

ABSTRACT

The beverage industry in Indonesia continues to experience rapid growth, accompanied by increasingly fierce competition, especially among local brands. One prominent brand is Kopi Janji Jiwa, which faces challenges in maintaining its position against its competitor, Kopi Kenangan. The widespread use of social media in Indonesia presents significant opportunities for companies to promote their products in an innovative and cost-effective manner. Compared to Kopi Kenangan, Janji Jiwa has a higher number of followers on its Instagram social media account, but Janji Jiwa is less consistent in utilizing social media as a promotional platform. Data from the 2023 Top Brand Index indicates that Kopi Kenangan ranks first, while Janji Jiwa is in second place. Furthermore, Janji Jiwa has also seen a decline in its position as the most popular local coffee shop in Indonesia in 2023, being surpassed by Kopi Kenangan. This study aims to examine the influence of social media marketing and brand image on purchase intention through brand loyalty as a mediating variable among Kopi Janji Jiwa consumers in Indonesia.

The sample used in this study consisted of 116 respondents selected using purposive sampling, and data collection was conducted through online questionnaires. The data obtained were analyzed quantitatively using the Structural Equation Model (SEM) method with AMOS version 23 as the data processing tool.

The results of this study indicate that social media marketing and brand loyalty have a positive and significant effect on purchase intention, as well as social media marketing and brand image having a positive and significant effect on brand loyalty.

Keywords: *Social Media Marketing, Brand Image, Brand Loyalty, Purchase Intention*