

ABSTRACT

Advances in technology and information, especially the internet, cause changes that are faster and more comfortable in people's daily lives. Teh Kaca as one of the ready-to-drink tea products which is ranked fourth in the Top Brand Index 2023, uses various social media strategies to encourage consumer buying interest. In the context of the importance of understanding purchase intention, it is necessary to conduct a more in-depth study, considering how marketing through social media is able to shape consumer behavior and ultimately influence consumer buying interest. In this study, weaknesses were identified in the approach to assessing other factors that also influence purchase intention. In Indonesia, no research has ever been conducted that simultaneously measures the variables of social media marketing, purchase intention and brand equity. This is why this research has directed special attention to the Teh Kaca product, which experienced a decline in sales from 2019 to 2023, creating an area of research that remains largely unexplored. The purpose of this study was to determine the effect of social media on purchase intention and brand equity in glass tea products. The research method used is a quantitative method with a causal descriptive research type. The population used in the research are consumers who have experience buying and consuming Teh Gelas, regardless of geographical or demographic aspects as long as they have knowledge about Teh Gelas products with a total sample of 384 respondents. The sampling technique in this study used purposive sampling. While the analytical method used in this study used simple linear regression with the help of the SPSS 23 program. The results showed that the respondents' responses to the variables social media, brand equity and purchase intention were very good and the results showed that social media had a positive and significant effect on brand equity and brand equity has a positive and significant effect on purchase intention. The results of this study recommend the "Teh Gelas" brand to carry out further strategy development in terms of social media in the social interaction dimension, in terms of brand equity in the brand loyalty dimension, and in terms of purchase intention in the dimension of referential interest, so that it is hoped that the position of "Teh Gelas" in the minds of consumers can increase, which indirectly this strategy is also used to strengthen the position of "Teh Gelas" among competitors in the market.

Keywords: Social Media, Brand Equity, Purchase Intention