

***THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND IMAGE,
BRAND AWARENESS AND ELECTRONIC WORD OF MOUTH (E-WOM)
ON PURCHASE INTENTION***

By Regita Putri Astria

Abstract

Interest in Starbucks has decreased since early 2023 based on interest over time in social media interactions and TBI values fluctuate, Starbucks is the third favorite coffee shop according to the Goodstat survey and an increase in negative sentiment in early 2024 on Starbucks. This research is quantitative research. This study aims to analyze the effect of social media marketing, brand image, brand awareness, and Electronic Word of Mouth (E-WOM) on consumer buying interest in Starbucks in DKI Jakarta. The data in this study were collected through distributing questionnaires using the probability sampling method, specifically the stratified random sampling technique for sample selection. This research in data collection was carried out by distributing questionnaires to people who live in DKI Jakarta who know the Starbucks brand, and are aged 17 years and over as many as 153 samples. The data were analyzed using descriptive and inferential techniques with the help of SmartPLS 4.0 software. The results showed that (1) there is an effect of social media marketing on purchase intention (2) there is an effect of brand image on purchase intention, (3) there is no effect of brand awareness on purchase intention, (4) there is an effect of electronic word of mouth (E-WOM) on purchase intention.

Keywords : *social media marketing, brand image, brand awareness, and Electronic Word of Mouth (E-WOM), purchase intention.*

**PENGARUH PEMASARAN MEDIA SOSIAL, CITRA MEREK,
KESADARAN MEREK AND *ELECTRONIC WORD OF MOUTH* (E-WOM)
TERHADAP MINAT BELI**

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Abstrak

Minat terhadap Starbucks menurun sejak awal 2023 berdasarkan interest over time dalam interaksi media sosial dan nilai TBI terjadi fluktuatif, starbucks menempati posisi ketiga kedai kopi favorit menurut survei Goodstat dan peningkatan sentimen negatif awal tahun 2024 pada Starbucks. Penelitian ini merupakan penelitian kuantitatif. Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran media sosial, citra merek, kesadaran merek, dan *Electronic Word of Mouth* (E-WOM) terhadap minat beli konsumen Starbucks di DKI Jakarta. Data dalam penelitian ini dikumpulkan melalui penyebaran kuesioner dengan menggunakan metode *probability sampling*, khususnya teknik *stratified random sampling* untuk pemilihan sampel. Penelitian ini dalam pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada masyarakat yang berdomisili di DKI Jakarta yang mengenal merek Starbucks, serta berusia 17 tahun ke atas sebanyak 153 sample. Data dianalisis dengan teknik deskriptif dan inferensial dengan bantuan menggunakan *software* SmartPLS 4.0. Hasil penelitian menunjukkan bahwa (1) terdapat pengaruh pemasaran media sosial terhadap minat beli (2) Terdapat pengaruh citra merek terhadap minat beli, (3) Tidak terdapat pengaruh kesadaran merek terhadap minat beli, (4) Terdapat pengaruh *electronic word of mouth* (E-WOM) terhadap minat beli.

Kata kunci : pemasaran media sosial, citra merek, kesadaran merek, dan *Electronic Word of Mouth* (E-WOM), minat beli