

ABSTRACT

THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA MARKETING ON PURCHASE INTENTION THROUGH BRAND AWARENESS AND BRAND IMAGE IN GENERATION Z (Study on @Kahfeveryday Followers)

By:

Nurul Akbar Hasani

NIM. 193402146

Under the guidance of:

Kartawan

R. Lucky Radi Rinandiyana

This study aims to analyze the influence of Instagram social media marketing on purchase intention through brand awareness and brand image among Kahf's Generation Z Instagram followers. The study used a quantitative approach with a survey method involving 195 respondents selected using purposive sampling techniques and analyzed using AMOS-based Structural Equation Modeling (SEM). The results showed that social media marketing had a positive effect on brand awareness and brand image. Brand image had a positive effect on purchase intention, while brand awareness had no direct effect on purchase intention. However, the results of the mediation test showed that brand awareness and brand image were able to mediate the effect of social media marketing on purchase intention. These findings indicate that the effectiveness of Kahf's Instagram marketing in increasing purchase intention among Generation Z is influenced by its ability to build brand awareness and, in particular, create a positive brand image. Therefore, companies need to optimize digital marketing strategies that focus on strengthening brand awareness and brand image to increase consumer purchase intention.

Keywords: Social Media Marketing, Brand Awareness, Brand Image, Purchase Intention, Instagram, Generation Z, Kahf.