.1.1 Brand Awareness .....	14
2.1.2 Social Media Advertising .....	19
2.1.3 E-Word of Mouth .....	24
2.1.4 Consumer Purchase Decision .....	29

2.1.5 The Influence of Brand Awareness on Consumer Purchase Decision .....	<b>34</b>
2.1.6 The Influence of Social Media Advertising on Consumer Purchase Decision	
<b>34</b>	
2.1.7 The Influence of e-Word of Mouth on Consumer Purchase Decision .....	<b>35</b>
2.2 Previous Research .....	35
2.3 Hypothesis Development .....	36
2.4 Research Model .....	37
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>39</b>
3.1 Research Design .....	39
3.2 Population and Sample .....	40
3.3 Data Collection Method .....	44
3.4 Operational Definition and Variable Measurement .....	46
3.5 Data Analysis Method .....	49
<b>CHAPTER IV RESEARCH RESULT AND DISCUSSION .....</b>	<b>56</b>
4.1 General View of Atomy .....	56
4.1.1 Brief Overview .....	56
4.1.2 Vision, Mission and Value .....	56
4.1.3 Organizational Structure .....	57
4.2 Research Results .....	57
4.2.1 Test of Research Instrument .....	57
4.2.2 Descriptive Statistics .....	61
4.2.3 Result of Data Quality Testing .....	72
4.2.4 Result of Hypothesis Testing .....	79
4.3 Discussion .....	82
<b>CHAPTER V .....</b>	<b>87</b>
<b>CONCLUSION .....</b>	<b>87</b>
5.1 Conclusion .....	87
5.2 Recommendation .....	88

**REFERENCES..... 91**



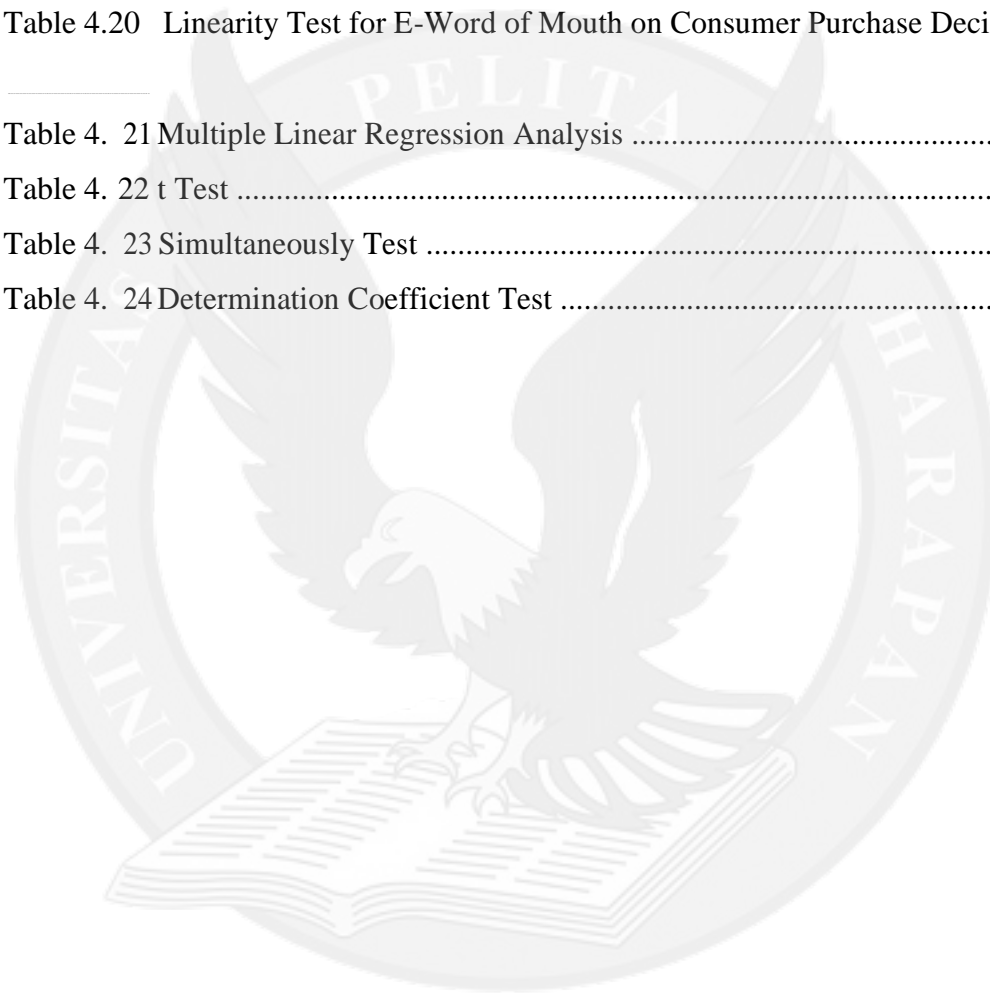
## LIST OF FIGURE

	page
Figure 1. 1 Product of Atomy .....	3
Figure 1. 2 Pre Survey for Brand Awareness for PT. Atomy Indonesia Group at Medan.....	4
Figure 1. 3 Pre Survey for Social Media Advertising .....	6
Figure 1. 4 Instagram for PT. Atomy Indonesia Group at Medan .....	6
Figure 1. 5 Social Media Advertising for PT. Atomy Indonesia Group at Medan ..	7
Figure 1. 6 Pre Survey for E-Word of Mouth for PT. Atomy Indonesia Group at Medan.....	8
Figure 1. 7 Website of Atomy .....	9
Figure 1. 8 E-Word of Mouth for PT. Atomy Indonesia Group at Medan .....	9
Figure 2. 1 Research Model .....	37
Figure 2. 2 Research Model .....	38
Figure 4. 1 Organizational Structure at PT. Atomy Indonesia Group at Medan ..	57
Figure 4. 2 Histograms .....	72
Figure 4. 3 Normal P-P Plots .....	73
Figure 4. 4 Scatterplot .....	75

## LIST OF TABLE

	page
Table 1. 1 Sales Data at PT. Atomy Indonesia Group at Medan (2018-2023) .....	2
Table 1. 2 Pre Survey for Brand Awareness at PT. Atomy Indonesia Group at Medan.....	4
Table 1. 3 Pre Survey for Social Media Advertising at PT. Atomy Indonesia Group at Medan.....	6
Table 1. 4 Pre Survey for E-Word of Mouth at PT. Atomy Indonesia Group at Medan.....	8
Table 2. 1 Previous Research .....	35
Table 3. 1 Operational Definition (Brand Awareness) .....	47
Table 3. 2 Operational Definition (Social Media Advertising).....	47
Table 3. 3 Operational Definition (E-Word of Mouth).....	48
Table 3. 4 Operational Definition (Consumer Purchase Decision).....	48
Table 3. 5 Likert Scale .....	49
Table 4. 1 Validity Test Results for Brand Awareness Variables.....	58
Table 4. 2 Validity Test Results for Social Media Advertising Variables.....	58
Table 4. 3 Validity Test Results for E-word of mouth Variables .....	59
Table 4. 4 Validity Test Results for Consumer Purchase Decision Variables.....	59
Table 4. 5 Reliability Test Results for Variables .....	60
Table 4. 6 Characteristics Based on Gender .....	61
Table 4. 7 Characteristics Based on Age.....	61
Table 4. 8 Brand Awareness Variable.....	62
Table 4. 9 Social Media Advertising Variable .....	64
Table 4. 10 E-Word of Mouth Variable .....	67
Table 4. 11 Consumer Purchase Decision Variable .....	69
Table 4. 12 Measurement Score of Descriptive Statistics.....	70
Table 4. 13 Descriptive Statistics.....	71
Table 4. 14 One-Sample Kolmogorov-Smirnov Test .....	73
Table 4. 15 Multicollinearity Test.....	74

Table 4. 16 Heteroscedasticity Test .....	75
Table 4. 17 Autocorrelation Test .....	76
Table 4.18 Linearity Test for Brand Awareness on Consumer Purchase Decision .....	77
Table 4.19 Linearity Test for Social Media Advertising on Consumer Purchase .....	77
Table 4.20 Linearity Test for E-Word of Mouth on Consumer Purchase Decision .....	78
Table 4. 21 Multiple Linear Regression Analysis .....	78
Table 4. 22 t Test .....	80
Table 4. 23 Simultaneously Test .....	81
Table 4. 24 Determination Coefficient Test .....	81



## LIST OF APPENDICES

	page
Appendix A <i>Kuesioner</i> .....	A-1
Appendix B Tabulation of Pretest (30) .....	B-1
Appendix C SPSS (30) .....	C-1
Appendix D Tabulation of Sample Test (97) .....	D-1
Appendix E SPSS (97) .....	E-1
Appendix F. R, T And F Table .....	F-1
Appendix G. Turnitin .....	G-1

