

ABSTRACT

Global phenomena such as digitalization can currently influence the way business owners develop their products and brands. Business actors, especially local footwear brands, must be able to utilize digitalization as a means to introduce and present their products and brands so that consumers can know and pay attention to their products and brands. The population used in this research are users of the Compass shoe brand in Indonesia. The purpose of this research is to analyze the positive influence of Social Media Marketing Activities on Purchase Intention through Brand Image and Brand Awareness in the Compass Shoe Brand. This research uses quantitative data collection techniques with primary data distributing questionnaires to 384 respondents. This research uses SmartPLS software version 3.2.9 to analyze data.

Keyword: Social Media Marketing Activities, Brand Image, Brand Awareness, Purchase Intention