

ABSTRACT

Abstract: This study aims to determine the impact of perceived social media marketing on consumer purchase intentions on healthy food, which also looks at its mediating variables such as value consciousness, brand consciousness, brand loyalty and e-WOM. The research method is statistical analysis using SEM with Smart PLS 3.2.9 application. The study used a quantitative research design with data collection methods through a survey that distributed 200 questionnaires to Indonesians aged 15 to 64 years and had at least two social media accounts. Based on the results that have been analyzed, it can be concluded that social media marketing activities have a positive and significant direct influence on purchased intention, brand consciousness and value consciousness, brand loyalty has no effect on e-WOM but e-WOM affects purchased intention.

Keywords : *Perceived Social Media Marketing, Value Consciousness, Brand Consciousness, Brand Loyalty, e-WOM, Purchased Intention, SEM.*