

ABSTRACT

The rapid development of digital technology is currently having an impact on the business sector, especially on social media marketing, causing changes in consumer behavior. Economic players, especially in the culinary business sector, must be sensitive to existing developments so that their businesses can continue to develop and survive, especially when promoting through social media marketing. The research approach is quantitative, with sampling using a purposive sampling technique and the research sample is 104 AtoZ restaurant consumers in Semarang. This research establishes a structural equation modeling (SEM) analysis with Smart PLS. The results of this research indicate that social media marketing factors exhibit a favorable and substantial impact on purchase decisions. Analysis and testing of variables uses the Partial Least Square (PLS) algorithm.

Keywords: social media marketing, brand awareness, brand trust, E-WOM, purchase decision.