

ABSTRACT

In a time when many businesses are flourishing, the retail coffee market stands out as one of the most dynamic. Among Indonesia's youth, Starbucks ranks high on the list of favorite coffee chains. Coffee shops may be found all around Indonesia. There was a dip in sales at Starbucks Indonesia in 2020, but they rebounded the following year, showing that demand for the company's products had stabilized. In order to increase consumer purchase intent for Starbucks Indonesia, it is essential for the company to communicate through social media or Electronic Word of Mouth (e-WOM).

For this analysis, author polled 400 people online using Google Form. Questionnaires are used in conjunction with quantitative methods, descriptive analysis, and causal inference to compile the data for this research. In this study, we chose Multiple Linear Regression as our technique of data analysis, and analyzed the results using SPSS 25 for Windows.

This study is theoretically useful since it expands our understanding of how e-WOM influences consumers' propensity to make a purchase. For the authors of this study, it serves as a source of information for developing their thesis proposals; for businesses, it can help them better understand the factors that influence customers' purchasing choices and devise more targeted advertising campaigns.

The acquired descriptive analysis findings indicate that the dependent variable, Purchase Intention, and all three of the e-WOM independent variables (Quality, Quantity, and Credibility), are all in the "Good" category. The data analysis shows that the quality, quantity, and credibility of e-WOM all have a positive and substantial influence on consumers' intent to buy.

The information gathered from this research will be utilized to help Starbucks Indonesia continue to provide excellent service and satisfy the demands of its clientele.

Keywords: *Electronic Word of Mouth (e-WOM), Social Media, Purchase Intention*