

ABSTRAK

**PENGARUH *SOCIAL MEDIA MARKETING* DAN *BRAND AMBASSADOR*
TERHADAP KEPUTUSAN PEMBELIAN DENGAN
BRAND AWARENESS SEBAGAI VARIABEL MEDIASI
(Studi Pada Konsumen Kosmetik Wardah di Yogyakarta)**

Maria Gracela
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2024

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *social media marketing* terhadap keputusan pembelian kosmetik Wardah di Yogyakarta, (2) pengaruh *brand ambassador* terhadap keputusan pembelian kosmetik Wardah di Yogyakarta, (3) pengaruh *brand awareness* memediasi *social media marketing* terhadap keputusan pembelian kosmetik Wardah di Yogyakarta, (4) pengaruh *brand awareness* memediasi *brand ambassador* terhadap keputusan pembelian kosmetik Wardah di Yogyakarta. Populasi dalam penelitian ini adalah seluruh konsumen kosmetik Wardah di Yogyakarta. Sampel penelitian ini adalah konsumen kosmetik Wardah di Yogyakarta, dengan kriteria, konsumen yang menggunakan media sosial instagram, pernah membeli dan menggunakan produk kosmetik Wardah minimal 2 kali dalam 2 bulan terakhir, sebanyak 96 responden. Teknik analisis data menggunakan *Partial Least Square* (PLS) dengan menggunakan *software Smart Partial Least Square (SmartPLS)*. Hasil penelitian ini menunjukkan bahwa: (1) *social media marketing* berpengaruh terhadap keputusan pembelian, (2) *brand ambassador* berpengaruh terhadap keputusan pembelian, (3) *brand awareness* memediasi sebagian pengaruh *social media marketing* terhadap keputusan pembelian, (4) *brand awareness* tidak memediasi pengaruh *brand ambassador* terhadap keputusan pembelian kosmetik Wardah di Yogyakarta.

Kata Kunci: *Social Media Marketing, Brand Ambassador, Brand Awareness, Keputusan Pembelian*

ABSTRACT

**THE EFFECT OF SOCIAL MEDIA MARKETING AND BRAND
AMBASSADOR ON PURCHASING DECISIONS WITH BRAND
AWARENESS AS A MEDIATING VARIABLE
(Study on Wardah Cosmetics in Yogyakarta)**

Maria Gracela
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2024

This study aims to find out: (1) influence social media marketing on the decision to purchase Wardah cosmetics in Yogyakarta, (2) influence brand ambassador on the decision to purchase Wardah cosmetics in Yogyakarta, (3) influence brand awareness mediate social media marketing on the decision to purchase Wardah cosmetics in Yogyakarta, (4) influence brand awareness mediate brand ambassador on the decision to purchase Wardah cosmetics in Yogyakarta. The population in this study were all Wardah cosmetics consumers in Yogyakarta. The sample for this research is consumers of Wardah cosmetics in Yogyakarta, with the criteria, consumers who use Instagram social media, have purchased and used Wardah cosmetic products at least 2 times in the last 2 months, totaling 96 respondents. Data analysis techniques using Partial Least Square (PLS) by using software Smart Partial Least Square (SmartPLS). The results of this research show that: (1) social media marketing influencing the purchase decision, (2) brand ambassador influencing the purchase decision, (3) brand awareness mediating influence social media marketing to the purchase decision, (4) brand awareness does not mediate influence brand ambassador to the purchase decision Wardah cosmetics in Yogyakarta.

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