

Introduction

The coffee business has great profit potential and good prospects considering that the habit or culture of drinking coffee will continue to be embedded in people's lives. Every day it is proven that there are many coffee lovers, so the coffee business will not be quiet, but what must be considered if you want to do the coffee business is the competition (Devanigiri, 2022). One of the famous coffee businesses is Fore Coffee. The Fore Coffee business concept, which was originally online, certainly utilizes social media to attract consumers to decide to buy. Therefore, businesses must be able to consider current consumer behavior when they make purchasing decisions (Puspasari, et al., 2023). Businesses in the current internet era often use artist endorsers and advertisements on social media, such as Instagram (Christiana and Lubis, 2023).

The use of celebrity endorsers who have credibility in an advertisement is also sought to gain success in building a business. Fore Coffee, in this case, cooperates with the artist Cinta Laura and actor Dion Wiyoko to become celebrity endorsers. The use of celebrity endorsers in business in research results (Sujana & Giantari, 2017) shows that the better the celebrity endorser in promoting product excellence, the higher the level of purchasing decisions in consumers. It is believed that the use of celebrities as advertisers can influence consumers' desire to buy these products (Sari et al., 2022). The higher the promotion carried out, the higher the purchase interest and customer purchasing decisions. The higher the purchase interest, the higher the purchase decision (Paramita, 2022).

Social media marketing is a process that encourages individuals to promote their products, or services through online social channels and to communicate by utilizing a much larger community that has a greater likelihood of marketing than through traditional advertising channels (Narayana and Rahanatha, 2020), can influence one person's thoughts which will have an impact on the thoughts of others more broadly before making a purchase decision (Narrotama, 2022). Fore Coffee's social media marketing on Instagram and Tiktok. Businesses can now increase customer engagement through social media platforms, such as monitoring how many customers visit the company's web page and like or comment on posts related to the business on the network so that it can influence buying interest (Zulfa and Arifin, 2024).

Fore Coffee consumers' purchasing decisions are of course due to the buying interest that drives them to make decisions. Consumer buying interest is closely related to purchasing decisions. This can be seen from the efforts given by Fore Coffee through celebrity endorsers and comparable social media marketing which can cause customers to want to buy. This is relevant to the opinion (Azahra & Hadita, 2023) which says that purchase interest can also be interpreted as a real way to think about purchasing plans within a certain period of time. Decisions made by buyers are influenced by this purchase interest.

Previous research was conducted by (Putri and Sukma, 2023) with the results obtained, namely social media marketing and product quality influencing purchasing decisions and also mediating buying interest has a significant effect on purchasing decisions. Other research was conducted by (Christiana & Lubis, 2023) with the results Social media marketing and celebrity endorsers influence purchasing decisions. Purchase interest has no influence on purchasing decisions, thus meaning that purchase interest is unable to act as a mediator. Nudin & Nurlinda, (2023), also conducted research relevant to this study with the results Social media marketing, celebrity endorsers have a positive effect on purchase intention. Social media marketing has a positive effect on purchase intention through brand awareness and celebrity endorsers have a positive effect on purchase intention through brand awareness.

Based on the above background, the research aims to determine the mediating role of purchase intention on the influence of celebrity endorsers and social media marketing on purchasing decisions at fore coffee in Medan City.

Literature Review

Celebrity Endorser

Celebrity endorser is an actor or artist, entertainer or athlete who is known or known to the public for their success in their respective fields to support a product advertised in the media, ranging from print media, social media, and television media (Devanagiri, 2022). Products that are advertised in the media, ranging from print media, social media, and television media (Devanagiri, 2022). According to Setiawan & Rabuani (2019), celebrity endorser indicators are: (1) credibility, (2) attractiveness, and (3) power.

Social Media Marketing

Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing (Narottama, 2022). According to Nudin and Nurlinda (2023), social media marketing indicators are: (1) context, (2) communication, (3) collaboration, and (4) connection.

Purchase Interest

Consumer interest in a product or service can be the basis for the emergence of buying interest by a consumer, to foster the desire to buy a product. Purchase interest is the opportunity for a consumer who will plan to make a purchase of a particular product or service in the future (Christiana and Lubis, 2023). According to Paramita et al (2022), indicators of buying interest are: (1) referential interest, (2) transaction interest, (3) preferential interest, and (4) exploratory interest.

Purchasing Decision

Purchasing decisions are a process of interaction between affective, cognitive behavioral attitudes and environmental factors with which humans make barter or transactions to obtain the products or services needed (Anas and Sudarwanto, 2020). According to Paramita et al (2022), indicators of purchasing decisions, namely: (1) identification of needs, (2) digging up product information, (3) making product purchases, and (4) behavior after buying.

Celebrity Endorser Relationship to Purchasing Decisions

Celebrity endorsers are used to attract public interest and increase awareness of the products being sold. companies decide to use celebrities, public figures, or famous people as communicators about the products they want to promote (Putri, 2024). Marketing strategies that use artist endorsers as advertising stars and market products on various social media to compete with other brands will influence consumer purchasing decisions (Rahmawaty, et al., 2024).

Celebrity Endorser Relationship to Purchase Intention

To attract consumer buying intentions, celebrity endorsement can be used because the attractiveness and good image possessed by celebrities can make them the reason for promoting an item (Devi and Seminari, 2024). The more celebrity endorsers who promote a product, the greater the repurchase interest for that product. There are several factors that can influence repurchase interest through celebrity endorsers, such as attracting consumer interest so that they want to buy back the items they have purchased (Putri and Basiya, 2024).

The Relationship of Social Media Marketing to Purchasing Decisions

Social media marketing has a direct impact on consumer buying decisions. Social media marketing is a term used to describe a type of marketing that uses social media as a tool to increase business traffic and revenue. Social media marketing strategies include tracking and encouraging interactions with audiences online, of course, have a big impact on consumer purchasing decisions as well (Hidayati 2024).

The relationship between Social Media Marketing and Purchase Interest

Promotion indirectly has a positive and significant effect on buying interest, while buying interest has a positive and significant effect on purchasing decisions. Thus, the promotion carried out will attract customer bei interest and will indirectly lead to purchasing decisions (Sari, 2019). Social media is one of the effective marketing given that the use of social media can influence consumer buying interest, interest, and decisions about certain products or services. (Pratiwi, 2024).

Relationship between Purchase Interest and Purchasing Decisions

Purchase interest has a positive and significant influence on purchasing decisions. So based on the results of this study, it shows that both have a fairly strong and positive relationship between buying interest and purchasing decisions (Paramita, 2022). Purchase interest has an important role in the process of forming a consumer's purchasing decision; people must have an interest when they decide to buy something, and this interest will encourage their interest in making subsequent purchases (Zahra, 2024).