

## ABSTRACT

The digitalization of commerce has significantly transformed consumer purchasing behavior, shifting predominantly towards online platforms. This shift compels marketers to adapt their marketing strategies, particularly through social media, the largest platform utilized by people worldwide. Therefore, in light of the existing problem, this research was conducted to examine the impact of Social Media Marketing, Viral Marketing, and Brand Awareness on Purchase Decisions. The sample used in this study comprised 117 respondents who are users and Instagram followers of Nail Art Studios in Purwokerto. This research is a type of survey research with a quantitative approach, utilizing non-probability sampling methods with a purposive sampling technique. The research was conducted using Structural Equation Modeling (SEM) analysis with PLS software. The results of this study indicate that (1) social media marketing has a positive influence on purchase decisions, (2) viral marketing does not have an influence on purchase decision, (3) social media marketing has a positive influence on brand awareness, (4) viral marketing has a positive influence on brand awareness, and (5) brand awareness has a positive influence on purchase decision. The findings of this research suggest that Nail Art Studios in Purwokerto can boost their revenue by improving their social media presence and branding efforts to influence individuals' purchase decisions.

**Key Words:** Social Media Marketing, Viral Marketing, Brand Awareness, Purchase Decision, Nail Art Studio

