

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing melalui Instagram dan experiential marketing terhadap minat beli konsumen di Ecovill.Coffee. Latar belakang penelitian ini didasarkan pada pentingnya strategi pemasaran digital dan pengalaman konsumen untuk menarik minat beli, terutama di tengah persaingan bisnis kedai kopi di Kabupaten Bandung. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei, melibatkan 105 responden yang dipilih menggunakan teknik simple random sampling. Data dianalisis menggunakan uji regresi linier berganda untuk mengukur pengaruh masing-masing variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa baik social media marketing maupun experiential marketing memiliki pengaruh signifikan terhadap minat beli konsumen secara parsial maupun simultan. Penelitian ini memberikan kontribusi bagi pengembangan strategi pemasaran yang efektif untuk meningkatkan daya saing kedai kopi di era digital.

Kata Kunci : *Social Media Marketing, Experiential Marketing, Minat Beli*

ABSTRACT

This study aims to analyze the influence of social media marketing through Instagram and experiential marketing on consumer purchase intention at Ecovill.Coffee. The background of this research is based on the importance of digital marketing strategies and consumer experience in attracting purchase intention, especially amidst the competition among coffee shops in Bandung Regency. The research method used is quantitative with a survey approach, involving 105 respondents selected using simple random sampling technique. Data were analyzed using multiple linear regression tests to measure the influence of each independent variable on the dependent variable. The results show that both social media marketing and experiential marketing have a significant effect on consumer purchase intention, both partially and simultaneously. This research contributes to the development of effective marketing strategies to enhance the competitiveness of coffee shops in the digital era.

Keywords: *Social Media Marketing, Experiential Marketing, Purchase Intention*