

“PENGARUH *BRAND AWARENESS* DAN *BRAND ASSOCIATION* TERHADAP *PURCHASE INTENTION* DENGAN *SOCIAL BRAND ENGAGEMENT* SEBAGAI VARIABEL MODERATOR (STUDI KASUS PADA BRAND KECANTIKAN SOMETHINC)”

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis terkait pengaruh *Brand Awareness*, *Brand Association*, *Social Brand Engagement*, dan *Purchase Intention* pada followers Instagram @somethincofficial. Metode SEMPLS (*Structural Equation Modeling - Partial Least Squares*) digunakan dalam pendekatan kuantitatif deskriptif. Penelitian ini dengan menggunakan software SMART PLS 4, yang pengumpulan data dilakukan melalui kuesioner *online* kemudian disebarluaskan melalui platform *Google Form*. Populasi yang digunakan dalam penelitian ini adalah followers dari platform Instagram brand Somethinc @somethincofficial. Pada penelitian ini, sampel yang digunakan yaitu terdiri dari 143 responden yang merupakan seorang wanita, berusia 18-45 tahun, dan pernah keterlibatan sosial di akun Instagram Somethinc. Temuan pada penelitian ini menunjukkan bahwa *Brand Awareness* tidak memiliki pengaruh signifikan terhadap *Purchase Intention*. Namun, *Brand Association* dan *Social Brand Engagement* memiliki pengaruh yang signifikan terhadap *Purchase Intention*. Lalu, *Social Brand Engagement* tidak memoderasi hubungan *Brand Awareness* dan *Brand Association* terhadap *Purchase Intention* pada Brand Somethinc.

Kata kunci: Somethinc, *Brand Awareness*, *Brand Association*, *Social Brand Engagement*, *Purchase Intention*

"THE INFLUENCE OF BRAND AWARENESS AND BRAND ASSOCIATION ON PURCHASE INTENTION WITH SOCIAL BRAND ENGAGEMENT AS A MODERATOR VARIABLE (A CASE STUDY ON THE BEAUTY BRAND SOMETHINC)"

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ABSTRACT

The purpose of this research is to analyze the effect of Brand Awareness, Brand Association, Social Brand Engagement, and Purchase Intention on @somethinkofficial Instagram followers. The SEM PLS (Structural Equation Modeling - Partial Least Squares) method is used in a descriptive quantitative approach. This study used the SMART PLS 4 software, where data collection was carried out through online questionnaires and then distributed via the Google Form platform. The population in this study are Instagram followers Something @somethinkofficial. The research sample consisted of 143 respondents who were women, aged 18-45 years, and had social involvement on the Instagram account @somethinkofficial. The results of this study indicate that Brand Awareness has no significant effect on Purchase Intention. However, Brand Association and Social Brand Engagement have a significant influence on Purchase Intention. Then, Social Brand Engagement does not moderate the relationship between Brand Awareness and Brand Association towards Purchase Intention on Brand Somethinc.

Keywords: Somethinc, Brand Awareness, Brand Association, Social Brand Engagement, Purchase Intention