

ABSTRACT

This study aims to examine the effect of social media marketing on the purchase intentions of Booking.com in The Netherlands and Indonesia . It also aims to determine if the influence of brands image US an intervening for social media marketing on purchaseintention. The independent variables in this study are purchases intentions and the social media marketing is a dependent variable. Meanwhile, brand image is the intervening variable .

The study sample included the users of booking.com from the previous two months in The Netherlands and Indonesia will serve as the target sample with the age of over 17 years old. The research sample was taken by means of purposive sampling which is a limited sampling method according to the criteria set by the researchers The sample in this study was 180 respondents. The hypotheses were tested with the help of SmartPLS software. The method used in this study is a quantitative method using a structural equation model (SEM). In addition, Multi-Group Analysis (PLS-MGA) was also carried out and found that there were no significant differences between the two countries (the Netherlands and Indonesia) especially their purchase intention behavior. However, these findings provide a better understanding of the role of knowledge of purchase intentions on customer behavior in the Netherlands and Indonesia

Through hypothesis testing, the research results show that social media marketing has a positive influence on brand images, social media marketing has a positive influence on purchases intentions, brands image as an intervening has a positive influence for social media marketing on purchase intention.

Keywords: Brand image . Purchase Intentions, Social Media Marketing.