

ABSTRACT

IndiHome is a product that is engaged in home internet service providers. The emergence of intense competition among similar service provider products makes IndiHome must have a strategy to compete. One of the strategies used is to utilize marketing through social media to grow WOM communication and as an advertising platform to grow brand awareness and create buying interest in the community.

The purpose of this study was to examine the relationship between social media marketing variables, WOM and advertising as independent variables on brand awareness as an intervening variable and buying interest as the dependent variable in this study. This study also aims to reveal whether the intervening variable can mediate the relationship between the independent variable and the dependent variable. In addition, this study also aims to reveal the causal relationship between variables in the study.

Data collection from this study was carried out by distributing questionnaires to 394 respondents who were people from all over Indonesia who did not use IndiHome as a home internet service provider. The method used is non-probability sampling with purposive sampling technique. The data that has been obtained will be processed using MSI and then analyzed using hypothesis testing, coefficient of determination test, multiple regression analysis, Sobel test and path analysis with SPSS version 25.

Based on the results of hypothesis testing, the results obtained that simultaneously or partially each independent variable has a significant effect on the dependent variable. In addition, the results of the Sobel test also stated that the brand awareness variable succeeded in mediating the relationship between the independent variable and the dependent variable. The results of the study revealed that word of mouth did not significantly affect buying interest.

The conclusion of this study is that social media marketing and advertising affect brand awareness and buying interest, while word of mouth only affects brand awareness but not buying interest. Suggestions from this study are that future researchers can use this research variable but take research objects from different industries from this research so that there is a comparison of research results. In addition, it is hoped that future researchers can explore broader research methodologies in order to obtain in-depth research results.

Keyowrds: Advertising, Brand Awareness, Intention to Buy, Social Media Marketing, Word of Mouth.