

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pemasaran media sosial terhadap kesadaran merek serta dampaknya terhadap keputusan pembelian pada konsumen Perumahan Grand Marina Land. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Data primer diperoleh melalui penyebaran kuesioner kepada 92 responden dengan teknik *proportionate stratified random sampling*. Analisis data dilakukan menggunakan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan bantuan *Software SmartPLS 4*. Hasil penelitian menunjukkan bahwa pemasaran media sosial berpengaruh positif dan signifikan terhadap kesadaran merek dengan koefisien jalur sebesar 0,845. Pemasaran media sosial juga berpengaruh positif dan signifikan terhadap keputusan pembelian dengan koefisien jalur 0,471. Kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian dengan koefisien jalur 0,474. Secara simultan, pemasaran media sosial dan kesadaran merek mampu menjelaskan 82,3% variasi keputusan pembelian, sedangkan pemasaran media sosial menjelaskan 71,4% variasi kesadaran merek. Selain itu, kesadaran merek terbukti mampu memediasi pengaruh pemasaran media sosial terhadap keputusan pembelian dengan nilai *indirect effect* sebesar 0,400. Temuan ini menunjukkan bahwa peningkatan aktivitas pemasaran melalui media sosial dan penguatan kesadaran merek penting dilakukan untuk mendorong keputusan pembelian konsumen Perumahan Grand Marina Land.

Kata Kunci: Pemasaran Media Sosial, Kesadaran Merek, Keputusan Pembelian.

ABSTRACT

This study aims to determine the influence of social media marketing on brand awareness and its impact on purchase decisions among consumers of Grand Marina Land Housing. This research uses a quantitative method with descriptive and verificative approaches. Primary data were obtained through distributing questionnaires to 92 respondents using proportionate stratified random sampling technique. Data analysis was conducted using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The results show that social media marketing has a positive and significant effect on brand awareness with a path coefficient of 0.845. Social media marketing also has a positive and significant effect on purchase decisions with a path coefficient of 0.471. Brand awareness has a positive and significant effect on purchase decisions with a path coefficient of 0.474. Simultaneously, social media marketing and brand awareness are able to explain 82.3% of the variation in purchase decisions, while social media marketing explains 71.4% of the variation in brand awareness. Furthermore, brand awareness is proven to mediate the influence of social media marketing on purchase decisions with an indirect effect value of 0.400. These findings indicate that improving social media marketing activities and strengthening brand awareness are important to encourage purchase decisions among Grand Marina Land Housing consumers.

Keywords: *Social Media Marketing, Brand Awareness, Purchase Decision.*