

**ABSTRAK**  
**IKLAN *ONLINE*, *BRAND AWARENESS*, *TREND FASHION* PADA MINAT  
BELI *ONLINE SHOP* PLUFFYSCHOICE**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh iklan *online*, *brand awareness*, dan *trend fashion* secara bersama-sama pada minat beli *online shop* Pluffyschoice, 2) pengaruh iklan *online* pada minat beli *online shop* Pluffyschoice, 3) pengaruh *brand awareness* pada minat beli *online shop* Pluffyschoice, 4) pengaruh *trend fashion* pada minat beli *online shop* Pluffyschoice. Populasi dalam penelitian ini adalah seluruh *followers* akun Instagram Pluffyschoice. Teknik pengambilan sampel menggunakan teknik *purposive sampling*, dan diperoleh data dengan membagikan kuesioner *online* kepada 100 responden. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda, dengan memanfaatkan aplikasi IBM SPSS 24. Hasil penelitian ini menunjukkan bahwa: 1) iklan *online*, *brand awareness*, dan *trend fashion* secara bersama-sama berpengaruh pada minat beli *online shop* Pluffyschoice, 2) iklan *online* tidak berpengaruh pada minat beli *online shop* Pluffyschoice, 3) *brand awareness* berpengaruh pada minat beli *online shop* Pluffyschoice, 4) *trend fashion* berpengaruh pada minat beli *online shop* Pluffyschoice.

Kata kunci: iklan *online*, *brand awareness*, *trend fashion*, minat beli

**ABSTRACT**  
**THE INFLUENCE OF ONLINE ADVERTISEMENT, BRAND AWARENESS,  
AND FASHION TRENDS ON THE PURCHASE INTENTION  
PLUFFYSCHOICE'S ONLINE SHOP**

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This research aims to find out: 1) the influence of online advertisement, brand awareness, and fashion trends together on the purchase intention Pluffyschoice's online shop, 2) the influence of online advertisement on the purchase intention Pluffyschoice's online shop, 3) the influence of brand awareness on the purchase intention Pluffyschoice's online shop, 4) the influence of fashion trends on the purchase intention Pluffyschoice's online shop. The population in this research was the entire followers of Pluffyschoice's Instagram account. Purposive sampling technique was used as the sampling technique, and obtained the data by distributing online questionnaires to 100 respondents. The analytical technique used in this study is multiple linear regression analysis, utilizing IBM SPSS 24 applications. The findings of this study shows that: 1) Online advertisement, brand awareness, and fashion trends together affect the purchase intention Pluffyschoice's online shop, 2) Online advertisement has no effect on the purchase intention Pluffyschoice's online shop, 3) Brand awareness affects the purchase intention Pluffyschoice's online shop, 4) Fashion trends affect the purchase intention Pluffyschoice's online shop.

*Keywords: online advertisement, brand awareness, fashion trends, purchase intention*