

ABSTRACT

Along with the development of technology, at the same time the development of marketing is also of various kinds, this is indicated by the emergence of forms of marketing on social media where in this study focuses on marketing on Instagram social media and consumer awareness of brands that do marketing on Instagram social media. Speedtuner is the object of this research with the Instagram account @speedtuner_indonesia, this original Indonesian auto-wardrobe brand carries out marketing activities, increasing brand awareness to consumers on Instagram social media. The purpose of this study is to determine the influence of social media marketing and brand awareness on consumer's purchase intention of Speedtuner in Indonesia.

The method used in this research is quantitative descriptive and causal method. While the sampling technique used is a probability sampling whereas the questionnaire was amounted to 250 respondents who has follow and see the content of Speedtuner's Instagram account. The data analysis techniques used in this research are multiple linear regression and hypothesis testing.

The results of the study prove that there is a significant influence between social media marketing on purchase intention and there is a significant influence between brand awareness on purchase intention. Furthermore, this study also found that there is a simultaneous and significant influence of social media marketing and brand awareness on consumer's purchase intention of Speedtuner in Indonesia. Social media marketing variables and Speedtuner brand awareness have an influence on Speedtuner consumer purchase intention by 60.1%, and 39.9% is the other influence of variables not examined in this study.

Key Words: Social Media Marketing, Brand Awareness, Purchase Intention, Speedtuner.