

**THE EFFECT OF SOCIAL MEDIA MARKETING, INFLUENCER CREDIBILITY, AND
PRICE PERCEPTION ON CUSTOMER PREFERENCE ON PURCHASE DECISION IN
TOMORO COFFEE FOR GEN Z IN JAKARTA**



MASTER DEGREE THESIS

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PRICE PERCEPTION ON CUSTOMER PREFERENCE ON PURCHASE DECISION IN
TOMORO COFFEE FOR GEN Z IN JAKARTA**



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We hereby declare that this Thesis is from student's own work, has been read and presented to Institut IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Master of Business Administration Degree and has been found to be satisfactory.

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Non-Plagiarism Declaration

I, Adianto Juniardi Prakoso, hereby acknowledge that this submission titled "The Effect Of Social Media Marketing, Influencer Credibility, And Price Perception On Customer Preference On Purchase Decision In Tomoro Coffee For Gen Z In Jakarta" is my own work with the guidance from my Supervisor.

Also this work is being submitted in partial fulfillment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree

Jakarta, 16 September 2026



Adianto Juniardi Prakoso

PREFACE

First of all, I would like to express the enormous gratitude to God, who has guided me. I realize that this thesis successfully completed is not only because of my own efforts but also contribution from several people that supported me the most.

I would like to extend my utmost gratitude to my parents, who always pay much significant attention to my growth. They have been incredibly supportive and thoughtful on my life journey as a baby, kid, teenager, and adult.

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ABSTRACT

Purchase decision has become a crucial stage for consumer buying journey especially in Tomorro Coffee. Some studies presented that Social Media Marketing affected purchase decision. Other studies also state Influencer Credibility and Price Perception giving an effect to the purchase decision. There are some studies that indicates that customer preferences has mediating effects between the independent variables and dependent variables. This study investigates the relationship of social media marketing, Influencer Credibility, and Price Perception toward the purchase decision and the mediating effect, customer preference. Data collection in this study was obtained through online questionnaire using Likert- scale, targeting generation Z residing in Indonesia's capital city. The tools that going to be use for this study is SEM PLS. The result shows of this study shows that customer preference didn't mediates purchase decision, instead it mediates influencer credibility and price perception.

Keywords: Social Media Marketing, Influencer Credibility, Price Perception, Customer Preferences, and Purchase Decision

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