

## ABSTRACT

***THE INFLUENCE OF INTERACTIVITY AND SOCIAL  
MEDIA PROMOTION ON PURCHASE DECISION  
WITH BRAND AWARENESS AS MEDIATION  
(Study on Modern Retail in Indonesia)***

***By  
Windy Fahira  
NPM:203402087***

***Under the Guidance of:  
R. Lucky Rinandiyana  
Nuryanti Taufik***

*This research aims to determine the relationship between Interactivity and Entertainment to the Purchase Decision of modern retail customers in Indonesia by adding the mediating variable Brand Awareness. A total of 216 respondents were obtained by distributing questionnaires through Google Form. The sampling technique used is purposive sampling. Furthermore, the data obtained processed using structural equation modeling (SEM) method. The results This study shows the influence of Interactivity and Entertainment on Brand Awareness. The results also confirmed that Brand Awareness trust mediates the association between Interactivity and Entertainment on consumer Purchase Decision.*

***Keywords:*** *Interactivity, Entertainment, Brand Awareness, Purchase Decision, Modern Ritel*

## ABSTRAK

# **PENGARUH *INTERACTIVITY* DAN *ENTERTAINMENT SOCIAL MEDIA PROMOTION* TERHADAP *PURCHASE DECISION* DENGAN *BRAND* *AWARENESS* SEBAGAI MEDIASI**

Oleh  
**Windy Fahira**  
NPM:203402087

**Dibawah Bimbingan:**  
**R. Lucky Rinandiyana**  
**Nuryanti Taufik**

Penelitian ini bertujuan untuk mengetahui hubungan *Interactivity* dan *Entertainment* terhadap *Purchase Decision* pelanggan ritel modern di Indonesia dengan menambahkan variabel mediasi *Brand Awareness*. Sebanyak 216 responden diperoleh dengan penyebaran kuesioner melalui *Google form*. Teknik *sampling* yang digunakan adalah *purposive sampling*. Selanjutnya data yang diperoleh diolah menggunakan metode *structural equation modelling* (SEM). Hasil penelitian ini menunjukkan adanya pengaruh positif *Interactivity* dan *Entertainment* terhadap *Brand Awareness*. *Brand Awareness* berperan sebagai antesedan terhadap *Purchase Decision*. Hasil penelitian juga membuktikan bahwa *Brand Awareness* menjadi mediasi dari pengaruh *Interactivity* dan *entertainmnet* terhadap *Purchase Decision*.

**Kata kunci:** *Interactivity, Entertainment, Brand Awareness, Purchase Decision, Ritel Modern*