

ABSTRACT

Susu Mbok Darmi, which has been operating for 13 years, continues to grow rapidly with 106 outlets and targets the younger generation through flavor innovation and competitive pricing. To achieve its long-term vision, including plans for an IPO in two years, the company needs to strengthen its market share further. One potential strategy is utilizing social media platforms, especially TikTok, to enhance Brand Awareness and consumer loyalty through more effective direct interaction. Although the company's performance in 2024 shows improvement compared to 2023, Repurchase Intention remains a challenge. Sales fluctuations in 2023, such as declines in several months, indicate that the Marketing Mix (4P) strategy has not been optimal in driving repeat purchases. Dependence on seasonal promotions shows that Brand Awareness and Customer Engagement need to be strengthened. Although TikTok is used as a marketing platform, the management of E-WOM and sustainable Customer Engagement has not been maximized. To support the IPO plan, the company needs to integrate the Marketing Mix strategy with a focus on strengthening Brand Awareness, improving Customer Engagement, and optimizing E-WOM. A quantitative study using an online survey with 394 respondents was analyzed using descriptive analysis and PLS-SEM (Partial Least Squares Structural Equation Modeling) with the SmartPLS application. The analysis results show that all indicators of the tested variables are valid, with loading factors above 0.5, and AVE greater than 0.5, indicating good model quality. Additionally, the reliability test on each variable produced values that can be concluded as reliable.

Keywords: Marketing Mix, Brand Awareness, Customer Engagement, E-WOM, Repurchase Intention, Susu Mbok Darmi.