

ABSTRACT

This study aims to test the influence of social media marketing, brand trust, and brand image on purchase decisions through value co-creation on consumers of Kopi Kenangan in the city of Semarang. Populations in this study are consumers of Kopi Kenangan in the city of Semarang who have been involved in posting comments or reviews about brands on social media platforms. The total sample used was 156 respondents with purposive sampling techniques. The study tested the hypothesis using the Structural Equation Model (SEM), which was processed through the Partial Least Square program (PLS).

The findings in this study successfully demonstrated the positive and significant influence of social media marketing and value co-creation on purchase decisions. However, brand trust and brand image have no significant influence on purchase decisions. Then, social media marketing, brand trust, and brand image have a positive and significant influence on purchase decisions through value co-creation.

Keywords: *Social Media Marketing, Brand Trust, Brand Image, Value Co-Creation, Purchase Decisions*

