

ABSTRACT

The growth of F&B MSMEs, especially in the café sector in Bandung City, is experiencing a positive trend, characterized by many growing businesses and increasingly fierce competition. On the other hand, the impact of this positive trend in the digital ecosystem is also growing through the role of content creators and *influencers* who promote MSMEs widely.

The purpose of this study was to determine how much influence *Social media marketing* and *Influencer Credibility* have on buying interest of Cafe Bagi Kopi customers. This research was conducted through a descriptive approach, and the scale used was a Likert scale. This study aims to gain a better understanding of the influence of *social media marketing* and the credibility of *influencers* in influencing the buying interest of MSME consumers, especially MSMEs engaged in the F&B sector in Bandung City.

The method used in this research is quantitative research method. Primary data was obtained through distributing questionnaires. Sampling was carried out using non-probability sampling method with a total of 126 respondents to several customers in various branches of Cafe Bagi Kopi in Bandung City, while secondary data was obtained from journal references related to the research topic. The data analysis method used is descriptive analysis and multiple linear regression which is processed using SPSS Ver.30 software.

The test results using SPSS software assistance show that *social media marketing* has a positive and significant effect on purchase intention partially and simultaneously. However, *influencer* credibility only has a positive and significant effect on buying interest partially. Based on the results of descriptive analysis, it can be concluded that *social media marketing*, *influencer* credibility, and purchase intention are in the good category.

This research is useful for Café Bagi Kopi in formulating digital promotion strategies through *social media marketing* and utilizing *influencers* to increase consumer buying interest. Thus, Café Bagi Kopi can maintain its business achievements, increase attractiveness for customers, and remain competitive in the midst of intense competition in the café business in Bandung. Future research is expected to use other factors that can influence buying interest. Keywords: *Social media marketing*, *Influencer Credibility*, Purchase Intention