

## ABSTRAK

### PENGARUH INOVASI PRODUK, SOCIAL MEDIA MARKETING, DAN BRAND AWARENESS TERHADAP MINAT BELI PADA BEANA ROASTERY SEMARANG

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Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh inovasi produk, *social media marketing*, dan *brand awareness* berpengaruh secara simultan maupun parsial terhadap minat beli. Data penelitian dikumpulkan melalui penyebaran kuesioner pada 100 orang konsumen produk kopi Beana Roastery. Metode analisis data menggunakan analisis regresi linier berganda. Analisis data menggunakan bantuan komputer program SPSS versi 27. Hasil pengujian instrumen, semua butir pernyataan dinyatakan valid dan reliabel. Uji asumsi klasik dinyatakan bahwa data penelitian berdistribusi secara normal, terbebas dari gangguan multikolinieritas maupun heteroskedastisitas. Hasil penelitian memberikan bukti empirik bahwa: 1) Inovasi produk, *social media marketing*, dan *brand awareness* secara simultan memiliki pengaruh yang signifikan terhadap minat beli. 2) Secara parsial, inovasi produk, *social media marketing*, dan *brand awareness* memiliki pengaruh yang positif dan signifikan terhadap minat beli.

Kata kunci: inovasi produk, *social media marketing*, *brand awareness* dan minat beli.

## ABSTRACT

### **THE INFLUENCE OF PRODUCT INNOVATION, SOCIAL MEDIA MARKETING, AND BRAND AWARENESS ON PURCHASE INTENTION IN BEANA ROASTERY SEMARANG**

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*This research was conducted to test the influence of product innovation, social media marketing, and brand awareness simultaneously or partially on purchase intention. Research data was collected by distributing questionnaires to 100 consumers of Beana Roastery coffee products. The data analysis method uses multiple linear regression analysis. Data analysis used the SPSS version 27 computer program. As a result of instrument testing, all question items were declared valid and reliable. The classic assumption test states that the research data is normally distributed, free from multicollinearity or heteroscedasticity. The research results provide empirical evidence that: 1) Product innovation, social media marketing, and brand awareness simultaneously have a significant influence on purchase intention. 2) Partially, product innovation, social media marketing, and brand awareness have a positive and significant influence on purchase intention.*

*Keywords: product innovation, social media marketing, brand awareness and purchase intention.*