

**THE ROLE OF BRAND AWARENESS AS A MEDIATING
VARIABLE ON THE EFFECT OF INSTAGRAM
ADVERTISEMENT AND WORD OF MOUTH ON PURCHASE
DECISION (CASE STUDY IN ERIGO)**

THESIS

To Fulfill the Requirements for Obtaining a Bachelor's Degree



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2023

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ACKNOWLEDGEMENT

Praise and gratitude prayed to Allah SWT for His grace the author can finish the thesis titled **“The Role of Brand Awareness as a Mediating Variable on the Effect of Instagram Advertisement and Word of Mouth on Purchase Decision (Case Study in Erigo)”**. In the process of writing this thesis, I realized that this work can be done with the help of various parties, either directly or indirectly. Thus in this moment the author would like to express her sincerity and gratitude to everyone who has provided support, guidance and advice to run the course until the time of finishing this thesis, especially to :

1. Prof. Dr. Garuda Wiko, S.H, M.Si, as the Rector of Universitas Tanjungpura;
2. Dr. Barkah, S.E, M.Si, as the Dean of Faculty of Economic and Business, Tanjungpura University;
3. Dr. Titik Rosnani, S.E, M.Si, as the Head of Management Major of Faculty of Economic and Business, Tanjungpura University;
4. Dr. Heriyadi, S.E., M.E., Ph.D, as the Secretary of Management Major of Faculty of Economic and Business, Universitas Tanjungpura and as my Thesis Examiner who has given guidance and advice to the writer during the thesis process;
5. Dr. Erna Listiana, S.E, M.Si, as the Head Management Program Study of Faculty of Economic and Business, Universitas Tanjungpura;
6. Dr. Nur Afifah, S.E., M.Si. as my Research Supervisor who has given a lot of insights and inputs during the Merdeka Belajar-Kampus Merdeka (MBKM) Program for MBKM Riset Management Program, Faculty of Economics and Business Universitas Tanjungpura.

7. All honorable lecturers and staff in the Faculty of Economics and Business, in particular Management International major, who have given a lot of knowledge, guiding, and assisting in every academic administration procedure;
8. To Jelong-Jelong Merdeka (Irvanny, Wita, Sherren, Tiffany, Desy, Jennifer, and Caca)
9. To the class of Human Resources Management classmate, International Class FEB fellas seniors and juniors, who have given the author a lot of support, experiences and memories during the university years.
10. Last but not least, I wanna thank me for believing in me, I wanna thank me for doing all this hard work, I wanna thank me for never quitting, I wanna thank me for always being a giver and trying to give more than I receive, I wanna thank me for trying to do more right or wrong, and I wanna thank me for just being me at all the times.

**PERAN KESADARAN MEREK SEBAGAI VARIABEL INTERVENING
PENGARUH IKLAN INSTAGRAM DAN WORD OF MOUTH
TERHADAP KEPUTUSAN PEMBELIAN (STUDI KASUS ERIGO)**

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ABSTRAK

Tujuan dari penelitian ini adalah untuk meneliti pengaruh instagram advertisement dan word of mouth terhadap purchase decision sedangkan brand awareness berperan sebagai variabel mediator. Data di analisis menggunakan Structural Equation Modeling dengan bantuan AMOS 26. Sumber pengumpulan data telah diperoleh dari 250 responden di Indonesia yang dipilih dengan menggunakan teknik purposive sampling.

Temuan utama dalam penelitian ini menunjukkan bahwa word of mouth dan penggunaan instagram advertisement sebagai salah satu platform social media marketing berpengaruh terhadap purchase decision. Hubungan antara instagram advertisement dan word of mouth juga sangat efektif terhadap peningkatan brand awareness. Kontribusi penelitian kami adalah bahwa purchase decision meningkat dengan adanya peningkatan instagram advertisement dan word of mouth, dimana hal ini memperkuat pengambilan keputusan beli masyarakat Indonesia terhadap produk Erigo. Serta tidak berpengaruhnya brand awareness terhadap purchase decision, dimana hal ini menunjukkan persepsi produk internasional tidak mempengaruhi kepercayaan konsumen terhadap brand lokal.

Keywords: structural equation modeling, Instagram advertisement, word of mouth, brand awareness, purchase decision, erigo

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ABSTRACT

This study aimed to examine the effect of Instagram Advertisement and Word of Mouth on Purchase Decision, involving Brand Awareness as a mediating variable. Data were analyzed using Structural Equation Modeling with the help of AMOS 26 software. Data were collected from 250 Indonesian respondents who were chosen using a purposive sampling technique. The primary finding in this study was that Word of Mouth and the use of Instagram Advertisement as a social media marketing platform had an effect on Purchase Decision. The relationship between Instagram Advertisement and Word of Mouth also increased Brand Awareness. This research implied that Purchase Decision improved due to the increased use of Instagram Advertisement and Word of Mouth, strengthening Indonesian people's Purchase Decision for Erigo products. In addition, Brand Awareness had no effect on Purchase Decision, indicating that perceptions of international products did not affect consumer trust in local brands.

Keywords: Structural equation modeling, Instagram advertisement, word of mouth, brand awareness, purchase decision, Erigo

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RINGKASAN

1. Pendahuluan

a. Latar Belakang

Iklan Instagram dapat membantu merek dalam meningkatkan dan memperluas kesadaran merek karena dapat menjangkau lebih banyak orang dengan minat yang berbeda atau serupa sambil menargetkan pelanggan dengan relevansi yang sesuai (Business.Instagram.com, 2015). Perusahaan dapat menggunakan Instagram untuk mendistribusikan iklan kepada pengguna dalam bentuk foto. Ini akan menjadi penting karena foto dapat menggambarkan banyak hal dan seringkali real-time. Selain itu, pelaku usaha juga dapat melakukan komunikasi dua arah dengan pelanggan. Erigo, sebuah perusahaan fashion Indonesia, pernah beriklan di Times Square, New York. Terpilih sebagai brand fashion lokal yang mewakili Indonesia untuk mengikuti fashion show di New York Fashion Week (NYFW) 2021.

b. Tujuan Penelitian

1. Menganalisis dan mengetahui pengaruh positif Iklan Instagram terhadap Brand Awareness.
2. Menganalisis dan mengetahui pengaruh positif Word of Mouth terhadap Brand Awareness.
3. Untuk menganalisis dan mengetahui pengaruh positif Iklan Instagram terhadap Keputusan Pembelian.

2. Metodologi Penelitian

Penelitian ini menggunakan data kuantitatif dan instrumen yang digunakan untuk mengumpulkan data adalah kuesioner. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian asosiatif kausal dengan metode survey, yang bertujuan untuk mencari hubungan antara dua variabel atau lebih.

3. Hasil dan Diskusi

Penelitian ini menggunakan data kuantitatif dan instrumen yang digunakan untuk mengumpulkan data adalah kuesioner. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian asosiatif kausal dengan metode survey, yang bertujuan untuk mencari hubungan antara dua variabel atau lebih. Hipotesis yang diajukan adalah H1: Instagram Advertisement berpengaruh positif dan signifikan terhadap Keputusan Pembelian, H2: Word of Mouth berpengaruh positif dan signifikan terhadap Keputusan Pembelian, H3: Iklan Instagram berpengaruh positif dan signifikan terhadap Brand Awareness, H4: Word of Mouth berpengaruh positif dan signifikan terhadap Brand Awareness, H5: Brand Awareness berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

4. Kesimpulan dan Saran

Penelitian ini menunjukkan adanya peran iklan pada social media dan word of mount terhadap keputusan beli konsumen Erigo. Sehingga pengembang dan pemasar harus mencoba berbagai cara untuk menciptakan peluang yang lebih besar di melalui pemanfaatan fiktur iklan yang ada pada berbagai media sosial terkhususnya instagram. Namun pada hasil penelitin ini brand awareness tidak berpengaruh terhadap keputusan beli konsumen Erigo. Dimana kami temukan pada 250 respondent yang ada bahwa konsumen tidak mementingkan label produk lokal Erigo melainkan mereka lebih mengutamakan kualitas dan fasionabel produk yang terus di Inovasikan oleh brand ini.

Bagi peneliti hasil penelitian ini diharapkan dapat menjadi literature dan referensi untuk mengembangkan penelitian lebih jauh dan komprehensif mengenai social media marketing terkhususnya instagram advertisement, word of mouth dan brand awareness pada produk lokal.

Peneliti masa depan dapat menggunakan sampel yang lebih luas dan dapat memanfaatkan industri lain termasuk produk kecantikan. Peneliti juga dapat memperkenalkan moderator dalam model penelitian selanjutnya dengan pertimbangan untuk menganalisis faktor penguat lainnya. Studi ini menunjukkan hasil dari satu produk fashion, sehingga peneliti selanjutnya dapat mencoba untuk meelaborasikan beberapa produk fashion lokal lainnya.

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SUMMARY

1. Introduction

a. Background

Instagram advertisements can assist a brand in enhancing and expanding brand awareness because they can reach more people with different or similar interests while targeting customers with appropriate relevance (Business.Instagram.com, 2015). Companies can use Instagram to distribute advertisements to users in the form of photos. It will be essential because photos can describe many things and are often real-time. Furthermore, business actors can also engage in two-way communication with customers. Erigo, an Indonesian fashion company, once advertised in Times Square, New York. It was chosen as a local fashion brand representing Indonesia to participate in a fashion show at New York Fashion Week (NYFW) in 2021.

b. Research Purpose

1. To analyze and determine the positive effect of Instagram Advertisement toward Brand Awareness.
2. To analyze and determine the positive effect of Word of Mouth toward Brand Awareness.
3. To analyze and determine the positive effect of Instagram Advertisement toward Purchase Decision.

2. Research Methodology

This study used quantitative data and the instrument used to collect data was a questionnaire.

The type of research used in this research is causal associative research with a survey method, which aims to find a relationship between two or more variables.

3. Result and Discussion

This study used quantitative data and the instrument used to collect data was a questionnaire. The type of research used in this research is causal associative research with a survey method, which aims to find a relationship between two or more variables. The hypotheses proposed is H1: Instagram Advertisement has a positive and significant effect on Purchase Decision, H2: Word of Mouth has a positive and significant effect on Purchase Decision, H3: Instagram Advertisement has a positive and significant effect on Brand Awareness, H4: Word of Mouth has a positive and significant effect on Brand Awareness, H5: Brand Awareness has a positive and significant effect on Purchase Decision.

4. Conclusion and Recommendation

This study revealed the effect of social media advertisement and Word of Mouth on Erigo consumers' Purchase Decision. Therefore, developers and marketers must experiment with various methods to create excellent opportunities by utilizing existing advertising features on various social media platforms, particularly Instagram. In this study, however, Brand Awareness had no effect on Purchase Decision. Consumers were not concerned with the local label of Erigo products, according to the responses of 250 research respondents, but preferred the quality and fashionable aspects that this brand consistently innovated. For researchers, the findings of this study were expected to serve as a literature review and reference for future, more comprehensive research on social media marketing, particularly Instagram Advertisement, Word of Mouth, and Brand Awareness of local products.

Future researchers should include larger sample sizes and other industries, such as beauty products. They can also incorporate moderating variables in future research models and analyze other reinforcing factors. This study revealed the results of an analysis of one fashion product, allowing future researchers to elaborate on several other local fashion products.

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