

ABSTRACT

This study aims to examine the influence of social media advertising and product knowledge on consumer purchase intention at Puntang Wangi Coffee, a local MSME. In today's digital era, social media has become a vital marketing tool for MSMEs to reach a broader audience in a cost-effective manner. However, marketing effectiveness is not solely determined by the visual appeal of advertisements, but also by the extent to which consumers understand the quality and benefits of the product being offered. A quantitative research approach was employed using a survey method, with data collected from 100 respondents through questionnaires. The data were analyzed using multiple linear regression with the assistance of SPSS software. The results revealed that both social media advertising and product knowledge have a significant and positive influence on purchase intention, both individually and simultaneously. These findings highlight the importance of developing marketing strategies that are not only visually engaging but also informative, to enhance consumer interest and trust in the product.

Keywords: Social Media Advertising, Product Knowledge, Purchase Intention, MSME, Puntang Wangi Coffee