

## ABSTRAK

Media sosial dapat digunakan kapan saja sepanjang hari dan aksesibilitasnya mudah dijangkau maka peran *social media marketing* menjadi peluang besar bagi pemasar untuk menjangkau konsumen. Hadirnya *Social media marketing* mempermudah pihak produsen membangun *customer relationship* yang dapat menciptakan *brand loyalty* dibenak konsumen sehingga timbulnya positif *E-WOM* dan diharapkan berakhir pada *purchase intention*. Hal ini menjadi tantangan besar bagi pimpinan perusahaan mengatur strategi pemasaran dalam meningkatkan *purchase intention* melalui *social media marketing* untuk tetap bertahan pada persaingan. Untuk itu, tujuan dari penelitian ini ingin mengetahui apakah *social media marketing* dapat membangun *customer relationship*, *brand loyalty*, menghasilkan *E-WOM* positif sehingga meningkatkan *purchase intention*. Penelitian ini dilakukan dibulan November 2021-Januari 2022 dengan 100 responden di wilayah Jabodetabek menggunakan *purposive sampling* yaitu responden yang menyukai produk *branded* lokal (Erigo/ *The Executive*/ Nevada) dan aktif menggunakan media sosial instagram. Kami menggunakan metode analisis *structural equation model* (SEM) untuk menguji model penelitian ini. Hasil yang diperoleh menunjukkan bahwa *social media marketing* berpengaruh pada *customer relationship*, *customer relationship* berpengaruh pada *brand loyalty* dan *brand loyalty* berpengaruh pada *E-WOM*, kemudian masing-masing peran dari variabel *social media marketing*, *brand loyalty* dan *E-WOM* berpengaruh terhadap *purchase intention*. Namun dalam penelitian ini ditemukan bahwa *customer relationship* tidak berpengaruh pada *purchase intention*.

**Kata kunci:** *social media marketing*, *customer relationship*, *brand loyalty*, *E-WOM* dan *purchase intention*.

## ABSTRACT

Social media can be used at any time of the day and its accessibility is easy to achieve, so the role of social media marketing becomes a great opportunity for marketers to reach consumers. The presence of social media marketing makes it easier for producers to build customer relationships that can create brand loyalty in the minds of consumers, causing positive E-WOM and is expected to end in purchase intentions. This is a big challenge for company leaders to set marketing strategies to increase purchase intention through social media marketing to stay afloat in the competition. For this reason, the purpose of this study is to find out whether social media marketing can build customer relationships, brand loyalty, generate positive E-WOM so as to increase purchase intention. This research was conducted in November 2021-January 2022 with 100 respondents in the Greater Jakarta area using purposive sampling, namely respondents who like local branded products (Erigo / The Executive / Nevada) and actively use Instagram social media. We used the structural equation model (SEM) analysis method to test this research model. The results obtained indicate that social media marketing has an effect on customer relations, customer relationships have an effect on brand loyalty and brand loyalty has an effect on E-WOM, then each of the roles of the variables of social media marketing, brand loyalty and E-WOM has an effect on purchase intention. However, in this study it was found that customer relationships have no effect on purchase intentions.

**Keywords:** *social media marketing, customer relationship, brand loyalty, E-WOM and purchase intention.*