

***THE INFLUENCE OF MARKETING MIX (4Ps) AND SOCIAL MEDIA MARKETING ON PURCHASE INTENTION:
(CASE STUDY AT XIBOBA BUBBLE TEA MENTENG)***

ABSTRACT

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By

**Salsabila Hana Halimah
11201508008**

Xiboba Bubble Tea is a bubble drink local brand in Indonesia that start to open around in Indonesia. This study attempts to investigate the effect of marketing mix (4Ps) and social media marketing towards purchase intention on Xiboba Bubble Tea Menteng. Non-probability sampling and use incidental technique and 225 questionnaires were completed. The result data is presented in SEM (Structured Equation Model) to observe the correlation of the variables. The model explained that Marketing Mix (4Ps) have a moderate influence to purchase intention on Xiboba Bubble Tea Menteng, while social media marketing has a weak influence on purchase intention of Xiboba Bubble Tea.

Keywords: Marketing Mix (4Ps), Social Media Marketing, Purchase Intention