

**THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES AND E-  
WOM ON PURCHASE DECISIONS WITH BRAND AWARENESS AS AN  
INTERVENING VARIABLE (ON SKINTIFIC PRODUCTS IN DIY)**

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**ABSTRAK**

This study aims to determine the influence of social media marketing activities and e-wom on purchase decisions with brand awareness as an intervening variable (in skintific products. The type of research used is quantitative. The population of this study is male or female consumers over the age of 18 who use Skintific products and make a purchase at least once in the Special Region of Yogyakarta. The sample in this study is 140 respondents using the purposive sampling method. Data collection is calculated by using a Likert scale and then analyzed using SmartPLS 4.1.0.2 software. The results of this study show that: 1) Social media marketing activities affect Skintific brand awareness, 2) Electronic word of mouth affects Skintific brand awareness, 3) Brand awareness affects Skintific purchase decisions, 4) Social media marketing activities affect Skintific purchase decisions, 5) Electronic word of mouth affects Skintific purchase decisions, 6) Social media marketing activities have an indirect effect directly on Skintific purchase decisions on consumers in the Special Region of Yogyakarta through brand awareness as an intervening variable, 7) Electronic word of mouth has an indirect effect on Skintific purchase decisions on consumers in the Special Region of Yogyakarta through brand awareness as an intervening variable.

*Keywords: Social Media Marketing Activities, E-WOM, Purchase Decisions, Brand Awareness*