

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh *Social Media Marketing* terhadap *Purchase Intention* dengan Variabel Mediasi *Brand Image* dan *Brand Trust* pada produk suku cadang *Hydraulic Excavator* di Indonesia. Penelitian ini menggunakan metode penelitian kausal. Populasi dalam penelitian ini adalah konsumen suku cadang pompa hidrolik untuk *Hydraulic Excavator* di Indonesia. Metode pengambilan sampel menggunakan teknik non probabilitas, dengan melibatkan 178 orang responden yang merupakan konsumen suku cadang *Hydraulic Excavator* pada PT. MPU. Analisis data menggunakan SEM (*Structural Equation Modelling*) SmartPLS versi 3.0. Hasil penelitian menunjukkan bahwa : (1) *Social Media Marketing* berpengaruh positif dan signifikan terhadap *Purchase Intention*, (2) *Social Media Marketing* berpengaruh positif dan signifikan terhadap *Brand Image*, (3) *Social Media Marketing* berpengaruh positif dan signifikan terhadap *Brand Trust*, (4) *Brand Image* berpengaruh positif dan signifikan terhadap *Purchase Intention*, (5) *Brand Trust* berpengaruh positif dan signifikan terhadap *Purchase Intention*, (6) *Brand Image* memediasi hubungan antara *Social Media Marketing* terhadap *Purchase Intention*, (7) *Brand Trust* memediasi hubungan antara *Social Media Marketing* terhadap *Purchase Intention*.

Kata kunci : *Social Media Marketing*, *Brand Image*, *Brand Trust*,
Purchase Intention

ABSTRACT

This study aims to examine the impact of Social Media Marketing on Purchase Intention mediated by Brand Image and Brand Trust. This study uses causal research method. The population in this study are consumers of hydraulic pump spare parts for Hydraulic Excavators in Indonesia. The sampling method uses non-probability techniques, involving 178 respondents who are consumers Hydraulic Excavator spare parts at PT. MPU. Data analysis using Structural Equation Modelling (SEM) SmartPLS version 3.0. The results of the study are as follows: (1) Social Media Marketing has a positive and significant effect on Purchase Intention, (2) Social Media Marketing has a positive and significant effect on Brand Image, (3) Social Media Marketing has a positive and significant effect on Brand Trust, (4) Brand Image has a positive and significant effect on Purchase Intention, (5) Brand Trust has a positive and significant effect on Purchase Intention, (6) Brand Image mediates the relationship between Social Media Marketing and Purchase Intention, (7) Brand Trust mediates the relationship between Social Media Marketing and purchase intention.

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

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