

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh pemasaran media sosial, citra merek, dan kepercayaan merek pada niat beli sepatu merek lokal. Data penelitian diperoleh melalui kuesioner daring dari 208 responden pria dan wanita berusia 17-37 tahun berdomisili di seluruh Indonesia yang pernah melihat konten media sosial seputar sepatu merek lokal. Desain pengambilan sampel dalam penelitian ini menggunakan metode *non-probability sampling* dan *convenience sampling*. Penelitian ini menggunakan metode SEM-PLS dengan perangkat lunak SmartPLS versi 3.

Hasil penelitian menunjukkan bahwa terdapat empat dari tujuh hipotesis yang didukung. Hubungan pemasaran media sosial dan citra merek, pemasaran media sosial dan kepercayaan merek, citra merek dan niat beli, serta citra merek dalam memediasi hubungan pemasaran media sosial dan niat beli berpengaruh positif dan signifikan. Di sisi lain, hubungan pemasaran media sosial dan niat beli, kepercayaan merek dan niat beli, serta kepercayaan merek dalam memediasi hubungan pemasaran media sosial dan niat beli tidak berpengaruh signifikan.

Kata kunci: Sepatu merek lokal, perilaku konsumen, pemasaran media sosial, niat beli, citra merek, kepercayaan merek

ABSTRACT

This study aims to examine the influence of social media marketing, brand image, and brand trust on purchase intentions of local shoe brands. The research data was collected through an online questionnaire from 208 male and female respondents aged 17-37 years, residing across Indonesia, who have encountered social media content related to local shoe brands. The sampling design used in this study is non-probability sampling and convenience sampling. This study employs the SEM-PLS method using SmartPLS version 3 software.

The results show that 4 out of 7 hypotheses are supported. The relationships between social media marketing and brand image, social media marketing and brand trust, brand image and purchase intention, and brand image as mediator in the relationship between social media marketing and purchase intention are positive and significant. However, the relationships between social media marketing and purchase intention, brand trust and purchase intention, as well as brand trust as mediator in the relationship between social media marketing and purchase intention, are not significant.

Keywords: Local shoes brands, consumer behavior, social media marketing, purchase intention, brand image, brand trust, electronic