THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA MARKETING ON THE BRAND IMAGE OF FLOOR COFFEE & SPACE BENGKALIS

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ABSTRACT

This study aims to determine the influence of Social Media Marketing (SMM) through the Instagram platform on Brand Image at Floor Coffee & Space Bengkalis. The research method used is associative quantitative, with data collection conducted through an online questionnaire. The population in this study consists of followers of the Instagram account @floor.coffeespace, with a total sample of 100 respondents. The results indicate that respondents' perceptions of the SMM variable fall into the high category, with an average score of 3.93. Likewise, the Brand Image variable is also in the high category, with an average score of 4.14. Based on the results of Pearson correlation analysis, a correlation coefficient of 0.911 was obtained, indicating a positive and very strong relationship between SMM and Brand Image. The simple linear regression test shows that SMM has a significant influence on Brand Image, with a coefficient of determination (R Square) of 0.831 or 83.1%. This means that Instagram-based SMM contributes 83.1% to the formation of Floor Coffee & Space Bengkalis's brand image. Thus, the better the implementation of social media marketing through Instagram, the stronger the resulting brand image.

Keywords: *Social Media Marketing, Instagram, Brand Image, Floor Coffee & Space, Coffeeshop*