

## **ABSTRACT**

*Exsport bag brand faces challenges in improving the effectiveness of digital marketing to attract consumers. Although rebranding has been done and sales have increased, online promotion is still not optimal, especially through social media platforms like Instagram. Social media marketing activity (SMMA) becomes a key factor in building brand equity that can increase consumer Purchase Intention. However, the influence of social media usage frequency (SMUF) as a moderating factor has not been widely researched. Furthermore, the increasing competition and rapid changes in consumer trends, which require continuous innovation and adaptation, make Exsport need to pay attention to its closest competitor, Eiger.*

*This study aims to analyze the effect of Social Media Marketing Activity (SMMA) on purchase intention through brand equity as a mediating variable and Social Media Usage Frequency (SMUF) as a moderating variable. In addition, this research includes a comparative analysis between the Exsport and Eiger brands. The study is expected to provide strategic insights to optimize social media marketing in order to strengthen Exsport's brand appeal in the competitive fashion market.*

*The research method used in this study is quantitative with descriptive, causal, and comparative analyses. A non-probability sampling technique was employed. The population consisted of active Instagram users who are consumers of Exsport and Eiger in Indonesia. Data were collected through a Likert-scale-based questionnaire with a total sample of 800 respondents, representing both brands. The analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS-SEM), with the assistance of SmartPLS 4.0 software.*

*The results showed that, for the Exsport brand, 7 hypotheses were accepted and 5 were rejected, while for the Eiger brand, 5 were accepted and 7 were rejected. These findings indicate that brand equity plays a strong direct role in shaping purchase intention, as well as in mediating the effect of SMMA on purchase intention. Meanwhile, the moderating role of Social Media Usage Frequency (SMUF) on the relationship between SMMA and brand equity was found to be insignificant.*

*An effective social media marketing strategy can enhance brand equity and consumer purchase intention, particularly when developed consistently and tailored to audience characteristics. It is recommended that companies optimize emotionally and functionally relevant content. Future research is encouraged to broaden the scope of study to other sectors or industries and to include additional variables such as customer engagement. Furthermore, incorporating moderating variables such as age, gender, and other demographic factors may provide deeper insights into the relationships among variables. A longitudinal approach is also recommended to observe the long-term effects of Social Media Marketing Activity (SMMA) and Brand Equity on the dynamic of changes in consumers' Purchase Intention over time.*

**Keywords:** *Social Media Marketing Activity (SMMA), Brand Equity, Social Media Usage Frequency (SMUF), Purchase Intention.*