

ABSTRACT

The number of social media users continues to increase and grow. In April 2019, the number of social media users reached 3.5 billion in the world, including Instagram users with a total of 802 million active users. Instagram users continue to increase every year, especially users from aged 17 years and above. Social media, especially Instagram, is also used by businesses including coffee businesses.

Every year the number of coffee enthusiasts increases over time with this coffee being very much in demand by the community. Therefore, many coffee shops are competing to attract Consumers these days by creating interesting content on Instagram including kopi praja bintaro. The purpose of this study is to investigate the effect of social media marketing and consumer engagement on Consumer purchase intentions at kopi praja bintaro.

Descriptive analysis is used in the study to describe data by describing data that have been acquired as they are without aiming to make generalizations or inferences. Structural Equation Model (SEM) is a generational multivariate analysis technique that combines factor analysis and path analysis, allowing researchers to test and estimate the interconnection between multiple exogenous and endogenous variables with many indicators at the same time. In this research Data collecting will be carried out through filling out questionnaires which will be distributed to 400 respondents through google form. The sampling technique used in this study namely non-probability sampling with purposive sampling.

Based on the results obtained in this study, the results of descriptive analysis showed that Social Media Marketing, Consumer engagement, and Consumer Purchase Intentions were in GOOD categories. The results of the hypothesis show (1) Consumer engagement has positive and significant effect on the Purchase intention of Kopi praja Consumer, (2) Social media marketing has positive and significant effect on the engagement of Kopi praja Consumer, (3) Social media marketing (X) has positive and significant effect on the purchase intention (Y) of Kopi praja Consumer, (4) Consumer engagement mediates the relationship between social media marketing and Consumer purchase intention.

This research is expected to provide benefits and insights to future researchers and Kopi Praja, as well as to further researchers who are expected to be able to add other supporting variables in order to enrich scientific research in the field of marketing management or entrepreneurship. The Researcher suggest that Kopi praja to create more interesting and creative content that can interact directly with their consumers such as Quiz content.

Keyword: *Social Media Marketing, Consumer Engagement, Consumer Purchase Intention, Kopi Praja*