

**THE EFFECTS OF SOCIAL MEDIA MARKETING TOWARDS
BRAND AWARENESS IN TERMS OF PURCHASE INTENTION OF
OREO CHOCOLATE SANDWICH COOKIES WITH VANILLA
FLAVORED CREAM IN SURABAYA**

Thesis for S-1



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SURABAYA
2017

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International Business Management Program

By:

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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

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THESIS

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Researcher,

(Jessica Nathania)

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The Effects Of Social Media Marketing Towards Brand Awareness In Terms Of Purchase Intention Of Oreo Chocolate Sandwich Cookies With Vanilla Flavored Cream In Surabaya

ABSTRACT

Social media marketing nowadays become a top marketing strategy for company to create brand awareness and the purchase intention. Sample from 100 respondents was taken to know how significant the effect of social media marketing to purchase intention and brand awareness. Data were collected by using questionnaire survey and were processed by Structural Equation Model (SEM) model analysis technique and using LISREL program. Oreo Chocolate Sandwich Cookies with Vanilla Flavored Cream in Surabaya is chosen to be an object because the companies often use to promote their product in social media to enhance the image of the products.

The result of the study showed that social media marketing gives effect on purchase intention through brand awareness. Social media marketing help the company to create image for the products and build dimension for customers to pay attention of. This research can be used by the other researchers who want to conduct a similar research by adding other variables and also the theoretical basis. Implication for research and practice are discussed.

Keywords: Social Media Marketing, Brand Awareness, Purchase Intention

The Effects Of Social Media Marketing Towards Brand Awareness In Terms Of Purchase Intention Of Oreo Chocolate Sandwich Cookies With Vanilla Flavored Cream In Surabaya

ABSTRAK

Social Media Marketing saat ini menjadi strategi pemasaran terbaik bagi perusahaan untuk menciptakan *Brand Awareness* dan *Purchase Intention*. Sampel dari 100 responden diambil untuk mengetahui bagaimana pengaruh *Social Media Marketing* terhadap *Purchase Intention* dan *Brand Awareness*. Data dikumpulkan dengan menggunakan survei kuesioner dan diproses dengan teknik analisis model *Structural Equation Model (SEM)* dan menggunakan program *LISREL*. Oreo Biskuit Sandwich Cokelat dengan rasa Krim Vanilla telah digunakan sebagai objek karena promosi produknya pernah ada di media sosial dan hal ini pun dapat membantu untuk menaikkan citra produknya.

Hasil penelitian menunjukkan bahwa *Social Media Marketing* berpengaruh terhadap *Purchase Intention* melalui *Brand Awareness*. *Social Media Marketing* membantu perusahaan menciptakan citra untuk produk dan membangun dimensi agar dapat perhatian dari para pelanggan. Penelitian ini dapat digunakan oleh peneliti lain yang ingin melakukan penelitian serupa dengan menambahkan variabel lain dan juga dasar teori. Implikasi penelitian dan praktik dibahas.

Keywords: Social Media Marketing, Brand Awareness, Purchase Intention