

ABSTRACT

The phenomenon of ups and downs in the smartphone market share in Indonesia has resulted in company competition in the smartphone industry. This competition can be seen from the results of market share data for smartphone brands in Indonesia with a comparison of Q1-Q2 to Q3-Q4 in 2022. Competition can be seen when Samsung experienced a decrease of 0.44% which made Samsung come in second place from previously being in the position First.

The purpose of this study was to find out how much influence social media marketing has on the three intervention variables used in this study (brand trust, brand image, and brand awareness), to find out how much influence the three intervention variables have on purchase intentions, to find out how much that influence. the big influence of social media marketing on purchase intention, and to find out how much influence the third variable intervenes in mediating between social media marketing variables and purchase intention.

The research method used to achieve the objectives is a quantitative method. The respondents involved were 212 users who had or are currently using Samsung brand smartphones in Indonesia. The analytical method used in this research is PLS-SEM using SmartPLS tools. The results of this research prove that all of the research hypotheses have a significant positive effect. Future research is expected to use other variables that can influence purchase intention.

Keywords: *market share, smartphone, social media marketing, brand trust, brand image, brand awareness, purchase intention*