

ABSTRACT

Indirectly, social media marketing produces a positive effect and can grow Brand Awareness in the minds of consumers, thereby generating buying interest in consumers. This type of research is causal descriptive by using a quantitative approach and using the SMART PLS 3.0. The sampling technique used is a non-probability sampling technique with a purposive sampling technique involving 100 respondents.

The results of the analysis in this study indicate that the Social Media Marketing variable has a significant effect on Brand Awareness. Social Media Marketing has a significant effect on Purchase Interest. Brand Awareness has a significant effect on Purchase Interest. Then there is a test of the intervening variable showing that the influence of Social Media Marketing on Purchase Interest with the intervening effect of the Brand Awareness variable is 0.494 and the t-Statistic is 6.707.

Keywords: *Social Media Marketing, Brand Awareness, Purchase Interest, Sociolla*