

## **ABSTRACT**

### ***The Effect of Social Media Marketing on Purchase Decisions on IQOS Products Through Brand Awareness as a Mediating Variable***

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*This study aims to analyze the effect of Social Media Marketing on consumer purchasing decisions and the role of Brand Awareness as a mediating variable in this relationship. Data was collected through a survey of respondents who are consumers of IQOS products from various age groups and backgrounds. In the research process, the quantitative research method is a method used with community research objects that make purchasing decisions from IQOS products. In this study the exact number of population is not known and researchers used purposive sampling as a sampling method with a total of 127 samples. The data was collected through questionnaires and the data analysis technique in this study was Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 4.0 software. The results of the study show that there is a significant influence between Social Media Marketing and purchasing decisions, as well as a significant influence between Brand Awareness and purchasing decisions. These findings emphasize the importance of marketing strategies through social media and building strong brand awareness in influencing consumer purchasing decisions.*

**Keywords:** *IQOS, Social Media Marketing, Brand Awareness, Purchase Decision*