

ABSTRACT

Currently the world is experiencing very rapid technological developments, especially in terms of communication which is closely related to the device, namely smartphone. Many brands smartphone one of which is developing in Indonesia, namely Samsung, which is a manufacturer's smartphone popular in Asia and the world. But many competitors want to try to shift the power of Samsung. Business people need to innovate in marketing their products, an example of business marketing innovation in technological evolution can be seen through social media. Samsung utilizes social media to carry out promotional activities and disseminate product information. Even so, Samsung continued to experience a decline in the survey Brand Index which represents a decrease in people's buying interest in the products smartphone the. This study aims to determine the effect Social Media Marketing to Purchase Intention through Brand Image on smartphone Samsung. The method used in this research is to use quantitative research methods with descriptive research types. Data collection techniques using a questionnaire that is distributed via Google Forms, sorted using a scale likert 5 points. Sampling was done by method non-probability sampling with a total sample of 385 respondents. The data source obtained is primary data from a survey of people who know or use Samsung products and view Samsung's social media content created by the company. The data obtained were analyzed using the method Structural Equation Model (SEM) with help software SmartPLS version 3.2.9. The results of the descriptive analysis show that Social Media Marketing, Brand Image, and Purchase Intention good category. The results of the hypothesis show that Social Media Marketing (X) has a positive and significant influence on Purchase Intention (AND), Social Media Marketing (X) has a positive and significant influence on Brand Image (Z), Brand Image (Z) has a positive and significant influence on Purchase Intention (Y), Social Media Marketing (X) has a positive and significant influence on Purchase Intention (Y) through Brand Image (Z)

Keywords: *Social Media Marketing, Brand Image, Purchase Intention*