

ABSTRACT

In today's digital era, marketing through digital media is one way that companies can do to further engage customers, add product value, and increase sales and social media becomes a digital medium that can encourage user participation and play an important role, because consumers today it's more tech savvy. The phenomenon of the use of social media in various countries continues to increase, not least in Indonesia, which in early 2021 became the third country with the largest number of social media users in Asia Pacific. The use of social media that continues to increase is also used by business people to implement social media marketing. Then the trend of enjoying coffee is currently growing with the emergence of modern coffee outlets or known as coffee shops and Kopi Janji Jiwa is a major player in national coffee outlets that have the most outlets in Indonesia, but had experienced a problem of declining sales and hampered growth of outlets, so it was necessary to make efforts to again increase sales, one of which was marketing through social media.

The purpose of this study was to determine the effect of social media marketing activities on the purchase intention of Kopi Janji Jiwa with brand awareness, brand image, and brand equity as intervening variables. Social media marketing activities in this study consisted of five sub-variables, namely interactivity, informativeness, personalization, trendiness and word of mouth (WOM).

The method in this research is to use quantitative methods with descriptive research types and causal approaches and will be tested on a sample of the population of Instagram users in the city of Bandung. Primary data collection in the form of a questionnaire was conducted through an online Google Form questionnaire. Then this study uses the Structural Equation Modeling (SEM) analysis method to test and show a causal relationship between variables in a model and the analysis will be carried out using AMOS software.

The results of this study indicate that social media marketing activities have an effect on creating brand awareness and brand image as components that make up brand equity and act as intervening variables that have a positive influence on the purchase intention of Kopi Janji Jiwa Bandung City.

Suggestions that can be given by the author for the company, namely Kopi Janji Jiwa can maintain and develop marketing through social media through content by paying attention to various important components such as interaction, informative and personalization. Then suggestions for further researchers, namely to conduct research on other social media, add research variables and also to conduct similar research in different companies in the same industry to be able to compare the results of the research.

Keywords: *Coffee Shop, Purchase Intention, SEM, Social Media Marketing*