

ABSTRACT

There are 130 million people who use social media in Indonesia. Among them, 120 million use social media through mobile devices. It shows that Indonesia has significant mobile device users in the world. Other facts show that the Indonesian Telecommunications Operator PT. TELKOMSEL has more than 100 million customers who use smartphones. These customers are active social media users and can become digital channels for communication & marketing of a brand/product. PT. TELKOMSEL issued a TAU package to accommodate potential smartphone users but has not yet succeeded in getting the user to become a new customer for the TAU package. Promotional activities on social media need to be the focus of the TAU package. Based on previous research shows that Social media has a significant influence on customer purchase intentions. Social media changes marketing strategies for brands and also changes brand communication channels. Based on this information, the purpose of this study is to analyze how digital marketing strategies influence Brand Awareness & eWOM, thus affecting the Purchase Intention (buying intentions) of potential smartphone users.

This research uses quantitative research methods with a causative relationship approach. This study's population is social media users who have been exposed to marketing activities via social media package Telkomsel TAU. The sample in this study amounted to 230 respondents. The sampling technique used in this study is purposive sampling. In this case, the consideration is targeting smartphone users at Telkomsel who also use social media. The data analysis technique used in this study is the structural equation modeling (SEM) method using LISREL 8.8 software. Based on the results of research, marketing activities via social media such as Brand Page Commitment have a positive and significant effect on Brand Awareness and eWOM. However, Brand Page Commitment and Viral Advertisement do not have a direct effect on Purchase Intention. Brand Awareness, eWOM, and Opinion seeking have a positive and significant effect on Purchase Intention.

Keywords: *Brand Awareness, eWOM, Viral Advertisement, Opinion Seeking, Purchase Intention, social media marketing activity, LISREL, SEM.*