

ABSTRACT

This study aims to analyze the influence of Social Media Marketing on *Brand equity*, *Brand image*, and *Repurchase intention* among Kopi Kenangan consumers. The rise of social media has transformed the marketing landscape, where companies are not only delivering information but also building emotional relationships with consumers. This research adopts a quantitative approach using Structural Equation Modeling – Partial Least Squares (SEM-PLS) as the analytical method. Data were collected through a questionnaire distributed to 421 respondents who are active consumers of Kopi Kenangan and Instagram users. The findings indicate that Social Media Marketing has a positive and significant effect on *Brand equity*, *Brand image*, and *Repurchase intention*. Moreover, both *Brand equity* and *Brand image* are found to significantly influence *Repurchase intention*. These results suggest that interactive, engaging, and relevant social media activities are effective in shaping consumers' positive perceptions of the brand and fostering loyalty through increased intention to repurchase. The practical implication of this study is the importance of optimizing digital marketing strategies through social media that go beyond information delivery and focus on creating value and meaningful relationships with consumers. This study also provides theoretical contributions by strengthening the conceptual model linking social media, *brand equity*, *brand image*, and consumer behavior. Future research is recommended to explore additional mediating or moderating variables that may influence these relationships and to expand the study to other industries for broader generalization.

Keywords: *Social Media Marketing, Brand Equity, Brand Image, Repurchase Intention, SEM-PLS*