

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER
PURCHASE DECISION FOR THE RENDANG LOKANA WITH BRAND
AWARENESS AS MEDIATING VARIABLE**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in
Undergraduate Study Program Department of Management Faculty of Economics
and Business Andalas University



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The Influence of Social Media Marketing on Consumer Purchase Decision For The Rendang Lokana With Brand Awareness as Mediating Variable


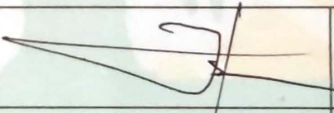
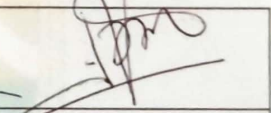
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ABSTRACT

This study aims to determine The Effect of Social Media Marketing on Consumer Purchase Decision With Brand Awareness as Mediating Variable of Rendang Lokana SMEs in Pesisir Selatan. The sampling technique in this study was purposive sampling with non probability sampling and obtained a sample of 150 people. Data analysis uses a Likert scale of 1-5 using the SmartPLS 4.0 program and Microsoft Excel assistance to process data. Data testing techniques use measurement model tests and use mediation tests with the Variance Accounted For (VAF) method. The results showed that Social Media Marketing has a positive and significant effect on Consumer Purchase Decision, Social Media Marketing has a positive and significant effect on Brand Awareness, Brand Awareness has a positive and significant effect on Consumer Purchase Decision, the relationship between Social Media Marketing on Consumer Purchase Decision is mediated by Brand Awareness.

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

This thesis is already examined and passed on June 23rd 2023. This abstract has been approved by supervisor and examiner

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