

ABSTRACT

Coffee becomes the most favorite drink around the world including in Indonesia.. Through the internet, coffee shop entrepreneurs do the marketing through social media which is called social media marketing. Social Media Marketing refers to the use of social media platforms and online communities to promote products, services, or ideas. This study aim to know about the influence of social media marketing and e-WOM towards purchase intention at NitroVentura Coffee Bandung. This study is a descriptive and causal research with a quantitative approach. The independent variables in this study are Social Media Marketing and e-WOM, while the dependent variable used in this study is Purchase Intention. Samples were taken using accidental sampling technique. Primary data was obtained through the results of distributing online questionnaires to 120 respondents who knew about NitroVentura Coffee products. Data analysis uses multiple linear regression techniques to determine the direction of the relationship between the dependent and independent variables and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The regression coefficient values of social media marketing and electronic word of mouth are positive, respectively, at 0.243 and 0.534, meaning that there is a unidirectional relationship with the consistent value of purchase intention and each additional unit of social media marketing or electronic word of mouth will increase purchase intention. Social media marketing and electronic word of mouth have a partially positive and significant influence on purchase intention at NitroVentura Coffee Bandung.