

ABSTRACT

***The Effect of Social Media Marketing on Purchasing Decisions Through Brand Awareness With Influencers as Moderation
(Case of Angkringan Micro, Small and Medium Enterprises in Tasikmalaya City)***

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The purpose of this study was to determine how the role of brand awareness in mediating the interaction between social media marketing and purchasing decisions with influencers as moderation. This research is designed as a type of survey method by distributing questionnaires to 197 respondents who are consumers of micro, small and medium enterprises angkringan in Tasikmalaya City who have bought Angkringan products more than once, and are over 15 years old, using purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM). The results prove that social media marketing has an influence on brand awareness and brand awareness is proven to have an influence on purchasing decisions. Then influencers are proven to moderate the relationship between social media marketing and purchasing decisions. In addition, brand awareness is proven to mediate between social media marketing and purchasing decisions.

Keywords: Social Media Marketing, Brand Awareness, Purchase Decision, Influencer