

ABSTRACT

With the modern changes in the world of technology, having knowledge of how different consumers react to the world of SMM, specifically in educational technology in Indonesia, is important. This research studies the effect of Social Media Marketing (SMM) on Purchase Intention (PI) focusing on the mediator effect of CBE (CBE) among users of educational technology services in Indonesia. Using an online survey method, the data was curated from 300 targeted respondents. The analysis used was PLS-SEM (Partial Least Squares Structural Equation Modelling). The result of this study clearly showed the strong impact between SMM and PI where CBE was found to mediate this relationship. Moreover, the findings depict that well developed social media strategies strengthens emotional attachment to brands, which positively affects purchase intention behavior. Meaningful and appropriate for the users content and interactions is needed to foster and deepen engagement and given the intention to purchase is increasing The increase in subscribers for Ruangguru after the Clash of Champions episodes is an example of a phenomena that has happened and demonstrate how SMM has a direct effect towards consumers.

Keywords: Consumer Brand Engagement, EdTech, Indonesia, Purchase Intention, Social Media Marketing.