

ABSTRAK

Pengaruh *Social Media Communication* terhadap *Brand Awareness*, *Brand Trust* dan *Purchase Intention* Produk Kopi

Perkembangan industri kopi berkembang pesat seiring dengan konsumsi kopi di Indonesia yang meningkat sehingga bermunculan bisnis kopi kreatif. Salah satunya adalah MORFEE yang bergerak dalam bidang industri *food and beverages* dengan produk kopi bubuk dalam kemasan. Permasalahan terjadi pada saat mengalami penurunan sebesar 70.5% selama operasional bisnis berjalan dari bulan Desember 2019 hingga November 2020 dikarenakan kurangnya posts di Instagram karena hanya post setiap bulan sekali. Oleh karena itu Penelitian ini dilakukan untuk mengetahui pengaruh dari (1) *social media communication* terhadap *brand awareness* (2) *social media communication* terhadap *brand trust* (3) *social media communication* terhadap *purchase intention* (4) *brand awareness* terhadap *brand trust* (5) *brand awareness* terhadap *purchase intention* (6) *brand trust* terhadap *purchase intention*. Metode penelitian ini adalah kuantitatif deskriptif dengan membagikan survei kepada 147 responden yang ditentukan menggunakan teknik *purposive sampling* kepada konsumen yang pernah mengkonsumsi kopi dan memiliki sosial media di Indonesia. Alat analisa penelitian ini adalah dengan menggunakan *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa (1) *social media communication* berpengaruh terhadap *brand awareness* (2) *social media communication* berpengaruh terhadap *brand trust* (3) *social media communication* berpengaruh terhadap *purchase intention* (4) *brand awareness* berpengaruh terhadap *brand trust* (5) *brand awareness* berpengaruh terhadap *purchase intention* (6) *brand trust* berpengaruh terhadap *purchase intention*.

Kata kunci: *brand awareness, brand trust, purchase intention, social media communication,*

ABSTRACT

The Effect of Social Media Communication on Brand Awareness Brand Trust and Purchase Intention of Coffee Product

The development of coffee industry develops rapidly along with the coffee consumption in Indonesia which is increased so that creative coffee business emerges. One of them is MORFEE that runs in food and beverage industry field with powder coffee products in packaging. The problem that occurred at the time of getting decreased of 70.5% during business operational ran from December 2019 to November 2020 due to the lack of posts in Instagram, because it only posts once a month. This research is done to find out the effect of (1) social media communication on brand awareness (2) social media communication on brand trust (3) social media communication on purchase intention (4) brand awareness on brand trust (5) brand awareness on purchase intention (6) brand trust on purchase intention. This research method is descriptive quantitative by distributing surveys to 147 respondents who are determined using purposive sampling technique to consumers who have ever consumed coffee and have social medias in Indonesia. The analytical tool of this research is by using Partial Least Square (PLS). The results of the research showed that (1) social media communication affects on brand awareness (2) social media communication affects on brand trust (3) social media communication affects on purchase intention (4) brand awareness affects on brand trust (5) brand awareness affects on purchase intention (6) brand trust affects on purchase intention.

Keywords: *brand awareness, brand trust, purchase intention, social media communication.*