The Influence of Social Media Marketing Activities, Brand Equity, and Celebrity Endorsement on Purchase Intention for Coffee Beverages on Instagram

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ABSTRACT

In today's era of globalization, business competition to attract consumer purchase interest has intensified, particularly among coffee beverage products on social media. This study was conducted to examine the influence of Social Media Marketing Activities, Brand Equity, Celebrity Endorsement on Purchase Intention for Fore Coffee products on Instagram. This research uses a quantitative method with SPSS software. The respondents in this study are consumers who have consumed beverages from Fore Coffee at least twice in the past month, with a total of 115 respondents. The data collection technique used in this study was a questionnaire distributed via Google Form. The results of this study found that Social Media Marketing Activities have a positive and significant influence on Purchase Intention, Brand Equity has a positive and significant influence on Purchase Intention, and Celebrity Endorsement also has a positive and significant influence on Purchase Intention. Furthermore, Social Media Marketing Activities, Brand Equity, and Celebrity Endorsement collectively have a positive and significant influence on Purchase Intention for Fore Coffee products on Instagram.

1. INTRODUCTION

In the era of globalization, business competition to attract buyers has led to intense competition for coffee beverage products on social media. Instagram, in particular, has 700 million users, with approximately 60 million photos shared daily, garnering 1.6 billion likes. Instagram is one of the most popular apps for sharing photos and videos.(Untari & Fajariana, 2018)At this stage, Fore Coffee is striving to increase purchase intention by offering high-quality coffee made from local beans and utilizing technology for transactional purposes to simplify the ordering and delivery process.(Silaban et al., 2021). By conducting promotions through social media, it can create purchase intentions among the public because very attractive promotions create interest in purchasing intentions for a product (Sari et al., 2022). By following the developments of a time, a consumer's purchase intention also continues to develop and vary.(Tannady et al., 2022).Thamanda et al., (2024)Investigating that higher product quality creates higher purchase intentions for consumers. Customer purchasing decisions and purchase intentions in the marketplace are heavily influenced by celebrity endorsements as supporters who can be used as promotional tools to adjust to their target market.(Fasha et al., 2022).

According toCeyhan, (2019)Celebrity endorsements have an attractive and unifying identity that positively influences perceived quality and purchase intention. Celebrity endorsements are considered influential figures in increasing brand equity among consumers because celebrity endorsements are seen as attractive and likable individuals.(Kumar & Ramana, 2019)To increase advertising effectiveness, many companies use celebrity endorsement strategies to stimulate positive consumer emotions towards a brand.(Sutia et al., 2023). WhereasOngkowidjaja & Tjokrosaputro, (2020)A company usually spends a lot of money on celebrity endorsements, hoping that the celebrity will add value to what they endorse and make the product more attractive and successful in the market.

According toMahendra & Nugrahani, (2021)Social media marketing activities (SMMA) are a type of business that makes it easier for consumers to understand the products being offered. This is believed to facilitate companies in marketing their products more widely. This is driven byChen & Lin,

(2019)Social media marketing activities (SMMA) also make it easier for us to interact with other users of the application by utilizing the various features provided. Social media marketing activities (SMMA) that utilize engaging content creation can influence brand equity, making it easier for consumers to remember and differentiate the brand from other brands.(Seo & Park, 2018).

Tresna*et al.,*(2021) reveals that brand equity forms consumer perceptions of products or services that are considered to be of higher quality than other products.Agustini & Suasana, (2020)states that to outperform competitors, strong brand equity is needed, because the stronger a product's brand equity, the greater its appeal and added value in the eyes of consumers and other competitors. Therefore, brand equity can influence customer satisfaction by utilizing existing resources both internally and externally in the company through improving its brand image.(Park et al., 2019).

This study focuses on the influence of social media marketing activities, brand equity, celebrity endorsement on purchase intention in the coffee beverage industry, namely Fore Coffee on Instagram social media, which is different from previous research.(Aji et al., 2020)which focuses on the influence of Instagram social media on purchase intention in the tea beverage industry. However, this study adds one variable from previous research: celebrity endorsement. The reason for adding celebrity endorsement is because celebrity endorsement is one of the most popular attractions in digital marketing communications and has been widely used to promote brands, products, and services, thus increasing Fore Coffee's product awareness.(Gupta et al., 2017)

The purpose of this study is to understand how social media marketing activities, brand equity, and celebrity endorsement directly relate to purchase intention for Fore Coffee. This study will help gain a deeper understanding of the mechanism of celebrity endorsement's impact on consumer purchase intention through the use of Instagram. Therefore, the author hopes that Fore Coffee can improve its product marketing on Instagram with the help of celebrity endorsements, thereby increasing its public awareness

Social Media Marketing Activities (SMMA)

*Social media marketing activities (SMMA)*is a use of social media that is useful in promoting commercial processes or events that aim to attract consumers online.(Jamil et al., 2022). According toAlzaydi & Elsharnouby, (2023)Social media marketing activities (SMMA) is an impact in the increasing number of individuals who are very dependent on social media platforms in gathering information and gaining knowledge about various circulating issues.Rahardja, (2022)Social media marketing activities (SMMA) enable businesses to conduct market research and access critical data to support business decisions. Social media marketing activities (SMMA) are marketing strategies that encourage audiences to share marketing content through their personal social networks, improving customer relationships and satisfaction.(Wibowo et al., 2021)Social media marketing activities are a series of marketing activities carried out by companies or brands through social media platforms to interact with consumers, build brand awareness, and increase customer loyalty.(Aji et al., 2020). In general, social media marketing activities (SMMA) can be defined as a bridge for business actors to create and maintain close relationships with customers, through communication and information exchange.(Lin et al., 2024).

Brand Equity

It is an element of brand loyalty, brand awareness, perceived quality, and brand associations. Through these dimensions, brand equity can provide significant value to a company through increased pricing, competitive advantage, and greater consumer purchase intention.(Jansen et al., 2022). According to(Febrian & Ahluwalia, 2020)defines brand equity as the primary value inherent in a product. A brand is defined as a customer's perception of a brand's reputation. If a brand has a good reputation, it is likely to have high brand equity (Wantini & Yudiana, 2021). According to(Febrian & Ahluwalia, 2020)Brand equity in a company is a condition of a highly competitive market, marketers often associate their brands with other brands, this is intended as a means of increasing the value of the company's brand. Thus, attitude towards the brand is also an important factor in influencing brand equity.(Prasetyo & Syabany, 2023)Brand equity is a collection of assets and liabilities that add or reduce value to the products and services offered by a company to its consumers.(Aji et al., 2020)Brand equity

can be defined as the value added by a brand to a product or service, as measured by consumer perceptions and preferences.(Sustacha et al., 2024)

Celebrity Endorsement

Celebrity endorsementis one of the most popular tools in marketing communications and has been widely used in promoting brands, products and services.(Porral et al., 2021). According toNguyen, (2021)Celebrity endorsement is defined as a double-edged sword meaning that selecting a celebrity endorser from countless alternatives and the many potential pitfalls in attracting consumers.Lazar, (2020)states that celebrity endorsement is a common instrument used by market players for a company's business needs. Celebrity endorsement is one way to make an existing brand stand out amidst the busy market (Fauzy & Soebiagdo, 2024)*Celebrity endorsement*can be defined as a type of marketing campaign that involves famous celebrities such as movie stars, entertainers, and athletes to endorse products that will be sold in a business.(Sufian et al., 2021).

Purchase Intention

According to(Hafizi & Ali, 2021)Purchase intention is a behavior that occurs in response to an object, reflecting a consumer's desire to make a purchase. Purchase intention is defined as a specific intention to make a purchase in the future, reflected in consumer behavior that has a positive attitude toward the product or brand (Kim et al. 2008). According toSudirgo & Cahyadi, (2024)Purchase intention is a condition where buyers tend to buy goods under certain circumstances.Steven et al., (2023)states that purchase intention is a combination of consumer interest and the likelihood of purchasing a product. Purchase intention is defined as a consumer's attitude in planning to purchase a particular product or service in the future. Directly, purchase intention is a consumer's behavioral attitude demonstrated.(Martins et al., 2019). Purchase intention reflects a combination of consumer interest and their likelihood to purchase the product.(Aji et al., 2020)

The Relationship between Social Media Marketing Activities (SMMA) and Purchase Intention

As a tool for communication, sales, and relationships with customers, brands are now starting to turn to social media marketing activities (SMMA), especially on Instagram.(Aji et al., 2020). Social media Instagram has a very positive influence because of the easy access to smartphones that consumers can use (Fauzy & Soebiagdo, 2024). Because consumers often use social media unconsciously, this has a positive psychological effect on social media marketing activities (SMMA) towards purchase intention (Karayalçın & Yaras, 2024).

This research is in line withMoslehpour et al., (2022); Yadav & Rahman, (2017)that social media marketing activities (SMMA) have a positive effect on purchase intention. This is supported by researchDolega et al., (2021)This type of interaction can increase positive attitudes toward the brand, influencing commitment and strong purchase intentions. Therefore, the following hypotheses were tested :

H1: Social Media Marketing Activities (SMMA) have a positive influence on Purchase Intention decisions

The Relationship Between Brand Equity and Purchase Intention

According to Aji et al., (2020), interactions with potential and existing customers enable companies to communicate positive brand equity. The perception of a community's love for a brand is related to brand equity, significantly increasing consumer purchase intention.(Tanamal et al., 2022)One of them is that social media has become an important part for companies in communicating their marketing strategies to customers in creating purchase intention for a product.(Poturak & Softic, 2019).

Previous studies have also found it important for companies to pay attention to brand equity variables such as brand name awareness, brand trust, brand loyalty, and brand quality, which will influence consumer purchase intentions (Tresna et al., 2021).Foroudi et al., (2018); Jansen et al., (2022) This also shows that brand equity has a positive influence on purchase intention. Therefore, the following hypotheses were tested:

H2: Brand Equity has a positive influence on Purchase Intention decisions

The Relationship between Celebrity Endorsement and Purchase Intention

Celebrity endorsementIt is assumed that it has the ability to attract the attention of the audience with the content it creates. This has an impact on people's purchase intention for the goods promoted through its content (Shrestha, 2019)Celebrity endorsement has the power of attraction, trust, and familiarity in positively influencing the perceived quality of purchase intention (Ceyhan, 2019). If consumers feel that the celebrity endorsement used as a communicator has good credibility, then consumer purchasing intention will increase. This is related to the success of using celebrity endorsements in the company's progress in the future.(Mulianingsih et al., 2023).

Previous studies show that there are factors that occur from celebrity endorsement and how celebrity endorsement can influence consumer purchase intention after getting brand perception (Nguyen, 2021). StudyAdiba et al., (2020); Khan et al., (2019)also shows that celebrity endorsement has a positive effect on purchase intention. Therefore, the following hypotheses were tested:

H3: Celebrity Endorsement has a positive influence on Purchase Intention decisions

The Relationship between Social Media Marketing Activities (SMMA), Brand Equity, and Celebrity Endorsement with Purchase Intention

*Social media marketing*As a platform that builds and strengthens brand equity, brand interactions on social media can increase brand awareness, enhance consumer loyalty, and ultimately increase purchase intention.(Sagtas, 2022). According toSukma et al., (2024)Celebrity endorsements with a positive image can increase brand equity as a positive consumer perception and encourage purchase intention. This research is in line withAtmaja & Rahayu, (2023; Choedon & Lee, (2020); Lili et al., (2022) that social media marketing, brand equity and celebrity endorsement have a positive influence on purchase intention

H4: Social Media Marketing Activity (SMMA), Brand Equity, and Celebrity Endorsement have a positive influence on Purchase Intention decisions.

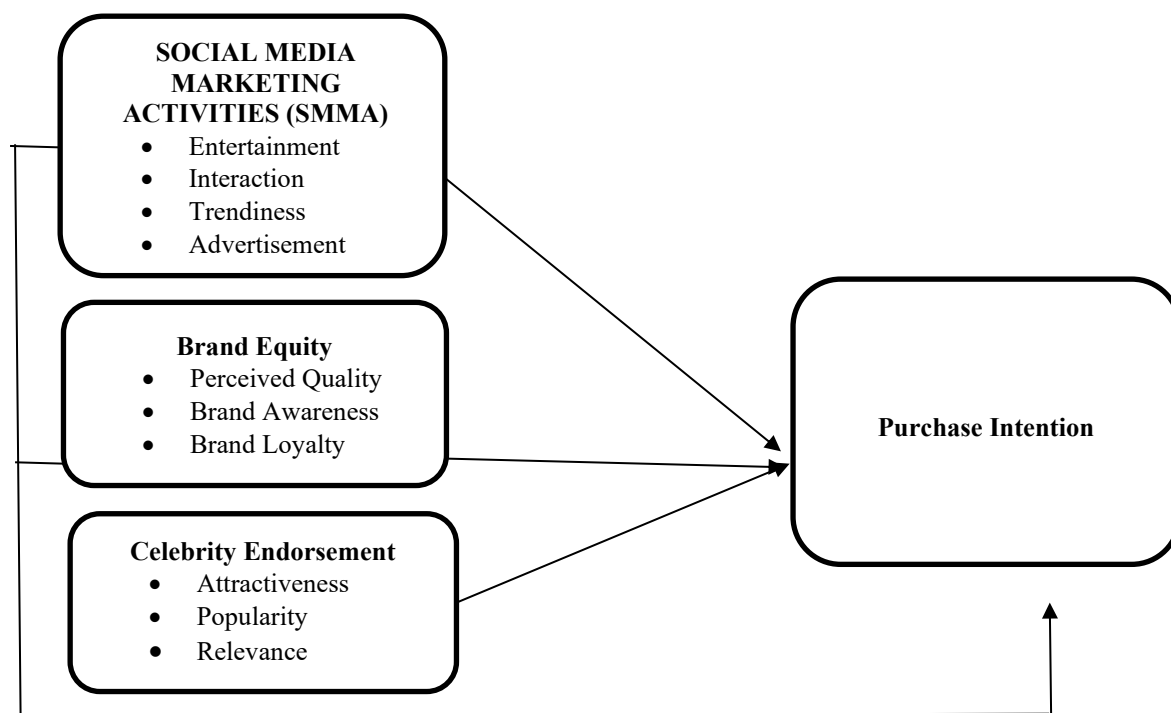Based on the hypothesis framework above, the research model can be described as follows:

Fig. 1. Research Hypothesis Model

2. THE PROPOSED METHOD

This study adopts a quantitative research method with a descriptive design. Three independent variables will be the focus of analysis in this study: Social Media Marketing Activities, Brand Equity, Celebrity Endorsement, and one dependent variable: Purchase Intention. This research design uses questionnaire data distributed by researchers online through the help of Google Forms using social media. In this study, data collection was carried out through the distribution of questionnaires, with a Likert scale containing 1 (strongly disagree) to 5 (strongly agree) levels of answers.

The questionnaire in this study used a Likert scale. A Likert scale is a research scale used to measure the attitudes, opinions, and perceptions of individuals or groups regarding social phenomena.In this study, the independent (exogenous) variables used consist of Social Media Marketing Activities (SMMA) adapted(Aji et al., 2020)consists of 8 questions, Brand Equity is adapted from(Aji et al., 2020)consists of 6 questions, and Celebrity Endorsement from(Gupta et al., 2017)consists of 6 questions. Meanwhile, the dependent variable (endogenous) consists of Purchase Intention adapted from(Aji et al., 2020)consists of 3 questions.

The population in this study was Fore Coffee consumers who actively use Instagram. The sample size or respondents in the study was the number of indicators in the variable multiplied by 5-10.(Hair et al., 2019). Sample 5 x the number of statements in the questionnaire where there are 23 statements in this questionnaire, so that the sample size obtained is 115 respondents. Thus, the sample used as respondents in this study is 115 respondents with the following criteria: having consumed drinks at Fore Coffee at least 2 times in the last 1 month, domiciled in Jakarta, minimum age 17 years maximum 55 years and active users of Instagram social media.

The sampling method used was non-probability sampling through purposive sampling. Each component of the population had an equal opportunity to be sampled based on criteria that aligned with the researcher's objectives using the non-probability purposive sampling technique.(Sugioyo, 2018)Therefore, the respondent criteria in this study were having consumed drinks at Fore Coffee at least twice in the past month, residing in Jakarta, being at least 17 years old and a maximum of 55 years old, and being an active Instagram user.

This study employed multiple linear regression analysis. Measurement tools were used to test the validity and reliability of the collected data. The validity test employed the Pearson Product Moment Correlation technique, with validity defined as a significance level <0.05, and the reliability test employed Cronbach's Alpha, with reliability defined as a value >0.6.(Sugioyo, 2018). Data testing in this study used SPSS software. The analysis conducted to obtain descriptive results about the respondents in the study focused on the use of variables in the study. The use of an interval scale for the analysis aims to express respondents' perceptions of the statement items shown.(Ferdinand, 2006). Classical assumption tests consist of normality tests, heteroscedasticity tests, and multicollinearity tests. Other regression tests include the f-test and t-test, along with the coefficient of determination (R2) test.

3. RESULTS AND DISCUSSION

Results

Demographic Test

Based on the research results, there were 115 respondents who filled out the questionnaire form consisting of Of the 64 female respondents (55.7%) and 51 male respondents (44.3%). In addition, based on age, there were 88 respondents aged 17-27 years (76.5%), 19 respondents aged 28-38 years (16.5%), 5 respondents aged 29-49 years (4.3%) and 3 respondents aged 50-55 years (2.6%). Based on occupation, there were 92 student respondents (80%), 7 respondents became entrepreneurs (6.1%), 13 respondents became private employees (11.3%), 3 respondents became housewives (2.6%).

Validity and Reliability Test

Validity testing is conducted to determine whether an idea is distinct. While reliability testing demonstrates the accuracy, consistency, and precision of a measurement tool, validity testing results indicate that all variables are valid because they have a significant correlation (<0.05).

After conducting reliability testing, there are results from the variables *Social Media Marketing Activities* (0.834), Brand Equity variable (0.886), Celebrity Endorsement variable (0.825), and Purchase Intention variable (0.825) which shows that each variable has a Cronbach's Alpha value >0.6, which shows that each variable is considered reliable.

Normality Test

This normality test is carried out to test whether the independent or dependent variables in the regression model are normally distributed by examining the Kolomogorov-Smirnov value. Therefore, the significance value results in this study are 0.362, which is greater than 0.05, which means that the data in this study are normally distributed.

Multicollinearity Test

This multicollinearity test was conducted to see the correlation between variables. The results obtained by variables *Social Media Marketing Activities* (X1) value VIF as big as 1,814 from mark *Tolerance* as big as 0.551. Then the Brand Equity variable (X2) value VIF 1,427 from mark *Tolerance* 0.701. Variables *Celebrity Endorsement* (X3) with mark VIF as big as 1,672 of mark *Tolerance* 0.598. If mark VIF < 10 And mark *Tolerance* > 0.1, then it can be interpreted that there is no multicollinearity between the variables.

Heteroscedasticity Test

The purpose of this heteroscedasticity test is to check whether the regression model used contains inequality in residual variances between observations. In this study, the Glesjer test was used to analyze the significance value of each variable, where the variable *Social Media Marketing Activities* significance value of 0.74, the Brand Equity variable has a significance value of 0.171, the Celebrity Endorsement variable has a significance value of 0.275. Since the results of each variable are greater than 0.05, heteroscedasticity does not occur.

Multiple Linear Regression Analysis Test

This test is conducted to test the magnitude of the influence of the independent variable on

dependent variable. The results of this test are as follows:

Y = -0.093 + 0.168X1 + 0.241X2 + 0.187X3

From the results above, it shows that the constant value has a result of -0.093, which means that if the value of the X variable increases, the value of the Y variable is -0.093. The Social Media Marketing Activities variable (X1) has a regression coefficient value of 0.168, which means that Social Media Marketing Activities has an impact on increasing the value of the Purchase Intention (Y) variable by 0.168 for each increase. The Brand Equity variable (X2) has a regression coefficient value of 0.241, which means that Brand Equity has an impact on increasing the value of the Purchase Intention (Y) variable by 0.241 for each increase. The Celebrity Endorsement variable (X3) has a regression coefficient value of 0.187, which means that Celebrity Endorsement has an impact on increasing the value of the Purchase Intention (Y) variable by 0.187 for each increase.

Persian Model Feasibility Test (T-Test)

The purpose of this t-test is to analyze the partial influence between the independent variable and the dependent variable by comparing the calculated t-value with the table t-value. There is an influence between the independent variable and the dependent variable if the calculated t-value is greater than the table t-value or the significance value is less than 0.05.

The results of the test in table 1 below show that the Social Media Marketing Activities (X1) variable has a significant value of 0.017 <0.05, which means that the Social Media Marketing Activities (X1) variable has a partial influence on the Purchase Intention (Y) variable. The Brand Equity (X2) variable has a significant value of 0.000 <0.05, which means that the Brand Equity (X2) variable has a partial influence on the Purchase Intention (Y) variable. The Celebrity Endorsement (X3) variable has

a significant value of 0.000 <0.05, which means that the Celebrity Endorsement (X3) variable has a partial influence on the Purchase Intention (Y) variable.

Table 1. t-test

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,093	1,346		-,069	,945
	Social Media Marketing	,168	,069	,208	2,430	,017
	Brand Equity	,241	,049	,371	4,901	,000
	Celebrity Endorsement	,187	,048	,320	3,904	,000
a. Dependent Variable: Purchase Intention						

Simultaneous Model Feasibility Test (F Test)

The F test is used to determine whether X and Y influence each other simultaneously. The F value from the table is df1 = k-1 = 4-1 = 3, df2 = nk = 114-3 = 111 . If the estimated F value is greater than the F table value or Sig. less than 0.05, then variable X affects variable Y. This Table 2 shows that Social Media Marketing Activities, Brand Equity and Celebrity Endorsement affect Purchase Intention, with a calculated f of 45.834 and a sig value of 0. The conclusion is that Social Media Marketing Activities (SMMA), Brand Equity, Celebrity Endorsement affect Purchase Intention.

Table 2. F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	271,531	3	90,510	45,834	,000b
	Residual	219,199	111	1,975		
	Total	490,730	114			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Celebrity Endorsement, Brand Equity, Social Media Marketing						

Coefficient of Determination (R2)

The purpose of the coefficient of determination (r2) test was to determine the extent to which the independent variables influence the dependent variable. The coefficient of determination (r2) test result was 0.553, indicating that the variables Social Media Marketing Activities, Brand Equity, and Celebrity Endorsement have an influence on Purchase Intention (Table 3).

Table 3. Coefficient of Determination Test (R2)

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,744a	,553	,541	1.40526
a. Predictors: (Constant), Celebrity Endorsement, Brand Equity, Social Media Marketing				
b. Dependent Variable: Purchase Intention				

Table 4. Results of Hypothesis Testing of Research Model

Hypothesis	Hypothesis Statement	Sig. Value	Information	Conclusion
H1	*Social Media Marketing Activities*has a positive influence on Purchase Intention	0.017	Data Supports the Hypothesis	H1 Accepted
H2	*Brand Equity*has a positive influence on Purchase Intention	0.000	Data Supports the Hypothesis	H2 Accepted
H3	*Celebrity Endorsement*has a positive influence on Purchase Intention	0.000	Data Supports the Hypothesis	H3 Accepted
H4	*Social Media Marketing Activities, Brand Equity, and Celebrity Endorsements* has a positive influence on Purchase Intention	0.000	Data Supports the Hypothesis	H4 Accepted

Source.2 Data from research results, 2025

The hypothesis testing results (Table 4) indicate that all proposed hypotheses are supported by the data. H1 shows that Social Media Marketing Activities have a positive and significant influence on Purchase Intention, as indicated by a significance value of 0.017, which is below the 0.05 threshold. This finding suggests that effective social media content, interaction, and promotional activities on platforms such as Instagram can successfully stimulate consumers' intention to purchase. H2 demonstrates that Brand Equity has a positive and highly significant influence on Purchase Intention, with a significance value of 0.000. This result confirms that strong brand awareness, positive brand associations, and perceived quality play a crucial role in shaping consumers' willingness to purchase. Among the tested variables, brand equity shows the strongest statistical support, highlighting its importance in consumer decision-making. H3 indicates that Celebrity Endorsement also has a positive and significant influence on Purchase Intention, as reflected by a significance value of 0.000. This finding implies that the credibility, attractiveness, and relevance of celebrities or influencers can effectively enhance consumer interest and encourage purchasing behavior. Finally, H4 confirms that Social Media Marketing Activities, Brand Equity, and Celebrity Endorsement simultaneously have a positive and significant influence on Purchase Intention, with a significance value of 0.000. This result suggests that the combined effect of these three factors creates a stronger impact on purchase intention than when they are considered individually, emphasizing the importance of an integrated marketing strategy in driving consumer purchase decisions.

Discussion

Based on the research results, there were 115 respondents who filled out the questionnaire form consisting of of 64 female respondents and 51 male respondents. Women may have a higher interest in coffee beverage products, especially in the context of lifestyle and consumption. Many women are more active in seeking information and trying various types of coffee drinks, so they are more likely to participate in filling out surveys related to current products. In addition, based on age, there are 88 respondents aged 17-27 years, 19 respondents aged 28-38 years, 5 respondents aged 29-49 years and 3 respondents aged 50-55 years. Young people tend to be more active on social media and are more open to the influence of celebrity endorsements, so they are more likely to participate in this study. Based on occupation, there are 92 respondents who are students, respondents who are entrepreneurs, 13 respondents who are private employees, 3 respondents who are housewives. Students usually have more flexible time and pay more attention to promotions on social media, and are more responsive to endorsements from celebrities.

Based on the research results, social media marketing activities have a positive effect on purchase intention for Fore Coffee beverage products on Instagram social media. Brand equity has a positive effect on purchase intention for Fore Coffee beverage products on Instagram social media, celebrity endorsement has a positive effect on purchase intention for Fore Coffee beverage products on Instagram social media. Social media marketing activities, brand equity, and celebrity endorsement

simultaneously have a positive effect on purchase intention for Fore Coffee beverage products on Instagram social media. These results are in line with various previous theories and studies, and provide further understanding of celebrity endorsement for Fore Coffee on Instagram social media.

This study demonstrates how previous theories influence all hypotheses. In the first hypothesis test, social media marketing activities positively and significantly influence purchase intention for Fore Coffee beverage products on Instagram. As a communication, sales, and customer relationship tool, Fore Coffee has now begun to shift to social media marketing activities (SMMA), especially on Instagram (Aji et al., 2020). Consumers often use social media unconsciously, which has a positive psychological impact on social media marketing activities (SMMA) on purchase intention (Karayalçın & Yaras, 2024)Respondents' statements about Fore Coffee in their Instagram posts were very up-to-date, indicating that consumers have a positive perception of the brand's content. This demonstrates that Fore Coffee has successfully maintained the relevance and freshness of its content, which is crucial for capturing the attention of its audience on Instagram. The results of this study are supported byDolega et al., (2021)that this type of interaction can increase positive attitudes towards Fore Coffee in influencing commitment and strong purchase intention.

The second hypothesis shows that brand equity has a positive effect on purchase intention. This indicates that brand equity is a significant factor influencing purchase intention, particularly for Fore Coffee products on Instagram. Social media plays a crucial role in companies communicating their marketing strategies to customers, ultimately creating purchase intention for a product.(Poturak & Softic, 2019)Fore Coffee consumers demonstrate a high level of product awareness thanks to a combination of effective marketing strategies through social media platforms like Instagram, superior quality local coffee products, and positive customer experiences both in-store and through online ordering. Previous studies have also found it important for companies to pay attention to brand equity, including brand awareness, brand trust, brand loyalty, and brand quality, which will influence consumer purchase intention (Tresna et al., 2021). These results align with Foroudi et al., (2018); Jansen et al., (2022) shows that brand equity has a positive influence on purchase intention for Fore Coffee beverage products on Instagram social media.

Furthermore, in the third hypothesis, it was found that celebrity endorsement has a positive effect on purchase intention. This finding is in line withSukma et al., (2024)Celebrity endorsements with a positive image can increase brand equity as a positive consumer perception towards purchase intention for Fore Coffee beverage products on Instagram. Consumers tend to consider the track record and credibility of celebrities who endorse products before making a purchase decision, especially for products like Fore Coffee that emphasize quality and a premium image. Celebrities with good reputations create a sense of trust and confidence in the products they endorse, so consumers feel confident that the product is worth consuming. This is in line withMulianingsih et al. (2023)which shows that consumer purchasing intention will increase if they feel that celebrity endorsement as a communicator has high credibility, this is related to the success of using celebrity endorsement in advancing Fore Coffee in the future.

The fourth hypothesis test showed a simultaneous positive influence between social media marketing activities, brand equity, and celebrity endorsements on purchase intention for Fore Coffee beverages on Instagram. Social media marketing serves as a platform for building and strengthening brand equity for Fore Coffee products. Brand interactions on social media can increase brand awareness, enhance consumer loyalty, and ultimately increase purchase intention.(Sagtas, 2022)Social media marketing allows Fore Coffee to reach a wider audience with engaging and relevant content, leveraging engaging visuals and direct interaction with consumers. Strong brand equity also contributes to consumer purchasing decisions, as Fore Coffee successfully builds a positive brand image through consistent product quality and a satisfying customer experience, making consumers more likely to choose the product over other brands. Furthermore, celebrity endorsements play a significant role in influencing purchase intention, as celebrities with good reputations and relevance can capture consumers' attention and instill a sense of trust in the products they endorse. The combination of these three factors creates a powerful synergy in influencing purchase intention, enabling Fore Coffee to increase consumer purchasing intention and strengthen its position in the competitive coffee market. This explains why companies that are able to manage and optimize these three aspects tend to have a

more loyal and sustainable customer base (Sukma et al., 2024). This research is in line withAtmaja & Rahayu, (2023; Choedon & Lee, (2020); Lili et al., (2022)that social media marketing, brand equity and celebrity endorsement have a positive influence on purchase intention.

This research yields several significant managerial implications for companies, particularly in marketing Fore Coffee products through social media. First, companies should prioritize developing and strengthening brand equity by investing in consistent and positive branding to help improve consumer perception and purchase intention. Furthermore, it is crucial for companies to design innovative and interactive marketing strategies on social media platforms, presenting engaging content such as relevant videos and images to increase consumer engagement. The use of celebrities as endorsers has also proven effective, so selecting endorsers who align with the brand's values and image is essential for enhancing product credibility. Companies should regularly evaluate the effectiveness of their marketing campaigns and make adjustments based on consumer feedback and existing market trends. Furthermore, providing training and education to marketing teams on the latest trends in social media and digital marketing techniques will help them adapt quickly to changes in consumer behavior. By implementing these managerial implications, companies can improve the effectiveness of their marketing strategies, strengthen the brand's position in the market, and ultimately increase consumer purchase intention for Fore Coffee products.

4. CONCLUSION

This study examines the effects of social media marketing activities, brand equity, and celebrity endorsement on purchase intention for Fore Coffee products promoted on Instagram. The results show that all three variables have a significant positive influence on purchase intention, with brand equity exerting the strongest effect, followed by celebrity endorsement and social media marketing activities. These findings highlight the importance of building a strong brand image and reputation to encourage consumer purchasing decisions and support the role of integrated digital marketing strategies. However, this study has several limitations. The sample size was limited to 115 respondents, the analysis focused only on Instagram, and the variables examined were restricted to social media marketing activities, brand equity, and celebrity endorsement. Other factors such as price, product quality, and different social media platforms were not considered. Additionally, the use of online questionnaires and a limited research period may have affected respondent diversity and the generalizability of the results.

Based on the findings, companies are encouraged to strengthen social media engagement through active interaction, live sessions, and responsive communication. To enhance brand equity, maintaining consistent product quality and implementing loyalty programs are recommended to encourage repeat purchases. For celebrity endorsement strategies, brands should collaborate with influencers whose values align with the brand to create authentic connections, while emphasizing product quality and brand values beyond celebrity appearance..

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