

ABSTRAK

Ifadaa Gus Anita Mar'atus Sholihah. NIM 2203102088. Pengaruh *Social Media Marketing*, *Brand Image*, dan *Lifestyle* terhadap Keputusan Pembelian melalui *Brand Awareness* sebagai Variabel Mediasi pada Tomoro Coffee Ngawi. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun, 2026.

Persaingan industri kedai kopi modern yang semakin ketat menuntut pelaku usaha seperti Tomoro Coffee Ngawi untuk memahami faktor-faktor yang mendorong keputusan pembelian konsumen, khususnya melalui aktivitas pemasaran media sosial, citra merek, dan gaya hidup, dengan kesadaran merek sebagai salah satu faktor penghubungnya. Penelitian ini bertujuan untuk mengetahui pengaruh *social media marketing*, *brand image*, dan *lifestyle* terhadap keputusan pembelian, baik secara langsung maupun melalui *brand awareness* sebagai variabel mediasi, pada konsumen Tomoro Coffee Ngawi.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain kausal. Populasi penelitian adalah seluruh konsumen Tomoro Coffee Ngawi yang bersifat tidak terhingga (*infinite population*), dengan sampel sebanyak 385 responden yang ditentukan melalui rumus *Lemeshow* dan diambil menggunakan teknik *non-probability* sampling berupa *purposive sampling*. Data dikumpulkan melalui kuesioner, observasi, dokumentasi, dan studi pustaka, kemudian dianalisis menggunakan teknik *Structural Equation Modeling Partial Least Squares* (SEM-PLS) dengan bantuan program *SmartPLS* versi 4. Hasil penelitian ini diharapkan dapat memberikan pemahaman mengenai peran *social media marketing*, *brand image*, dan *lifestyle* dalam membentuk *brand awareness* serta mendorong keputusan pembelian konsumen, sekaligus menjadi masukan bagi pelaku usaha kedai kopi dalam menyusun strategi pemasaran yang lebih efektif.

Kata Kunci: *Social Media Marketing*, *Brand Image*, *Lifestyle*, *Brand Awareness*, Keputusan Pembelian

ABSTRACT

Ifadaa Gus Anita Mar'atus Sholihah, 2026. *The Influence of Social Media Marketing, Brand Image, and Lifestyle on Purchase Decisions through Brand Awareness as a Mediating Variable at Tomoro Coffee Ngawi*. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun, 2026.

The increasingly intense competition in the modern coffee shop industry requires business operators such as Tomoro Coffee Ngawi to understand the factors that drive consumer purchase decisions, particularly through social media marketing activities, brand image, and lifestyle, with brand awareness serving as one of the connecting factors. This study aims to determine the influence of social media marketing, brand image, and lifestyle on purchase decisions, both directly and through brand awareness as a mediating variable, among consumers of Tomoro Coffee Ngawi.

This study employs a quantitative approach with a causal research design. The population consists of all consumers of Tomoro Coffee Ngawi, which is considered an infinite population, with a sample of 385 respondents determined using the Lemeshow formula and selected through a non-probability sampling technique, specifically purposive sampling. Data were collected, supported by observation, documentation, and literature review, and were then analyzed using the Structural Equation Modeling Partial Least Squares (SEM-PLS) technique with the assistance of SmartPLS version 4. The results of this study are expected to provide insight into the role of social media marketing, brand image, and lifestyle in shaping brand awareness and driving consumer purchase decisions, as well as to serve as input for coffee shop business operators in developing more effective marketing strategies.

Keywords: Social Media Marketing, Brand Image, Lifestyle, Brand Awareness, Purchase Decision