

ABSTRACT

The smartphone industry in Indonesia is predicted to continue to grow, making Indonesia one of the countries with the highest number of internet users using smartphones in the world. Samsung is the company that sends the most smartphones to Indonesia, but there has been a phenomenon of declining sales, indicating a need to develop a passion for the brand among customers.

This research aims to determine how the social media communication created by the company and social media users influence the development of brand passion and interest in purchasing among consumers. The research uses a quantitative method by distributing questionnaires to 401 respondents. Assessment is carried out using a five-point Likert scale. The data analysis techniques used in this research are descriptive statistical analysis and Structural Equation Modeling (SEM) with the help of AMOS 26 software.

The results of the analysis show that firm-created content has a significant effect on TikTok users to create content on TikTok, and firm-created content also influences brand passion among customers. It is then found and proven that user-generated content does not have a significant effect on brand passion, but brand passion has a significant effect on purchase intention.

Based on the results of the research conducted by the author, it is expected to serve as a reference for future research using the same variables, and also for companies to provide benefits regarding social media marketing, brand passion, and purchase intention.

Keyword: *Social media marketing, Structural equation modelling, Purchase intention, Brand passion*