

ABSTRACT

The Covid-19 pandemic has made the consumption of ginger drinks increase rapidly. Ginger has the benefit of increasing immunity so that it can reduce the potential for contracting the Covid-19 virus. Jahe Rempah Bilal is an UMKM run in the Food and Beverage (FnB) business with ginger drinks as the main menu. Jahe Rempah Bilal uses social media Instagram as the way to communicate with customers. According to datareportal.com, social media Instagram in Indonesia ranked third position with 99.15 million users at the beginning of 2022.

The purpose of the research is to determine the effect of social media marketing Instagram on the purchase intention on Jahe Rempah Bilal. The aspects studied by the researchers including social media marketing activity (SMMA), customer engagement, brand equity, electronic word of mouth (E-WOM) and purchase intention. The impact of Instagram social media marketing is done by analyzing the questionnaire responses.

The data analysis method in this study utilizes the analysis technique of structural equation modeling (SEM-PLS) which is then processed using SmartPLS with a total of 327 respondents. This research uses google form to distribute questionnaires. The data that has been obtained is then processed using SmartPLS, so that it can find out the relation between variables.

From the data that has been processed, it is found that, SMMA has a positive impact on purchase intention. In addition, SMMA also has a positive effect on customer engagement. Customer engagement plays a positive role on purchase intention. The SMMA variable has a positive and significant effect on brand equity. Brand equity has a positive influence on E-WOM. In addition, E-WOM has a positive impact on purchase intention. Meanwhile, customer engagement can mediate the relationship between SMMA and accepted purchase intention.

Kata Kunci: FnB, *social media marketing*, *instagram*, *brand equity*, *E-WOM*, *purchase intention*