

ABSTRAK

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PURCHASE INTENTION YANG DIMEDIASI *BRAND AWARENESS* DAN *CONSUMER BRAND ENGAGEMENT*

Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* terhadap *purchase intention* yang dimediasi *brand awareness* dan *consumer brand engagement* pada konsumen produk *fashion* pakaian di Kota Lhokseumawe. Latar belakang penelitian ini didasari oleh meningkatnya penggunaan media sosial sebagai sarana pemasaran dalam industri *fashion* serta tingginya paparan konsumen terhadap konten *fashion* yang belum tentu diikuti oleh niat pembelian. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan teknik analisis data menggunakan SEM berbasis *Partial Least Square* (PLS). Data diperoleh melalui penyebaran kuesioner secara langsung kepada 105 responden yang merupakan pengguna media sosial dan memiliki ketertarikan terhadap produk *fashion* pakaian di Kota Lhokseumawe. Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif dan signifikan terhadap *brand awareness*, *consumer brand engagement*, dan *purchase intention*. Selain itu, *brand awareness* dan *consumer brand engagement* berpengaruh positif dan signifikan terhadap *purchase intention*. *Brand awareness* dan *consumer brand engagement* juga memediasi pengaruh *social media marketing* terhadap *purchase intention*. Temuan ini mengindikasikan bahwa pemasaran melalui media sosial merupakan faktor penting dalam meningkatkan niat beli konsumen produk *fashion*, baik secara langsung maupun melalui peningkatan kesadaran merek dan keterlibatan konsumen terhadap merek.

Kata kunci: *Social Media Marketing, Brand Awareness, Consumer Brand Engagement, Purchase Intention.*

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This study aims to analyze the influence of social media marketing on purchase intention, mediated by brand awareness and consumer brand engagement, among consumers of fashion clothing products in Lhokseumawe City. The background of this research is based on the increasing use of social media as a marketing tool in the fashion industry and the high consumer exposure to fashion content that does not necessarily translate into purchase intention. The method used in this study is a quantitative approach with data analysis techniques using SEM based on Partial Least Squares (PLS). Data were obtained through direct questionnaires distributed to 105 respondents who are social media users and interested in fashion clothing products in Lhokseumawe City. The results show that social media marketing has a positive and significant effect on brand awareness, consumer brand engagement, and purchase intention. Furthermore, brand awareness and consumer brand engagement have a positive and significant effect on purchase intention. Brand awareness and consumer brand engagement also mediate the effect of social media marketing on purchase intention. These findings indicate that social media marketing is a significant factor in increasing consumer purchase intention for fashion products, both directly and through increasing brand awareness and consumer engagement with the brand.

Keywords: *Social Media Marketing, Brand Awareness, Consumer Brand Engagement, Purchase Intention*