

ABSTRACT

This study aims to analyze the influence of Social Media Marketing (SMM) on the Purchase Intention of Starbucks consumers in Surakarta, by examining the mediating roles of Brand Equity and Customer Engagement. The background of this research highlights the decline in Starbucks' brand image and sales volume in 2024 due to global boycott issues related to the Israel-Palestine conflict, as well as intense competition from both local and global coffee brands. Using a quantitative method, data was collected via questionnaires from 201 respondents who are Starbucks customers residing in Solo. Data analysis was performed using Structural Equation Modeling (SEM) with AMOS 26 software to test the relationships within the research model.

The results of the study indicate that all proposed hypotheses are accepted with a positive and significant direction. Social Media Marketing is proven to have a significant effect on increasing Brand Equity and Customer Engagement. Furthermore, both Brand Equity and Customer Engagement, along with direct Social Media Marketing activities, have a positive impact on Purchase Intention. Based on the total effect analysis, Social Media Marketing is the most dominant factor in forming consumer purchase intention compared to other variables, through both direct influence and indirect influence mediated by brand perception and emotional customer relationships.

Theoretically, these findings confirm the integrative digital marketing model, which states that social media activities are vital in shaping consumer behavior in the digital transformation era. Managerially, the study suggests that Starbucks should continue to optimize its social media usage through creative, informative, and interactive content to build long-term relationships. Strengthening brand identity through visual consistency and unique communication messages is also key to driving consumer purchase decisions amidst market uncertainty and global crises.

Keywords: *Social Media Marketing, Brand Equity, Customer Engagement, Purchase Intention, Starbucks.*