

ABSTRACT

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THE EFFECT OF BRAND PASSION THROUGH SOCIAL MEDIA ON SAMSUNG BRAND PURCHASE INTENTION IN JABODETABEK

(xv + 159 pages; 8 figures; 37 tables; 6 appendices)

This study aims to understand the relationship between firm-created social media communication, user-generated social media communication, perceived quality, brand passion and purchase intention. This research uses the context of Samsung smartphone in Indonesia. This study uses a quantitative research approach where the data is collected through a questionnaire to 262 respondents. This research was conducted in Jabodetabek. The data collected were analyzed using the outer model and inner model in Smart-PLS 3.3.7. The outer model measured validity and reliability of the indicator used to make sure the measurement instrument used were valid and reliable. The inner model measured goodness of fit test, Common Method Biased test, R-square, Predictive Relevance, T-statistics, P-value and IPMA analysis. The result showed all hypothesis are supported. Finally, this study expected to contribute to increase the sales of Samsung smartphones by using the variables that influence purchase intention.

Keywords: *Firm-Created Social Media Communication; User-Generated Social Media Communication; Perceived Quality, Brand Passion; Purchase Intention; Samsung; Indonesia.*

References: 135 (2006 – 2022)