

ABSTRACT
***THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE
DECISIONS THROUGH BRAND IMAGE***
***(Case of Angkringan Micro, Small and Medium Enterprises in Tasikmalaya
City)***

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The aim of this research is to find out the role of brand awareness in mediating the interaction between social media marketing and purchasing decisions using the SMM (Social Media Marketing) method as moderation. This research was designed as a type of survey method by distributing questionnaires to 197 respondents who were consumers of micro, small and medium angkringan businesses in Tasikmalaya City who had purchased Angkringan products more than once, and were over 17 years old, using a purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM). The research results prove that social media marketing has an influence on brand awareness and brand awareness is proven to have an influence on purchasing decisions. Then the SMM (Social Media Marketing) method is proven to moderate the relationship between social media marketing and purchasing decisions. Apart from that, brand awareness has been proven to mediate between social media marketing and purchasing decisions.

Keywords: Social Media Marketing, Brand Image, Purchase Decision