

ABSTRACT

Gymfitnessindo is a company dedicated to distributing fitness equipment, primarily utilizing social media as its key marketing channel. In accordance with the growth of the fitness sector in Indonesia, Gymfitnessindo has witnessed considerable increases in its social media followers, sales figures, and the number of customers providing positive feedback. Consequently, it is crucial to comprehend how Electronic Word of Mouth (eWOM) and Social Media Marketing (SMM) affect Purchase Intention, with Customer Satisfaction serving as a mediator and the Effectiveness of ICT & Endorsement acting as a moderator within Gymfitnessindo. This research seeks to determine the extent of the influence that e-WOM and SMM exert on Purchase Intention via Customer Satisfaction, along with the moderating effects of the Effectiveness of ICT & Endorsement on the relationship between Customer Satisfaction and Purchase Intention at Gymfitnessindo. The study employs a quantitative approach with a descriptive & causality research design. The sample for this research comprised 220 individuals, utilizing Non Probability Sampling through Purposive Sampling. Data collection was conducted through questionnaires distributed via Google Form. The analytical technique applied is PLS-SEM to assess the relationships among the variables. The results of the study showed that EWOM and SMM did not have a significant direct effect on Purchase Intention. However, with the influence of the Customer Satisfaction variable as a mediator between EWOM and Purchase Intention also SMM and Purchase Intention, both showed a significant and positive effect. For the variables that moderate between Customer Satisfaction and Purchase Intention, that is Effectiveness Of ICT and Endorsement, both showed no significant effect as moderation. This study concludes that only digital marketing mediated by Customer Satisfaction influences Purchase Intention. Therefore, it is recommended to enhance customer satisfaction prior to purchase, such as through product trials or satisfying services.

Keywords: *Electronic Word of Mouth; Social Media Marketing; Customer Satisfaction; Purchase Intention; Digital Marketing*