

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND ONLINE ADVERTISING ON PURCHASING DECISIONS THROUGH BRAND TRUST AS AN INTERVENING VARIABLE FOR TOMORO COFFEE CONSUMERS IN JABODETABEK

ABSTRACT

Digital marketing has become the key to success in the current era of digitalization, where consumers tend to search for products and services online by reading reviews and interacting through *platform* digital. This influences the growth of culinary businesses, especially coffee businesses such as Tomoro Coffee which have succeeded in utilizing social media and online trends to reach modern consumers. Tomoro Coffee has received great attention with its outlets spread across various cities and offering various types of coffee and varying prices. This research aims to analyze the influence *social media marketing* and *online advertising* to the purchase decision through *brand trust* as a variable *intervening* to Tomoro Coffee consumers in Jabodetabek.

This research uses primary data by distributing questionnaires via *Google Form*, with a research sample of 150 respondents. The population in this research is Tomoro Coffee consumers. Sampling was carried out using techniques *purposive sampling* who are included in the group *nonprobability sampling*. Respondents came from Tomoro Coffee consumers who were aged 18 years and over and lived in Jabodetabek. Data is processed using *software* Smart PLS v.4.1.0.1 The analytical tool used in the research is *outer model* (validity test, reliability test) and *inner model* (test *R-square*, test *path coefficient*, test *indirect effect*, test *predictive relevance*, test *goodness of fit*).

The research results show that variables *social media marketing* and *online advertising* significant effect on *brand trust*. Variable *brand trust* and *online advertising* significant influence on purchasing decisions. Meanwhile variables *social media marketing* has no effect on purchasing decisions. For test statistical calculation results *indirect effect* can be concluded that *social media marketing* and *online advertising* has a significant effect on purchasing decisions through *brand trust* as an intervening variable.

Keywords: Social Media Marketing, Online Advertising, Brand Trust, Purchase Decision

(xiii + 65 + attachments)

Bibliography (2001-2024)