

ABSTRACT

Consumer engagement is a way carried out by an organization or company in conducting communications and approaches to consumers. This study aims to find whether there is a strong influence when implementing consumer engagement through social network marketing can have an influence on consumer purchase intention in the company. Research conducted is duplication due to using theories and methods that have been used before but there are only differences in objects and populations included in the study.

Research conducted using data taken directly from corporate consumers who follow social media from Telkomsel and see advertisements displayed on Telkomsel company social media with a total of 210 respondents.

Studies conducted prove that there is an influence of consumer engagement that is applied through social network marketing in increasing customer buying interest. The Structural Model Equation that is applied by processing using the AMOS application describes how positive relationships occur between variables and overall positive relationships and how the indicators on variables affect the related variables. Therefore, the results of this study can be used as an evaluation material for companies in implementing consumer engagement to increase consumer purchase intention.

Keywords: consumer engagement, social network marketing, consumer purchase intention