

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING ON TRUST TOWARD PURCHASE INTENTION WITH PERCEIVED USEFULNESS AS A MEDIATING VARIABLE ON TRAVEL INDUSTRY

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In the era of globalization, changes in communication process is unavoidable and social media become an easy communication platform for the millennials. Business, including travel industry need to adopt with the change and use social media marketing to create a purchase intention for the millennial. This research aim to study the influence of social media marketing on trust and perceived usefulness toward purchase intention on travel industry for the millennial where the purpose of the study is to find the influence of social media marketing, trust, perceived usefulness toward purchase intention. The primary data was collected through questionnaire distributed to 100 millennials in areas around Jakarta and Karawaci. Data was analyzed by using structured equation modeling (SEM) method with SmartPLS 3. The finding of the research shows that there are positive influence from social media marketing to trust, trust to purchase intention, trust to perceived usefulness and perceived usefulness to purchase intention. Social media marketing is still considered by the consumer as an option when they are planning a vacation or even to purchase the travel product or service they want for the short time planning or future planning of vacation.

Keywords: *social media marketing, trust, perceived usefulness, purchase intention*

Reference: (103) (1989-2018)