ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran media sosial, Electronic Word of Mouth (E-WOM), dan kesediaan membayar premium terhadap niat pembelian yang dimediasi oleh perceived value pada konsumen C28YK Social Space di Yogyakarta. Penelitian menggunakan pendekatan kuantitatif dengan metode explanatory dan pengumpulan data melalui kuesioner daring terhadap 417 responden yang merupakan pengikut media sosial @c28yk. Teknik pengambilan sampel menggunakan purposive sampling dengan kriteria responden berusia 18–35 tahun, berdomisili di Yogyakarta, serta pernah berinteraksi dengan konten media sosial C28YK. Analisis data menggunakan PLS-SEM dengan SmartPLS 4 melalui tiga tahap: analisis deskriptif, analisis inferensial (uji validitas konvergen, validitas diskriminan, dan reliabilitas), serta pengujian hipotesis (R^2, Q^2, pengaruh langsung, dan mediasi). Hasil penelitian menunjukkan bahwa seluruh variabel stimulus pemasaran media sosial, E-WOM, dan kesediaan membayar premium berpengaruh positif dan signifikan terhadap niat pembelian. Perceived value terbukti memediasi secara parsial pengaruh ketiga variabel stimulus terhadap niat pembelian, dengan proporsi mediasi terbesar pada jalur pemasaran media sosial (65,6%). Temuan ini menegaskan relevansi teori Stimulus-Organism-Response (SOR) dalam konteks perilaku konsumen digital di industri kuliner gaya hidup Indonesia, serta memberikan implikasi praktis bagi pengelolaan strategi pemasaran digital berbasis nilai pada sektor coffee shop premium.

Kata kunci: *pemasaran media sosial, e-WOM, kesediaan membayar premium, perceived value, niat pembelian, SOR, coffee shop*

ABSTRACT

This study aims to analyze the effects of social media marketing, electronic word of mouth (e-WOM), and willingness to pay a premium on purchase intention, with perceived value serving as a mediating variable among consumers of C28YK Social Space in Yogyakarta. This study employed a quantitative approach using an explanatory research design. Data were collected through an online questionnaire from 417 respondents who followed the @c28yk social media account. The sampling technique used was purposive sampling, with the criteria that respondents were aged 18–35 years, resided in Yogyakarta, and had previously interacted with C28YK's social media content. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 through three stages: descriptive analysis, inferential analysis, including convergent validity, discriminant validity, and reliability testing, and hypothesis testing involving R^2, Q^2, direct effects, and mediation analysis. The results indicate that all marketing stimulus variables, namely social media marketing, e-WOM, and willingness to pay a premium, have positive and significant effects on purchase intention. Perceived value was found to partially mediate the effects of all three stimulus variables on purchase intention, with the highest mediation proportion observed in the relationship between social media marketing and purchase intention (65.6%). These findings reinforce the relevance of the Stimulus-Organism-Response (SOR) theory in explaining digital consumer behavior within Indonesia's lifestyle culinary industry and provide practical implications for developing value-based digital marketing strategies in the premium coffee shop sector.

Keywords: *social media marketing, electronic word of mouth (e-WOM), willingness to pay a premium, perceived value, purchase intention, Stimulus-Organism-Response (SOR), coffee sho*