

ABSTRACT

Indonesia is a country with a fairly high level of smartphone usage. Currently Samsung is the market leader in smartphone sales in Indonesia with a proportion of 37.1%. In this research, the authors tested the relationship between social media marketing and purchase intention which is mediated by trust and brand image. This study aims to analyze the factors of each variable. The results of this study are expected to be one of the aspects of increasing general knowledge about information retrieval when purchasing electronics so that purchases are in accordance with consumer wishes. This research is quantitative, used to examine certain populations or samples, in identifying the relationship between each variable. Data collection was carried out using a survey of 350 respondents via an online questionnaire as the primary data source which was distributed to social media users in Indonesia. The method used is SEM and bootstrapping to analyze the data in this study. The benefit of this research is to provide insight into the significant factors that can influence Indonesian consumers in deciding which products to buy through the influence of social media activities.

Keywords: Social Media Marketing, Purchase Intention, Trust and Brand Image