

## ABSTRACT

The emergence of various kinds of businesses in the food and beverage sector which are increasingly developing has triggered a lot of business competition in the culinary sector. Businesses in the culinary sector in the city of Bandung are very diverse, ranging from street vendors, food stalls, restaurants, food courts, cafes, restaurants to coffee shop. The term coffee shop comes from America. In the past, coffee shops only served coffee and tea with a coffee to go concept. Indonesia is one of the countries with the most internet users in the world. Based on the Databoks report, the number of internet users in Indonesia reached 213 million people by January 2023. This number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year. Morgy Coffee is a coffee shop in Bandung that prioritizes service and products to encourage customers to make repeat purchases. This research aims to find out which variable is more efficient, namely Social Media Marketing, Word of Mouth, or Brand Awareness to increase Purchasing Decisions at Morgy Coffee Bandung, and for Social Media Marketing. Morgy Coffee is one of the famous and favorite coffee shops in the city of Bandung, with many visitors every day with delicious dishes and an industrial building concept. Kumparan.com (2021) Social Media Marketing Activities consist of several elements, namely entertainment, interaction, trends, advertising, customization. This research aims to examine social media marketing, word of mouth, brand awareness on purchasing decisions. The method used in this research uses quantitative methods, with a population of Morgy Coffee consumers, 385 samples and using SPSS data analysis techniques. The research results found were that the Social Media Marketing variable had a positive and significant effect on purchasing decisions, showing a calculated t value of 6.424 and a p value (Sig) of 0.000 which was below 5% alpha. The Word-of-Mouth variable had a positive and significant effect on purchasing decisions shows a calculated t value of 6.424 and a p value (Sig) of 0.000 which is below alpha 5%. The Brand Awareness variable has a positive and significant influence on Purchasing Decisions showing a calculated t value of 6.870 and a p value (Sig) of 0.000 which is below alpha 5%. The conclusion in this research is that the variables Social Media Marketing, Word of Mouth and Brand Awareness have a positive and significant influence on purchasing decisions.

**Keyword: Social Media Marketing, WOM, Brand Awareness, Purchase Decision**