

ABSTRACT

The development of information and communication technology has changed the way companies market their products. Social media has become a popular platform for companies to build brand communities and engage consumers directly. This research aims to explore the role of social media marketing, particularly through brand communities, on the purchase intention of furniture products in Indonesia, with a case study on All For Work (AFW) furniture company. The furniture industry in Indonesia has experienced significant growth in recent years, driven by various factors such as rapid urbanization, increasing disposable income, and changing lifestyles. The COVID-19 pandemic has accelerated this trend, with increasing demand for home and office furniture due to work-from-home policies. The rapidly growing e-commerce market has also opened new opportunities for furniture manufacturers to reach consumers more widely through digital platforms. In this context, social media marketing is becoming increasingly important as a tool to build brand awareness, create consumer engagement, and drive sales in this increasingly competitive industry.

The purpose of this research is to analyze the influence of social media marketing on consumer purchase intention for furniture products in Indonesia with a case study on All For Work (AFW). The research model examines the relationship between Entertainment and Interaction variables as the main dimensions of social media marketing on Purchase Intention, with Trust and Perceived Value as mediating variables. This research also aims to identify which factor between Entertainment and Interaction has a more dominant influence on the mediating variables, as well as to measure the effectiveness of Trust and Perceived Value's mediating roles in the relationship between social media marketing and consumer purchase intention.

This research adopts a quantitative approach with a survey method, using an online questionnaire to collect data from a sample of potential consumers of furniture products in Indonesia who have been exposed to AFW's social media marketing. The proposed research model connects the variables of Entertainment, Interaction, Trust, and Perceived Value with Purchase Intention, and tests the roles of Trust and Perceived Value as mediators. The data analysis technique used is Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. Data were collected from 400 respondents and analyzed using SmartPLS software.

The results show that Entertainment and Interaction have positive and significant effects on Trust and Perceived Value, with Entertainment having a more dominant influence. Trust and Perceived Value effectively mediate the relationship between social media marketing variables and Purchase Intention, with Perceived Value contributing a greater influence (coefficient 0.660) compared to Trust (coefficient 0.242). The research model demonstrates high predictive capability with an R-Square value of 0.707, indicating that 70.7% of the variation in Purchase Intention can be explained by the variables in the model.

This research provides a significant contribution to understanding the dynamics of social media marketing in the Indonesian furniture industry, particularly in the context of Entertainment, Interaction, Trust, and Perceived

Value variables on Purchase Intention. These findings can be utilized by furniture industry players to optimize their social media marketing strategies, especially in developing entertaining and interactive content, while paying attention to aspects of consumer trust and perceived value. Academically, this research model enriches the literature on digital marketing by providing empirical evidence about the mediating roles of Trust and Perceived Value in the context of the Indonesian furniture industry.

Keywords: *Social Media, entertainment, interaction, Perceived Value, Trust and purchase intention*