

ABSTRACT

The transportation on the roads of the city of Bandung often leads to various problems, one of the most common problems being traffic congestion. The traffic congestion occurring in the city of Bandung itself causes various kinds of economic losses for the country. The low level of awareness regarding the importance of using public transportation is one of the causes. PT. KAI (Persero) is one of the companies providing transportation service. The problem observed in this research is regarding the level of purchasing decisions resulting from social media marketing and brand awareness. This research aims to determine the influence of social media marketing on brand awareness and its impact on purchasing decisions (Study on Argo Parahyangan Passengers, Bandung-Jakarta Route) either directly or indirectly, either simultaneously or partially. The research method used is a descriptive and verificative research method with a sample size of 150 respondents. The data collection techniques used are observation, interviews and questionnaire distribution. The data analysis methods used are path analysis, multiple correlation analysis, coefficient of determination analysis and hypothesis testing. The results of the study show that in structure I there is a direct influence between social media marketing on brand awareness of 47,2%. In structure II, there is a direct influence between social media marketing on purchasing decisions of 37%, the influence of brand awareness on purchasing decisions of 52,3% and the indirect influence between social media marketing on brand awareness an impact on purchasing decisions of 40,4%.

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