

## INTISARI

### **ANALISIS PENGARUH ATRIBUT *SOCIAL MEDIA MARKETING* INSTAGRAM TERHADAP MINAT BELI KONSUMEN DI *COFFEE* *SHOP* KABUPATEN SLEMAN**

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Media sosial telah berkembang menjadi sarana pemasaran yang telah digunakan banyak bisnis tidak terkecuali bisnis coffee shop. Kelima atribut *social media marketing* yaitu hiburan, kustomisasi, interaksi, *electronic word of mouth*, dan tren memiliki pengaruhnya masing-masing dalam memunculkan minat beli konsumen. Namun, kepercayaan menjadi kunci penting bagi konsumen dalam menggunakan media sosial untuk mencari informasi terkait produk dan jasa yang ditawarkan pihak *coffee shop*. Penelitian ini dilakukan untuk menganalisis pengaruh atribut *social media marketing* Instagram terhadap minat beli konsumen di *coffee shop* Kabupaten Sleman, mengidentifikasi pengaruh kepercayaan dalam memediasi pengaruh atribut *social media marketing* terhadap minat beli konsumen di coffee shop Kabupaten Sleman, dan memberikan rekomendasi dan saran untuk pengembangan *social media marketing* bagi pelaku bisnis *coffee shop*. Pengambilan data dilakukan dengan penyebaran kuesioner dan didapatkan sebanyak 155 responden konsumen *coffee shop* yang kemudian dilakukan analisis menggunakan SEM PLS untuk pengujian hipotesis. Hasil yang didapatkan menunjukkan bahwa atribut *social media marketing* yang secara langsung berpengaruh terhadap minat beli yaitu atribut hiburan. Kepercayaan terbukti dapat memengaruhi minat beli konsumen dan dapat memediasi pengaruh atribut *electronic word of mouth* dan interaksi terhadap minat beli konsumen. Penelitian ini juga memberikan saran dan rekomendasi bagi pemilik *coffee shop* agar dapat mengembangkan dan memaksimalkan *social media marketing* dalam menarik minat beli konsumen.

Kata kunci: *coffee shop*, kepercayaan, minat beli, SEM PLS, *social media marketing*

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## **ABSTRACT**

### **ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING INSTAGRAM ON COFFEE SHOP CONSUMERS PURCHASE INTENTION IN SLEMAN REGENCY**

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Social media marketing has developed into a marketing tool used by many businesses, including the coffee shop business. However, trust is necessary for consumers using social media to find information related to the products offered by the coffee shop. Therefore, this research aims to analyze the effect of social media marketing attributes on coffee shop consumer trust in Sleman Regency, to identify the influence of consumer trust in mediating the impact of social media marketing on purchase intention in coffee shops in Sleman Regency, and gives recommendations and suggestions for the development of social media marketing for coffee shop business people. Collecting data was carried out by distributing questionnaires and obtaining as many as 155 coffee shop consumer respondents were then analyzed using SEM PLS for hypothesis testing. The results show that entertainment is the attribute of the social media marketing that directly influences purchase intention. Trust is proven to affect consumer buying interest and can mediate the effect of electronic word of mouth and interaction on consumer interest. This research also provides suggestions and recommendations for coffee shop owners to develop and maximize social media marketing to attract consumer buying interest.

Keywords: coffee shop, purchase intention, SEM PLS, social media marketing, trust

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