

EFFECTIVITY OF SOCIAL MEDIA MARKETING ACTIVITIES ON PURCHASE INTENTION WITH CUSTOMER RELATIONSHIP AS THE MEDIATING VARIABLE: A STUDY ON H&M IN INDONESIA

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ABSTRACT

Purpose: This research aims to examine the impact of H&M Instagram activities on purchase intention, specifically within the context of Indonesia's customers. The research also seeks to understand the mediation impact of customer relationships on the relationship between social media marketing activities and purchase intention.

Methodology: A quantitative approach utilizing online questionnaires with a simple random sampling method was used. Data from 116 participants were collected and analyzed using SmartPLS.

Findings: This research showed a significant impact of social media marketing on customer relationships and a noteworthy influence of customer relationships on purchase intention. Social media marketing activities were also proven to affect purchase intention indirectly through customer relationships.

Originality/Value: This research provides insights into the importance of social media marketing activities in enhancing purchase intention. It also provides insights into the mediation role of customer relationships in the relationship between social media marketing and purchase intention in the fast fashion industry.

Research Limitations: The study's main limitation is its exclusive concentration on Instagram, suggesting a potential constraint in generalizability. Future research can broaden its scope by incorporating users from various social media platforms, exploring diverse markets and industry aspects, and investigating alternative variables affecting purchase intention and customer relationships.

Keywords: Social Media Marketing Activities, Customer Relationship, Purchase Intention, H&M, Instagram