

## **ABSTRACT**

### ***THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON PURCHASING DECISIONS FOR SCARLETT WHITENING PRODUCTS IN PAGEDANGAN SUB-DISTRICT***

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*The purpose of this study was to determine the effect of Social Media Marketing and Brand Awareness on Purchasing Decisions for Scarlett Whitening products in Pagedangan sub-district. The research methodology used is quantitative research method with descriptive statistical analysis techniques using SPSS 23. Purposive sampling was used to select a sample of 130 respondents. The target population for this study includes individuals living in Pagedangan sub-district who have purchased Scarlett Whitening products and actively use social media. Questionnaires were used as the data collection method. The data analysis techniques used include classical assumption test, multiple linear regression analysis, t test, and coefficient of determination test. In this analysis, Social Media Marketing ( $X_1$ ) and Brand Awareness ( $X_2$ ) are considered as independent variables, while Purchasing Decision ( $Y$ ) is the dependent variable. The findings of this study indicate that both Social Media Marketing and Brand Awareness variables significantly influence the Purchasing Decision of Scarlett Whitening products in Pagedangan sub-district.*

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