

Abstract

This study discusses the decision to buy Fore Coffee Medan products, with a focus on celebrity endorsers, and social media marketing, which is mediated by purchase intention. The method used in this research is descriptive with a quantitative approach. The population in this study were all Fore Coffee Medan consumers, while the sampling method used the Slovin formula, so that a sample of 150 people was obtained. The data collection method used a questionnaire. The data analysis technique uses a Path Analysis Statistical Model, namely the Partial Least Square-Structural Equation Model (PLS-SEM) using the SmarPLS4 application. The results of the study found that the purchase request variable does not mediate the effect of celebrity endorsers and social media marketing on purchasing decisions at Fore Coffee Medan, and it can be stated that buying interest cannot mediate the influence of celebrity endorsers and social media marketing on purchasing decisions at Fore Coffee Medan.

Keywords: Celebrity endorser, social media marketing, purchase intention, purchase decision, mediation.