

ABSTRACT

Along with technical sophistication that is increasingly practical and efficient, various technologies for humans in carrying out their daily tasks have been developed, one of which is technology that supports connections with the outside world. Many platforms have emerged as sources of information for individuals around the world. Social media networks such as YouTube, Instagram, Line, WhatsApp, Twitter, Facebook, Tiktok and Telegram are among them. With advances in technology, especially social media, currently there are many opportunities that can be utilized, one of which is selling. This opportunity was used by Erigo to market his products on social media.

This study aims to determine how Erigo's social media marketing activities are to determine how much influence Erigo's social media activities have on purchase intentions of Erigo products, and to determine the mediating effect of subjective norms, perceived behavioral control, brand awareness, and social brand involvement on the relationship between activities social media marketing and purchase intention of Erigo Products.

The phenomena in this study are explored using the case study method and also the opportunities that occur. Data collection technique is to collect questionnaires. Respondents required as many as 385 respondents who meet the criteria. This study used a questionnaire data collection technique with a Likert scale and data analysis techniques using Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software.

Based on the results of the analysis, social media marketing activity does not have a significant positive effect on Erigo's purchase intention. Subjective norms mediate the positive relationship between social media marketing activity and Erigo's purchase intention. Perceived behavioral control mediates the relationship between social media positively. Brand awareness did not positively mediate the relationship between social media marketing activity and Erigo's purchase intention, and social brand engagement positively mediated the relationship between social media marketing activity and Erigo's purchase intention.

The suggestion for this research is that Erigo must always provide up-to-date information on his social media, and also provide detailed content about services and products so that customers want to share it with others. And Erigo must strengthen his brand awareness, especially the brand recall section so customers can remember Erigo's name.

Keywords: Social Media Marketing, Purchase Intention, subjective norm, perceived behavioral control, brand awareness, social brand engagement