

ABSTRACT

The rapid growth of online transportation services has intensified competition among platform providers, requiring companies to implement effective marketing strategies to influence consumer purchase intention. Maxim, as one of the online transportation service providers operating in Indonesia, faces strong competition in attracting and retaining users, particularly in urban areas such as Semarang City. This study aims to analyze the effect of promotion, price fairness, and social media marketing on purchase intention, with brand attachment serving as a mediating variable. This study adopts a quantitative research approach by collecting primary data through an online questionnaire distributed to users of Maxim services in Semarang City. A total of 208 valid responses were obtained and analyzed using the Structural Equation Modeling (SEM) method with AMOS software. The analysis evaluates both direct and indirect relationships among the research variables to test the proposed hypotheses. The results indicate that promotion, price fairness, and social media marketing have positive and significant effects on brand attachment. Furthermore, promotion, price fairness, and social media marketing also directly and significantly influence purchase intention. Brand attachment is proven to have a positive and significant effect on purchase intention and plays an important mediating role in strengthening the influence of marketing variables on consumers' purchase intention. Overall, all proposed hypotheses are empirically supported. These findings suggest that marketing strategies do not merely function as cognitive stimuli but also shape consumers' emotional attachment to the brand, which subsequently drives purchase intention. The study reinforces the Hierarchy of Effects theory by demonstrating a sequential process from cognitive responses to affective attachment and ultimately to conative behavior in the context of online transportation services.

Keywords: *Promotion, Price Fairness, Social Media Marketing, Brand Attachment, Purchase Intention, Online Transportation Services*