

ABSTRACT

According to the Great Dictionary of the Indonesian Language, a coffee shop is a place to serve tea and coffee drinks and snacks. One of the coffee shops currently operating is Nay Coffee which has now changed its name to Vervins Coffee. During its business, Nay Coffee has implemented a digital marketing strategy to attract consumers to come to their coffee shop through social media marketing. However, during its social media marketing strategy, Nay Coffee was inconsistent in creating content on Instagram which resulted in a decrease in sales in their financial data. This caused Nay Coffee management to change its name to Vervins Coffee. This study aims to implement consumer behavior by designing a guideline book and digital marketing content for Vervins Coffee which can be used as a guideline for implementing a social media marketing strategy through Instagram. The method used by the author in this study uses a quantitative method with the SEM (Structural Equation Modeling) method. The sample of this study was 100 people who were followers of Instagram @naykopi and consumers of Vervins Coffee. The results of this study are in the form of a guideline book which is expected to be used as a guideline for Vervins Coffee to carry out social media marketing, especially on Instagram. Suggestions for future research include research related to Performance Marketing with Key Performance Indicators.

Keywords: Coffee shop, Social media marketing, Consumer purchasing decisions.