

ABSTRACT

Significant technological developments that make internet users, to makes all human activities accessible through the internet network much create great opportunities in the economic aspect. One of them is shopping through the online which can be accessed easily so that designs innovations appear in the ease of buying and selling processes on online networks. Sociolla e-commerce utilizes Instagram's social media network marketing in their business processes.

This study aims to determine the effect of social network media marketing and consumer linkages on consumer purchase intentions on Sociolla e-commerce. The method used in this study is a quantitative. The population and samples used in this study are Sociolla users who follow Sociolla social media accounts or have seen promotional advertisements uploaded by Sociolla. The sampling technique used was non-probability sampling with purposive sampling method, which involved 385 respondents.

Based on the analysis of the first hypothesis, there is a positive influence of network marketing media on consumer buying intentions. In the second hypothesis there is a positive influence of network marketing media on consumer engagement. In the third hypothesis, there is a positive relationship between consumers and consumers' purchase intentions. The variables of social media network marketing and consumer engagement can be said to be important in marketing the Sociolla e-commerce, because they have a direct effect on consumers' purchase intentions.

Keywords: *Social Media Marketing, Consumer Engagement, Purchase Intention, Sociolla.*