# *ABSTRACK*

*Business competition in Indonesia is increasing with the industrial revolution 4.0. Businesses are increasingly competing in increasing sales and creating innovative and creative marketing strategies to attract consumers' attention. The industrial revolution 4.0 encourages people to get information through various media. Social media is one of the media on the internet that is used to improve marketing of products or services as a more economical and efficient marketing tool. These marketing tools can connect with audiences in unlimited places and times for online businesses. Likewise with the influence of consumer purchasing decisions on Radjea Coffee products in Sungai Penuh City, Jambi Province.*

*This study aims to determine and analyze the effect of social media marketing and brand awareness on purchasing decisions with purchase intention as an intervening variable (studies on Radjea Coffee products, Sungai Penuh City, Jambi Province). The sample in this study used a nonprobability sampling method with data collection using a purposive sampling technique. The number of samples used in this study were 110 respondents with special criteria, namely knowing Radjea Coffee products. Respondent data was obtained by distributing questionnaires online in the form of a Google form. In this study there were five hypotheses that were analyzed and tested using the Structural Equation Model (SEM) analysis technique with the analysis tool used was the Analysis of Moment Structure (AMOS) version 24.0.*

*The results of testing the five hypotheses proposed show that, social media marketing has a positive and significant effect on Purchase Intentions, Brand Awareness has a positive and significant effect on Purchase Intentions, Purchase Intentions has a positive and significant effect on Purchase Decisions, social media marketing has a positive and not significant to the Purchase Decision, and Brand Awareness has a positive and significant effect on the Purchase Decision.*

**Keywords:** *Social Media Marketing, Brand Awareness, Purchase Intention, Purchase Decision*