

**ABSTRAK**

**MEDIASI *INTENTION TO BUY* PADA PENGARUH *INTERNET MARKETING*  
DAN *BRAND AWARENESS* TERHADAP *BUYING DECISION***

Studi Kasus pada Starbucks Coffee Yogyakarta

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Penelitian ini bertujuan untuk mengetahui apakah: 1) *internet marketing* mempengaruhi *brand awareness* secara positif, 2) *intention to buy* mempengaruhi *buying decision* secara positif, 3) *intention to buy* memediasi *internet marketing* terhadap *buying decision*, 4) *intention to buy* memediasi *brand awareness* terhadap *buying decision*. Pengambilan sampel menggunakan *purposive sampling* dan *snowball sampling*. Data diperoleh dengan membagikan kuesioner *online* kepada 100 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 5.0.

Hasil penelitian menunjukkan bahwa 1) *internet marketing* berpengaruh positif terhadap *brand awareness*, 2) *intention to buy* berpengaruh positif terhadap *buying decision*, 3) *intention to buy* memediasi *internet marketing* terhadap *buying decision*, 4) *intention to buy* memediasi *brand awareness* terhadap *buying decision*.

Kata kunci : *Internet marketing, Brand Awareness, Intention to Buy, Buying Decision*

**ABSTRACT**

**INTENTION TO BUY AS A MEDIATOR ON THE INFLUENCE OF INTERNET  
MARKETING AND BRAND AWARENESS ON BUYING DECISION**

A Case Study at Starbucks Coffee Yogyakarta

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This study aims to determine whether: 1) internet marketing affects positively brand awareness, 2) intention to buy affects positively buying decision, 3) intention to buy mediates the influence of internet marketing on buying decision, 4) intention to buy mediates the influence of brand awareness on buying decision. Sampling technique used was purposive sampling and snowball sampling. Data obtained by distributing online questionnaires to 100 respondents. The data analysis technique used in this research was Partial Least Square method by using the WarpPLS 5.0.

The research results showed that 1) internet marketing affected positively brand awareness, 2) intention to buy affects positively buying decision, 3) intention to buy mediates the influence of internet marketing on buying decision, 4) intention to buy has mediates the influence of brand awareness on buying decision.

**Keywords :** *Internet marketing, Brand Awareness, Intention to Buy, Buying Decision*