

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan pengaruh antara Pemasaran media sosial dan Kesadaran merek terhadap keputusan pembelian melalui Ekuitas merek sebagai variabel intervening. Populasi dalam penelitian ini adalah konsumen NIKE yang berada di UNISSULA. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *Accidental sampling* dan *Purposive sampling*. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuisioner. Analisis data dalam penelitian ini menggunakan *Path analysis* dan *Sobel Test*. Hasil penelitian menyatakan bahwa Pemasaran media sosial berpengaruh positif dan signifikan terhadap Ekuitas merek. Kesadaran merek berpengaruh positif dan signifikan terhadap ekuitas merek. Pemasaran media sosial berpengaruh positif dan signifikan terhadap keputusan pembelian. Kesadaran merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Ekuitas merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Ekuitas merek mampu menjadi variabel intervening antara Pemasaran media sosial terhadap keputusan pembelian. Dan Ekuitas merek juga mampu sebagai variabel intervening antara Kesadaran merek terhadap Keputusan pembelian.

**Kata kunci** : Pemasaran Media Sosial, Kesadaran Merek, Ekuitas Merek, Keputusan Pembelian.

## **ABSTRACT**

*This study aims to analyze and describe the influence of social media marketing and brand awareness on purchasing decisions through brand equity as an intervening variable. The population in this study is NIKE consumers who are in UNISSULA. The sampling technique uses non-probability sampling technique using the method of accidental sampling and purposive sampling. Samples were taken as many as 100 respondents with a research instrument in the form of a questionnaire. Data analysis in this study used Path Analysis and Sobel Test. The results of the study stated that social media marketing has a positive and significant effect on brand equity. Brand awareness has a positive and significant effect on brand equity. Social media marketing has a positive and significant influence on purchasing decisions. Brand awareness has a positive and significant effect on purchasing decisions. Brand equity has a positive and significant effect on purchasing decisions. Brand equity can be an intervening variable between social media marketing and purchasing decisions. And brand equity is also able as an intervening variable between brand awareness and purchasing decisions.*

**Keyword :** *Social Media Marketing, Brand Awareness, Brand Equity and Purchasing Decision*