

ABSTRACT

Social media marketing activities (SMMA) have become an important strategy for driving purchase intentions in the digital realm. SMMA seeks to build brand trust and emotional closeness (customer engagement). However, the direct effectiveness of SMMA on purchase intentions remains inconsistent in the empirical literature. This study aims to determine the effect of SMMA on purchase intentions and the mediating role of customer engagement and brand trust in influencing SMMA and purchase intentions, especially in the context of the Indonesian property market, a high-involvement sector. Sampling was conducted using purposive sampling of 200 respondents and analyzed using SEM methods using AMOS v.21 software. The results found that SMMA, brand trust, and customer engagement significantly influenced purchase intentions. Overall mediation testing proved that both psychological variables play a significant role. Customer engagement was proven to significantly mediate the effect of SMMA on purchase intentions. This success confirms that active consumer involvement and emotional closeness are the primary and most effective mechanisms for channeling purchase impulses. Conversely, brand trust failed to mediate the effect of SMMA on purchase intentions. This failure indicates that cognitive beliefs alone are not sufficient to facilitate transaction decisions, but rather require stronger behaviors such as customer engagement.

Keywords: *Social Media Marketing Activity (SMMA), Brand Trust, Customer Engagement, Purchase Intention, SEM Second Order.*

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