

**PENGARUH *SOCIAL MEDIA MARKETING, ELECTRONIC WORD OF MOUTH* DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN PEMBELIAN PADA MEREK *FASHION CRSL***

**(Survey pada Mahasiswa di D.I Yogyakarta)**

**Ade Virgy Dewantara**

**NIM. 141180215**

Mahasiswa Program Studi Manajemen

Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta

adedwnt@gmail.com

**ABSTRAK**

This study aims to determine and analyze the influence of Social Media Marketing, Electronic Word of Mouth and Brand Awareness. This research is a survey research, with the data collection tool is a questionnaire. The population in this study is students who know CRSL products in Yogyakarta. The data used is primary data obtained from the answers of 100 respondents using the purposive sampling method. The data analysis technique used is multiple linear regression. The results of the study concluded that: 1) Together, social media marketing, electronic word of mouth, and brand awareness have a significant influence on purchasing decisions, 2) Social media marketing has a significant positive influence on purchasing decisions, 3) electronic word of mouth has a significant positive influence on purchasing decisions, 4) Brand awareness has a significant positive influence on purchasing decisions.

**Kata Kunci :** *Social Media Marketing, Electronic Word of Mouth, Brand Awareness, keputusan pembelian.*