

**PENGARUH *SOCIAL MEDIA MARKETING*, *BRAND IMAGE*, DAN
BRAND AWARENESS TERHADAP KEPUTUSAN PEMBELIAN
AIR MINUM DALAM KEMASAN MEREK AQUA
DI KECAMATAN BULELENG**

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ABSTRAK

Penelitian ini bertujuan untuk menguji secara parsial dan simultan terkait pengaruh *social media marketing*, *brand image*, dan *brand awareness* terhadap keputusan pembelian air minum dalam kemasan merek Aqua di Kecamatan Buleleng. Metode yang digunakan adalah penelitian kuantitatif kausal dengan teknik pengambilan sampel *non-probability sampling* dan teknik yang terpilih yaitu *purposive sampling* dengan jumlah sampel sebanyak 114 responden. Pengumpulan data dilakukan melalui kuesioner, sementara analisis data menggunakan regresi linear berganda dengan bantuan program SPSS (*Statistical Package for the Social Sciences*). Hasil dari penelitian ini adalah: (1) *Social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian air minum dalam kemasan merek Aqua di Kecamatan Buleleng. (2) *Brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian air minum dalam kemasan merek Aqua di Kecamatan Buleleng. (3) *Brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian air minum dalam kemasan merek Aqua di Kecamatan Buleleng. (4) *Social media marketing*, *brand image*, dan *brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian air minum dalam kemasan merek Aqua di Kecamatan Buleleng.

Kata kunci: *brand awareness*, *brand image*, keputusan pembelian, *social media marketing*

**THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND IMAGE,
AND BRAND AWARENESS ON PURCHASE DECISIONS OF AQUA
BOTTLED DRINKING WATER IN BULELENG DISTRICT**

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ABSTRACT

This study aims to examine both partially and simultaneously the influence of social media marketing, brand image, and brand awareness on purchase decisions of Aqua bottled drinking water in Buleleng District. The research employed a causal quantitative method using non-probability sampling, specifically purposive sampling, with a total sample of 114 respondents. Data were collected through questionnaires and analyzed using multiple linear regression with the assistance of SPSS (Statistical Package for the Social Sciences). The findings of this study are as follows: (1) Social media marketing has a positive and significant effect on the purchase decision of Aqua bottled drinking water in Buleleng District. (2) Brand image has a positive and significant effect on the purchase decision of Aqua bottled drinking water in Buleleng District. (3) Brand awareness has a positive and significant effect on the purchase decision of Aqua bottled drinking water in Buleleng District. (4) Social media marketing, brand image, and brand awareness collectively have a positive and significant effect on the purchase decision of Aqua bottled drinking water in Buleleng District.

Keywords: brand awareness, brand image, purchase decision, social media marketing

