

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF FACTORS THAT INFLUENCE MILLENNIAL CONSUMERS PURCHASE INTENTION ON THE COFFEE SHOP BRANDS THROUGH SOCIAL MEDIA IN BATAM

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ABSTRACT

This research was conducted to determine what factors influence millennial consumers purchase intention in Batam towards coffee shop brands through social media. This research is also beneficial to assist all parties in knowing several factors that need to be considered to attract millennial consumers to render purchases of coffee shop brands since the intention to purchase is the final decision in a transaction.

This research was aimed at millennial consumers in Batam who had followed coffee shop accounts on Instagram such as Starbucks and The Coffee Bean & Tea Leaf. A total of 286 questionnaire data were distributed and data testing was carried out with the Partial Least Square 3.0 program.

The results of this research showed that all independent variables consisting of perceived usefulness, enjoyment, compatibility, credibility and peer communication had a significant positive impact on intention to purchase through social media with an attitude toward engaging retail brands as a mediating variable.

Keywords: *perceived usefulness, enjoyment, compatibility, peer communication, credibility, attitude, intention to purchase, social media, coffee shop*