

*PT Darta Media Nusantara is a company that offers a creative environment such as online forums and online buying and selling of goods/services called the Kaskus Sale and Purchase Forum. Seeing the existing phenomenon, there is still a low interest in using the Kaskus Buy and Sell Forum to find the desired item. This study aims to measure the effect of Social Identification, Customer Engagement and Purchase Intention variables on the use of the Kaskus Sale and Purchase Forum. Data collection was carried out on users of the Kaskus Buying and Selling Forum in Jakarta. This study uses a non-probability sampling technique. This study uses a non-probability sampling technique which does not allow members of the population to have the same opportunity to be selected as a sample or it is not known whether they have the same opportunity or not. This study uses a type of convenience sampling which is carried out by taking available samples and supports in providing information for research. The sample in this study found 255 users of the Kaskus Buying and Selling Forum. The method used in this study is a quantitative method. The hypotheses contained in this study were tested using the Structural Equation Modeling (SEM) research method with LISREL 8.80 software. The results of this study indicate that customer-to-customer identification has a significant effect on customer-to-society identification, customer-to-society engagement has a significant effect on customer behavior engagement, customer-to-customer identification has a significant effect on customer engagement, customer-to-customer identification has an effect significant effect on customer attitudinal engagement, customer attitudinal engagement has a significant effect on purchase intention at the Kaskus Sale and Purchase Forum.*