ABSTRAK

Septiadi Prakasa Astawa (01011170045)

PENGARUH *SOCIAL MEDIA MARKETING, BRAND AWARENESS,* DAN *BRAND IMAGE* TERHADAP *BRAND LOYALTY* STARBUCK

Objek penelitian ini adalah Starbucks *coffee*, salah satu *Coffee Shop* terbesar di Indonesia. Pada awal penelitian dilakukan survei yang menunjukkan fenomena, dimana informasi tentang produk maupun harga pada sosial media marketing perusahaan tidak disajikan secara lengkap dan menarik. Subjek pada penelitian ini juga, yaitu konsumen Starbucks *Coffee*. Maka, diperlukan penelitian tentang pengaruh *social media marketing, brand awareness,* dan *brand image* terhadap *brand loyalty* pada perusahaan starbucks. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah non-probability convenience sampling dan mengambil sampel sebanyak 230 responden, dengan metode pengumpulan data berupa kuesioner elektronik. Data dioleh dengan metode Partial Least Square – Structural Equation Modelling (PLS-SEM) dengan software SmartPLS. Hasil penelitian menunjukkan bahwa *social media marketing*, *brand awareness* dan *brand image*, berpengaruh terhadap *brand loyalty*. Implikasi manajerial dari penelitian ini akan memberikan beberapa rekomendasi bagi Starbucks *Coffee* untuk memperhatikan kualitas produk, dan memanfaatkan ulasan mengenai pembelian yang telah dilakukan di Starbuck *Coffee*.

Kata kunci: *Social media marketing* ; *Brand awarness* ; *Brand image* ; *Brand loyalty*

Abstract

Septiadi Prakasa Astawa (01011170045)

THE EFFECT OF SOCIAL MEDIA MARKETING, BRAND AWARENESS, AND BRAND IMAGE ON STARBUCK'S LOYALTY BRAND

The object of this research is Starbucks coffee, one of the largest coffee shops in Indonesia. At the beginning of the study, a survey was conducted that showed a phenomenon, where information about products and prices on the company's social media marketing was not presented in a complete and attractive manner. The subject of this research as well, namely Starbucks Coffee Consumers. So research is needed on the effect of social media marketing, brand awareness, and brand image on brand loyalty at Starbucks companies. The sampling technique used in this study was non-probability convenience sampling and took a sample of 230 respondents, with the data collection method in the form of an electronic questionnaire. The data was collected using the Partial Least Square – Structural Equation Modeling (PLS-SEM) method with SmartPLS software. The results showed that social media marketing, brand awareness and brand image, had an effect on brand loyalty. The managerial implication of this research will be to provide several recommendations for Starbucks Coffee to pay attention to product quality, and take advantage of reviews about purchases that have been made at Starbucks Coffee.

Keywords: *Social media marketing ; Brand awareness ; Brand image ; Brand loyalty*