

The Effect of Social Media Content Marketing on Purchase Decisions at Kekal Coffee

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Abstract: *Within the rapidly shifting digital paradigm, social media has emerged as a cornerstone for small-scale hospitality ventures, serving as a critical bridge between strategic product promotion and genuine consumer interest. This research investigates the causal nexus between social media content marketing and purchase decisions specifically at Kekal Coffee in Bekasi, an area characterized by a burgeoning coffee culture. Adopting a dual descriptive-verificative quantitative design, the study utilized purposive sampling techniques to engage with consumers and employed Likert-scale metrics for comprehensive data acquisition. Rigorous statistical evaluations, encompassing regression modeling and diagnostic tests for normality and linearity, demonstrated that content marketing accounts for a vast majority of the variance in consumer behavior. The findings identify 'persuasion knowledge' and 'payment modalities' as the most influential dimensions, exhibiting an exceptionally strong, statistically significant, and positive predictive relationship. Consequently, the study concludes that for local MSMEs like Kekal Coffee, the strategic optimization of authentic, transparent digital content is a vital prerequisite for catalyzing purchasing decisions. Furthermore, these results suggest that maintaining consistent engagement and facilitating seamless transactional processes are essential strategies for ensuring commercial sustainability in an increasingly competitive market.*

INTRODUCTION

The intensive proliferation of digital innovations has fundamentally reconfigured the communicative interface between enterprises and their target demographics, an evolution that is particularly pronounced within the food and beverage sector. Social media is no longer used solely for personal communication but has become an essential marketing platform where businesses can introduce products, interact with customers, and influence purchasing behavior. According to We Are Social and Meltwater (2025), the number of global social media users has

exceeded five billion, with people spending more than two hours per day on these platforms. By 2024, Indonesia's internet adoption had surged to encompass 79.5% of its citizenry, underscoring the critical role of social media platforms as potent marketing instruments. This digital expansion is particularly vital for micro, small, and medium enterprises (MSMEs) seeking to leverage online channels for enhanced commercial engagement and strategic growth. Kotler and Keller (2016) emphasize that social media has become an effective form of marketing communication because it enables businesses to establish long-term relationships with consumers while supporting their purchasing decisions.

For coffee shops and other culinary businesses, social media offers a cost-effective approach to marketing compared to conventional promotional methods. Businesses can utilize various forms of digital content, including product photos, short videos, promotional campaigns, customer testimonials, and behind-the-scenes activities, to attract consumer attention and strengthen brand awareness. High-quality content helps consumers better understand products while creating stronger engagement with the brand. Kotler, Kartajaya, and Setiawan (2017) argue that relevant and valuable digital content can effectively guide consumers throughout the purchasing process. Similarly, Pulizzi and Piper (2023) state that content marketing contributes to building long-term customer relationships by consistently delivering meaningful and engaging content.

Despite these advantages, the implementation of social media marketing does not always produce the expected results. This situation is evident at Kekal Coffee, a local coffee shop located in Tambun Selatan, Bekasi, which primarily relies on Instagram as its promotional platform. A preliminary survey conducted in this study revealed that although all respondents had visited Kekal Coffee and actively used Instagram, most of them reported that the content shared on Instagram did not encourage them to make purchases, repeat purchases, or consider the platform as an important factor in their purchasing decisions. Furthermore, the company's sales performance during the 2023–2025 period remained fluctuating, indicating that consumer purchasing decisions had not yet developed consistently. These findings suggest that the current social media content marketing strategy has not been fully optimized to influence consumer behavior.

Previous studies have consistently demonstrated that content marketing plays a significant role in influencing purchase decisions. Fachmy and Rasmini (2023) reported that high-quality content increases consumer trust and interest, which ultimately encourages purchasing decisions. Likewise, Agianto and Ramadhika (2024) found that persuasive and informative social media content positively affects consumers' willingness to purchase products. In addition, Luthfiyanti and Setiadi (2025) concluded that improving the quality of content marketing significantly enhances consumer purchase decisions.

Empirical evidence from Kekal Coffee reveals a notable departure from established literature. Despite the enterprise's consistent utilization of Instagram for promotion, consumer purchasing behavior remains volatile and suboptimal. This discrepancy underscores a distinct research gap concerning local culinary businesses that struggle to translate social media efforts into sustained commercial success. Accordingly, this inquiry investigates the intersection of content marketing strategies and consumer decision-making. The primary objectives are to evaluate the current execution of these digital initiatives and empirically determine their impact on purchase consistency. Beyond providing strategic guidance for MSMEs, these findings aspire to broaden the theoretical understanding of digital engagement and consumer psychology.

LITERATURE REVIEW

Entrepreneurial Marketing

This study adopts entrepreneurial marketing as its grand theory. Bjerke and Hultman (2002) describe entrepreneurial marketing as a marketing approach that emphasizes innovation, creativity, opportunity recognition, and the ability to establish strong customer relationships despite operating with limited resources. Compared with traditional marketing practices, entrepreneurial marketing encourages businesses to be more adaptive and responsive to market changes while creating value through innovative strategies. This perspective is particularly relevant to Kekal Coffee as a local coffee shop that depends on creative and cost-efficient marketing activities to improve its competitiveness and expand its customer base.

Digital Marketing and Consumer Behavior

Within the conceptual framework of this study, digital marketing serves as a meso-level theoretical pillar. Chaffey and Ellis-Chadwick (2019) characterize this field as the strategic deployment of digital innovations and web-based media to facilitate customer interaction, advocate products, and generate consumer value. Social media, in particular, distinguishes itself among digital channels by fostering instantaneous, reciprocal engagement between enterprises and their target audience.

This approach aligns with broader consumer behavior paradigms, such as those articulated by Kotler and Keller (2016), which delineate the journey from need recognition to post-purchase evaluation. In this context, social media content functions as a pivotal marketing stimulus, fundamentally shaping the cognitive processes and behavioral outcomes of prospective purchasers.

Social Media Content Marketing

Content marketing is broadly acknowledged as a tactical methodology centered on the orchestration and dissemination of substantive, pertinent, and uniform material. This strategic framework is designed to captivate and sustain the engagement of a precisely defined demographic. Gunelius (2011) explains that content marketing is intended to develop long-term relationships with consumers by providing meaningful and engaging information. Likewise, Handley (2022) argues that effective content should be informative, relevant to audience needs, and capable of building consumer trust. Within social media platforms, content marketing may include product information, promotional campaigns, educational content, customer testimonials, visual storytelling, and short-form videos designed to increase consumer engagement and strengthen purchase intentions.

This study adopts the content marketing framework proposed by Yazgan Pektas and Hassan (2020), which consists of three dimensions: reliability, disbelief, and persuasion knowledge. Reliability reflects consumers' perceptions of whether the content is accurate, complete, trustworthy, and clearly presented. Disbelief refers to the level of skepticism consumers have regarding whether the information shared genuinely represents the actual product or service. Meanwhile, persuasion knowledge describes consumers' ability to recognize persuasive elements within marketing messages, including whether the content is understandable, creative, and effective in attracting their attention. Together, these dimensions are used to assess the effectiveness of Kekal Coffee's social media content marketing activities.

Purchase Decision

Purchase decision refers to the process through which consumers choose and purchase a product after evaluating different alternatives that best satisfy their needs. Kotler and Armstrong (2018) explain that purchase decisions are influenced by a combination of internal and external

factors, including marketing strategies implemented by businesses. In this study, purchase decision is assessed using six dimensions: product choice, brand choice, dealer or channel choice, purchase timing, purchase quantity, and payment method. These dimensions capture various aspects of consumer purchasing behavior, including the selection of products and brands, the choice of purchasing channels, the timing and quantity of purchases, and the payment methods used during the transaction. Collectively, these indicators provide a comprehensive understanding of consumers' purchase decisions at Kekal Coffee.

METHOD

Research Method, Object, and Subject

Utilizing a quantitative methodology, this research integrated descriptive and verificative frameworks. The descriptive component aimed to characterize the execution of social media content marketing and the resulting consumer purchase patterns at Kekal Coffee. Simultaneously, a verificative approach was employed to empirically test the causal relationship between these marketing initiatives and subsequent buying behavior.

The research was conducted at Kekal Coffee, a local coffee shop located in Tambun Selatan, Bekasi, Indonesia. The object of this study consisted of social media content marketing as the independent variable and purchase decision as the dependent variable. Meanwhile, the research subjects were consumers who had previously purchased products from Kekal Coffee and actively used social media. Primary data were collected through a structured questionnaire distributed directly to respondents who met the research criteria.

Measurement

The investigation focused on two primary constructs: social media content marketing (the independent variable) and purchase decision (the dependent variable). Drawing upon the framework established by Yazgan Pektas and Hassan (2020), the former was operationalized through the lenses of reliability, disbelief, and persuasion knowledge. Conversely, consumer purchase decisions were evaluated using Kotler and Armstrong's (2018) criteria, which encompass choices regarding product, brand, and channel, alongside considerations of timing, volume, and payment methods.

Data were gathered via a structured questionnaire employing a five-point Likert scale (1 = strongly disagree; 5 = strongly agree). To ensure theoretical alignment, every instrument item was meticulously derived from the specific indicators of its corresponding dimension.

Population and Sample

The population comprised all consumers who had purchased products at Kekal Coffee. Since the exact population size could not be identified, the sample size was determined using the Lemeshow formula, resulting in a total of 100 respondents. Respondents were selected using a purposive sampling technique. The sampling criteria included consumers who had purchased products from Kekal Coffee, possessed at least one active social media account, and were willing to participate voluntarily in the study. This sampling method was considered appropriate because it ensured that the selected respondents had relevant experience with both research variables.

Data analysis

The collected data were processed using IBM SPSS Statistics. Prior to the main analysis, the research instrument was evaluated through validity and reliability testing. Item validity was assessed using the Pearson Product Moment correlation, whereas reliability was examined using Cronbach's Alpha, with a minimum acceptable coefficient of 0.70, indicating that the instrument

was internally consistent.

Descriptive statistical analysis was then performed to describe respondents' perceptions of both research variables. Before testing the proposed hypothesis, several classical assumption tests were conducted, including the normality test, linearity test, and heteroscedasticity test, to ensure that the regression model satisfied the required statistical assumptions.

To examine the relationship between social media content marketing and purchase decision, this study employed simple linear regression analysis, represented by the following equation:

$$Y = a + bX + e$$

where Y represents purchase decision, X represents social media content marketing, a is the regression constant, b is the regression coefficient, and e represents the error term.

Hypothesis testing was conducted using the t-test (partial test) to determine whether social media content marketing significantly affected purchase decisions. The regression coefficient was used to determine the direction and magnitude of the relationship between the independent and dependent variables, while the coefficient of determination (R^2) was calculated to measure the proportion of variance in purchase decisions explained by social media content marketing. All statistical tests were performed using a significance level of 0.05. Based on the theoretical framework and empirical findings from previous studies, this study proposes the following research hypothesis:

H1: Social media content marketing has a positive and significant effect on purchase decisions at Kekal Coffee.

The conceptual relationship between the independent and dependent variables is illustrated in Figure 1.

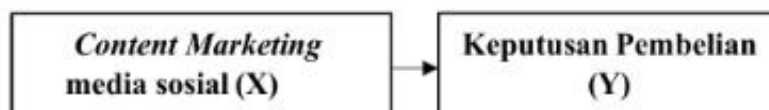


Figure 1. Research Framework

RESULT AND DISCUSSION

Descriptive Statistics

Descriptive statistical analysis was conducted using the continuum line approach to describe respondents' perceptions of the research variables. In this approach, responses with scores 1, 2, and 3 were categorized as low tendency, while responses with scores 4 and 5 were classified as high tendency.

The results indicate that Social Media Content Marketing was categorized as high tendency, with 73.17% of respondents selecting response categories 4 and 5, while 26.83% selected categories 1, 2, and 3. This finding suggests that respondents generally perceived Kekal Coffee's social media content positively. Likewise, the Purchase Decision variable also fell into the high tendency category. Responses in categories 4 and 5 accounted for 72.70%, whereas 27.30% of respondents selected categories 1, 2, and 3. These findings indicate that consumers generally showed a positive tendency toward making purchase decisions at Kekal Coffee.

Table 1. Descriptive Statistics of Research Variables

Variable	Low Tendency (Scores 1–3)	High Tendency (Scores 4–5)	Category
Social Media Content Marketing	26.83%	73.17%	High Tendency
Purchase Decision	27.30%	72.70%	High Tendency

Source: Processed by researcher (2026)

Regression Analysis

Preliminary diagnostics verified the instrument's reliability and validity, while the regression model adhered to necessary assumptions regarding normality, linearity, and homoscedasticity. These prerequisites justified the application of simple linear regression, which produced the equation $Y=13.052+1.648X$. The positive coefficient ($B=1.648$) indicates that purchase decisions intensify as social media marketing efforts improve. Hypothesis testing supported $H1$ ($t=29.427$, $p<.001$), confirming a significant predictive relationship. Furthermore, the R^2 of 0,898 demonstrates that social media content marketing explains 89,8% of the variance in consumer behavior at Kekal Coffee, highlighting its critical influence..

Table 2. Regression Analysis and Hypothesis Testing

Variable	B	t	p-value
Constant	13.052	4.875	<0.001
Social Media Content Marketing	1.648	29.427	<0.001
Model	R^2		Adjusted R^2
Regression model	0.898		0.897

Source: SPSS data processing output (2026)

The findings indicate that improvements in social media content marketing are followed by stronger consumer purchase decisions. These results support the argument of Kotler et al. (2017) that relevant and engaging digital content can influence consumer decision-making by increasing interaction and strengthening customer trust. The findings are also consistent with previous studies conducted by Fachmy and Rasmini (2023), who reported that high-quality content marketing positively influences purchase decisions through increased consumer trust and interest. Similarly, Agianto and Ramadhika (2024) found that persuasive and informative social media content significantly encourages consumers to purchase products.

In the context of Kekal Coffee, the high explanatory power of the regression model suggests that social media content marketing plays a crucial role in shaping consumers' purchasing behavior. Creative, relevant, and persuasive content enables consumers to better

understand product offerings, increases their confidence in the brand, and ultimately encourages purchasing decisions. Therefore, strengthening the quality and consistency of social media content can be considered an effective marketing strategy for improving consumer purchase decisions and supporting business growth at Kekal Coffee.

DISCUSSION

The findings indicate that social media content marketing serves not merely as a promotional medium but also as an important factor influencing consumers' perceptions and purchase decisions at Kekal Coffee. This result supports the view of Kotler, Kartajaya, and Setiawan (2017), who argue that relevant and meaningful digital content can facilitate consumers throughout the decision-making process by providing useful information. Likewise, Handley (2022) emphasizes that valuable and relevant content contributes to building consumer trust and fostering long-term relationships with the audience.

Among the dimensions of social media content marketing, persuasion knowledge obtained the highest evaluation. This finding suggests that respondents were able to understand the marketing messages delivered by Kekal Coffee and perceived the content as engaging rather than overly persuasive. The use of simple language, appealing visual elements, and clear communication appears to have attracted consumers' attention effectively. Considering that social media users generally spend only a short time viewing online content, the ability to communicate messages quickly and clearly becomes an important factor in increasing consumer engagement. Therefore, maintaining creative, informative, and easy-to-understand content should remain a priority for Kekal Coffee.

In contrast, disbelief recorded the lowest score among the content marketing dimensions, although it was still categorized as having a high tendency. This dimension reflects consumers' level of skepticism regarding the credibility of the content and whether it accurately represents the actual products offered. The result indicates that there is still room for improvement in strengthening consumer trust. Kekal Coffee may address this issue by consistently presenting authentic product photos and videos, providing transparent information regarding prices, menu variations, portion sizes, and promotional terms, as well as avoiding excessive visual editing that could create unrealistic expectations.

Regarding the purchase decision variable, the payment method dimension achieved the highest score. This finding indicates that transaction convenience is an important consideration in consumers' purchasing decisions, in addition to product and brand preferences. The availability of multiple payment methods, including cash, QRIS, e-wallets, and other cashless payment systems, provides consumers with greater convenience and supports a smoother purchasing experience. For businesses operating in the coffee shop industry, maintaining flexible and reliable payment facilities is therefore essential to improving customer satisfaction and encouraging purchase decisions.

The regression analysis further confirms that improvements in social media content marketing are associated with stronger consumer purchase decisions. This finding is consistent with the studies conducted by Fachmy and Rasmini (2023), Agianto and Ramadhika (2024), and Putra et al. (2024), all of whom reported that effective content marketing positively influences purchase decisions. However, the result differs from the findings of Huda et al. (2024), who reported that content marketing did not significantly affect purchase decisions within certain MSME contexts. These differences may be attributed to variations in business characteristics, content quality, target audiences, product categories, and consumer behavior across different research settings.

From a managerial perspective, the findings suggest that Kekal Coffee should adopt a more structured and consistent content marketing strategy rather than relying on occasional promotional posts. Content should be planned regularly and include product information, menu and promotional updates, behind-the-scenes activities, customer testimonials, educational content, store ambience, and user-generated content to strengthen consumer engagement. Furthermore, expanding content marketing activities beyond Instagram to platforms such as TikTok and Facebook may enable the business to reach broader consumer segments with different demographic characteristics. By implementing a more integrated digital content strategy, social media can function not only as a promotional channel but also as an effective tool for strengthening consumer trust, increasing purchase intentions, and ultimately encouraging purchase decisions.

CONCLUSION

Research findings indicate a robust alignment between social media content marketing and consumer purchase behavior at Kekal Coffee, with both variables exhibiting high scores. Specifically, the 'persuasion knowledge' dimension suggests that marketing efforts successfully convey clear and engaging messages. Furthermore, the convenience of diverse payment methods significantly facilitates the final transaction. Statistical analysis reveals that content marketing accounts for the majority of the variance in purchase decisions, with the regression model confirming a positive, significant impact. To optimize outcomes, it is suggested that the 'disbelief' dimension be addressed by prioritizing authentic visuals and transparent product information to bolster consumer trust. Future research should integrate variables such as brand equity or e-WOM and expand the demographic scope to deepen the understanding of these dynamics.

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