

## RINGKASAN

Penelitian ini berjudul “Pengaruh Periklanan Melalui Media Sosial Instagram, Brand Awareness, dan Persepsi Harga Terhadap Keputusan Pembelian”. Penelitian ini bertujuan untuk mengetahui pengaruh periklanan melalui media sosial instagram, *brand awareness*, dan persepsi harga terhadap keputusan pembelian. Penelitian ini merupakan penelitian survey. Sampel berjumlah 100 responden ditentukan dengan teknik *purposive sampling*. Instrument penelitian ini berupa kuesioner. Uji validitas instrument menggunakan korelasi *product moment* sedangkan uji reliabilitasnya menggunakan *Alpha Cronbach*. Teknik analisis data menggunakan regresi berganda.

Hasil penelitian menunjukkan 1) periklanan melalui media sosial instagram berpengaruh terhadap keputusan pembelian. 2) *brand awareness* berpengaruh terhadap keputusan pembelian, 3) persepsi harga berpengaruh terhadap keputusan pembelian, 4) periklanan melalui media sosial instagram berpengaruh terhadap *brand awareness*, 5) periklanan melalui media sosial instagram berpengaruh dominan terhadap keputusan pembelian.

Sebagai upaya terus meningkatkan keputusan konsumen untuk melakukan pembelian secara *online*, pihak manajemen setiap badan usaha yang menjual produknya secara *online* perlu memperhatikan berbagai kebijakan pemasaran, khususnya yang terkait dengan periklanan melalui media sosial *instagram*, kesadaran merek (*brand awareness*) dan persepsi konsumen terhadap harga.

**Kata kunci** : periklanan melalui media sosial instagram, *brand awareness*, persepsi harga, keputusan pembelian

## SUMMARY

*The title of this research is “The Influences of Instagram Advertising, Brand Awareness, and Price Perception to Purchase Decision. The purpose of this research is to test the influences of instagram advertising, brand awareness, price perception, and purchase decision. This study is a survey research. Total sample of 100 respondents is determined by purposive sampling technique. The research instrument was a questionnaire. Test the validity of the instrument using the product moment while the reliability test using Alpha Cronbach. The data analysis technique using multiple regression analysis.*

*The result showed that 1) Instagram advertising has positive influences on purchase decision, 2) brand awareness has positive influences on purchase decision, 3) price perception has positive influences on purchase decision, 4) instagram advertising has positive influences on brand awareness, 5) instagram advertising has a dominant influences on purchase decision.*

*In an attempt to improve consumer decision to buy online, management of any business entities who sells their products online need to pay attention policies marketing, especially in relation to advertising through social media instagram, brand awareness and consumer perception on the prices.*

**Keyword :** *Instagram advertising, brand awareness, price perception, purchase decision*