

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *social media marketing* dan *brand awareness* terhadap *perceived quality* dan dampaknya pada *purchase intention* pada pelatihan *online* Myedusolve secara parsial maupun simultan. Metode penelitian dikumpulkan melalui observasi, wawancara dan menyebarkan kuesioner dengan jumlah sampe sebanyak 100 responden. Pengujian instrument penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah *path analysis*, korelasi berganda, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *social media marketing*, *brand awareness*, *perceived quality*, dan *purchase intention* memiliki kategori kurang baik serta terdapat pengatuh positif dan signifikan antara pengaruh *social media marketing* dan *brand awareness* terhadap *perceived quality* dan dampaknya pada *purchase intention* baik secara parsial maupun simultan.

Kata Kunci: *Brand Awareness, Pelatihan online, Perceived Quality, Purchase Intention, dan Social Media Marketing.*

ABSTRACT

This study aims to find out how much influence social media marketing and brand awareness have on perceived quality and their impact on purchase intention on Myedusolve online training partially or simultaneously.. The research method was collected through observation, interviews and distributing questionnaires with a total sample of 100 respondents. Testing the research instrument using validity and reliability tests. The data analysis method used is path analysis, multiple correlation, and coefficient of determination. The results show that social media marketing, brand awareness, perceived quality, and purchase intention have poor categories and there is a positive and significant influence between the influence of social media marketing and brand awareness on perceived quality and their impact on purchase intention, either partially or simultaneously.

Keywords : Brand Awareness, Pelatihan online, Perceived Quality, Purchase Intention, dan Social Media Marketing.