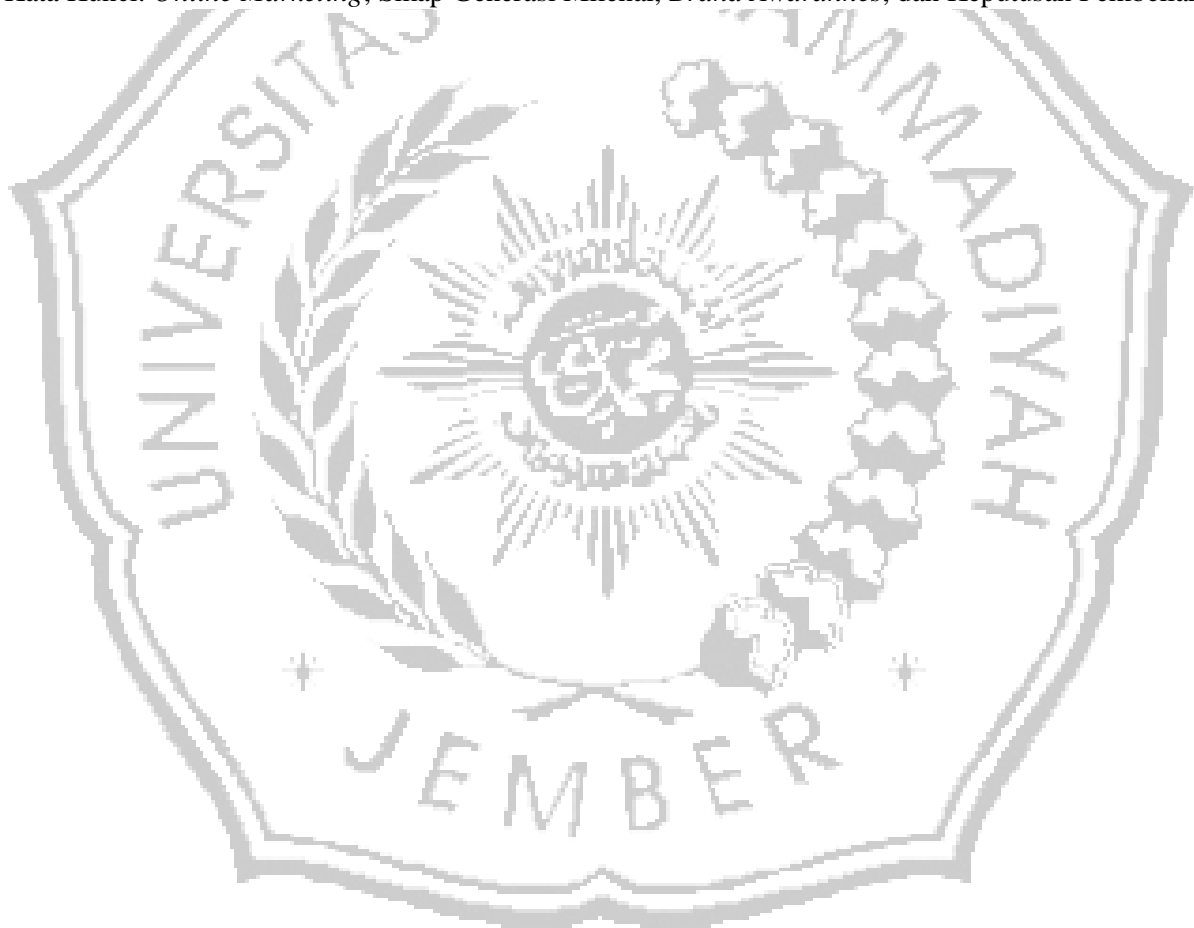


ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh online marketing dan sikap generasi milenial terhadap brand awarannes dan keputusan pembelian kacang mayasi di kabupaten jember. Metode penelitian yang digunakan dalam penelitian ini adalah analisis Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa Online Marketing berpengaruh terhadap Brand Awarannes. Sikap Generasi Milenal berpengaruh terhadap Brand Awarannes. Brand Awarannes berpengaruh terhadap Keputusan Pembelian. Online Marketing berpengaruh terhadap Keputusan Pembelian. Sikap Generasi Milenal berpengaruh signifikan terhadap Keputusan Pembelian. Online Marketing berpengaruh terhadap Keputusan Pembelian melalui Brand Awarannes pada Kacang Mayasi. Sikap Generasi Milenal berpengaruh signifikan terhadap Keputusan Pembelian melalui Brand Awarannes tidak terbukti kebenarannya

Kata Kunci: *Online Marketing*, Sikap Generasi Milenal, *Brand Awarannes*, dan Keputusan Pembelian



ABSTRACT

This research is to study the effect of online marketing and generation of generations on brand awareness and purchasing decisions for mayasi beans in Jember district. The research method used in this research is Structural Equation Modeling (SEM) analysis. The results showed that Online Marketing affects Brand Awareness. The attitude of the Milenal Generation is manifested towards Brand Awarannes. Brand Awareness of Purchasing Decisions. Online marketing makes a purchasing decision. The attitude of the Milenal Generation results in significant buying decisions. Online Marketing for Purchase Decisions through the Awarannes Brand on Mayasi Beans. The attitude of the Milenal Generation has a significant effect on Purchasing Decisions through Brand Awarannes which is not proven true.

Keywords: Online Marketing, Millennial Generation Attitudes, Brand Awarannes, and Purchasing Decisions

