International Journal of Social, Economic, and Business
Vol.2, No.2, 2025, pp. 114-123
Journal homepage: https://ejournal.lavishopulent.com/ojs/index.php/ijseb/index
E-ISSN: 3063-9832

The Influence of Product, Price, and Instagram Content on Purchase Decisions for Kenangan Coffee Among General Z

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Received : 18 August 2025
Accepted : 30 September 2025
Published : 23 November 2025

Keywords:
Social Media, Purchase Decision, Customer Relationship Management

ABSTRACT

The rapid growth of the coffee industry in Indonesia, driven by Gen Z and social media, is the background to this research. This study analyzes the influence of social media on purchasing decisions for Kopi Kenangan among Generation Z in Surabaya. The focus is on identifying purchasing drivers, Kopi Kenangan's content strategy, and its effectiveness. The results show that Kopi Kenangan's product significantly influences social media and purchasing decisions. Social media also proved significant in influencing purchasing decisions. Interestingly, price and content did not have a significant direct influence, but social media played a significant role as a mediator between the product and purchasing decisions.

INTRODUCTION

Coffee is a major agricultural product that plays a significant role in economic activity, particularly in Indonesia. As a leading export commodity, coffee contributes significantly to state revenue. Currently, public demand for coffee is increasing, leading many farmers to switch to cultivating it. There are three most commonly consumed coffee varieties: Arabica, Robusta, and Liberica. These three varieties offer differences in taste, aroma, and price. Furthermore, they also have varying nutritional compositions, for example, their caffeine content (Nafisa, 2020).

Based on the data in the table, it is clear that a growing number of new coffee businesses are being established and are receiving a warm welcome from various segments of society. One example is Kopi Kenangan, which is popular for its unique flavor and competitive advantages that set it apart from other similar products. In the business world, one crucial aspect influencing a product's value is its pricing strategy. High or low price levels are often the primary consideration for consumers when purchasing coffee. However, it's not uncommon for buyers to prioritize quality over price. Next, here are some of the most popular menu options ordered by each coffee brand.

2020 was a challenging year for the coffee industry due to the impact of the COVID-19 pandemic, but Kopi Kenangan was able to innovate by launching an app to identify prospective locations to attract more customers. This innovation resulted in a 200% increase in transactions (Sani, Ustriyana, & Wijayanti, 2021). In 2021, the company successfully expanded its network to nearly 600 branches across 45 cities across Indonesia, with total sales exceeding 40 million cups of coffee a figure double that of the previous year (Techinasia, 2022). By 2024, Kopi Kenangan will operate a total of 900 branches across Indonesia, Malaysia, Singapore, and the Philippines. In Indonesia alone, the number of outlets reached 868 units in 64 cities as of September 2024. This massive expansion

drove remarkable growth, with an increase of around 27% from the previous year (Kopi Kenangan, 2021). Edward Tirtanata, as CEO of Kopi Kenangan, stated that the entire marketing budget is now allocated 100% to digital campaigns through platforms such as Facebook Ads, Grab Ads, and the like (Andriani, 2020).

Online transactions also surged by 80%. Furthermore, the company developed an app called Kopi Kenangan, which can be downloaded for free on various mobile devices. This app allows customers to order drinks from any location, then pick them up at the nearest branch or take advantage of delivery via Grab or Gojek (Indra, 2020). Currently, Kopi Kenangan operates 672 branches in 45 cities across Indonesia. Beyond physical expansion, the company also diligently manages an Instagram account with 556,000 followers and over 3,138 posts. This separate account approach aims to build brand image and promote products to make them more appealing to the audience. According to the latest Top Brand Index survey (2025), Kopi Kenangan ranked second in the coffee shop category.

Table 1. Top Brand Award (2025)

Brand	TBI 2025
Janji Jiwa	42.10
Kopi Kenangan	39.30
Fore	9.50
Kulo	3.70

Source: Top Brand Award (2025)

Based on the data presented in the table, Kopi Kenangan's sales performance is quite solid, ranking second with a 39.30% market share. Meanwhile, popular coffee brand Janji Jiwa leads the pack with 42.10%. Furthermore, Fore Coffee ranks third with 9.50%, followed by Kulo in fourth with 3.70%. While not yet at the top of *the* rankings, these figures demonstrate Kopi Kenangan's ability to compete closely with competitors in the coffee shop industry. In response, Kopi Kenangan launched its own exclusive app, allowing consumers to explore a wide variety of beverages and obtain detailed supporting information. To boost sales, the company regularly runs promotions on social media platforms and implements a bundled package approach. Its Instagram content also contributes significantly to building product awareness, particularly through creative advertisements that effectively attract audience interest (Pratiwi et al., 2023). Specifically for the latest product series, the Matcha variant sold more than 940,000 cups within two months, while the OG Aren Series achieved sales of over 890,000 cups.

LITERATURE REVIEW

Marketing Mix

The marketing mix, also known as the marketing mix, is a marketing instrument that can be arranged and combined by a company to produce the desired response from the target market. These elements of the marketing mix are variables under the control of the marketing manager, thus influencing the level of consumer demand for goods or services. From the explanation of this definition, it can be summarized that the marketing mix involves four integrated marketing components, which then develop into nine marketing components. By implementing the right strategic approach, companies can optimally achieve marketing goals while meeting consumer expectations and needs. As a marketing tactic consisting of nine essential elements.

Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a strategy implemented by companies to maintain sustainable and harmonious relationships with various stakeholders, including customers and business partners. Today, many organizations utilize CRM to build strong and transparent emotional bonds with consumers while facilitating two-way communication between the company and customers (Bara et al., 2022). This approach enables companies to maintain customer loyalty and reduce the risk of them switching to alternative products or brands from competitors.

According to Hikmawati *et al*. (2020), CRM facilitates companies in providing consistent, high-quality service and support to all customers, thereby creating satisfaction and positive experiences. These benefits provide strategic value to business operations and the perception of value to consumers. Furthermore, CRM involves integrated customer data management and automation of sales, marketing, and customer service processes that previously required significant time and resources, allowing professionals to utilize their time more productively and efficiently, particularly in handling administrative tasks.

Digital Marketing

According to Hidayat *et al* . (2023), the digital age broadly refers to a period or situation in which various daily life support activities have become simpler thanks to increasingly sophisticated technological advances. Furthermore, this digital age is here to substitute a number of conventional technologies to create more *up-to-date* and efficient forms. Along with the emergence of new technological innovations that are increasingly abundant for society, older technologies are gradually being abandoned without coercion. Thus, technological evolution in this digital age is proceeding rapidly without stopping.

One approach often associated with major changes in the industrial revolution is the use of digital marketing. Digital marketing is a promotional effort that utilizes various web-based online channels, such as websites, blogs, Google ads, emails, and social media platforms. This strategy is considered the most appropriate and essential promotional method for today's coffee business owners, as it excels in distributing products in the contemporary era, where information can be accessed via mobile devices. (Jasumin & Andy, 2022). Based on internet usage statistics in Indonesia in 2022, there were approximately 204.7 million individuals, or 73.7% of the total population, who were actively connected to the internet. Of these, approximately 191.4 million people, or 68.9%, regularly used social media, while smartphone usage for internet browsing by Indonesians reached 370.1 million, equivalent to 133.3% of the total population. (Fiisabilillah et al., 2023).

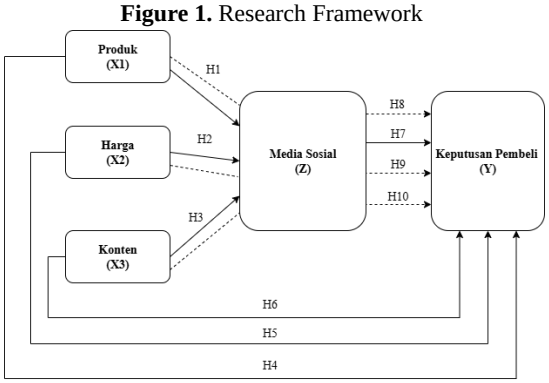
Integrated Marketing Communication (IMC)

Integrated Marketing Communication (IMC) is a strategic approach to designing marketing communications that recognizes the value of an integrated overall strategy. This approach encompasses the strategic coordination of various communication elements, including advertising, direct response, sales promotions, and public relations, by integrating them to produce a coherent, unified message that delivers optimal impact. (Anwar, 2021). Based on internet usage statistics in Indonesia in 2022, there were approximately 204.7 million individuals, or 73.7% of the total population, connected to the internet. Of these, approximately 191.4 million people, or 68.9%, regularly interacted with social media platforms. Furthermore, the use of smartphones to access the internet by Indonesians reached nearly 370.1 million people, exceeding 133.3% of the total population. (Fiisabilillah *et al* ., 2023). This integrated marketing communications process is generally designed to strengthen the image and positive association between the product and its brand, while increasing brand awareness and disseminating brand awareness.

IMC plays a crucial role in influencing consumers to choose a company's products or services and fostering brand loyalty. Furthermore, IMC provides long-term benefits by contributing to building brand equity, the overall value of a company's brand. Brand equity refers to the overall financial results achieved through various activities undertaken for the benefit of the company and its brands, including corporate communications programs and product sales (Theodora, 2021).

Research Framework

Figure 1. Research Framework



Source: Researcher Data, 2025

H1 = Products significantly influence the use of Kopi Kenangan social media among Generation Z in the Surabaya area.

H2 = Price significantly influences the use of Kopi Kenangan social media among Generation Z in the Surabaya area.

H3 = Content significantly influences the use of Kopi Kenangan social media among Generation Z in the Surabaya area.

H4 = Product significantly influences the purchasing decisions of Kopi Kenangan among Generation Z in Surabaya City.

H5 = Price significantly influences the purchasing decisions of Kopi Kenangan among Generation Z in Surabaya City.

H6 = Content significantly influences the purchasing

decisions of Kopi Kenangan among Generation Z in Surabaya City.

H7 = Social media significantly influences the purchasing decisions of Kopi Kenangan among Generation Z in Surabaya City.

H8 = Products significantly influence purchasing decisions through social media Kopi Kenangan among Generation Z in Surabaya City.

H9 = Price significantly influences purchasing decisions through social media of Kopi Kenangan among Generation Z in Surabaya City.

H10 = Content significantly influences purchasing decisions through Kopi Kenangan social media among Generation Z in Surabaya City.

METHOD

In this study, primary data served as the primary source, obtained directly from the source without going through third parties. Furthermore, secondary data from various external sources was also used to meet the needs of the study's analysis process. Data collection was carried out by developing a questionnaire instrument that was delivered to research subjects to obtain essential information related to the issue being studied. The online questionnaire was distributed via Google Forms through social platforms such as WhatsApp and direct messages on Instagram to facilitate respondents' completion and expedite the data collection process by researchers.

In this study, sampling was conducted using a purposive sampling method. This approach allows for participant selection based on specific criteria as the primary data source (Hardanie et al., 2020). Specific criteria for determining respondents included:

1. Generation Z aged 13-28;
2. Coffee lovers and frequent purchasers of Kopi Kenangan products;
3. Followers of the Instagram account @kopikenangan;

RESULT

Table 2. Responden Gender

Gender	Frequency	(%)
Male	46	46%
Female	54	54%
Total	**100**	**100%**

Source: Researcher Data, 2025

From the table above the distribution of participant gender can be seen: 46 men (46%) and 54 women (54%), which depicts a fairly even proportion in the study sample group.

Table 3. Respondent's age

Age	Frequency	(%)
13-16	22	22%
17-20	28	28%
21-24	31	31%
>25	19	19%
Total	**100**	**100%**

Source: Researcher Data, 2025

From the table above the distribution illustrates the age distribution of 100 sample respondents, with the 21-24 year group dominating (31 respondents or 31%), followed by 17-20 years (28 respondents or 28%), 13-16 years (22 respondents or 22%), and above 25 years (19 respondents or 19%).

Table 4.Respondent's age

Occupation	Frequency	(%)
Student	37	37%
Private employee	29	29%
Entrepreneur	18	18%
Others	16	16%
Total	**100**	**100%**

Source: Researcher Data, 2025

From the table above the job profiles of respondents: 37 people (37%) were pupils or students, 29 people (29%) were private employees, 18 people (18%) were entrepreneurs, and 16 people (16%) were in other categories.

Table 5. Respondents' monthly income

Monthly Income	Frequency	(%)
<Rp. 1.000.000	37	37%
Rp. 1.000.000 – Rp. 2.000.000	29	29%
Rp. 3.000.000 – Rp. 4.000.000	18	18%
>Rp. 5.000.000	16	16%
Total	**100**	**100%**

Source: Researcher Data, 2025

From the table above the distribution of participants' income levels can be seen: 20 respondents (20%) earned less than IDR 1,000,000, 27 respondents (27%) in the range of IDR 1,000,000–IDR 2,000,000, 31 respondents (31%) in the range of IDR 3,000,000–IDR 4,000,000, and 22 respondents (22%) who earned more than IDR 5,000,000.

Research Instrument Testing

1. Validity Test

Table 6. Variabel X1

Variables	Item	correlation coefficient	r_{table}	Result
X1	X1.1	.420	0,196	Valid
	X1.2	.699	0,196	Valid
	X1.3	.741	0,196	Valid

Source: Researcher Data, 2025

Table 7. Variabel X2

Variables	Question	correlation coefficient	r_{table}	Result
X2	X2.1	.535	0,196	Valid
	X2.2	.638	0,196	Valid
	X2.3	.590	0,196	Valid

Source: Researcher Data, 2025

Table 8. Variabel X3

Variables	Question	correlation coefficient	r_{table}	Result
X3	X3.1	.339	0,196	Valid
	X3.2	.399	0,196	Valid
	X3.3	.329	0,196	Valid
	X3.4	.325	0,196	Valid

Source: Researcher Data, 2025

Table 9. Variabel Z

Variables	Item	correlation coefficient	r_{table}	Result
Z	Z1	.627	0,196	Valid
	Z2	.747	0,196	Valid
	Z3	.797	0,196	Valid

Source: Researcher Data, 2025

Table 10. Variabel Y

Variables	Question	Correlation Coefficient	r_{table}	Result
Y	Y1	.639	0,196	Valid
	Y2	.772	0,196	Valid
	Y3	.794	0,196	Valid
	Y4	.795	0,196	Valid

Source: Researcher Data, 2025

Validity testing is intended to assess the reliability of a questionnaire instrument. The measuring instrument is considered valid if it accurately measures the intended variables or aspects. This testing involves all indicators of the independent, intervening, and dependent variables. Analysis is performed by comparing the calculated r-value and the table r-value with a significance level of 5% and degrees of freedom (n-2). The instrument is considered valid if the calculated r-value is greater than or equal to the table r-value. The following presents the results of the validity testing of the indicators in the related variables.

2. Reliability Test

Table 11. Reliability Test Result

Variabels	Cronbach's Alpha	Alpha Value	*Result*
Product (X1)	.870	0,60	Reliable
Price (X2)	.897	0,60	Reliable
Content (X3)	.866	0,60	Reliable
Social Media (Z)	.890	0,60	Reliable
Purchase Decision (Y)	.887	0,60	Reliable

Source: Researcher Data, 2025

From the table data, it can be seen that the variables Product (X1), Price (X2), Content (X3), Social Media (Z), and Purchase Decision (Y) all have Cronbach's Alpha values above 0.60. Thus, all of these variables are declared reliable and suitable to be used as research instruments.

Classical Assumption Test

1. Normality Test

Table 12. Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,28065634
Most Extreme Differences	Absolute	,074
	Positive	,035
	Negative	-,074
Test Statistic		,074
Asymp. Sig. (2-tailed)		,196[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Researcher Data, 2025

From the table results, it can be seen that the Asymp. Sig. (2-tailed) value reaches 0.196, which is greater than 0.05. Therefore, the residuals are declared normally distributed, so the regression analysis can proceed to the next stage.

2. Multicollinearity Test

Table 13. Multicollinearity Test Result

Coefficients[a]

Model		Collinearity Statistics Tolerance	VIF
1	Product	,476	2,103
	Price	,692	1,446
	Content	,958	1,044
	Social Media	,549	1,821

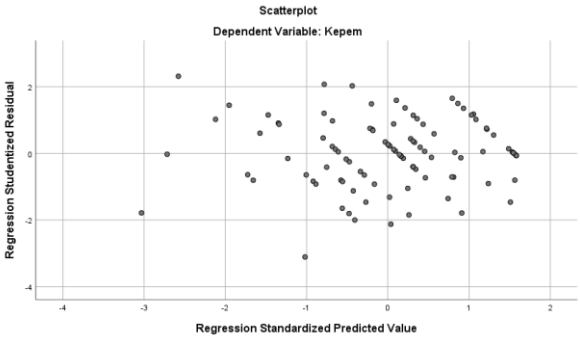
a. Dependent Variable: Purchase Decision

Source: Researcher Data, 2025

The multicollinearity test is intended to identify the presence of high correlations among independent variables in a regression model, where an optimal model should not experience multicollinearity. Evaluation is carried out through tolerance values and *Variance Inflation Factor* (VIF): the model is declared free of multicollinearity if VIF < 10 and tolerance > 0.1; conversely, if VIF > 10 and tolerance < 0.1, then multicollinearity occurs. The following presents the results of the multicollinearity test calculation using SPSS version 26 for Windows.

3. Heteroscedasticity Test

Figure 2. Heteroscedasticity Scaltterplot Test



Source: Researcher Data, 2025

In this study, a heteroscedasticity test is required to examine the non-uniformity of residual variance in the regression model, as explained by Ghozali (2023). The test uses the Glejser method and point pattern analysis on a scatterplot, where heteroscedasticity is absent if the significance value is >0.05.

Path Analysis

1. Substructure I

Partial Test (t)

This study uses path analysis as the primary data processing method to identify the direct and indirect effects of independent variables on the dependent variable. Path analysis testing was conducted in two stages, based on the following results.

Table 14. Result Partial Test (t)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,568	1,688		,336	,737
	Product	,858	,125	,617	6,863	,000
	Price	,107	,113	,086	,946	,346
	Content	-,093	,059	-,119	-1,559	,122

a. Dependent Variable: Social Media

Source: Researcher Data, 2025

The results of the regression test indicate that the sig. value for the Product variable is 0.000 < α (0.05), so H0 is rejected and Ha is accepted—the Product variable has a significant effect on social media. On the other hand, the sig. values for Price (0.346 > 0.05) and Content (0.122 > 0.05) result in H0 being accepted and Ha being rejected, which means that both do not have a significant effect on social media.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) in this first structural equation is used to measure the proportion of variation in Social Media (Z) that can be explained by the variables Product (X1), Price (X2), and Content (X3). The following presents the results of the coefficient of determination analysis.

Table 15. Result Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,671[a]	,451	,434	2,06129

a. Predictors: (Constant), Content, Product, Price

b. Dependent Variable: Social Media

Source: Researcher Data, 2025

The test results show an Adjusted R Square value of 0.434, which indicates that 43.4% of the variation in the social media variable (Z) can be explained by the Product (X1), Price (X2), and Content (X3) variables, while the remaining 56.6% is influenced by external factors outside the research model. The error term (e1), which represents the unexplained variation by the independent variables, is calculated as √(1 - 0.566) = 0.658. Therefore, the path diagram for structural model 1 is obtained as follows.

$$Z = \alpha + \rho_1 X_1 + \rho_2 X_2 + \rho_3 X_3 \varepsilon$$

$$Z = 0.568 + 0.858 + 0.107 + (-0.109) + 0.658$$

2. Substructure II

Partial Test (t)

This study applies path analysis as the primary data processing approach to explore the direct and indirect effects of the independent variables on the dependent variable. The path analysis testing process was conducted in two phases, with the findings described below.

Table 16. Result Partial Test (t) II

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,791	1,071		1,672	,098
	Product	,195	,097	,125	2,015	,047
	Price	,046	,072	,033	,643	,522
	Content	,053	,038	,060	1,381	,170
	Social Media	,911	,065	,810	14,080	,000

a. Dependent Variable: Purchase Decision

Source: Researcher Data, 2025

The results of the regression test show that the sig. value for the Product variable is 0.047 < α (0.05), so H0 is rejected and Ha is accepted—the Product variable has a significant effect on purchasing decisions. Conversely, the sig. value for Price (0.522 > 0.05) and Content (0.170 > 0.05) results in H0 being accepted and Ha being rejected, indicating that both do not have a significant effect on purchasing decisions. Meanwhile, the Social Media variable with sig. 0.000 < 0.05 causes H0 to be rejected and Ha to be accepted, meaning it has a significant effect on purchasing decisions.

Coefficient of Determination (R^2)

This second structural equation aims to measure the extent to which the variables Product (X1), Price (X2), and Content (X3) together with Social Media (Z) can explain variations in Purchase Decisions (Y). The following presents the results of the determination coefficient analysis.

Table 17. Result Coefficient of Determination (R^2) II

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,910[a]	,827	,820	1,30734

a. Predictors: (Constant), Social Media, Content, Price, Product

b. Dependent Variable: Purchase Decision

Source: Researcher Data, 2025

The test results show an Adjusted R Square value of 0.827, which indicates that 82.7% of the variation in the Purchase Decision variable (Y) can be explained by the Product (X1), Price (X2), Content (X3), and Social Media (Z) variables, while the remaining 17.3% is influenced by external factors outside the research model.

$$\mathbf{Y = \alpha + \rho_1 X_1 + \rho_2 X_2 + \rho_3 X_3 + \rho_4 Z \varepsilon}$$

$$\mathbf{Y = 1.791 + 0.195 + 0.046 + 0.053 + 0.911 + 0.909}$$

It can be concluded that the Social Media variable (Z) has a significance value of 0.055. Compared with α = 0.05, it is obtained that sig. > α (0.055 > 0.05), and |t-count| (1.939) > t-table (1.666) but does not meet the rejection criteria for H_0 based on sig. (priority on sig. in a two-tailed test). Therefore, H_0 is accepted and H_a is rejected. Thus, the Social Media variable does not have a significant effect on Purchasing Decisions (Y).

Discussion

1. The Influence The Influence of Product (X1) on Buyer Decisions (Y) via Social Media (Z)

Based on the results of the analysis of the direct influence on each of the variables above, an indirect influence testing model was prepared as follows:

a. Direct effect of X1 on Y = 0.195
b. The indirect effect of X1 on Y through Z = 0.858 × 0.911 = 0.781
c. Total effect of X1 on Y = 0.195 + 0.781 = 0.976

Based on these calculations, path analysis is used to test whether Social Media (Z) can mediate the influence of Product (X1), Price (X2), and Content (X3) on Purchasing Decisions (Y). This study uses the Sobel test to test the mediation effect.

$Sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$

$= \sqrt{0.911^2 0.125^2 + 0.858^2 0.065^2 + 0.125^2 0.065^2}$

$= 0.127$

Based on the results of the Sobel test calculations, the following statistical test calculations were carried out:

$$T = \frac{ab}{sab}$$

$$= \frac{0.781}{0.127}$$

$$= 6.15$$

From the results of the analysis, the t-count value of 6.15 exceeds the t-table of 1.666 at α = 0.05 (5%), so that the Social Media variable (Z) significantly mediates the influence of the Product variable (X1) on the Purchase Decision variable (Y). This confirms that the indirect effect of the Product variable through the Social Media variable is significant.

2. The Influence *of Price (X2) on Buyer* Decisions *(Y) via Social Media (Z)*

Based on the results of the analysis of the direct influence on each of the variables above, an indirect influence testing model was prepared as follows:

a. Direct effect of X2 on Y = 0.046
b. Indirect effect of X2 on Y through Z
   = 0.107 × 0.911 = 0.097
c. Total effect of X2 on Y = 0.046 + 0.097
   = 0.143

Path analysis, based on these calculations, is used to evaluate whether Social Media (Z) mediates the influence of Product (X1), Price (X2), and Content (X3) on Purchase Decisions (Y). This study applies the Sobel test to test for the existence of a mediation effect.

$Sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$

$=\sqrt{0.911^2 0.072^2 + 0.107^2 0.065^2 + 0.072^2 0.065^2}$

$= 0.066$

Based on the results of the Sobel test calculations, the following statistical test calculations were carried out:

$$T = \frac{ab}{sab}$$

$$= \frac{0.097}{0.066}$$

$= 1.47$

Based on the analysis, the calculated t-value of 1.47 is lower than the t-table of 1.666 at α = 0.05 (5%), so the Social Media variable (Z) does not significantly mediate the influence of the Price variable (X2) on the Purchase Decision variable (Y). This indicates that the indirect effect of the Price variable through the Social Media variable is insignificant.

3. The Influence of Content (X3) on Buyer Decisions (Y) via Social Media (Z)

Based on the results of the analysis of the direct influence on each of the variables above, an indirect influence testing model was prepared as follows:

a. Direct effect of X3 on Y = 0.053
b. Indirect effect of X3 on Y through Z
   = 0.093 × 0.911 = 0.084
c. Total effect of X3 on Y= 0.053 + 0.084 = 0.137

Based on these calculations, path analysis was used to test whether the mediating variable (Z) could mediate the influence of product, price, and content variables on purchasing decisions (Y). This study applied the Sobel test to test the mediation effect.

$Sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$

$=\sqrt{0.911^2 0.072^2 + 0.107^2 0.065^2 + 0.072^2 0.065^2}$

$= 0.066$

Based on the results of the Sobel test calculations, the following statistical test calculations were carried out:

$$T = \frac{ab}{sab}$$

$$= \frac{0.084}{0.066}$$

$= 1.37$

From the analysis, the calculated t-value of 1.37 is lower than the t-table of 1.666 at α = 0.05 (5%), so the Social Media variable (Z) does not significantly mediate the influence of the Content variable on the Purchase Decision variable (Y). This indicates that the indirect effect of the Content variable through the Social Media variable is insignificant.

CONCLUSION

Kopi Kenangan hopes to increase consumer interest in purchasing its products. One way to do this is by utilizing social media as a communication and promotional tool. If managed well, social media can help build closer relationships with consumers, increase engagement, and ultimately influence purchasing decisions. Consumers are typically more interested in purchasing when they perceive the product as fitting with their lifestyle. Furthermore, companies must also determine the right price. A price that aligns with consumers' perceptions of quality can create a positive impression that strengthens purchase intention.

Furthermore, how you present content on social media is crucial. Engaging, creative, and informative content can increase consumer appeal and strengthen the product's image. The combination of competitive pricing and relevant content will create a positive impression of Kopi Kenangan products, ultimately encouraging consumers to purchase. Therefore, social media management, appropriate pricing, and appropriate content presentation are crucial factors that support each other in increasing purchasing decisions. When these three elements are managed in balance, Kopi Kenangan has the potential to increase

consumer loyalty, create brand fans, and sustainably expand its market.

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