

***Effect Of Social Media Marketing And Brand Awareness On Process
Purchasing Decisions (Survey On Consumen Insurgent Club Bandung)***

**Muhammad Nabhan Abidin (174010036)
Dr. H. Popo Suryana, SE., M.Si**

ABSTRACT

This study aims to find out the effect of social media marketing and brand awareness on process purchasing decisions (survey on consumen Insurgent Club Bandung) simultaneously or partially. The research method that being used in this research is descriptive and verification methods with a total sample of 136 respondents. Research instruments testing are using validiy and reliability tests. Data analysis method that being used in this research is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect between social media marketing and brand awareness on processing purchasing decisions. The magnitude of the effect of social media marketing and brand awareness on simultaneous purchase decision process is 63,2% and the rest 36,8% are influenced by other unexamined variables. Partially, thee influence of social media marketing on purchase decision decisions is 33,2% and the of brand awareness on purchase decisions process is 30%, so it can be concluded that social media marketing provides the greatest influence on purchase decisions process.

Keywords: Social Media Marketing, Brand Awareness and Purchase Decision Process.