

ABSTRACT

Marketing is an important element in carrying out a business, therefore business actors must pay attention to the marketing that is carried out, then marketing has also shifted towards digital and social media is one of the marketing tools that can be a strategy to use in triggering trust and interest which will later will influence consumer intention to have purchase intention. The phenomenon found is the development of the internet encouraging people to change shopping patterns, then change marketing patterns. The research is replication because it uses existing theory but there are differences in the research object, namely Kopi Kenangan.

The research aims to find out how social media marketing and Purchase Intention are described at Kopi Kenangan, then also to how much influence social media marketing has on Purchase intention. The method used in this study is using primary data with a quantitative method, then distributing questionnaires to 385 (three hundred and eighty five) samples taken from Indonesian people who use the Instagram application, and the technique used is SPSS analysis.

The results of this study found that Kopi Kenangan's social media marketing was still in the good category, on the other hand, the interest in buying Kopi Kenangan was still in the good category. Then social media marketing Instagram has a significant effect on customer buying interest at Kopi Kenangan. advice that can be given to Kopi Kenangan, Kopi Kenangan can involve customers and potential customers more in marketing efforts, either by providing promos or giveaways to prospective customers so that they can generate interest without forgetting their loyal customers. For further research, other variables can also be added, such as Customer trust.

Keywords: *Buying Interest, Instagram, Social Media Marketing.*