

ABSTRACT

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THE EFFECTS OF FIRM CREATED SOCIAL MEDIA COMMUNICATION, USER GENERATED SOCIAL MEDIA COMMUNICATION AND BRAND PASSION TOWARDS PURCHASE INTENTION FOR THE BRAND STARBUCKS

(132 pages, 8 figures, 32 tables, 4 appendices)

Social media communication has become an essential part of running a business in this digital age. This research is conducted to comprehend the ongoing phenomenon of the decline in sales of Starbucks Indonesia. The purpose of this research is to analyze a positive impact between Firm Created Social Media Communication and User Generated Social Media Communication, to analyze a positive impact between Firm Created Social Media Communication and Brand Passion, to analyze a positive impact between User Generated Social Media Communication and Brand Passion and to analyze a positive impact between Brand Passion and Purchase Intention. This study uses quantitative methods and data collection techniques by distributing electronic questionnaires using non-probability sampling methods, namely, purposive sampling. The dependent variable of this research is Purchase Intention. The questionnaire is distributed to 57 respondents for preliminary test and 170 respondents for the actual test. This study provides theoretical implications, managerial implications, and recommendations for further research.

Keywords: Firm created social media communication, user generated social media communication, brand passion, purchase intention