

The Effect Of Social Media Marketing And Consumer Engagement As Mediating Variable Towards Consumer Purchase Intentions At Kopi Praja Bintaro

(Case Study Of Social Media Instagram @kopipraja)

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Abstract

The number of social media users continues to increase. In April 2019, the number of social media users reached 3.5 billion in the world, including Instagram users with a total of 802 million active users. With that many numbers Instagram is used by businesses including coffee businesses. The number of coffee admirer keep increasing, with coffee being demand by the community. Hence, many coffee shops are competing to attract Consumers. This research is expected to examine the effect of social media marketing and consumer engagement on Consumer purchase intentions at kopi praja bintaro. Analysis use in this research are Descriptive analysis and Structural Equation Model (SEM). Data collecting are questionnaires which will scatter to 400 respondents via google form. The sampling technique are non-probability sampling with purposive sampling. The results shows descriptive analysis that all of the variables are in GOOD categories. and the hypothesis shows all of the variables are accepted which is H1 is accepted and H0 is rejected. This research is expected to provide benefits and insights to future researchers and Kopi Praja. The Researcher suggest that Kopi praja to create more interesting and creative content that can interact directly with their consumers such as Quiz content.

Keyword-social media marketing, consumer engagement, consumer purchase intention, Kopi Praja

I. INTRODUCTION

Based on the Indonesian Internet Service Provider Association's (APJII) 2018 survey, the country's internet users totaled 171.1 million, up 27.9 million from the total of 143.2 million. Social media is a term that refers to a type of computer technology that enables the exchange of ideas, thoughts, and information via virtual networks and communities (investopedia, 2021). The number of people using social media platforms keeps rising. In April 2019, the global population of social media users surpassed 3.5 billion, including 802 million active Instagram users (We Are Social, 2020). And this is reinforced by the fact that Indonesia has a large social media user community. Not only is Instagram recognized for being a platform for sharing photographs and videos, but it has also evolved into a platform for selling goods, with a shopping feature that allows vendors to sell their commodities, as reported in Liputan 6 (2015), "Instagram in Indonesia is a social media platform that is able to bridge the relationship between traders and sellers. This is because for areas that do not have complete shopping centers, for example, only social media can become a meeting place for traders and sellers. This is what makes Instagram a separate e-commerce ecosystem consisting of successful buyers, sellers, buzzers, and other Instagram accounts". This situation makes instagram use a lot by aspiring entrepreneurs or people who want to start a business for selling and promoting their product to make potential Consumers have the intention to buy their product with that Social media marketing. In this case instagram is used by business such coffee shop to promote their product during this covid 19 pandemic as reported in kompas.com (2021), With this coffee is very much in demand by the community, especially young people. They often joke or just hang out with friends or close relatives in a coffee shop or café because drinking coffee has now become a lifestyle for millennials (Databoks, 2018). With the growth of social media users, particularly on Instagram, and the increasing number of coffee enthusiasts in Indonesia, the Researcher is interested in researching the social media marketing, Consumer engagement, and purchase intention of Consumers at kopi praja bintaro, as well as the social media marketing conducted by Kopi Praja. In this case, praja coffee itself has a target consumer according to the manager of kopi praja, Darius. Said that "We initially had a target consumer, namely at the age of 18-25 this is the age of young people who like to get together and also like to do assignments, be it college or school, but over time our target consumers also expanded because there are so many parents, from middle to old age who often spend time

drinking coffee and chatting". Because Kopi Praja has huge number of followers that reached about 6 thousand. According to the manager of Kopi Praja, Darius. said that *"the average person who visits and reserve at Kopi praja from social media"*. According to Darius a lot of visitors in Kopi praja who visit and eat are from social media especially from instagram, *"There are approximately 40% of Kopi praja visitors who know and visit are come from social media"*. By using social media, various brands can take advantage of existing features to present unique and interesting content so as to attract Consumers (Suara.com, 2022). In this case, Instagram becomes an option to promote business because is now widely looked to promote business (Tempo.com, 2021).

II. LITERATURE REVIEW

A. Marketing Management

Marketing, according to Kotler & Keller (2017), is the activity, collection of institutions, and processes involved in creating, conveying, delivering, and exchanging value-added offerings for consumers, clients, partners, and society at large. Marketing is a social process through which individuals and organizations obtain what they require and desire by inventing, delivering, freeing, and freely trading valuable goods and services.

B. Marketing Communication

According to Kotler and Keller (2010), marketing communication (marketing communication) is a technique that organizations may use to inform, convince, and remind Consumers about a product and brand, either directly or indirectly. Communication Marketing is particularly effective for broadening a company's brand image to Consumers by introducing them to a variety of people, places, events, experiences, sentiments, and other things. They can help to build brand equity by imprinting the brand in people's minds, driving sales, and even influencing share value.

C. Social Media Marketing

Social media marketing is no different from other commercial methods. There are a few key elements to developing an effective social media marketing strategy. Defining social goals, extending organizational effort, focusing on networks that offer value, providing engaging content, identifying commercial possibilities through social interactions, and tracking and improving market efforts are some of the measures to take (Kumar, Choi, & Greene, 2016).

D. Consumer Behaviour

According to Kotler and Keller (2016:179) Consumer behavior is the study of how individuals, groups, and organizations choose, acquire, use, and discard goods, services, or experiences to meet their needs and desires. Marketers must have a thorough understanding of both the theory and practice of consumer behavior. The definition explains that Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, or experiences (Kotler and Keller, 2016:179)

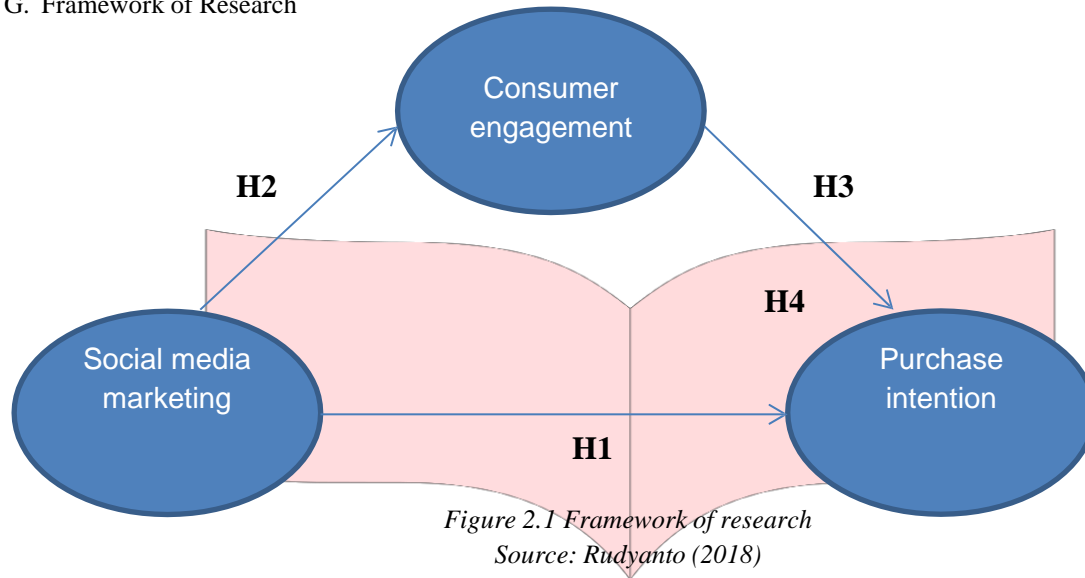
E. Purchase Intention

Purchase Intention is the probability that consumers will purchase a product brand or service, or the likelihood that they will switch from one brand to another. If the profit earned exceeds the sacrifice required to obtain it, then the desire to purchase will increase (Kotler & Keller, 2016).

F. Consumer Engagement

Consumer engagement, which may appear similar with consumer participation, involves a consumption entity, an active connection with the brand, and fulfillment of the experimental and instrumental values of products and services (Mollen & Wilson ,2010). Consumer engagement in marketing initiatives must be continually improved since consumers who are active are more loyal and emotionally tied to the brand (Sorenson & Adkins, 2014).

G. Framework of Research



H. Research Hypothesis

1. H1: Social media marketing has positive and significant effect on the purchase intention of Kopi praja Consumer
2. H2: Social media marketing has positive and significant effect on the engagement of Kopi praja Consumer
3. H3: Consumer engagement has positive and significant effect on the Purchase intention of Kopi praja Consumer
4. H4: Consumer engagement mediates the relationship between social media marketing and Consumer purchase intention

III. RESEARCH METHODOLOGY

A. Research Characteristic

The Researcher used the quantitative research approach and cross sectional in this work. And The descriptive and causal research methods are applied in this study In this research the data used are primary data which is distributed to 400 respondent, the respondent of this research are the Consumer of Kopi Praja who have an Instagram account and have followed Kopi Praja’s instagram account. The questionnaire is considered valid if statements on the questionnaire were answered entirely and there is only one answer on each question also the researcher use SEM-PLS to process the data in this research.

B. Data Analysis Technique

Analysis use in this research are:

1. Descriptive analysis.
According to Sugiyono (2019), descriptive analysis is used to describe data by describing the data that have been acquired as they are without aiming to make generalizations or inferences. Descriptive statistics will very probably be utilized in the analysis of a study conducted on the population (without being sampled).
2. SEM (Structural Equation Model)
SEM may alternatively be defined as a method for unifying factor analysis (factor analysis), structural modeling (structural modeling), and route analysis (path analysis). Three types of activities can be carried out concurrently in the analysis of Structural Equation Model (SEM), namely: checking the validity and reliability of the instrument (related to factor analysis), testing the relationship model between variables (related to path analysis), and effort to obtain a model that is suitable for prediction (related to structural model analysis).
3. PLS (Partial Least Square)
The Partial Least Squares (PLS) technique is defined by Imam Ghozali (2016:417) as a Partial Least Square (PLS) model capable of expressing latent variables (directly assessed) and measuring them using indicators

(manifest variables). According to Ghozali (2008), PLS is a powerful method for analysis because it does not require normally distributed multivariate data or a large sample size.

4. Inner Model

The inner model is a structural model used to evaluate the causality of relationships between latent variables. T-statistic test parameters were determined using bootstrapping to predict the existence of a causal link. The inner model test's purpose is to assess the interconnections between latent constructs that have been hypothesized in the research (Jogiyanto, 2009 in Magdalena and Jaolis, 2018).

5. Outer Model

Abdillah & Hartono (2015) define an outer model as a measurement model that describes the relationship between an indicator block and its latent variables. According to Abdillah & Hartono (2015), the PLS model specification in path analysis consists of three types of relationships: the inner model, the outer model, and the weight relation.

IV. RESULT AND DISCUSSION

A. Descriptive analysis Result

1. Social Media Marketing

Table 3.1 Social media marketing respondent response

Statement and items	SD	D	N	A	SA	Total	Total score	Ideal Score	Category
	1	2	3	4	5				
I like to use social media instagram to know more about Kopi praja (SMM1)	11	11	89	138	151	400	1607	2000	GOOD
	2,75%	2,75%	22,25%	34,50%	37,75%	100%	80,35%	100%	
I am satisfied with kopi praja social media marketing on instagram (SMM2)	8	15	85	151	141	400	1602	2000	GOOD
	2,00%	3,75%	21,25%	37,75%	35,25%	100%	80,10%	100%	
I think Kopi Praja's social media marketing is very interesting (SMM3)	14	8	97	139	142	400	1587	2000	GOOD
	3,50%	2%	24,25%	34,75%	35,50%	100%	79%	100%	
I think using instagram as a social media marketing platform for Kopi praja is a lot of fun (SMM4)	8	14	85	149	144	400	1607	2000	GOOD
	2%	3,50%	21,25%	37,25%	36%	100%	80,35%	100%	
I think the content on Kopi praja instagram is very interesting (SMM5)	10	12	93	141	144	400	1597	2000	GOOD
	2,5%	3%	23,25%	35,25%	36%	100%	79,85%	100%	
Instagram social media Kopi praja	7	14	84	157	138	400	1605	2000	GOOD
	1,75%	3,5	21%	39,25%	34,5	100%	80,25%	100%	

allows sharing information with other parties (SMM6)	9	11	103	124	153	400	1601	2000	
Conversations or opinions of others are possible through the social media instagram kopi praja.(SMM7)	2,25%	2,75%	25,75%	31%	38%	100%	80,05%	100%	GOOD
It's easy to give my opinion through instagram social media regarding Kopi praja.(SMM8)	9	12	99	126	154	400	1604	2000	
	2,25%	3%	24,75%	31,50%	38,5%	100%	80,20%	100%	GOOD
Total average score								1601	
Total average percentage								80,06%	GOOD
total x weight								12810	

Source: Compile by Researcher, 2022

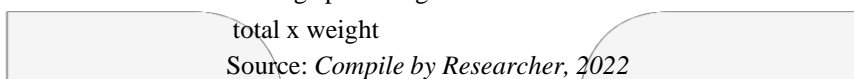
It can be concluded from SMM1– SMM8 that from the total average percentage we get 80,06% this indicates that social media marketing is categorize as *GOOD* category. One of the reasons why kopi praja is included in the *GOOD* category based on respondent results is because kopi praja management is consistent in sharing content on their Instagram social media accounts.

2. Consumer Engagement

Table 3. 2 Respondent response to consumer engagement

Statement and Items	SD	D	N	A	SA	Total	Total %	Ideal %	Category
	1	2	3	4	5				
I often read comments on social media instagram kopi praja (CE1)	13	23	113	111	140	400	1542	2000	GOOD
	3%	6%	28%	28%	35%	100%	77%	100%	
I often use the like option on comments that I follow on social media instagram kopi praja (CE2)	10	29	48	127	186	400	1650	2000	GOOD
	3%	7%	12%	32%	47%	100%	83%	100%	
I often comment on social media instagram kopi praja (CE3)	10	16	89	110	175	400	1624	2000	GOOD
	3%	4%	22%	28%	44%	100%	81%	100%	
I often visit and follow Kopi praja's Instagram	17	42	47	135	159	400	1577	2000	GOOD
	4%	11%	12%	34%	40%	100%	78,85%	100%	

social media page (CE4)									
I follow Kopi praja social media on Instagram to get information (e.g. new products).	13	14	70	139	164	400	1627	2000	
	3%	4%	18%	35%	41%	100%	81,35%	100%	GOOD
(CE5)									
I felt like I was part of Kopi praja social media instagram that I followed, and it boosted my confidence.	16	11	80	146	147	400	1597	2000	
	4%	3%	20%	37%	37%	100%	79,85%	100%	GOOD
(CE6)									
	Total average score							1603	
	Total average percentage							80,14%	GOOD



total x weight
Source: Compile by Researcher, 2022

It can be concluded from CE1–CE6 that from the total average percentage we get 80.14% this indicates that Consumer Engagement is categorized as *GOOD* category. One of the reasons why kopi praja is included in the *GOOD* category based on respondent results is because kopi praja management is consistently sharing content on their Instagram social media account that can lead higher engagement for example giveaway content, qna, etc.

3. Purchase Intention

Table 3. 3 Respondent response to purchase intention

Statement and Item	SD	D	N	A	SA	Total	Total score	Ideal score	Category
	1	2	3	4	5				
Using instagram social media helps me make better decisions before buying products from Kopi praja (PI1)	8	13	89	138	152	400	1613	2000	GOOD
	2,00%	3,25%	22,25%	34,50%	38,00%	100%	80,65%	100%	
Using instagram social media increased my interest in buying kopi praja products (PI2)	8	15	79	134	165	401	1636	2000	GOOD
	2,00%	3,75%	19,75%	33,50%	41,25%	100%	82,00%	100%	
I am very likely to buy kopi praja products recommended by my friends on instagram social media (PI3)	8	12	64	172	145	401	1637	2000	GOOD
	2,00%	3%	16,00%	43,00%	36,25%	100%	82%	100%	
	6	16	89	137	152	400	1613	2000	GOOD

I will buy Kopi praja products that are marketed on Instagram social media that I follow (PI4)	2%	4,00%	22,25%	34,25%	38%	100%	80,00%	100%	
I intend to buy Kopi praja products that are marketed on instagram social media that I follow (PI5)	13	11	92	133	151	400	1598	2000	GOOD
	3,3%	3%	23,00%	33,25%	38%	100%	79,90%	100%	
It seems that I am going to buy praja coffee products marketed on social media instagram Kopi praja that I follow. (PI6)	9	13	82	147	149	400	1614	2000	GOOD
	2,25%	3,3%	21%	36,75%	37,3%	100%	80,70%	100%	
I hope to buy Kopi praja products that are marketed on Instagram social media that I follow. (PI7)	6	12	40	160	182	400	1700	2000	VERY GOOD
	1,50%	3,00%	10,00%	40%	46%	100%	85,00%	100%	
Total average score									1630
Total average percentage total x weight									81,57% GOOD
Source: <i>Compile by Researcher, 2022</i>									

It can be concluded from P1–P7 that from the total average percentage we get 81.57% this indicates that Purchase Intention is categorized as **GOOD** category.

B. SEM
1. Outer Model

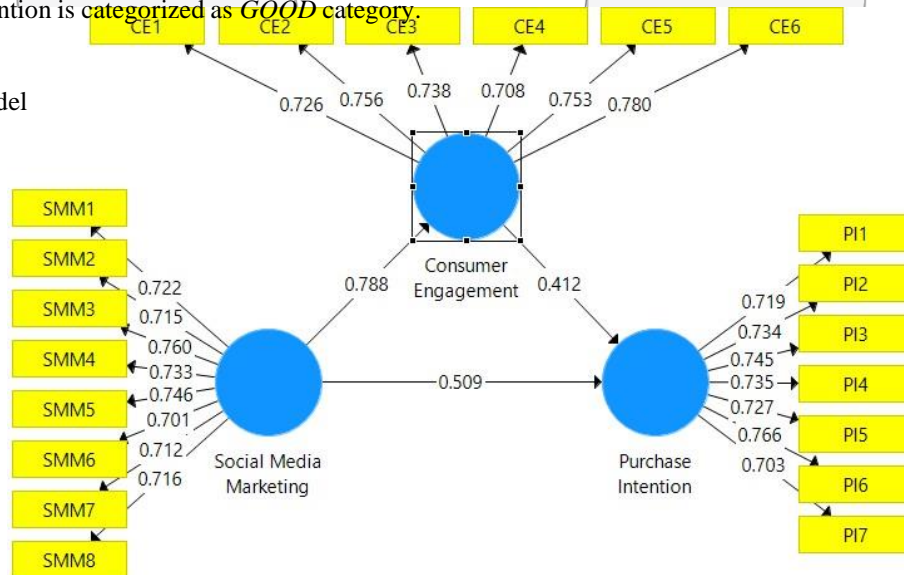


Figure 3. 1 Outer model path diagram
 Source: Compile by Researcher, 2022

a. Convergent validity

For a variable's items to have adequate convergent validity, the average variance extracted (AVE) value must surpass 0.5 (Indrawati, 2015, p. 153) All constructs in this investigation had AVE values greater than 0.5. The following table provides AVE score information for each variable.

Table 3. 4 Convergent validity result

Variable	Average Variance Extracted (AVE)	Critical Value	Model Evaluation
Social Media Marketing (X)	0,553	>0,5	VALID
Consumer Engagement (Z)	0,537		VALID
Consumer Purchase Intention (Y)	0,527		VALID

Source: Compile by Researcher, 2022

Convergent validity is required to determine the amount of correctness of an item or collection of items in a variable relative to the construct being measured (Indrawati, 2017). This validity indicator is assessed by the factor loading value; if the factor loading value is larger than 0.70, the measured item is considered valid (Indrawati, 2017). All of the items in this research are larger than 0.7, hence it can be concluded that all of the things are legitimate. This table displays the results of factor loading.

Table 3. 5 Factor loading result

Latent variable	Item	Loading Factor	Model Evaluation
Consumer engagement	CE1	0,726	VALID
	CE2	0,756	VALID
	CE3	0,738	VALID
	CE4	0,708	VALID
	CE5	0,753	VALID
	CE6	0,780	VALID
	CE7	0,719	VALID
Purchase intention	P1	0,719	VALID
	P2	0,734	VALID
	P3	0,745	VALID
	P4	0,735	VALID
	P5	0,727	VALID
	P6	0,766	VALID
	P7	0,703	VALID
Social media marketing	SMM1	0,722	VALID
	SMM2	0,715	VALID
	SMM3	0,760	VALID
	SMM4	0,733	VALID
	SMM5	0,746	VALID
	SMM6	0,701	VALID
	SMM7	0,712	VALID
	SMM8	0,716	VALID

Source: Compile by Researcher, 2022

b. Discriminat Validity

A measuring instrument is said to have discriminant validity if the variables that are constructively predicted are not strongly correlated, and the measurement results must demonstrate that these variables are not highly linked (Indrawati, 2015).

Table 3. 6 Correlation between variable

	Consumer engage- ment	Purchase intention	Social media mar- keting
Consumer engage- ment	0,744		
Purchase intention	0,814	0,733	
Social media mar- keting	0,788	0,834	0,726

Source: Compile by Researcher, 2022

According to Indrawati (2017), the cross-loading value is used to measure the discriminant validity variable. This cross-loading value indicates the strength of the correlation between each variable and other constructs (Indrawati, 2017).

Table 3. 7 Cross loading factor

	Consumer engage- ment (Z)	Purchase intention (Y)	Social media mar- keting (X)
CE1	0,726	0,524	0,548
CE2	0,756	0,598	0,580
CE3	0,738	0,613	0,595
CE4	0,708	0,520	0,483
CE5	0,753	0,658	0,658
CE6	0,780	0,688	0,630
P1	0,579	0,719	0,611
P2	0,574	0,734	0,640
P3	0,598	0,745	0,592
P4	0,576	0,735	0,595
P5	0,611	0,727	0,603
P6	0,617	0,766	0,618
P7	0,615	0,703	0,618
SMM1	0,607	0,586	0,722
SMM2	0,555	0,608	0,715
SMM3	0,633	0,652	0,760
SMM4	0,580	0,596	0,733
SMM5	0,576	0,635	0,746
SMM6	0,561	0,596	0,701
SMM7	0,523	0,576	0,712
SMM8	0,534	0,590	0,716

Source: Compile by Researcher, 2022

On the basis of the table, it can be inferred that all of the estimated model's constructs satisfy the requirements for discriminant validity. The indicators utilized in this study satisfied the criteria that the value of the square root of the AVE of each construct is larger than the correlation value between the constructs.

c. Reliability test

Reliability attempts to assess the amount by which the indicator variable rises when the hidden variable increases (Indrawati, 2017). Cronbach's Alpha (CA) is a typical criteria for measuring dependability, but Composite Reliability can also be utilized (CR). For Cronbach alpha Variables are said to be good when they have Cronbach's Alpha value greater than 0.6 (Priyatno, 2013:30). The general rule for composite reliability is that it should be greater than 0.7, although a value of 0.6 is acceptable (Abdillah and Hartono, 2015:196) The reliability test determines the extent to which identical measurement results may be achieved. Composite Reliability and Cronbach's Alpha are two ways for assessing test reliability in Partial Least Square (PLS). The acquisition of the reliability test using the SmartPLS software is as follows:

Table 3. 8 Reability test result

	Cronbach's	Cronbach's	Composite	Critical	Model
	Alpha	Alpha	Reliability	Value	Evaluation
Consumer en- gagement	0,839		0,881		RELIA- BLE
Purchase in- tention		>0.6		>0.7	RELIA- BLE
Social media marketing	0,872		0,899		RELIA- BLE

Source: *Compile by Researcher, 2022*

According to table above it can be concluded that the value of both Cronbach's Alpha and Composite Reliability Is beyond >0.6 and >0.7 so it means that the data has high Reliability

2. Inner Model

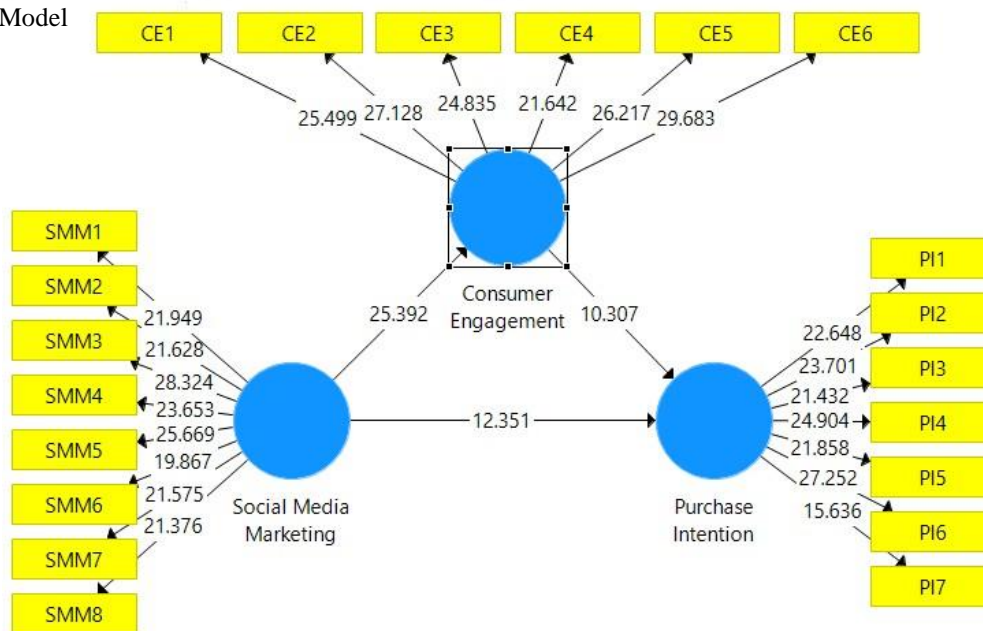


Figure 3.2 inner model Path diagram
Source: *Compile by Researcher, 2022*

a. Inner model evaluation

Table 3.9 R-square value

Variables	R Square	Conclusion
Consumer engagement	0,621	MODERATE
Purchase intention	0,760	STRONG

Source: *Compile by Researcher, 2022*

According to Indrawati (2017) R-Square values of 0.67 are regarded strong, 0.333 are considered moderate, and 0.19 are considered weak. According to the table above, the Consumer engagement variable has an R2 value of 0,621, indicating that 62.1 percent of Consumer engagement can be explained by the variables of social media marketing and the remaining 37.9 is effect by the variables that are not discussed in this research. The Purchase Intention variable has an R2 value of 0,760, indicating that 76% of the variables in Purchase Intention can be explained by the variables of social media marketing and Consumer engagement for the remaining 24% is effect by the variables that are not discussed in this research.

b. Predictive Relevance (f²)

According to Ghozali and Latan (2014:81), the Q-square predictive relevance test is a formula for evaluating the PLS model. It is used to evaluate how effectively the model values produce the observed values and parameter estimations. Based on this research the following are predictive relevance as follow:

$$Q^2 = \sqrt{1 - (1 - R^2)} \dots$$

$$Q^2 = \sqrt{1 - (1 - R^2)} \dots$$

Using this formula it can be obtained that the Q-square/ Q^2 in this research are 0.740 which means based on Ghozali and Latan (2014:80) values of 0.02, 0.15, and 0.35 indicate the model is *weak, moderate, and strong*, respectively. In this research the value of Q-square/ Q^2 are 0.740 which means this value is categorized as *Strong* Based on Ghozali and Latan (2014:80).

c. Hypotesis Testing Result

Table 3.10 Path coefficient and T-count

	Original Sample	Sample Mean	Standard Deviation	T Statistics (O/STDEV)	P Values	Conclusion
	(O)	(M)	(STDEV)			
Consumer engagement -> Purchase intention	0,412	0,414	0,040	10,245	0,000	H1 is Acceptable H0 is Rejected
Social media marketing -> Consumer engagement	0,788	0,788	0,030	26,202	0,000	H1 is Acceptable H0 is Rejected
Social media marketing -> Purchase intention	0,509	0,507	0,041	12,308	0,000	H1 is Acceptable H0 is Rejected
Social media marketing -> Consumer engagement -> Purchase intention (Indirectly through Consumer purchase intention)	0,325	0,326	0,033	9,976	0,000	H1 is Acceptable H0 is Rejected

Source: Compile by Researcher, 2022

1) Consumer engagement has positive and significant effect on the Purchase intention of Kopi praja Consumer

If the Consumer Engagement Variable (Z) has a t-count value greater than the t-table value (10,245 > 1.96), but a significance value smaller than the level of precision (0.000 < 0.05), then H0 is rejected. The value of 0,412 for the Path Coefficients indicates that the relationship between Consumer Engagement (Z) and Consumer Purchase Intention (Y) is positive. Therefore, it can be concluded that Consumer Engagement (Z) has a significant impact on Consumer Purchase Intention (Y). The direction of a positive relationship indicates that the greater the increase in ConsumerEngagement (Z), the greater the increase in Consumer Purchase Intention will be (Y).

2) Social media marketing has positive and significant effect on the engagement of Kopi praja Consumer
The Social Media Marketing Variable (X) has a t-count value that is greater than t-table (26,202 > 1.96), and a significance value that is less than the level of precision (0.000 < 0.05), then H0 is rejected. The value of 0,788 for the Path Coefficients indicates that the relationship between Social Media Marketing (X) and

Consumer Engagement (Z) is positive. Therefore, it can be concluded that Social Media Marketing (X) has a significant effect on Consumer Engagement (Z). While the direction of the positive relationship indicates that there will be increasingly more Media Marketing Social (X), it will be followed by a rise in Consumer engagement (Z).

- 3) Social media marketing (X) has positive and significant effect on the purchase intention (Y) of Kopi praja Consumer

H₀ is rejected because the Social Media Network Marketing Variable (X) has a t-count value greater than the t-table value ($12,308 > 1.96$), and a significance value smaller than the level of precision ($0.000 < 0.05$). The value of 0,509 for the Path Coefficients indicates that the relationship between Social Media Marketing (X) and Consumer Purchase Intention (Y) is positive. Thus, it can be concluded that The Importance of Social Media Marketing (X) has a significant impact on Consumers' Intention to Buy (Y). A positive relationship direction indicates that as Social Media Marketing (X) increases, it will be followed by an increase in Consumer Purchase Intention (Y).

- 4) Consumer engagement mediates the relationship between social media marketing and Consumer purchase intention

This research model measures the relationship between the variables of Social Media Network Marketing and the variable of Consumer Purchase Intention. Consumer Engagement has an indirect impact on Purchase Intention, which is $9,976 > 1.96$. The value of the path coefficients is 0,325. Therefore, this study concludes that Social Media Network Marketing has an effect on Consumer Purchase Intention via Consumer Engagement. This indicates that Kopi praja Social Media Marketing will increase Consumer Purchase Intention, but in order to increase Consumer Purchase Intention, companies must first increase Consumer Engagement.

V. CONCLUSION

Based on the findings and results in this research regarding the Effect of social media marketing and Consumer engagement towards Consumer purchase intention at Kopi praja Bintaro which has been stated in the previous chapter, It reveals that in hypothesis test that path coefficient table in social media marketing (X) has a significant and positive effect towards consumer purchase engagement (Z), It reveals that in Hypothesis test that path coefficient table in social media marketing (X) has a significant and positive effect towards consumer purchase intentions (Y), It reveals that in hypothesis test that path coefficient table in Consumer engagement (Z) has a significant and positive effect towards purchase intentions from the respondent response It reveals that in Hypothesis test that path coefficient table in consumer engagement (Z) mediates a significant and positive effect towards social media marketing (X) and consumer purchase intention (Y), It reveals from the Continuum line that the respondent response towards Social Media Marketing reveals that it has a *GOOD* response from the respondent, It reveals from the Continuum line that the respondent response towards Consumer Engagement reveals that it has a *GOOD* response from the respondent, It reveals from the Continuum line that the respondent response towards Purchase Intention reveals that it has a *GOOD* response from the respondent.

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