

ABSTRACT

In the current era of globalization, active users of social media in Indonesia are increasing every year. This is a reference that Indonesians are very fond of using social media in their daily lives. Due to these developments and changes in people's lifestyles, this brings a strong impetus for business to innovate their product marketing strategies that allow business from various industries to make social media their marketing tool. One of them is the Kulo Coffee Shop company which is engaged in the food and beverage industry, the company adopts social media marketing as a marketing communication medium to increase consumers' buying interest. However, the company must pay attention to aspects that are factors that strengthen the interest in buying, such as the quality of electronic services, social media marketing and customer engagement. By improving these aspects to make customers more confident, the creation of customer buying interest makes the Kulo Coffee Shop company able to improve the purchasing decisions of its customers. In addition, there are inconsistencies in the results of research on the relationship between social media marketing and purchasing decisions in previous research. Thus, these phenomena and gaps are the basis for conducting this research.

This research aims to test and prove that social media marketing affects customer satisfaction. Data collection from this study involved 140 respondents with the main criteria aged 17 years and over and following the official social media pages of The Kulo Coffee Shop. The data obtained will then be analyzed using the Structural Equation Model (SEM) with the AMOS version 24 program.

Based on this research, it was found that e-service quality has a positive and significant effect on buying interest. In addition, social media marketing has a positive and significant effect on buying interest. In this study, it was also found that customer engagement had a negative and insignificant effect on buying interest. Then finally, buying interest, which is an intervening variable, has a positive and significant effect on the dependent variable of purchasing decisions.

Keywords: *E-Service Quality, Social Media Marketing, Customer Engagement, Buying Interest, Purchasing Decisions*