

**THE INFLUENCE OF BRAND AWARENESS AND INSTAGRAM
CONTENT QUALITY TOWARD PURCHASE INTENTION
OF BY.U PRODUCT :CASE ON INSTAGRAM USER
AT WEST SUMATERA**

THESIS

Submitted as One of the Requirements for Thesis in Management Department of
in Economic and Business Faculty of Andalas University



Submitted By:
Ahmad Dzaki Al Anshori
Nim : 1710523012

Supervisor
Dr. Yulia Hendri Yeni, S.E, M.T, Ak

**INTERNATIONAL MANAGEMENT STUDY PROGRAM
MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
ANDALAS UNIVERSITY**

PADANG

2022



Alumni Number at University	Ahmad Dzaki Alanshori	Alumni Number at Faculty
-----------------------------	------------------------------	--------------------------

a) Place/Date of Birth: Batusangkar, 15 February 1999 b) Parents Name: Ferdinal and Zulfanera c) Faculty: Economics and Business d) Department: International Management e) ID Number :1710523012 f) Graduation Date: 2 September 2022 g) Grade: With Honors h) GPA: 3.54 i) Length of Study : 5 years 1 month h) Parent's Address: Buana Indah II No.G1, Gunung Sariak,Kec. Kuranji,Kota Padang, Sumatera Barat, 25151

THE INFLUENCE OF BRAND AWARENESS AND INSTAGRAM CONTENT QUALITY TOWARD PURCHASE INTENTION OF BY.U PRODUCT (CASE ON INSTAGRAM USER AT WEST SUMATERA)
Thesis by: Ahmad Dzaki Alanshori
Supervisor : Dr.Yulia Hendri Yeni, S.E, M.T, Ak

ABSTRACT

The internet has become an important part of developing social interaction, especially for the business circle. According to the needs of today's internet, various providers try to emerge and make innovations for business. This study aims to provide an empirical analysis of the impact of brand awareness and Instagram content quality have on purchase intention product of *by.U*. This quantitative study used online questionnaire data from 131 respondents who are domiciled in West Sumatra and aged over 17 years with sampling techniques of non-probability and purposive sampling. The study using for data analysis. The results showed that content quality and brand awareness had a significant effect on purchase intention. Brand awareness role as a mediator also successfully mediate content quality and purchase intention.

Keywords: *Content quality, brand awareness, purchase intention, Instagram, and internet service provider.*

This thesis is already examined and passed on September 2nd, 2022. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Dr. Yulia Hendri Yeni, S.E, M.T, Ak	Syafrizal, S.E, M.E, Ph.D	Ares Albiru Amsal, S.E, M.Si

Acknowledged by,
 Head of Management Department

Hendra Lukito, S.E., M.M, Ph.d
NIP. 197106242006041007



Alumni has already registered at faculty/university and get alumni number:

	Staff of Faculty/ University	
Alumni Number at Faculty	Name	Signature
Alumni Number at University	Name	Signature