

The Influence of Social Media Marketing, Brand Awareness, and Electronic Word of Mouth on Purchase Decisions for Sensatia Botanicals Products

By Hannicka Asha Cammilla

Abstract

This study aims to evaluate the influence of Social Media Marketing, Brand Awareness, and Electronic Word of Mouth (E-WOM) on purchase decisions for Sensatia Botanicals products in the Jabodetabek area. The independent variables in this research are Social Media Marketing, Brand Awareness, and Electronic Word of Mouth (E-WOM), while the dependent variable is purchase decision. The study involved 100 respondents who are active social media users and have purchased or used Sensatia Botanicals products. Data were collected using a questionnaire based on a five-point Likert scale and analyzed using the Partial Least Square (PLS) method. The analysis results indicate that Social Media Marketing does not have a significant influence on purchase decisions. However, Brand Awareness and Electronic Word of Mouth (E-WOM) were found to have a significant impact. The highest indicator for the Brand Awareness variable is "Consumers can clearly recognize the Sensatia Botanicals product logo," while for the E-WOM variable, the highest indicator is "Positive reviews on social media strongly influence consumer decisions." The limitations of this study include the small sample size and limited geographic scope, suggesting that future research should involve a broader sample to strengthen the findings.

Keywords: *Purchase Decisions, Social Media Marketing, Brand Awareness, EWOM*

Pengaruh *Social Media Marketing*, *Brand Awareness*, dan *Electronic Word of Mouth* Terhadap Keputusan Pembelian Pada Produk Sensatia Botanical

Oleh Hannicka Asha Cammilla

Abstrak

Penelitian ini bertujuan untuk mengevaluasi pengaruh *Social Media Marketing*, *Brand Awareness*, dan *Electronic Word of Mouth* (E-WOM) terhadap keputusan pembelian produk Sensatia Botanicals di wilayah Jabodetabek. Variabel independen dalam penelitian ini meliputi *Social Media Marketing*, *Brand Awareness*, dan *Electronic Word of Mouth* (E-WOM), sementara variabel dependen adalah keputusan pembelian. Penelitian melibatkan 100 responden yang merupakan pengguna aktif media sosial dan telah membeli atau menggunakan produk Sensatia Botanicals. Data dikumpulkan melalui kuesioner berbasis skala Likert lima poin dan dianalisis menggunakan metode Partial Least Square (PLS). Hasil analisis menunjukkan bahwa *Social Media Marketing* tidak memberikan pengaruh signifikan terhadap keputusan pembelian. Sebaliknya, *Brand Awareness* dan *Electronic Word of Mouth* (E-WOM) memiliki pengaruh yang signifikan. Indikator tertinggi pada variabel *Brand Awareness* adalah "Konsumen dapat mengenali logo produk Sensatia Botanicals dengan jelas," sedangkan pada variabel E-WOM, indikator tertinggi adalah "Ulasan positif di media sosial sangat memengaruhi keputusan konsumen." Keterbatasan penelitian ini terletak pada jumlah sampel yang terbatas dan cakupan wilayah yang sempit, sehingga disarankan agar penelitian di masa depan melibatkan sampel yang lebih luas untuk memperkuat hasil temuan.

Kata Kunci: Keputusan Pembelian, *Social Media Marketing*, *Brand Awareness*, *EWOM*