

INTISARI

Perkembangan internet dan media sosial menciptakan metode pemasaran baru yaitu social media advertising. Saat ini iklan di media sosial merupakan strategi pemasaran yang harus diperhatikan. Berdasarkan brand awareness sebagai variabel mediasi, penelitian ini bertujuan untuk menganalisis hubungan media social advertising, trust in brand, dan purchase intention. Penelitian ini menggunakan metode kuantitatif untuk menganalisis hubungan antara variabel penelitian tersebut. Sampel dalam penelitian ini adalah pengguna media sosial Instagram, Facebook, atau keduanya yang pernah melihat social media advertising produk Scarlett. Metode analisis uji validitas instrumen menggunakan uji product moment, dan uji reliabilitas menggunakan cronbach's alpha. Perhitungan uji validitas dan realibilitas tersebut dilakukan menggunakan software SPSS. Teknik analisis data yang digunakan yaitu data Structural Equation Model Partial Least Square menggunakan software Smart PLS. Berdasarkan hasil analisis ditemukann bahwa, social media advertising berpengaruh signifikan terhadap brand awareness, dan purchase intention. Trust in brand berpengaruh signifikan terhadap brand awareness, dan purchase intention. Brand awareness berpengaruh signifikan terhadap purchase intention. Brand awareness tidak berperan dalam memediasi hubungan antara social media advertising dan purchase intention. Brand awareness hanya terbukti dapat memediasi hubungan antara trust in brand dan purchase intention.

Kata kunci: social media advertising, brand awareness , trust in brand, purchase intention

ABSTRACT

The development of the internet and social media created a new marketing method called social media advertising. Currently, advertising on social media is a marketing strategy that must be taken care of. Based on brand awareness as a mediating variable, this study aims to analyze social media advertising, trust in brand, and purchase intention relationships. This study used quantitative methods to analyze the relationship between these variables. The sample in this study is users of social media Instagram, Facebook, or both who have seen social media advertising products of Scarlett. The method of analysis of instrument validity tests uses product moment tests, and reliability tests using cronbach's alpha. Calculations of the validity and reliability tests were performed using the SPSS software. The data analysis technique used is Structural Equation Model Partial Least Square data using Smart PLS software. Based on the analysis results, social media advertising has a significant impact on brand awareness and purchase intentions. Trust in brand has a significant effect on brand awareness, and purchase intentions. Brand awareness has a significant effect on purchase intention. Brand awareness does not play a role in mediating the relationship between social media advertising and purchase intention. Brand awareness has only been shown to mediate the relationship between trust in brand and purchase intention.

Keyword: social media advertising, brand awareness , trust in brand, purchase intention