

**THE EFFECT OF SOCIAL MEDIA MARKETING AND E-WOM ON  
PURCHASE DECISION WITH BRAND AWARENESS AS A MEDIATING  
VARIABLE**

(STUDY ON SATE RATU)

**THESIS**

Presented as Partial Fulfilment of Requirements for the Degree of Bachelor of  
Management (S1) in International Business Management Program Faculty of  
Business and Economics Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM  
FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITAS ATMA JAYA YOGYAKARTA**

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**19<sup>th</sup> June 2024**

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## **AUTHENTICITY ACKNOWLEDGEMENT**

I, Anak Agung Ngurah Agung Satria Wangsa, hereby declare that I have complied and completed a thesis with the title:

### **THE EFFECT OF SOCIAL MEDIA MARKETING AND E-WOM ON PURCHASE DECISION WITH BRAND AWARENESS AS A MEDIATING VARIABLE**

Declare that this work is entirely my own and does not include the work of others, except for sections where references are appropriately cited according to scientific writing standards and listed in the bibliography of this thesis.

Yogyakarta, 13<sup>th</sup> June 2024

The Researcher



**Anak Agung Ngurah Agung Satria Wangsa**

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The researcher realizes that there are many shortcomings and limitations in this thesis. Researchers openly accept all forms of input and criticism with the aim of perfecting further research. And the researcher hopes that this thesis can help all readers to add insight into various aspects.

Yogyakarta, 13<sup>th</sup> June 2024



Anak Agung Ngurah Agung Satria Wangsa

## **MOTTO**

**“To be, or not to be”**

- William Shakespeare -

**“You must be the change you wish to see in the world”**

- Mahatma Gandhi -

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## **ABSTRACT**

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#### **Abstract**

This research analyses the effect of social media marketing and electronic word of mouth toward purchase decision with brand awareness as a mediating variable. The research was conducted by using a survey method via Google Form by utilizing a Likert scale. Data was collected using purposive sampling method from 191 respondents who know and have visited Sate Ratu on the last 1 year. Data analysis was performed using SmartPLS 3 software. The findings shows that social media marketing and brand awareness positively affect purchase decision. Followed by brand awareness that positively affected by social media marketing and electronic word of mouth. Moreover, brand awareness is able to mediate the effect of social media marketing and electronic word of mouth toward purchase decision. However, there is no significant effect from electronic word of mouth toward purchase decision.

**Keywords:** social media marketing, electronic word of mouth, brand awareness, purchase decision