

PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES* TERHADAP  
*CUSTOMER SATISFACTION* DAN *PURCHASE INTENTION* PADA  
KONSUMEN NPURE GEN Z DI SURABAYA

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh *Social Media Marketing Activities* Terhadap *Customer Satisfaction* Dan *Purchase Intention* Pada Konsumen Npure Gen Z Di Surabaya dengan objek penelitian adalah Pada Konsumen Npure Gen Z Di Kota Surabaya. Sampel yang digunakan dalam penelitian ini sebanyak 150 responden. Data dianalisa menggunakan SEM (*Structural Equation Modeling*), dengan software SPSS (*Statistical Package For Social Sciences*) versi 24 dan Software SmartPLS 3.0. Hasil penelitian menunjukkan *Social Media Marketing Activities (SMMAs)* berpengaruh positif terhadap *perceived quality*, *Perceived Value*, *Perceived Trust*. *Perceived quality* berpengaruh positif terhadap *perceived value* dan *customer satisfaction*, namun tidak berpengaruh terhadap *purchase intention*. *Perceived value* berpengaruh positif terhadap *customer satisfaction*, namun tidak berpengaruh terhadap *Purchase Intention*. *Perceived trust* berpengaruh terhadap *perceived value*. *customer satisfaction*, *purchase intention*. *Customer satisfaction* berpengaruh terhadap *purchase intention*.

Kata Kunci : *Social Media Marketing Activities (SMMAs)*, *Perceived Value*, *Perceived Trust*, *Customer Satisfaction* , *Purchase Intention*

*THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITIES ON  
CUSTOMER SATISFACTION AND PURCHASE INTENTION OF NPURE GEN Z  
CONSUMERS IN SURABAYA*

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***ABSTRACT***

*This study aims to determine the effect of Social Media Marketing Activities on Customer Satisfaction and Purchase Intention, with the object of the study being Npure Gen Z Consumers in Surabaya. The type of research conducted is basic research using 6 variables. This study uses primary data sources by distributing questionnaires online. The sample used in this study was 150 respondents.. Data were analyzed using SEM (Structural Equation Modeling), with SPSS (Statistical Package For Social Sciences) version 24 and SmartPLS 3.0 software. The results showed that Social Media Marketing Activities (SMMAs) had a positive effect on perceived quality, Perceived Value, and Perceived Trust. Perceived quality had a positive effect on perceived value and customer satisfaction, but had no effect on purchase intention. Perceived value had a positive effect on customer satisfaction, but had no effect on purchase intention. Perceived trust had an effect on perceived value, customer satisfaction, and purchase intention. Customer satisfaction had an effect on purchase intention.*

*Keywords: Social Media Marketing Activities (SMMAs), Perceived Value, Perceived Trust, Customer Satisfaction, Purchase Intention*