

ABSTRACT

PT. Kiblat Pengusaha Indonesia (Billionaire Store) is an online-based book sale through Social Media which was established on 5 June 2013 in the city of Bandung, the distribution of which has now reached all regions of Indonesia. The Billionaire Store has a network of more than 5,000 people who have joined as business partners from 276 cities / districts. Billionaire Store has several social media to disseminate product information, one of which is Facebook. In addition, during the last 7 years (2013-2020) Billionaire Store also experienced an increase in the number of book purchases.

This study aims to determine the effect of Social Media Marketing on Brand Awareness and its Impact on Purchasing Decisions of Book Products at the Billionaire Store. The data analysis method uses structural equation modeling (SEM-PLS) analysis techniques which are processed using SmartPLS with a population of 4,345 people and the number of respondents as many as 100 people. From the results of the study shows the respondent's assessment of Social Media Marketing, then the Brand Awareness and Purchasing Decision variables are in the very good category.

According to the results of the analysis using the SEM-PLS method, it shows that the Social Media Marketing and Brand Awareness variables have a positive and significant influence on the Purchase Decision of Book Products at the Millionaire Store. The coefficient of determination (R^2) shows that the Brand Awareness variable has a value of 0.841, with the variability of the Social Media Marketing construct. While the Purchasing Decision variable has a value (R^2) of 0.844, with the construct variability of Social Media Marketing and Brand Awareness of 54.4%.

Keywords: *sosial media, marketing, facebook, brand awareness, keputusan pembelian*