

ABSTRACT

This research focuses on the selection process of coffee shops, examining the influence of social media marketing (SMM), brand image, and electronic word-of-mouth (eWOM) on consumer purchase intention. Kopi Hilir, a coffee shop in Kuningan, uses paid social media marketing but has lower average revenue compared to other coffee shops that do not use paid ads.

Social media marketing promotes websites, products, or services online. eWOM involves information about a product shared through social media. Brand image is the customer's perception of a brand, formed through affective, cognitive, and evaluative processes. Purchase intention indicates a consumer's confidence in purchasing a product or service.

Using the SEMPLS method, the study examines relationships between SMM, eWOM, brand image, and purchase intention among Kuningan consumers. Data was collected through questionnaires from 150 respondents, using purposive sampling and a Likert scale with 30 items.

Results from 50,000 bootstrapping subsamples indicate that SMM positively and significantly affects purchase intention and brand image. eWOM positively and significantly affects purchase intention but does not significantly impact brand image. Brand image does not mediate the relationship between SMM and purchase intention or eWOM and purchase intention.

Kopi Hilir should enhance its SMM and eWOM strategies to boost consumer purchase intention in Kuningan and improve its brand image through effective social media marketing.

Keyword: Social Media Marketing, eWOM, Brand Image, Purchase Intention.