INTISARI

ANALISIS PENGARUH ATRIBUT *SOCIAL MEDIA MARKETING*

TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN

DI 28 COFFEE

Devintha Lutfiana Dhia Khansa[1], Suharno[2], Anggoro Cahyo Sukartiko[2]

Konsumsi kopi di Indonesia mengalami pertumbuhan cukup pesat selaras dengan kenaikan jumlah *coffee shop.* Hal tersebut dibuktikan dengan pertumbuhan *coffee shop* berkonsep *grab and go* yang saat ini menjadi primadona masyarakat Indonesia. Persaingan antar pelaku usaha semakin ketat mengakibatkan penjualan pada 28 Coffee tidak mengalami peningkatan signifikan. Diketahui terdapat kesulitan pengembangan *social media marketing* karena 28 Coffee belum menemukan titik temu *social media marketing* yang disukai masyarakat sehingga mempengaruhi eksistensi 28 Coffee dibandingkan dengan *coffee shop* lainnya. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh atribut *social media marketing* terhadap ekuitas merek sehingga berpengaruh terhadap keputusan pembelian konsumen kalangan muda pada 28 Coffee. Responden yang digunakan yakni *followers Instagram* @28coffee.id dengan rentang usia 17 – 41 tahun. Rentang usia tersebut berdasarkan penelitian Toffin (2019), generasi Y dan Z berkontribusi menjadi konsumen dengan jumlah konsumsi minuman kopi paling tinggi di Indonesia. Metode yang digunakan yaitu *Partial Least Squares-Structural Equation Modelling* (PLS-SEM). PLS-SEM digunakan untuk menganalisis hubungan dari tiap atribut *social media marketing* terhadap ekuitas merek dan keputusan pembelian. Penelitian ini mendapatkan 229 responden dari penyebaran kuesioner secara *online.* Didapatkan hasil penelitian bahwa atribut *social media marketing* mempengaruhi ekuitas merek. Adapun ekuitas merek berpengaruh signifikan terhadap keputusan pembelian. Atribut *social media marketing* yang paling mempengaruhi keputusan pembelian dengan ekuitas merek sebagai variabel mediasi yaitu *content, collaboration,* dan *connection.* Berdasarkan hal tersebut, dilakukan penyusunan rekomendasi saran untuk *social media marketing* 28 Coffee.

Kata Kunci: *coffee shop grab and go, social media marketing,* ekuitas merek, keputusan pembelian, PLS-SEM.

[1]Mahasiswa Departemen Teknologi Industri Pertanian FTP UGM
[2]Staff Pengajar Departemen Teknologi Industri Pertanian FTP UGM

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING ATTRIBUTES
TOWARDS CONSUMERS PURCHASING DECISION
AT 28 COFFEE: AN ANALYSIS

Devintha Lutfiana Dhia Khansa[1], Suharno[2], Anggoro Cahyo Sukartiko[2]

Coffee consumption in Indonesia is growing quite rapidly in line with the increasing number of coffee shops. It is proved by the growth of coffee shops with grab and go concept, which is currently the prima donna in Indonesian society. The competition between business actors gets tighter, resulting the sales of 28 Coffee not increasing significantly. It is known that there is a difficulty in developing social media marketing because 28 Coffee has not found the social media marketing meeting point that society preffered, thus it affects the existence of 28 Coffee compared to other coffee shops. The research aims to examine the influence of social media marketing attributes on brand equity and purchasing decision of young consumers at 28 Coffee. The respondents used are Instagram followers @28coffee.id with an age range of 17 - 41 years. The age range used based by Toffin (2019) that generation Y and Z contributed as consumers that had high coffee consumption in Indonesia. The method used is *Partial Least Squares-Structural Equation Modelling* (PLS-SEM). PLS-SEM is used to analyze the relations between social media marketing attributes towards brand equity and purchasing decision. This study obtained 229 respondents collected by distributing online questionnaires. The results of the research show that social media marketing attributes affect brand equity. The brand equity has a significant effect on purchasing decision. Social media marketing attributes that most affect purchasing decision with brand equity as an intervening variable are content, collaboration, and connection. Based on this study, author give some recommendations for developing 28 Coffee's *social media marketing*.

Keywords: grab and go coffee shop, social media marketing, brand equity, purchasing decision, PLS-SEM.

[1]Student of Agro-Industrial Technology Department FTP UGM
[2]Lecturer of Agro-Industrial Technology Department FTP UGM