

## **ABSTRACT**

*Nowadays, marketing for all industries must be able to understand the era. Online is one way for companies to survive inside the competition. Online platform are currently widely used by business people, to market products, build brand awareness, and trust that will be used by consumers to buy a product or service.*

*The purpose of this study is aimed to look at the effect on social media, brand awareness, trust, and purchase decisions on the purchasing PIN at Telkom University on prospective new students. This influence has been seen from previous research and discussed with relevant theories.*

*This research uses descriptive and causal with research quantitative type. The sampling technique using purposive sampling, the number of samples to be analyze is 400 prospective students Telkom University in 2020. The data analysis technique used was model Structural Equation Modeling (SEM) which was processed with software LISREL 8.8.*

*The results of this study shows that direct effect of social media marketing has a positive and significant on brand awareness and trust, but does not have a positive and significant effect on purchase decision, brand awareness has a positive and significant effect on trust, and indirectly influences marketing social media has a positive and significant influence on purchase decision through brand awareness and trust. The indirect effect is more dominant through trust than brand awareness. Conclusions and suggestions for further research have been included in the study.*

*Keywords: Social media marketing, brand awareness, trust, purchase decision, SEM*