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FAKULTAS EKONOMI DAN BISNIS, UNIVERSITAS TELKOM

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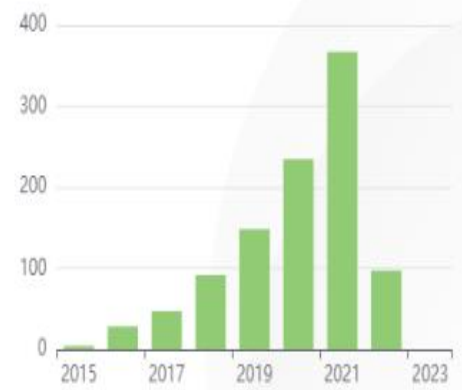
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- Google Scholar
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	All	Since 2018
Citation	1044	992
h-index	18	17
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SERTIFIKAT

Direktorat Jenderal Penguatan Riset dan Pengembangan,
Kementerian Riset, Teknologi dan Pendidikan Tinggi



Kutipan dari Keputusan Direktur Jenderal Penguatan Riset dan Pengembangan
Kementerian Riset, Teknologi dan Pendidikan Tinggi Republik Indonesia

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TERAKREDITASI



TERAKREDITASI PERINGKAT 2

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Volume 19 Nomor 2 Tahun 2019 sampai Volume 24 Nomor 1 Tahun 2024

Jakarta, 13 Desember 2019
Direktur Jenderal Penguatan Riset dan Pengembangan



Dr. Muhammad Dimiyati
NIP. 195912171984021001

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• [jmi] Validate Your Account

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• **Grisna Anggadwita** <journals@telkomuniversity.ac.id>



Fri, Dec 14, 2018 at 1:59 AM ☆

To: Dio Caesar Darma

Dio Caesar Darma

You have created an account with Jurnal Manajemen Indonesia, but before you can start using it, you need to validate your email account. To do this, simply follow the link below:

<http://journals.telkomuniversity.ac.id/ijm/user/activateUser/dio/ijVbL8vM>

Thank you,
Grisna Anggadwita

The following message is being delivered on behalf of Indonesian Journal of Management (IJM).

• [jmi] Submission Acknowledgement

Yahoo/Inbox ☆



• **Grisna Anggadwita** <journals@telkomuniversity.ac.id>



Fri, Dec 14, 2018 at 4:03 PM ☆

To: Dio Caisar Darma

Dio Caisar Darma:

Thank you for submitting the manuscript, " Factors in Building Brand Awareness and Intention to Buy" to Jurnal Manajemen Indonesia. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Submission URL: <http://journals.telkomuniversity.ac.id/ijm/authorDashboard/submission/1648>

Username: dio

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Grisna Anggadwita

The following message is being delivered on behalf of Indonesian Journal of Management (IJM).

[jmi] New notification from Jurnal Manajemen Indonesia

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● **jurnal manager** <journals@telkomuniversity.ac.id>



Wed, Jan 9, 2019 at 2:49 PM ☆

To: Dio Caisar Darma

You have a new notification from Jurnal Manajemen Indonesia:

You have been added to a discussion titled "Hasil Uji Similiarity Indeks" regarding the submission " Factors in Building Brand Awareness and Intention to Buy".

Link: <http://journals.telkomuniversity.ac.id/ijm/authorDashboard/submission/1648>

Grisna Anggadwita

The following message is being delivered on behalf of Indonesian Journal of Management (IJM).



Submissions

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Tasks 1

Submissions

My Assigned

Search

New Submission

ID	Author; Title	Stage
<i>No Items</i>		

No Items

My Authored

Search

ID	Author; Title	Stage
1648	Darma; Factors in Building Brand Awareness and Intention to Buy	Review
1850	Darma; The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy	Submission

1648

Darma; Factors in Building Brand Awareness and Intention to Buy

[Review](#)

1850

Darma; The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy

[Submission](#)

Round 1 Status
Revisions have been requested.

Notifications

[\[jmi\] Editor Decision](#) 2019-02-19 12:56 PM

Reviewer's Attachments 🔍 Search

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Revisions 🔍 Search 📄 Upload File

▶  4763-1 Journal manager, revisi.docx Article Text

Review Discussions ➕ Add discussion

Name	From	Last Reply	Replies	Closed
Revision Required	managerjmi Aug/22	-	0	<input type="checkbox"/>
Paper Revision	managerjmi Aug/24	-	0	<input type="checkbox"/>

Notifications



[jmi] Editor Decision

2019-02-19 12:56 PM

Dio Caisar Darma:

Selamat siang.

Bersama ini kami memberitahukan bahwa hasil review Anda telah keluar.

Dari hasil tersebut ada beberapa hal yang perlu Anda perbaiki.

Mohon untuk memperbaiki sesuai saran reviewer di bawah ini dan mengirimkan hasil revisi paling lambat tanggal 25 februari 2019.

We have reached a decision regarding your submission to Jurnal Manajemen Indonesia, " Factors in Building Brand Awareness and Intention to Buy".

Our decision is: Revisions Required

jurnal manager

ijm.telkomuniversity@gmail.com

R. Comments for the author: (Please present specific details using the following categories.)

* MINOR WEAKNESSES AND SUGGESTIONS:



● **jurnal manager** <journals@telkomuniversity.ac.id>



Tue, Feb 19, 2019 at 2:05 PM ☆

To: Dio Caesar Darma

Dio Caesar Darma:

Selamat siang.

Bersama ini kami memberitahukan bahwa hasil review Anda telah keluar.

Dari hasil tersebut ada beberapa hal yang perlu Anda perbaiki.

Mohon untuk memperbaiki sesuai saran reviewer di bawah ini dan mengirimkan hasil revisi paling lambat tanggal 25 februari 2019.

We have reached a decision regarding your submission to Jurnal Manajemen Indonesia, " Factors in Building Brand Awareness and Intention to Buy".

Our decision is: Revisions Required

jurnal manager

ijm.telkomuniversity@gmail.com

R. Comments for the author: (Please present specific details using the following categories.)

* MINOR WEAKNESSES AND SUGGESTIONS:

Mohon untuk diperhatikan terkait penulisan: 1. Satu paragraf minimal terdiri dari dua kalimat 2. Konsistensi numbering I --> A, B, C --> 1) 2) 3)..contoh setelah C. Discussion harusnya 1) ..<menggunakan kurung> The Influence of Social Media Marketing Directly Againts Go-Jek Brand Awareness Mohon diganti dengan sumber yang lebih baik untuk: ----- (2009). Quantitative Research Methods, Qualitative and R & D. Alfabeta. Bandung. ----- (2011). Educational Research Methods. 12th ed. Alfabeta. Bandung. ----- (2011). Metode Penelitian

Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen. Badan Penerbit Fakultas Ekonomi Universitas Diponegoro. Semarang. usahakan yang mempunyai identitas penulis yang jelas

* MAJOR WEAKNESSES AND SUGGESTIONS:

1. Paper ini tidak memperlihatkan kontribusi yang signifikan tetapi dapat diterima secara ilmiah 2. mohon untuk dijelaskan alasan pemilihan alat analisis (kenapa menggunakan path, kenapa perlu dilakukan uji pengaruh) 3. Paper yang baik setidaknya mengandung 80% referensi yang berasal dari jurnal internasional, paper ini masih belum signifikan sumber dari jurnalnya 4. Pada pembahasan, mohon dimunculkan referensi pendukung, sehingga menguatkan keluaran hasil

The following message is being delivered on behalf of Indonesian Journal of Management (IJM).

Revision Required



Participants

Admin Jurnal Manager (managerjmi)

Dio Caisar Darma (dio)

Messages

Note

From

Dear Author,


managerjmi

Aug 22

Berikut kami lampirkan hasil proofread artikel Anda untuk proses publikasi. Mohon cek kembali dan revisi sesuai dengan catatan yang ada di artikel. Kami hanya memberikan waktu untuk proses revisi sampai tanggal 24 Agustus karena artikel ini akan segera diterbitkan. Demikian informasi dari kami. Terima kasih

Regards,

Editor JMI

 managerjmi, Journal manager, Artikel 1 - proofread.docx



● **Dio Cessar** <dio.cessar@yahoo.com>

To: jurnal manager



Sun, Feb 24, 2019 at 8:31 AM ☆

Selamat pagi.

Yth. Redaksi Pengelola JMI (Univ. Telkom)

Berikut kami lampirkan hasil revisi JMI (An. Maria dkk, 2019) dari catatan Reviewer.

Best regard.

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Catatan Re... .docx

13.9kB



JMI_Mariadocx

165.7kB



Tasks 0

Submissions

The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy

Dio Caisar Darma

- Submission
- Review
- Copyediting
- Production

Submission Files

Search

- 5595-3 dio, Author, 1648-99Z_Article Text-5584-1-18-20190822-1 (JMI)-revised.docx (3) Research Results

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Pre-Review Discussions

Add discussion

Name	From	Last Reply	Replies	Closed
Comments for the Editor	dio Aug/22	managerjmi Sep/16	1	<input type="checkbox"/>

Paper Revision



Participants

Admin Jurnal Manager (managerjmi)

Dio Caesar Darma (dio)

Messages

Note

From

Dear Author,

managerjmi
Aug 24

File yang Anda kirim tidak dapat kamu buka, sehingga kami mohon bantuannya untuk mengirimkan ulang file revisi tersebut dengan mereply email ini, tanpa membuat submission baru. Demikian informasi dari kami, terima kasih atas kerjasamanya.

Best Regards,

Editor JMI

The Ef

Dio Cais

Subm

Subm

Pre-f

Name

Co

Comments for the Editor



Participants [Edit](#)

Dio Caisar Darma (dio)

Messages

Note	From
Revised paper (22/08/2019) to publish. Best regards	dio Aug 22
Dear Author,	managerjmi Sep 16

File yang Anda kirim tidak dapat kamu buka, sehingga kami mohon bantuannya untuk mengirimkan ulang file revisi tersebut dengan mereply email ini, tanpa membuat submission baru. Demikian informasi dari kami, terima kasih atas kerjasamanya.

Best Regards,

Editor JMI



Submissions

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Tasks 1

Submissions

Archived Submissions

Search

ID	Author; Title	Stage
2209	Darma; The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy	Declined
2234	Maria et al.; THE EFFECT OF SOCIAL MEDIA MARKETING, WORD OF MOUTH, AND EFFECTIVENESS OF ADVERTISING ON BRAND AWARENESS AND INTENTION TO BUY	Published

2 of 2 items

[jmi] New notification from Jurnal Manajemen Indonesia

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● **jurnal manager** <journals@telkomuniversity.ac.id>



Thu, Aug 22, 2019 at 5:05 PM ☆

To: Dio Caisar Darma

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Link: [//journals.telkomuniversity.ac.id/ijm/authorDashboard/submission/1648](http://journals.telkomuniversity.ac.id/ijm/authorDashboard/submission/1648)

Grisna Anggadwita

The following message is being delivered on behalf of Indonesian Journal of Management (IJM).

[jmi] New notification from Jurnal Manajemen Indonesia

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● **jurnal manager** <journals@telkomuniversity.ac.id>



Fri, Aug 30, 2019 at 4:12 PM ☆

To: Dio Caisar Darma

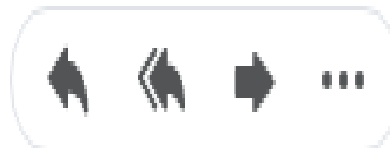
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An issue has been published.

Link: [//journals.telkomuniversity.ac.id/ijm/issue/current](http://journals.telkomuniversity.ac.id/ijm/issue/current)

Grisna Anggadwita

The following message is being delivered on behalf of Indonesian Journal of Management (IJM).



THE EFFECT OF SOCIAL MEDIA MARKETING, WORD OF MOUTH, AND EFFECTIVENESS OF ADVERTISING ON BRAND AWARENESS AND INTENTION TO BUY

Siti Maria

Faculty of Economic and Bussines, Mulawarman University, Samarinda, Indonesia

Tommy Pusriadi

Samarinda High College of Economics Science, Samarinda, Indonesia

Yundi Permadi Hakim

Samarinda High College of Economics Science, Samarinda, Indonesia

Dio Caesar Darma

Samarinda High College of Economics Science, Samarinda, Indonesia

DOI: <https://doi.org/10.25124/jmi.v19i2.2234>

Abstract

The purpose of this research is to analyze the direct effect of social media marketing, word of mouth, and the effectiveness of advertising on brand awareness and its impact on intention to buy, either directly or indirectly. The data source of 50 respondents, obtained from the customers who use transportation services in Samarinda. Models using path analysis programs and data are processed through SPSS version 23. Result from this research based on sub-structure model 1 reveal that social media marketing and the effectiveness of advertising directly has a significant positive effect on



Published
2019-08-30

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