

ABSTRACT

Social Media has become an almost ubiquitous environment for human interaction. As a result, as the use of Social Media becomes more and more common, companies today are trying to reach and interact with customers and prospects through Social Media platforms. This research examines and develops the effect of Promotion and Social Media on Consumer Engagement variables through Brand Performance and their structural relationships, and will provide specific strategic directions for building a strongly owned brand in the restaurant sector.

This study assesses the influence of Promotion and Social Media on Consumer Engagement and the effect of mediation on Brand Performance. We used 100 Starbucks Indonesia consumers as a source of information in this study with the criteria of making a purchase at least twice and following Starbucks Indonesia's social media accounts. The analysis used in this study is Structural Equation Modeling (SEM) with the Smart PLS 3.0 calculation tool.

The result is that Promotion and Brand Performance have a positive and significant effect on Consumer Engagement. Whereas Social Media has a positive and insignificant effect on Consumer Engagement with Starbucks Indonesia Consumers. Promotion has a positive and insignificant effect on Brand Performance. Social Media has a positive and significant effect on performance. Other test results using Specific Indirect Effect analysis to prove the influence of the intervening variable Brand Performance proved unable to be an intervening variable between Promotion and Consumer Engagement. However, the results of other Specific Indirect Effect analysis tests prove that the influence of the intervening variable Brand Performance proves to be an intervening variable between Social Media and Consumer Engagement.

Keyword: Promotion, Social Media, Customer Engagement, Brand Performance