ABSTRACT

In the current digital era, social media has played a significant role in influencing consumers' purchase intentions. The perfume industry in Indonesia leverages social media as a primary marketing tool. This study focuses on the impact of social media marketing activities on consumers' purchase intentions. The aim of this research is to analyze the effect of social media marketing activities on purchase intentions, namely Continuance Intention, Participate Intention, and Purchase Intention. This is done to provide insights to the perfume industry on elements that can enhance the effectiveness of their social media marketing strategies.

The theoretical foundation includes key concepts such as social media marketing activities, intention, social identification, perceived value, and satisfaction. These theories are used to build a conceptual framework and develop hypotheses to be tested in the study. The independent variable in this study is Social Media Marketing Activities (SMMAs), while the dependent variables are Continuance Intention, Participate Intention, and Purchase Intention, with mediation variables being Social Identification, Perceived Value, and Satisfaction. The research model replicates a previous study by changing the research object to the HMNS perfumery brand.

The data collection method used a questionnaire distributed via Google Forms. The research sample consisted of 385 respondents who are consumers of the HMNS brand and Instagram users. This study employs a non-probability purposive sampling method and data analysis techniques using Structural Equation Modeling (SEM) with SmartPLS 4 software. Inner and outer model tests are conducted to ensure the quality of the instruments and the research model. Additionally, descriptive tests are performed to assess the overall goodness of the model. Hypothesis testing is also conducted to address the hypotheses in the study.

The results show that SMMAs are significant and have a positive effect on Social Identification, Perceived Value, and Satisfaction. The Social Identification variable is significant and positively affects Perceived Value and Satisfaction. The Perceived Value variable is significant and positively affects Satisfaction. Moreover, the Satisfaction variable is significant and positively affects Continuance Intention, Participate Intention, and Perceived Value. Therefore, it is concluded that SMMAs indeed influence customer intentions. Furthermore, this study provides suggestions for brands to enhance their marketing strategies, such as interactive content, influencer and credibility, user-generated content, product education, increasing consumer value, responsive customer service, high-value content campaigns, loyalty programs, and special promotions and discounts.

Keywords: Social Media Marketing Activities, Consumer Intentions, Social Identification, Perceived Value, and Satisfaction.