

## ABSTRAK

### **PENGARUH *SOCIAL MEDIA MARKETING* DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN PEMBELIAN PRODUK KERIPIK PISANG “SANG DEWA” PADA CV. DEWA SNACK**

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Pada era globalisasi dunia bisnis semakin kompetitif, kita kini dihadapkan pada tantangan untuk mengembangkan bisnis kita agar dapat berkembang, tumbuh, dan sukses sebagai wirausaha. Penelitian ini menggunakan metode kuantitatif, dengan hasil bahwa secara parsial, *Social Media Marketing* dan *Brand Awareness* memiliki pengaruh terhadap Keputusan Pembelian. Secara simultan, *Social Media Marketing* dan *Brand Awareness* juga berpengaruh terhadap Keputusan Pembelian.

**Kata kunci:** *Social Media Marketing*, *Brand Awareness*, Keputusan Pembelian

## **ABSTRACT**

### **THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON DECISIONS TO PURCHASE "SANG DEWA" BANANA CHIPS PRODUCTS AT CV. SNACK GODS**

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In the era of globalization, the business world is increasingly competitive, we are now faced with the challenge of developing our business so that it can develop, grow and be successful as an entrepreneur. This research uses quantitative methods, with the results that partially, Social Media Marketing and Brand Awareness have an influence on purchasing decisions. Simultaneously, Social Media Marketing and Brand Awareness also influence purchasing decisions

**Keywords:** Social Media Marketing, Brand Awareness, Purchasing Decisions