

**HOW SOCIAL MEDIA ADVERTISING INFLUENCE ONLINE PURCHASE
INTENTION MEDIATING BY BRAND AWARENESS DURING PANDEMIC
COVID-19?
THESIS**

Submitted as Partial Requirements for a Bachelor Degree in Undergraduate Study
Program Department of Management in Faculty of Economics of Andalas University



Submitted by:


OBBY YOBILIO HURA

1710522020

Supervisor:

ASMI ABBAS, S.E, M.M.

**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS
ANDALAS UNIVERSITY
PADANG
2021**

	Alumni Number at University	Obby Yobilio Hura	Alumni Number at Faculty
	a) Place/Date of Birth: Padang/ 9 October 1999; b) Parents' Name: Khaidir Hura and Ratna Ellen Saragih; c) Faculty: Economics; d) Department: Management; e) ID Number: 1710522020; f) Graduation Date: 15 April 2021; g) Grade: Very Satisfied; h) GPA 3.70; i) Length of Study: 3 years 8 months; j) Parents' Address: Jl. Jundul Rawang Blok LL No 2, Kel. Jundul Rawang Kec. Padang Selatan, Kota Padang,, Sumatera Barat 25216		

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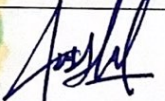
*Thesis by: Obby Yobilio Hura
Supervisor: Asmi Abbas SE., M.M.*

ABSTRACT

Due to the increasing of use of social media on internet and the way of consumer's shopping method more prefer to purchase through online especially during COVID-19 pandemic, This study aims to explore the influence of social media advertising and brand awareness on online purchase intention. This study applied quantitative and non-probability sampling method with online survey technique. In this study, the questionnaire was administered to 151 social media users in Padang City. The Indicators are used to find out how much they are involved in advertising on social media and their awareness about brands that might match with their interest in making online purchases especially during COVID-19 pandemic. This study found that social media advertising associated to COVID-19 pandemic has positive influence toward the online purchase intention. The result also showed when brand awareness is equipped as a mediating variable, it significantly influences online purchase intention.

Keywords: *Online Purchase Intention, Social Media Advertising, Brand Awareness, Social Media Users During Covid-19 Pandemic*

This thesis is already examined and passed on April 15th, 2021. This abstract already approved by supervisor and examiners:

Signature		2. 	3. 
Name	Asmi Abbas, S.E, M.M.	Dr. Vera P. S. S.E, M.SM	Yes Albirru Amsal, S.E, M.SM

Acknowledged by,
Head of Management Department

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



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