ABSTRACT

THE EFFECT OF SOCIAL MEDIA MARKETING DIMENSIONS ON CLIMATETHIRTY PURCHASE INTENTION

Climatethirty is a company engaged in the fashion industry and was established in 2017. One of the marketing activities conducted by Climatethirty is Social Media Marketing, but when using Instagram ads the number of interactions generated is not as expected. The purpose of this research is to find out the effect of social media marketing dimensions (context, communication, collaboration, and connection) on purchase intention of Climatethirty products. This type of research uses quantitative research methods with data collection techniques using questionnaires. The population in this research is Instagram followers @climatethirty of 291 accounts. Sampling used a purposive sampling of 78 respondents. Data analysis method that uses multiple linear regression analysis method. The results show that context ($X_1$), communication ($X_2$), collaboration ($X_3$) and connection ($X_4$) variables affect significant on purchase intention. The conclusion that can be drawn from this research is that the dimensions of social media marketing (context, communication, collaboration, and connection) have a significant effect on purchase intention of Climatethirty products.

Keywords: Social Media Marketing, 4c, context, communication, collaboration, connection, Purchase Intention