

## ABSTRACT

This research examines how social media advertising (SMA) influences Indonesian consumers purchase intentions toward new clothing brands. Utilizing a quantitative approach, data from 135 respondents were collected through structured questionnaires to evaluate the impact of four SMA dimensions: entertainment, informativeness, credibility, and perceived relevance. Findings reveal that credibility and perceived relevance significantly enhance purchase intentions, emphasizing the importance of authentic and personally tailored advertising content. Conversely, entertainment and informativeness did not independently affect purchase decisions. The study highlights essential managerial insights, suggesting new clothing brands prioritize credibility and targeted personalization in their social media strategies to effectively engage Indonesian consumers.

Keyword: social media advertising (SMA), social media, purchase intention, intent to purchase, new clothing brands, fashion market, Indonesia.

