

ABSTRACT

Social media marketing is a marketing strategy to develop and build customer relationships with brands and generate higher customer engagement on social media platforms. This research aims to examine how social media marketing impacts smartphone purchase intention, with brand trust and brand engagement as mediating factors. The research approach is quantitative, with sampling using purposive sampling techniques and the research sample is 122 respondents. This research uses Structural Equation Modeling (SEM) analysis with Amos. The research results found that social media marketing has an effect on brand trust and brand engagement. Social media marketing, brand trust and brand engagement also have a direct influence on purchase intention. The indirect influence test found that brand trust and brand engagement mediate the influence of social media marketing on purchase intention. This research provides insight for managers, marketers and retail sellers of smartphone brands in Indonesia through social media can increase purchase intention with social media marketing in marketing.

Keywords : *Social Media Marketing, Brand Trust, Brand engagement, Purchase Intention, Brand Smartphone, SEM.*



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