

ABSTRACT

The growing trend of coffee consumption creates a large demand for the coffee industry market. Point Coffee as a newcomer in the coffee industry with the form of a coffee shop chain that collaborates with Indomaret has become a brand that is quite popular among the public. This study aims to determine the effect of Social Media Marketing and Electronic Word of Mouth on Purchase Decisions through Brand Image at Point Coffee Bandung.

The research method used in this study is a quantitative method with descriptive analysis in which the sample was taken using a non-probability sampling method with 150 respondents. The analysis technique used in this research is Structural Equation Modeling (SEM) using SmartPLS 3.0 software.

The results of this study are that the variable Social Media Marketing (X1) has a positive and significant influence on Purchase Decisions (Z), Electronic Word of Mouth has a positive and significant influence on Purchase Decisions (Z), Social Media Marketing variable (X1) has an influence positive and significant effect on Brand Image (Y), Electronic Word of Mouth has a positive and significant effect on Brand Image (Y), Social Media Marketing variable (X1) has a positive and significant effect on Purchase Decision (Z) through Brand Image (Y), Electronic Word of Mouth has a positive and significant influence on Purchase Decision (Z) through Brand Image (Y).

Keywords: Social Media Marketing, Electronic Word of Mouth, Brand Image, Purchase Decision