

ABSTRACT

This study aims to analyze the effect of social media marketing on purchasing decisions through customer engagement and customer brand identification as intervening variables for Skintific consumers in Semarang, Central Java. The variables used in this study are social media marketing as an independent variable, customer engagement and customer brand identification as mediating variables, and purchasing decisions as the dependent variable. The sample used in this study were 164 respondents who are active on social media, live in Semarang and have purchased Skintific products.

Sampling in this study used non-probability sampling with a purposive sampling approach and used a questionnaire method as a data collection method. The analysis used is Structural Equation Modeling (SEM) with Analysis of Moment Structure (AMOS) 24 analysis tool.

The results of this study indicate that social media marketing has a positive and significant effect on customer engagement, and customer engagement and customer brand identification have a positive and significant effect on consumer purchase decisions.

Keywords : Social Media Marketing, Customer Engagement, Customer Brand Identification, Purchase Decision

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