



**ANALYSIS ON THE INFLUENCE OF E-WOM, BRAND  
AWARENESS, AND SOCIAL MEDIA MARKETING  
TOWARDS CUSTOMER PURCHASE DECISIONS OF  
HMNS PERFUME**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Manajemen (S.M.)**

**By**

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Cikarang, Indonesia, November 13, 2023



I Kadek Krishna Wirapradnya Pucangan

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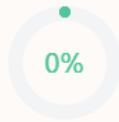
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## ABSTRACT

This study investigates the impact of E-WOM (Electronic Word of Mouth), Brand Awareness, and Social Media Marketing on Customer Purchase Decisions for HMNS Perfume. Employing a quantitative approach, data will be gathered through an online survey targeting HMNS Perfume customers aged 11-26 in the Jabodetabek area, with a sample size of 132 respondents. SPSS 25 will be utilized for analysis, primarily employing the multiple linear regression method. The study aims to contribute to the existing literature by shedding light on the factors influencing customer purchase decisions for HMNS Perfume, offering valuable insights for the company to enhance strategies and marketing efforts. The research also underscores the practical application of SPSS 25 in data analysis. In conclusion, the study affirms that E-WOM, Brand Awareness, and Social Media Marketing significantly and positively influence Customer Purchase Decisions for HMNS Perfume both independently and simultaneously, suggesting practical implications for refining strategies and marketing initiatives.

**Keywords:** *HMNS, HMNS Perfume, Customer Purchase Decisions, E-WOM, Brand Awareness, Social Media Marketing*

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