

ABSTRACT

The Influence of Social Media Marketing and Word of Mouth on Purchase Intention with Brand Awareness as an Intervening Variable (Case Study on Green Café Semanggi)

Muhammad Asaadulhaq Ash shidiq¹⁾, Yusuf Iskandar, S.Si., M.M.²⁾

¹⁾ Student of Management Department, Pembangunan Jaya University

²⁾ Lecture of Management Department, Pembangunan Jaya University

This study aims to determine the influence of social media marketing and word of mouth on purchase intention with brand awareness as an intervening variable, using a case study on Green Café Semanggi. The research method used is quantitative with a primary data collection approach using questionnaires, with a total of 154 collected data. The selected respondents are people who are aware of Green Café Semanggi. The results of this study indicate that social media marketing and word of mouth have a significant effect on purchase intention and brand awareness, while brand awareness does not have a significant effect on purchase intention.

Keywords: *Social Media Marketing, Word of Mouth, Brand Awareness, Purchase Intention, Green Café Semanggi*