

ABSTRACT

In recent years, social media development has changed the advertising and marketing landscape and has turned into a tool that businesses and corporations would do well to exploit. The high growth of smartphone users in Indonesia is not directly proportional to the growth of Telkomsel postpaid users. In 2019-2020 the growth of postpaid users has decreased. This decline is also seen in the search interest audience data on Google search.

To increase user growth and understand the factors that influence consumer buying interest, companies need to know the key factors that can increase purchase intentions, in order to formulate a better marketing strategy. This study aims to determine the influence of marketing on social media with the variables of quality of social media, quantity of social media, and credibility of social media on customer inspiration and customer purchase intention.

The method used in this study is a quantitative method. The type of data needed in the study is primary data and secondary data by collecting data using a questionnaire via google form which is distributed to 384 consumers from prepaid users who have Instagram and have seen Telkomsel Halo content on Instagram. Sampling was carried out using a non-probability sampling method of purposive sampling. The data analysis technique uses SEM – PLS (Partial Least Square) which is processed using SmartPLS software.

It was found that Customer Inspiration has a positive and significant effect on Purchase Intention. The indirect effect on Purchase Intention is also found in the structural model. Ordered from the most influential are Credibility, Customization, Interaction, e-WOM, Entertainment, Trendiness and Quantity of Social Media Marketing.

Suggestions for companies are that Telkomsel Halo should focus more on the main factor that directly influences consumer purchase intentions: Customer Inspiration. In addition, Telkomsel Halo is expected to be able to provide content that has more accurate and reliable information because research results show that the Credibility of social media marketing will have an indirect effect on consumer purchase intentions. For further research, consider adding other factors that can increase Purchase Intention and are expected to be able to use the current model in the business sector or other social media platforms.

Keywords: *Social Media Marketing, Telkomsel, Customer Inspiration, Customer Purchase Intention*