

ABSTRACT

The coffee industry in Indonesia always increasing every year, this phenomenon triggered in establishing many new local coffee shops in Indonesia. One of Indonesian favorite local coffee shops in Indonesia is Janji Jiwa. Unfortunately, in past few years the sales of Janji Jiwa decreased and Janji Jiwa become local coffee shop with the second highest sales in Indonesia. The use of social media, especially Instagram, can help to reach a wider audience considering Janji Jiwa has the most followers on Instagram compared to other similar brand of local coffee shops in Indonesia.

This research aims to see the role of social media marketing activities (SMMA) on purchase intention among the consumers of Janji Jiwa by using dependent variables: entertainment, interactivity, trendiness, customization, electronic word-of-mouth, and informativeness which is connected to the intervening variables: brand awareness and brand image on purchase intentions.

The method used in this research is a quantitative method using data analysis techniques in the form of SEM-PLS. The data used in this research was collected using questionnaire distributed online through social media (Instagram, X dan WhatsApp) to respondents. As the results of distributing the questionnaire online, 500 respondents were obtained with criteria the followers of Janji Jiwa's Instagram account with age between 18 to 44 years old.

Statistical test results show that social media marketing activities (entertainment, interactivity, trendiness, customization, e-wom and informativeness) positively and significantly influence brand awareness, brand image and purchase intention. Brand awareness and brand image also successfully mediate the relationship between social media marketing activities (entertainment, interactivity, trendiness, customization, e-wom and informativeness) and purchase intention.

The results of this research suggest Janji Jiwa to interacting more frequently with the audience, maximizing the features available on Instagram to increase

engagement, reviewing their target market to maximize marketing strategies in the future to increase customers' purchase intention.

Keywords: *social media marketing activities, brand equity, brand awareness, brand image, purchase intention*