

ABSTRACT

Internet penetration and development that have reach 53% of the world's population encourage changes in people's lifestyles, including socializing and daily needs shopping. The presence of social media not only give the beneficial in the social life of the community but has also been used by brands including Lazada as a major E-commerce brand in Indonesia. This study measures the effect of marketing activity via Media Sosial on Purchase Intention, with the brand as a mediating variable.

This study uses a quantitative research method with a causative relationship approach. The population in this study were social media users who had been exposed to marketing activities via Social Media conducted by Lazada Indonesia. The sample in this study amounted to 252 respondents. The sampling technique used in this study is Purposive Sampling, which is a technique of determining samples with certain considerations. In this case the consideration is targeting E-commerce users who also use social media. Data collection in this study was conducted by distributing online questionnaires through the Google Form. And the data analysis technique used in this study is the Structural Equation Modeling (SEM) method using LISREL 8.8 software.

Based on the results of the study, marketing activities via Media Sosial have a positive and significant effect on Brand Awareness and Brand Image but have no direct effect on Purchase Intention. Brand Awareness has a positive effect on Purchase Intention but not significant. While the Brand Image results have an effect on Purchase Intention and the effect is significant. This study proves that Brand Equity acts as an intervening variable that strengthens the influence of the APMS on Purchase Intention.

Key Word: *Social Media Marketing Activity, Brand Awareness, Brand Image, Brand Equity, Purchase Intention, Lisrel, SEM .*