

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing* terhadap *purchase intention* melalui *brand awareness* sebagai variabel mediasi pada produk *healthy food* Lemonilo. Metode pengambilan sampel menggunakan *convenience sampling*. Sampel penelitian ini adalah 100 responden yang mengetahui produk *Healthy Food* Lemonilo dengan rentang usia 15-40 tahun yang pernah melihat/membaca/menonton di sosial media Lemonilo. Hasil penelitian menunjukkan bahwa *Social Media Marketing* berpengaruh signifikan terhadap *Purchase Intention*, *Social Media Marketing* berpengaruh signifikan terhadap *Brand Awareness*, *Brand Awareness* berpengaruh signifikan terhadap *Purchase Intention*, dan *Social Media Marketing* berpengaruh signifikan terhadap *Purchase Intention* melalui *Brand Awareness*.

Kata kunci : *Social Media Marketing*, *Purchase Intention*, *Brand Awareness*, dan *Healthy Food*

ABSTRACT

This study aims to determine the effect of social media marketing on purchase intention through brand awareness as a mediating variable in healthy food products Lemonilo. The sampling method used was convenience sampling. The sample of this research is 100 respondents who know Lemonilo Healthy Food products with an age range of 15-40 years who have seen/read/watched on Lemonilo social media. The results showed that Social Media Marketing had a significant effect on Purchase Intention, Social Media Marketing had a significant effect on Brand Awareness, Brand Awareness had a significant effect on Purchase Intention, and Social Media Marketing had a significant effect on Purchase Intention through Brand Awareness.

Keywords : Social Media Marketing, Purchase Intention, Brand Awareness, and Healthy Food