

SUMMARY

This research is performed to analyze the role of social media marketing and customer online review towards customer purchase decision. The respondents of this study as many 185 people who followed Mie Gacoan Instagram Account and domiciled in Purwokerto City.

This research has quantitative method by survey online with a questionnaire as an instrument of data collection and using Structural Equation Model to analyze the data. Based on the result of this research , it has come to the conclusion: 1) Entertainment, Trendiness and Customization has a positive effect towards Customer Purchase Decision, 2) Brand Awareness has a positive effect towards Customer Purchase Decision, 3) Customer Online Review has a positive effect towards Customer Purchase Decision, 4) Brand Awareness mediates the effect of Social Media Marketing towards Customer Purchase Decision.

The managerial implication from the conclusion in this research are: 1) Mie Gacoan is expected to provide more interesting entertainment, 2) Mie Gacoan is expected to provide an information and up to date trend, 3) Mie Gacoan is expected to increasing awareness of a brand in way such as collaborates with foodvlogger, 4) Mie Gacoan is expected to listen and responding more about criticism and suggestions to evaluate the quality to make it even better.

The limitation of this research are: 1) In filling out the questionnaire, many respondents did not fill out open-ended questions so it was difficult to identify the characteristics of the respondents, 2) Some of the respondents who filled out the questionnaire came from cities outside Purwokerto.

Keywords: Social Media Marketing, Brand Awareness, Customer Online Review, Purchase Decision.

RINGKASAN

Penelitian ini dilakukan untuk menganalisis peran social media marketing dan customer online review terhadap keputusan pembelian customer. Responden penelitian ini sebanyak 185 orang yang merupakan follower Instagram Mie Gacoan dan berdomisili di kota Purwokerto.

Penelitian ini menggunakan metode kuantitatif dalam bentuk survey dengan kuesioner online sebagai instrument pengambilan data. Berdasarkan hasil penelitian diperoleh kesimpulan: 1) Hiburan, Trendi dan Kustomisasi berpengaruh positif terhadap Kesadaran Merek, 2) Kesadaran Merek berpengaruh positif terhadap Keputusan Pembelian, 3) Review Online Kustomer berpengaruh terhadap keputusan pembelian konsumen, 4) Kesadaran Merek memediasi pengaruh pemasaran sosial media terhadap keputusan pembelian konsumen.

Implikasi manajerial dari kesimpulan dalam penelitian ini adalah, 1) Diharapkan Mie Gacoan dapat memberikan hiburan yang lebih menarik, 2) Diharapkan Mie Gacoan dapat memberikan informasi dan tren yang up to date, 3) Diharapkan Mie Gacoan dapat memberikan informasi yang lengkap dan dibutuhkan oleh konsumen, 4) Diharapkan Mie Gacoan dapat meningkatkan kesadaran merek dengan cara berkolaborasi dengan foodvlogger, 5) Diharapkan Mie Gacoan dapat mendengarkan, merespon dan mengevaluasi berbagai kritik dan saran dari konsumen agar menjadi lebih baik.

Batasan penelitian ini adalah 1) Dalam pengisian kuesioner, banyak responden yang tidak mengisi pertanyaan terbuka sehingga sulit untuk mengidentifikasi karakteristik responden, 2) Beberapa responden yang melakukan pengisian kuesioner berasal dari kota di luar Purwokerto.

Kata kunci: Pemasaran Sosial Media, Kesadaran Merek, Review Online Kustomer, Keputusan Pembelian.