

THE IMPACT OF *DIGITAL MARKETING* ON THE PURCHASE DECISION OF COFFE KOPI KENANGAN USING PURCHASE INTENTION AS A MEDIATION VARIABLE

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Abstract

This study is driven by the increasing competition among coffee shops, which pushes them to adopt more creative and innovative strategies. Many coffee shops have utilized social media marketing to simplify the delivery of product information, offer competitive pricing, and expand their market reach. Information shared through social media must be well-crafted and appealing, as it can enhance customer purchase intentions and brand image, both of which are critical to a coffee shop's success in a highly competitive environment. Kopi Kenangan stands out as a pioneering coffee shop that collaborates to create unique advantages. Meanwhile, Kooka Coffee leverages Instagram to disseminate various marketing messages aimed at increasing consumer interest and ultimately influencing purchasing decisions. The objective of this research is to identify the most influential factors affecting social media marketing and purchasing decisions among Kopi Kenangan consumers. Additionally, it examines the impact of Instagram-based social media marketing on customer intentions and purchasing decisions, as well as how purchase intentions mediate the relationship between social media marketing and purchasing decisions among Kopi Kenangan Samarinda customers. The study involved 213 respondents selected through purposive sampling. Path analysis was used to assess both the direct and indirect effects of social media marketing on purchasing decisions, with purchase intention serving as a mediator. The findings reveal that social media marketing positively and significantly influences purchase intention, while it has a positive but insignificant effect on purchasing decisions. However, purchase intention positively and significantly impacts purchasing decisions and mediates the effect of social media marketing on these decisions.

Keywords: *Purchase Intention, Purchase Decision, Social Media Marketing*

1. Background of Research

The trend of coffee drinking has evolved into a lifestyle, intensifying competition among coffee shops as time passes. This is evident from the rapid increase in the number of coffee shops across the city. To stay competitive, coffee shops need to implement more creative and innovative strategies (Mahalaxmi, 2021). These strategies may include offering diverse menu options, designing interiors that create a comfortable atmosphere, organizing events that appeal to the target market, and implementing a unique promotional strategy.

In addition, to the coffee-drinking trend, there is also a growing e-life lifestyle within modern society. E-life refers to a way of life increasingly shaped by electronic devices due to advancements in technology (Mujahideen, 2023). In response to this shift, many coffee shops have begun utilizing the internet to engage with social media as a marketing tool. Social media has been chosen as a marketing platform because it enables cost-effective marketing efforts while reaching a wider audience. This is evident from the fact that 37.96% of Indonesians were active social media users in 2019. This figure comes from data

indicating that 73.7% of the Indonesian population used the internet in 2019, with 51.5% of them primarily accessing it to engage with social media (APJII, 2024).

The large number of social media users and the benefits it offers present a significant opportunity for coffee shops to engage in electronic or social media-based marketing (Hamdani et al., 2022). However, effective social media marketing requires careful planning and execution to achieve the desired results. Firstly, coffee shops need to foster ongoing dialogue with their customers and maintain active and open interactions (Mujahideen, 2023). Additionally, it is essential for coffee shops to present information in a visually appealing and engaging manner, as this can increase the likelihood that potential customers will notice and engage with the content. The more compelling the information, the greater the consumer confidence, which in turn enhances the likelihood of making purchasing decisions (Narayana & Rahanatha, 2020). Furthermore, well-presented information can also enhance brand knowledge, particularly brand image, which is a crucial aspect of brand recognition (Christodoulides, 2009).

In addition, purchase intention is a factor that influences a person's behavior in using or buying something. At this stage, consumers are introduced to various brands or choices available, and they make purchasing decisions based on their preferences and considerations of the products or services they like. According to Kotler (2003), purchase intention can be interpreted as all consumer experiences in learning, sorting, using, and making decisions to buy a product, it can also be interpreted that consumer behaviour will show the attitude of purchase interest from the consumer itself. According to Schiffman et al. (1951) describes a number of elements that might attract consumers to buy a product, including advertising exposure, knowledge of product features and benefits, product familiarity, and assessment of appropriate alternatives. When thinking about the cultural and social aspects of marketing, this is also taken into account.

Purchase intention is defined as an attitude Schiffman et al. (1951) of consumers who are happy with this object by paying money or by sacrifice . Purchase intention is something that appears after receiving stimulation from the product seen, then there is a desire to buy and own (Armstrong et al., 2014). Meanwhile, Kinnear and Taylor (2010:153) suggest purchase intention, namely a component of consumer behavior in consuming before deciding to buy a product. The aspects of purchase intention are: aspects of interest, aspects of desire, aspects of belief (Lucas and Britt, 2012:101)

Kopi Kenangan is a stand out coffee shop in Samarinda City, known for its distinctive qualities that set it apart from other establishments. The coffee shop, which prides itself on being unique, features a collaboration that brings to life a modern industrial-style interior design. Additionally, it offers customers the chance to experience its promotional concept firsthand, including the popular "buy one, get one free" coffee offer, which has become the signature slogan of Kopi Kenangan.

Kopi Kenangan engages in social media marketing across various platforms, with Instagram being a key focus. As of February 21, 2023, the Kopi Kenangan Instagram page has 507 thousand followers with 2,775 uploads., demonstrating the effectiveness of its social media marketing efforts in attracting coffee enthusiasts in Samarinda City. This success is largely due to the way Kopi Kenangan presents its information both engaging and informative allowing followers of the [Instagram.com/kopikenangan.id/](https://www.instagram.com/kopikenangan.id/) account to benefit from the content they receive. The goal is for Kopi Kenangan's social media marketing to cultivate purchase intention among consumers, thereby increasing the likelihood of successful purchasing decisions.

Despite having a competitive advantage and making substantial efforts to leverage social media, Kopi Kenangan still faces marketing challenges due to intense competition. This issue was highlighted by Edward Tirtanata, James Prananto dan Cynthia Chaerunnisa, the founders of Kopi Kenangan, during a pre-survey conducted by the researchers. They revealed that Kopi Kenangan has suffered significant losses, and sales figures have not shown a notable increase. This situation may be attributed to the large number of coffee shops in Samarinda, some of which feature unique interior designs and also utilize social media marketing in their strategies. As a result, consumers in Samarinda City have a wide range of coffee shop options to choose from when seeking to enjoy coffee or find a cozy place to hang out with friends. Consumer purchasing decisions are often driven by brands that capture their attention (Kurniasari & Budiarmo, 2018). Given this context, the study aims to identify the indicators that influence the variables of social media marketing, purchase intention, and purchasing decisions among Kopi Kenangan's customers. Additionally, it seeks to examine the impact of Instagram-based social media marketing on purchase intention, the effect of Instagram-based social media marketing on purchasing decisions, and how social media marketing on Instagram influences purchasing decisions mediated by purchase intention among Kopi Kenangan's consumers.

2. LITERATURE REVIEW

2.1. SOCIAL MEDIA MARKETING

Social media marketing involves online activities and programs intended to engage customers or potential customers, with the goal of increasing awareness, improving brand image, or driving product and service sales, as stated by (Kotler, 2016). This concept refers to marketing communication efforts that leverage electronic media to attract consumers in various ways, ultimately aiming to boost sales and enhance corporate visibility and reputation. (Hutagalung & Situmorang, 2018) describes social media marketing as a type of marketing that uses digital channels to connect with consumers in a personalized and relevant manner while maintaining cost efficiency. Piercy et al. (2016) also highlight that social media marketing is an excellent strategy for building a brand community and providing a platform where customers can share experiences, exchange information, and discuss ideas.

2.2. PURCHASE DECISION

Priyayi et al. (2018) explains that purchasing decisions involve consumer choices regarding what to buy, whether or not to make a purchase, the timing of the purchase, the location of the purchase, and the payment method. Rachmawati et al. (2019) describe purchasing decisions as the actions or behaviours of consumers when deciding to buy a product or service. This decision-making process extends beyond the transaction itself and includes the post-purchase behaviour stage. According to Kotler (2003), the buying decision process comprises five stages: problem and need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. Additionally, Kotler et al. (2008) identify six key decisions buyers make: 1) product selection, 2) brand selection, 3) choice of distribution channel, 4) timing of purchase, 5) purchase quantity, and 6) payment method.

2.3. PURCHASE INTENTION

Consumer purchase intention represents the stage where consumers decide among various brands within a selection set, ultimately choosing the brand they prefer most. This process

involves making decisions about purchasing goods or services based on multiple considerations. According to Suyono & Sri Sukmawati (2012), purchase intention is characterized by three indicators: interest, desire, and selection. Cobb-Walgren et al. (1995), describe purchase intention as a consumer's plan to buy a specific brand's product, often influenced by motivation and careful thought. Dodds et al. (2020) define purchase intention as the probability that a person will buy a product they have observed, driven by a desire for the product and possibly influenced by recommendations from others. Additionally, attitudes and other factors play a role in shaping buying interest, which acts as a mediator between motivational factors and behaviour, indicating the strength of one's willingness to try and the effort planned. Howard views purchase intention as a consumer's intention to buy a specific brand within a certain timeframe. Schiffman and Kanuk further elaborate on the indicators of purchase interest.

A hypothesis can be defined as a proposition that needs to be tested or verified for its accuracy. In quantitative research, hypotheses are typically categorized into two types: those involving a single variable and those involving two or more variables. Drawing on the previously discussed theories, four hypotheses can be formulated as follows:

H1: Social Media Marketing Has a Positive and Significant Influence on Purchase Decisions

H2: Social Media Marketing Has a Positive and Significant Influence on Purchase Intention

H3: Purchase Intention Has a Positive and Significant Influence on Purchase Decision

H4: Social Media Marketing Has a Positive and Significant Influence on Purchase Decisions through Purchase Intentions

3. RESEARCH METHODS

This study employs a quantitative approach. According to Hair et al. (2014), the quantitative method is rooted in positivism and aims to describe and test hypotheses formulated by researchers. The research was carried out at Kopi Kenangan in Samarinda. Hair et al. (2010) recommend a minimum sample size of 5-10 times the number of statement items. With 14 statement items in this study, the sample size was calculated to be 140 respondents (14 x 10). Following Ghozali (2016), the validity and model fit were assessed using the Loading Factor, Average Variance Extracted (AVE), and Composite Reliability. Data analysis was conducted using the Structural Equation Modeling (SEM) method to test the study's hypotheses.

4. RESULTS AND DISCUSSION

4.1 RESULTS

4.1.1 Characteristics Respondent

The characteristics of the respondents in this study will be described based on gender, age, and job. The characteristics of the respondents can be explained as follows:

Tabel 3 1 Karakteristik Data Responden Berdasarkan Jenis Kelamin

Characteristics	Gender	Respondent	Percentage
Gender	Laki-Laki	108	50,7%
	Perempuan	105	49,3%
	Total	213	100%
	18-22 Tahun	120	56,3%

Ages	23-27 Tahun	72	33,8%
	28-32 Tahun	16	7,5%
	≥ 33 Tahun	5	2,3%
	<u>Total</u>	213	100%
Job	Pelajar/Mahasiswa	128	60,1%
	PNS	1	5%
	Wirausaha	14	6,6%
	Pegawai Swasta	42	19,7%
	Lainnya	28	13,1%
	<u>Total</u>	213	100%
Income	≤ 1 Juta	79	37,1%
	1-3 Juta	70	32,9%
	4-6 Juta	46	21,6%
	≥ 7 Juta	18	8,5%
	<u>Total</u>	213	100%

Sumber: Data Primer, 2024

Based on Table 3.1 above, the number of respondents is 213, 50.7% or 108 people are male respondents, while 49.3% or 105 people are female respondents.

According to Table 3.2, out of 213 respondents, most of 56.3% or 120 people are in the age range of 18-22 years. Then, 33.8% or 72 people are in the age range of 23-27 years, while 7.5% or 16 people are in the age range of 28-32 years. Only 2.3% or 5 people are over 33 years old. From this analysis, it can be concluded that most of the customers of Cafe Kopi Kenangan Merak in Samarinda City are in the age range of 18-22 years. This may be due to the interest of young people in enjoying coffee.

Based on the data in table 3.3, it can be concluded that of the total 213 respondents in the study, most of their jobs are students, which is 60.1% or 128 people. Meanwhile, the percentage of other jobs is civil servants of 0.5% or 1 person, entrepreneurs of 6.6% or 14 people, private employees of 19.7% or 42 people, and other jobs of 13.1% or 28 people. Therefore, it can be concluded that most of the visitors to the Kopi Kenangan Merak Cafe in Samarinda City are students.

Based on the data known in table 3.4, it can be concluded that from a total of 213 respondents, most have an income of less than 1 million rupiah, which is 37.1% or 79 people. Furthermore, 32.9% or 70 people have an income of between 1 - 3 million rupiah, 21.6% or 46 people have an income of between 4 - 6 million rupiah, and 8.5% or 18 people have an income above 7 million rupiah. Therefore, it can be concluded that most visitors to the Kopi Kenangan Merak Cafe in Samarinda City have an income of less than 1 million rupiah.

4.1.2 Reliabilitas (Cronbach Alpha)

Tabel 3 10 Hasil Uji Reliabilitas

No	Variabel	N Of item	Cronbach's Alpha
1	Digital Marketing	4	0.823
2	Purchase Intention	4	0.819
3	Purchase Decison	6	0.853

Sumber: Data SPSS dional, 2024

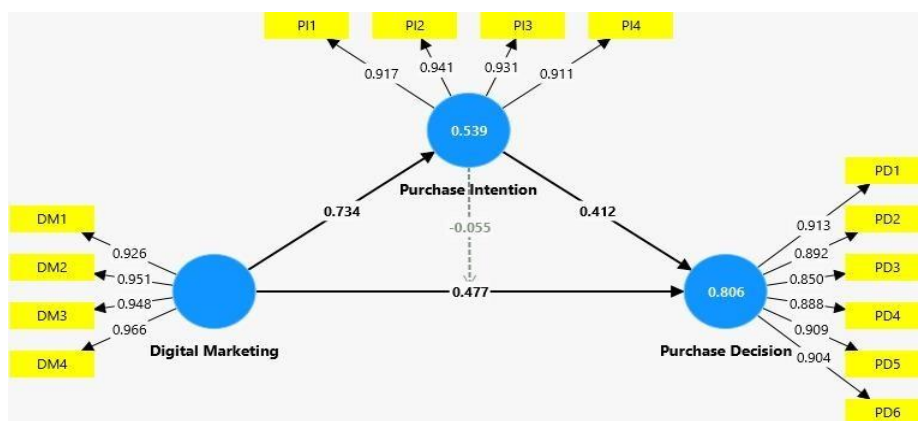
Based on Table 3.10, it can be seen that for a sample of 40 respondents, the reliability test was conducted using the one-shot method. In this method, if the Cronbach's Alpha value obtained for a variable is greater than 0.60, then the indicators used to measure the variable are declared reliable or can be relied on. Conversely, if the Cronbach's Alpha value of a variable is less than 0.60, then the indicators used to measure the variable are declared unreliable or cannot be trusted.

Based on the calculation results, the Cronbach's Alpha value was obtained which was greater than 0.60 for all variables measured. This shows that the questions sent are all reliable or will produce consistent data if sent repeatedly. Thus, the indicators used in this study can be relied on to measure the variables studied. After each item value is declared valid and reliable, this study is worthy of being used as a data collection tool.

4.2 Pengukuran Outer Model

4.2.1 Model Pengukuran atau *Outer Model*

In this study, hypothesis testing uses SEM analysis techniques using the SmartPLS 4.0.2 application. The following is a schematic of the PLS program model that was tested.



Gambar 3 1 Model Struktural Algoritma PLS

4.2.2 Uji Validitas Konvergen (*Convergen Validity*)

Convergent Validity in Partial Least Squares (PLS) is conducted with reflective indicators measured through loading factor analysis. A practical guideline that is often used to assess convergent validity is to ensure that the outer loading of each indicator has a minimum value of 0.70 (Abdillah & Hartono 2015:196). The table below shows the results of the convergent validity test with SmartPLS 4.0.2

Tabel 3 11 Hasil Loading Factor

No	Variabel	Indikator	Loading Factor
1	<i>Digital Marketing</i>	DM1	0.926
		DM2	0.951
		DM3	0.948
		DM4	0.966
		PI1	0.917
		PI2	0.941

2	<i>Purchase Intention</i>	PI3	0.931
		PD1	0.913
3	<i>Purchase Decision</i>	PD2	0.892
		PD3	0.850
		PD4	0.888
		PD5	0.909
		PD6	0.904

Sumber: Data diolah SmartPLS, 2024

In table 3.11 above, it can be seen that all indicators in the digital marketing, purchase intention, and purchase decision variables have values above 0.70. Then it can be concluded that all indicators are stated to meet convergent validity and are stated to be feasible or valid for use in research, so there is no need to delete indicators from the construct.

4.2.3 Uji Validitas Diskriminan (*Discriminant Validity*)

In addition to convergent validity, there is also discriminant validity. According to (Abdillah & Hartono, 2015) the discriminant validity test can be seen from the cross-loading value, if the cross-loading value is greater than 0.70, then it is considered valid. Furthermore, table 3.12 below presents the cross-loading results for each research indicator item.

Tabel 3 12 Hasil Cross Loading

No	Indikator	Variabel		
		<i>Digital Marketing</i>	<i>Purchase Intention</i>	<i>Purchase Decision</i>
1	DM1	0.926	0.676	0.805
2	DM2	0.951	0.723	0.812
3	DM3	0.948	0.655	0.767
4	DM4	0.966	0.725	0.844
5	PI1	0.773	0.753	0.913
6	PI2	0.778	0.788	0.892
7	PI3	0.696	0.673	0.850
8	PI4	0.744	0.679	0.888
9	PD1	0.782	0.713	0.909
10	PD2	0.789	0.725	0.904
11	PD3	0.703	0.917	0.756
12	PD4	0.697	0.941	0.772
13	PD5	0.650	0.931	0.736
14	PD6	0.663	0.911	0.730

Sumber: Data diolah SmartPLS, 2024

As shown in Table 3.12 above, the cross-loading value for each indicator is greater than the cross-loading value for its latent variable, namely with a value criterion of greater than 0.70, this shows that each instrument used in this study is discriminantly valid.

4.2.4 Average Variance Extraced (AVE), Composite Reliability, dan Cronbach's Alpha

Convergent validity can also be known through other methods, namely by looking at the average variance extracted (AVE) value, if the AVE value of each structure is greater than 0.50, then the model is good. To measure the consistency of internal indicators used as measuring instruments for research variables, SEM requires reliability assumptions. SmartPLS uses Cronbach's Alpha and Composite Alpha to emit research reliability variables.

According to Abdillah & Hartono (2015), Cronbach's alpha is used to measure the lower limit of the reliability value of a construct, while composite reliability is used to measure the actual value of the reliability of a construct. The rule of thumb is that the alpha or composite reliability value must be greater than 0.70, although a value of 0.60 is still acceptable.

The following are the AVE, Composite Reliability, and Cronbach's Alpha values for each construct:

Tabel 3 13 Hasil AVE, Composite Reliability, dan, Cronbach's Alpha

No	Variabel	AVE	Composite Reliability	Cronbach's Alpha
1	Digital Marmeting	0.898	0.964	0.962
2	Purchase Intention	0.797	0.950	0.949
3	Purchase decision	0.855	0.944	0.944

Sumber: Data diolah SmartPLS, 2024

Based on Table 3.13 above, it can be concluded that the three existing constructs have met the convergent validity standards. Where, digital marketing 0.898, purchase intention 0.797, and purchase decision 0.855, the values listed exceed the convergent validity threshold of 0.50. This shows that these constructs have good internal consistency and can reflect what should be measured. Furthermore, the composite reliability results for each construct are as follows: digital marketing 0.964, purchase intention 0.950, purchase decision 0.944. Meanwhile, Cronbach's alpha results for each construct are, digital marketing 0.962, purchase intention 0.949, and purchase decision 0.944, so it can be concluded that each existing variable has reliability, and each of its constituent indicators has shown accuracy, consistency, and precision in measurement.

3.5 Model struktural atau *inner model*

3.6.1 Koefisien Determinasi (R²)

The coefficient of determination (R²) value is used to determine how much variation in changes in independent variables is able to explain variations in dependent variables. The results of the R² calculation using SmartPLS 4.0.2 will show the extent to which the independent variables in the model can explain the variations that occur in the dependent variable.



Gambar 3 2 Hasil R-Square

Based on the calculation results using SmartPLS 4.0.2 software presented in Figure 3.2, it can be seen that the coefficient of determination (R^2) for the purchase intention variable is 0.539. The R^2 value of > 0.75 indicates that the model is included in the moderate model category. Thus, it can be concluded that the purchase intention variable is influenced by the Digital Marketing variable by 53.9%, while the remaining 46.1% is influenced by other variables unknown in this study.

Furthermore, the coefficient of determination (R^2) for the purchase decision variable is 0.806. The R^2 value above 0.50 indicates that the model is included in the strong model category. Thus, it can be concluded that the purchase decision variable can be influenced by the digital marketing and purchase intention variables by 80.6%, while the remaining 19.4% is influenced by other variables not examined in this study.

3.6.2 Effect Size (f^2)

To find out how strong the influence of the independent variable on the dependent variable is, it can be seen from the effect size value (f^2). Effect size has three categories: if the f^2 value is less than 0.02, then the influence is categorized as weak; if the f^2 value is between 0.02 and 0.15, then the influence is categorized as moderate; and if the f^2 value is between 0.15 and 0.35, then the influence is categorized as strong.

Tabel 3 14 Hasil Effect Size

	<i>Purchase Intention (M)</i>	<i>Purchase Decision (Y)</i>
<i>Social Digital Marketing (X)</i>	1.168	0,361
<i>Purchase Decision (Y)</i>		
<i>Purchase Intention (M)</i>		0.400

Sumber: Data diolah SmartPLS, 2024

The results show that the value of digital marketing on purchase intention is 0.361 so that the effect size is categorized with a value of > 0.35 , it is concluded that it has a moderate influence. Furthermore, the value of digital marketing on purchase intention is 1.168 so that it is categorized as an effect size > 0.35 having a strong influence. Then the value of purchase intention

on purchase decision is 0.400 so that it is categorized as an effect size > having a strong influence.

3.6.3 Uji Hipotesis

To show the level of significance, hypothesis testing is reflected through the path coefficient value, while the path coefficient value is determined using the t-statistic value and p-value. The t-statistic score must be greater than 1.96 for the two-tailed hypothesis, while the t-statistic score for the one-tailed hypothesis must be greater than 1.64 with a p-value of less than 0.05. In this study, mediation testing was examined through indirect effects using SmartPLS 4.0.2 by applying the bootstrapping method. The results of testing the structural model of the study can be seen in the figure below:

Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. The following are the results of the hypothesis test obtained which are contained in table 3.18.

Tabel 3 15 Hasil Uji Hipotesis Secara Langsung (Path Coefficients)

No	Variabel	Original Sampel	T-Statistics	P-Value
1	SDM > PD	0.477	4.625	0.000
2	SDM > PI	0.734	11.990	0.000
3	PI > PD	0.412	3.797	0.000

Sumber: Data diolah dengan SmartPLS, 2024

I. Pengujian Hipotesis 1 (*Social Digital Marketing terhadap Purchase Decision*)

Based on the results of the hypothesis testing in Table 3.18 above, it is known that digital marketing has a significant influence on purchase decisions with a P-Value of 0.000 which means <0.05, the T-statistic value is 4.625 (> 1.96), so that the results of this study are in accordance with the first hypothesis which states that digital marketing has a positive and significant influence on purchase decisions with the result that the first hypothesis is accepted.

II. Pengujian Hipotesis 2 (*Social Digital Marketing terhadap Purchase Intention*)

Based on the results of the hypothesis testing in Table 3.18 above, it is known that digital marketing has a significant influence on purchase decisions with a P-Value of 0.000 which means <0.05, the T-statistic value is 11.990 (> 1.96), so that the results of this study are by the first hypothesis which states that digital marketing has a positive and significant influence on purchase intention with the result that the second hypothesis is accepted.

III. Pengujian Hipotesis 3 (*Purchase intention on purchase Decision*)

Based on the results of the hypothesis testing in Table 3.18 above, it is known that digital marketing has a significant influence on purchase decisions with a P-Value of 0.000 which means <0.05, the T-statistic value is 3.797 (> 1.96), so that the results of this study are in accordance with the first hypothesis which states that purchase intention has a positive and significant

influence on purchase decisions with the result that the third hypothesis is accepted.

IV. Pengujian Hipotesis 4 (Social Digital Marketing terhadap Purchase Decision Melalui Purchase Intention)

Tabel 3.16 Hasil Uji Hipotesis Secara Tidak Langsung (Specific indirect effects)

No	Variabel	Original Sample	T-Statistics	P-Value
1	SDM > PI > PD	0,302	3.311	0,001

Sumber: Data diolah dengan SmartPLS, 2024

Based on the results of the hypothesis testing in table 3.18 above, it is known that digital marketing has a significant influence on purchase decisions with a P-Value of 0.001 which means < 0.05 , the T-statistic value is 3.311 (> 1.96), so that the results of this study are in accordance with the first hypothesis which states that digital marketing has a positive and significant influence on purchase decisions through purchase intention with the result that the fourth hypothesis is accepted.

4.2. DISCUSSION

Purchase intention significantly and positively influences the purchase decision, suggesting that as customers' willingness to buy increases, their confidence in making a purchase also grows. Therefore, when a customer feels an impulse, a purchase decision is likely to follow to satisfy their needs. This finding aligns with previous studies by Mahalaxmi (2021) and Lu & Fan (2014), which also confirm the positive and significant impact of purchase intention on purchase decisions. Additionally, social media marketing positively and significantly affects purchase intention. The study highlights that social media is an effective platform for sharing information and opinions, allowing companies to effectively communicate their products. As a result, social media marketing can boost customer interest through information dissemination and promotional activities. This outcome is consistent with research by Aji et al. (2020), Sutariningsih & Widagda (2021), Kim & Ko (2012), Hasan & Sohail (2020), and Wijaya & Zulfa (2017), which also found a positive and significant relationship between social media marketing and purchase intention.

Social media marketing significantly influences purchase decisions. The findings suggest that customers trust Kopi Kenangan's social media presence, b (Sutariningsih & Widagda K, 2021) bolstered by positive reviews, which motivates them to make purchases. As a result, engaging social media content and diverse product marketing approaches make it easier for customers to recognize the brand (Patroni et al., 2022). Purchase decisions are therefore highly influenced by the 4C's: context, communication, collaboration, and connection. Kopi Kenangan can enhance purchase decisions by applying these principles on their social media, such as by collaborating with influencers in Medan to impact customer choices. These findings align with research by Mileva & Fauzi (2018) which also confirms that social media marketing has a positive and significant effect on purchase decisions.

Social media marketing impacts purchase decisions by influencing purchase intention. The findings suggest that the more effectively social media is used to meet marketing objectives and receive customer feedback, the greater its effect on purchase intention, ultimately shaping customer purchasing decisions. This conclusion aligns with studies by Ngadimen & Widyastuti (2021) and Diventy et al. (2020), which also highlights purchase intention as a mediator between social media marketing and purchase decisions.

5. CONCLUSION

This research concludes that social media marketing influences both purchase intention and purchase decisions. Notably, the most impactful social media marketing factors on purchasing decisions are context and communication. As a result, Kopi Kenangan is recommended to enhance these elements by focusing on message delivery, design, and the content shared on its social media platforms. This strategy will help ensure that Kopi Kenangan remains top-of-mind for customers.

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