

ABSTRACT

Starbucks is a pioneer of coffee shops in Indonesia. The entry of the United States coffee shops brought a big impact to the development of coffee shops in Indonesia. The number of coffee shops in Indonesia can encourage Starbucks to improve performance in order to survive the competition. One of them by increasing purchase intention on Starbucks product.

This study aims to analyze how much influence social media marketing and product bundling have on purchase intention through Starbucks brand awareness in Semarang. The population used in this study are customers who are interested in or have purchased Starbucks products in Semarang. The sample used was 150 respondents. The sample collection method used purposive sampling. The data collection method used is the distribution of questionnaires. This study uses structural equation modeling (SEM) analysis with AMOS 23.0 analysis tool.

The results of this study indicate that social media marketing and product bundling have a positive and significant effect on brand awareness. In addition, social media marketing product bundling and brand awareness have a positive and significant effect on purchase intention.

Keywords : *Social media marketing, product bundling, brand awareness, purchase intention.*