ABSTRAK

Economic, technological and cultural developments in the current era have made businesses in the food and beverage sector grow, giving rise to various types of cafes in Indonesia. The products provided are of high quality and quantity thereby creating market competition. The development of social media is an opportunity and benefit for companies in their efforts to reach consumers, do marketing and promote their products. The role of social media itself facilitates access to information and is one of the most effective forms of media marketing, considering that the scope of social media is so broad and capable of segmenting the market.

This research aims to find out the relationship and influence between Instagram social media marketing constructs on customer-based brand equity at Starbucks which is also influenced by brand awareness, brand image, and perceived quality through social media algorithms, which in the context of this research is Starbucks Instagram.

This research was explored using a quantitative method using a non-probability technique with a purposive sampling method, which obtained a sample of 385 respondents who are Instagram social media users and have visited Instagram Starbucks Indonesia. The data obtained from the distributed questionnaires were then processed using the SEM method using the Smart PLS application.

The results of this study indicate that Starbucks must increase social media marketing activities for Starbucks Instagram followers, with the aim of increasing social media marketing for brand image and perceived quality while increasing brand awareness to brand love.

From the results of data processing that has been done, the results show that Starbucks must increase social media marketing activities for Starbucks Instagram followers, with the aim of increasing social media marketing for brand image and perceived quality while increasing brand awareness to brand love.

The results of this study are expected to be able to provide information and apply the ideas given to companies carrying out Instagram marketing activities. In addition, it is also hoped that this research will become a reference for further research considering the limitations in writing this research.

Keywords: *Social Media Marketing, Customer Based Brand Equity,Brand Image, Brand Awarnes, Perceived Quality, Brand loyalty*