

ABSTRACT

Information technology in Indonesia continues to increase, this is in line with the increasing film industry in Indonesia is also increasingly rapid. One of them appeared online ticket purchase service application, Tix Id. The purpose of this research is to know and analyze how social media marketing on Tix Id, how about brand image Tix Id from a consumer view, how e-service quality of the Tix Id application provided to consumer, how purchase intention on the Tix Id app and how the partial influence of social media marketing, brand image, and e-service quality on purchase intention on the Tix Id application in Bandung.

This research uses the type of quantitative research method with descriptive analysis and causality. The population of this research is a resident in the city of Bandung who knows and uses Tix Id application with samples of 100 respondents. The sampling techniques used in this study are nonprobability sampling. The method of data analysis on this research is using Structural Equation Modeling (SEM). Using data processing via SmartPLS.

The results of this research, respondents response about variable social media marketing, variable brand image, variable e-service quality and variable purchase intention in good category. As for the hypothesis test conducted by looking at the t-statistical value, social media marketing has a significant effect on purchase intention, brand image has a significant effect on purchase intention, and e-service quality has a significant effect on purchase intention.

Keywords: Social Media Marketing, Brand Image, E-Service Quality and Purchase Intention