

## ***ABSTRACT***

*The development of the times is accompanied by the need for coffee for society. Kopi Toko Djawa is a business that operates in the coffee shop sector. Kopi Toko Djawa must strive for digital marketing such as marketing through social media and online reviews provided by customers as well as forming a memorable business brand to meet customer needs by convincing customers to make purchasing decisions on products provided by Kopi Toko Djawa. Therefore, this research aims to determine the influence of Online Customer Reviews and Social Media Marketing on Purchasing Decisions via Brand Image at Kopi Toko Djawa Bandung.*

*This research uses quantitative research methods with descriptive analysis and simple random sampling techniques, where the number of respondents in this research is 100. The analysis technique used Structural Equation Modelling (SEM) which utilizes SmartPLS 3.0 in this research.*

*The results of this study that are the variables online customer review (X1) has a negative and significant influence on brand image (Y), social media marketing (X2) has a positive and significant influence on brand image (Y), brand image has a positive and significant influence on purchase decision (Z), online customer review has a negative and significant influence on purchase decision (Z) through brand image (Y), social media marketing (X2) has a positive and significant influence on purchase decision (Z) through brand image (Y).*

***Keywords:*** *Online Customer Review, Social Media Marketing, Brand Image, Purchase Decision*