

**PENGARUH SOCIAL MEDIA MARKETING TERHADAP PURCHASE  
INTENTION MELALUI BRAND AWARENESS  
(Survei Konsumen Pada Panduan Berkebun Merek Tanduria.co)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *social media marketing* terhadap *purchase intention* yang dimediasi oleh *brand awareness* pada panduan berkebun merek Tanduria.co. *Social media marketing* adalah program pemasaran *online* menggunakan *social media* untuk mempromosikan merek atau produk dan akan melibatkan konsumen atau calon konsumen. *Brand awareness* merupakan kemampuan konsumen mengidentifikasi unsur merek sebelum membuat keputusan pembelian. *Purchase intention* merepresentasikan kemungkinan konsumen membeli produk yang didasari pengalaman konsumen. Penelitian menggunakan pendekatan kuantitatif dengan metode kuesioner. Populasi penelitian ini adalah pengguna *social media* Instagram, TikTok, dan YouTube di Indonesia. Pengumpulan data primer menggunakan metode *purposive sampling* dan sampel yang diambil dalam penelitian ini sebanyak 305 responden. Data dianalisis menggunakan *Structural Equation Model* (SEM) menggunakan *SmartPLS 3.0*. Hasil penelitian menunjukkan bahwa: 1) *Social media marketing* berpengaruh signifikan terhadap *brand awareness*, 2) *Social media marketing* berpengaruh signifikan terhadap *purchase intention*, 3) *Brand awareness* berpengaruh signifikan terhadap *purchase intention*, 4) *Social media marketing* berpengaruh signifikan terhadap *purchase intention* melalui *brand awareness*. Jadi, *social media marketing* dapat menjadi media penyampaian edukasi merek untuk membangun *brand awareness* dan edukasi merek yang dilakukan secara berulang dan konsisten, dibarengi dengan berkomunikasi dan berinteraksi langsung dengan konsumen dapat memperkuat keterlibatan konsumen yang akan memengaruhi *purchase intention* konsumen.

**Kata Kunci :** *Social Media Marketing, Brand Awareness, Purchase Intention, Keterlibatan*

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION THROUGH BRAND AWARENESS (Consumer Survey of Gardening Guide Brand Tanduria.co)**

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**ABSTRACT**

*This study aims to determine and analyze the effect of social media marketing on purchase intention mediated by brand awareness on gardening guide brand Tanduria.co. Social media marketing is an online marketing program using social media to promote a brand or product and will involve consumers or potential consumers. Brand awareness is the ability of consumers to identify brand elements before making a purchase decision. Purchase intention represents the possibility of consumers buying products based on consumer experience. This study used a quantitative approach with a questionnaire method. The population of this study are Instagram, TikTok, and YouTube social media users in Indonesia. Primary data collection used purposive sampling method and the sample taken in this study was 305 respondents. The data were analyzed using the Structural Equation Model (SEM) using SmartPLS 3.0. The result showed that: 1) Social media marketing has a significant effect on brand awareness, 2) Social media marketing has a significant effect on purchase intention, 3) Brand awareness has a significant effect on purchase intention, 4) Social media marketing has a significant effect on purchase intention through brand awareness. So, social media marketing can be a medium for delivering brand education to build brand awareness and brand education that is carried out repeatedly and consistently, combined with communicating and interacting directly with consumers can strengthen consumer engagement which will affect consumer purchase intention.*

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