

ABSTRACT

The world of marketing continues to experience several evolutions that occur in several eras, so that now marketing has entered the 5.0 era that applies AI technology. The application of AI is carried out in calculating social media algorithms to improve the performance of a social media account by analyzing data on social media networks so that the promotions offered can be delivered on target and increase consumer engagement and can find new customers. Digital Amoeba implements marketing through social media networks by using Instagram to market webinars formed through Eventeer products to increase consumer buying intentions. However, related to marketing regarding webinars, it has not been found on Instagram Digital Amoeba and related to the engagement rate on Instagram Digital Amoeba is still low compared to its competitors, so that consumers' purchase intentions for webinar sessions are still within Telkom's internal circles. The purpose of this study was to determine the effect of social media network marketing on Instagram Digital Amoeba and the relationship between consumers and consumers' purchase intentions. The research method used is a quantitative research methodology with a causal associative research approach with data analysis techniques using Structural Equation Model (SEM) and analysis tools using AMOS 24.0. The population in this study were all Instagram Digital Amoeba followers. The sample size in this study was 314 respondents. The results of the study indicate that social media network marketing has a significant effect on consumer purchase intentions with consumer linkage acting as an intervening variable in influencing social media users to have consumer purchase intentions. A practical suggestion is to add to the webinar session containing entertaining content to increase consumer engagement on Instagram Digital Amoeba. Theoretical suggestion is to conduct research by considering other supporting variables, such as product quality, brand, and advertising.

Keywords: consumer engagement; marketing; purchase intention; social media marketing.