

DOI : <https://doi.org/10.36733/agrimeta.v15i2.12921>

## ***SOCIAL MEDIA MARKETING INFLUENCE ON CONSUMER PURCHASE INTENTION AT KOPISAA***

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### **Abstract**

Technological developments in Indonesia show that *digital marketing* and *social media marketing* have developed rapidly in Indonesia, but in Kopisaa only around 20% - 30% of social media followers often interact so it is not possible to know specifically the increase in purchasing intention that occurred. Therefore, this research seeks to identify the impact of *social media marketing* based on *the aspects of Context, Communication, Collaboration, and Connection* on the purchasing intention of Kopisaa consumers. This study is quantitative and applies *purposive sampling* as a *non-probability sampling* method so that it uses data from 93 respondents with certain criteria obtained through a questionnaire. *Structural Equation Modeling* (SEM) was employed for data analysis model test to analyze one or more variables simultaneously. The results showed that 59.4% of the Purchasing intention variables were influenced by the aspects of *Context* (X1), *Communication* (X2), *Collaboration* (X3), and *Connection* (X4). The hypothesis test conducted that *the Context* and *Connection* aspects had a positive and significant influence on the purchasing intention of Kopisaa consumers, while *the Communication* and *Collaboration* aspects had a positive but insignificant influence. These results confirm that marketing through social media has a positive influence on consumer purchasing intention.

**Keywords:** *Consumer, Digital, Marketing, Purchase Intention, Social Media.*

### **Introduction**

The development of technology in Indonesia has experienced rapid progress, resulting in a significant increase in internet users. At the beginning of 2024, the number of internet users in Indonesia was estimated at 185.3 million, of which 139 million were social media users. The comparison between the total number of internet users and Indonesia's total population of 278.7 million shows a relatively high proportion of internet penetration, reaching 66.5% in early 2024 (we are social & Meltwater, 2024)

The advancement of internet usage has brought connectivity and transparency into various aspects of life, enabling a shift where exclusivity becomes inclusivity, information dissemination moves from vertical to horizontal, and consumer behavior transitions from individualistic to more social. With the growth of social media that overcomes geographical and demographic barriers, markets have become more inclusive, allowing the general public and companies to innovate through collaboration. Consumers tend to be more horizontally oriented as they rely more on information from friends, family, fans, and followers rather than on a brand's marketing

campaigns. Furthermore, consumers have become more socially driven, paying attention to social trends when making decisions (Kotler et al., 2019)

Internet usage is driven by several reasons, not only for seeking information and connecting with friends or family. Searching for product and brand information has become the primary reason for 46.1% of internet users in Indonesia. Moreover, 81% of Indonesian internet users frequently visit shopping, auction, or similar websites and applications. Data also indicates that within a week, Indonesian internet users engage in online shopping activities, with around 59.3% purchasing goods or services online, 34.4% purchasing groceries, and 10.8% purchasing second-hand goods online (we are social & Meltwater, 2024)

The promotion of a brand through the internet and digital technologies is known as digital marketing. It has become a widely adopted marketing strategy among companies. Social media is the most frequently used option when entering the digital marketing landscape, as it provides an effective means of reaching the target market (Poltak et al., 2021)

Social media marketing is considered capable of influencing consumers' purchase intention toward a

brand's products or services. Purchase intention refers to consumers' behavioral tendency to buy certain products or services, which can be stimulated by supporting information about the existence of those products or services (Fauzy & Soebiagdo, 2024)

Social media marketing is not merely about posting on social platforms. According to Chris Heuer in Solis (2011) social media use involves four dimensions that influence marketing activities, namely Context, Communication, Collaboration, and Connection. Empirical evidence from Meirani (2022) and Reniawati et al., (2024) indicates a positive and significant relationship between social media marketing and purchase decisions.

Since 2019, to increase consumers' purchase intention, the Kopisaa team has adopted social media marketing strategies. Furthermore, Kopisaa's business activities, which fall under the downstream agribusiness subsystem by marketing processed agricultural products in the form of food and beverages, have developed into a consumer community by utilizing social media accounts as a medium to stay connected with their customers. Through various posts, Kopisaa has managed to reach 1,232 followers, who are also its consumers (@kopisaa, 2025). Based on pre-survey data obtained by the author from the Kopisaa team, only about 20%–30% of social media followers frequently communicate via Direct Message and interact through post comments. Thus, the increase in purchase intention cannot be specifically identified.

Based on the aforementioned phenomenon, Consumer purchase intention at Kopisaa is analyzed in relation to social media marketing aspects, namely Context, Communication, Collaboration, and Connection.

## Materials and Methods

This study took place at Kopisaa, a café located on Jl. Sukarno, Kota Lama District, Kupang City. The research period took place from March 2025 until completion. Kopisaa was selected as the research site based on the consideration that it is a downstream agribusiness enterprise actively engaged in marketing through social media.

A questionnaire employing a Likert scale was used to collect the data. The sample was determined using purposive sampling, and 10% margin of error was applied in calculating the sample size using the Slovin formula, considering the population as Kopisaa consumers who demonstrate purchase intention influenced by social media marketing conducted via @Kopisaa. Therefore, the total of

1,232 Instagram followers of Kopisaa was designated as the population. The formula is as follows:

$$n = \frac{N}{Ne^2 + 1}$$

Where:

n = sample size

N = known population size

e = margin of error

By applying the formula:

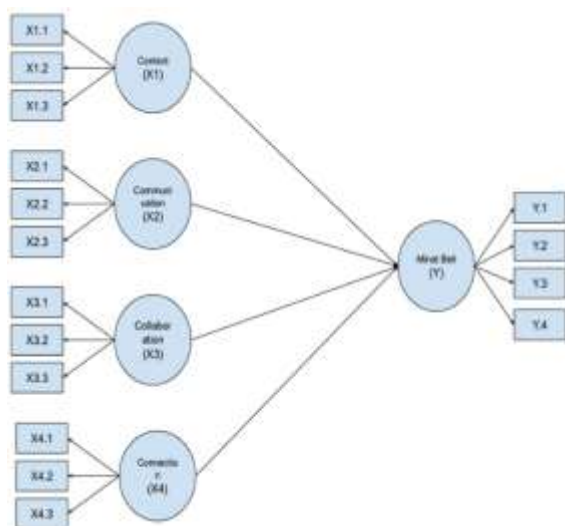
$$n = \frac{1,232}{1,232(0.1)^2 + 1} = \frac{1,232}{13.32} = 92.49 \approx 93$$

Thus, a total of 93 respondents were included in this study based on the following criteria:

- a. Following the Instagram account Kopisaa
- b. Aged 18 years and above
- c. Active social media user

This research applies a quantitative methodology with data analysis conducted using SEM-PLS via SmartPLS software. Harahap (2020), defines SEM as a multivariate analytical approach capable of testing one or more variables concurrently. The SEM modeling process consists of:

1. Measurement Model (Outer Model): used to assess the validity and reliability of variables. According to Statistikian (2021), the outer model is evaluated based on:
  - a. *Convergent Validity*, fulfilled if outer loading  $\geq 0.7$
  - b. *Construct Reliability*, measured using *Composite Reliability* and *Cronbach's Alpha*, both of which must be  $\geq 0.7$
  - c. *Discriminant Validity*, achieved when the square root of AVE exceeds the correlations between variables
  - d. *Average Variance Extracted (AVE)*, is considered acceptable when its value exceeds 0.5
2. Structural Model (Inner Model): used to describe hypothesized relationships through various statistical tests.



**Figure 1.** Basic Conceptual Model

Where:

X1, ..., X4 = Exogenous latent variables

X1.1, ..., X4.3 = Manifest variables

Y = Endogenous latent variable

Y.1, ..., Y.4 = Manifest variables

To address the research problem on a provisional basis, this study formulates the following hypotheses:

$H_1$  = The context dimension of social media marketing has a positive and significant effect on purchase intention.

$H_2$  = The communication dimension of social media marketing has a positive and significant effect on purchase intention.

$H_3$  = The collaboration dimension of social media marketing has a positive and significant effect on purchase intention.

$H_4$  = The connection dimension of social media marketing has a positive and significant effect on purchase intention.

## Results and Discussion

### Respondent Characteristics

The characteristics of respondent describe the condition of Kopisaa's customers who participated in this study. The respondents interviewed have the following characteristics:

#### Age

The majority of respondents fall within the younger age group, specifically between 18–28 years old, accounting for 65.65% of the total respondents. This age group represents the productive generation that is highly active in using the internet and social media in their daily lives, and

tends to have a strong interest in ongoing trends. The dominance of this age group indicates that Kopisaa's primary customers are young individuals who are highly responsive to digital approaches, particularly social media marketing.

### Educational Level

The respondents generally have relatively high educational attainment. Most of them hold a bachelor's degree (52.52%), followed by high school graduates (36.36%), diploma holders (5.05%), master's degree graduates (3.03%), and professional program graduates (1.01%). This level of education suggests that the majority of Kopisaa's consumers possess good information literacy, enabling them to critically evaluate and interpret content delivered through social media. Such a condition supports the effectiveness of Kopisaa's information-based marketing strategies, including educational content, brand storytelling, and value-added messaging.

### Social Media Usage

All respondents are social media users, indicating that Kopisaa's customers can be effectively reached and engaged through social media platforms. Their habitual interaction on social media enhances the potential for building strong relationships between Kopisaa and its consumers, both through shared content and direct engagement features such as comments and direct messages.

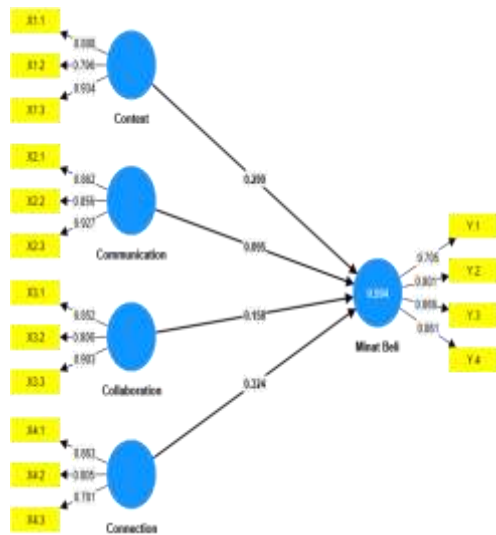
### Following Kopisaa's Social Media Accounts

The majority of respondents, 94 out of 99 in total, follow Kopisaa's social media accounts. This demonstrates that Kopisaa's accounts play a key role in disseminating information while reaching a diverse customer audience regarding its products and activities. With such a significant proportion of active followers, there is a greater opportunity to build long-term relationships through consistent and interactive content.

In addition, six respondents were excluded from the analysis due to not meeting the required criteria. The final analysis was conducted with 93 qualified respondents.

### SEM-PLS Model Evaluation

The evaluation of the SEM-PLS model involves several steps. The first step is assessing the measurement model results. Each variable must meet specific criteria, and once these are satisfied, the structural model is evaluated (Hair et al., 2019)



**Figure 2.** Path Diagram

The SEM-PLS measurement model is utilized to ensure the validity and reliability of the research variables. Convergent validity, AVE, and discriminant validity are employed to assess validity, while construct reliability is used to measure reliability.

#### Convergent Validity

Convergent validity is evaluated through outer loadings that represent the degree of association between indicators and the underlying constructs. A recommended threshold is  $\geq 0.7$  (Hair et al., 2019).

All indicators presented in the path model (Figure 2) meet the validity standard, as evidenced by outer loading values exceeding 0.7.

#### Average Variance Extracted (AVE)

The extent to which indicators explain variance in each variable is assessed through AVE to determine convergent validity. An AVE value  $\geq 0.5$  is considered acceptable, as it means more than half of the indicators' variance is explained by the variable (Hair et al., 2019).

**Table 1.** Average Variance Extracted

Variabel	AVE	$\sqrt{\text{AVE}}$
X1	0.720	0.849
X2	0.778	0.882
X3	0.731	0.885
X4	0.668	0.817
Y	0.668	0.811

Table 1 presents the AVE values for each variable, all of which exceed 0.5, confirming their validity in measure the data distribution for each indicator.

#### Discriminant Validity

Discriminant validity tests whether a latent variable is distinct from others. The Fornell-Larcker criterion is applied by comparing the square root of AVE values with the correlations between variables. A construct is valid when  $\sqrt{\text{AVE}} > \text{inter-variable correlation}$  (Statistikian, 2021).

**Table 2.** Fornell-Larcker Criterion

	X1	X2	X3	X4	Y
X1	<b>0.849</b>				
X2	0.585	<b>0.882</b>			
X3	0.667	0.715	<b>0.855</b>		
X4	0.678	0.753	0.805	<b>0.817</b>	
Y	0.671	0.622	0.680	0.719	<b>0.811</b>

Table 2 demonstrates that all variables (X1, X2, X3, X4, Y) have  $\sqrt{\text{AVE}}$  values greater than their correlations, indicating uniqueness and the ability to explain the studied phenomena.

#### Construct Reliability

Construct reliability refers to the degree of consistency and dependability of indicators in measuring the variables. This reliability is assessed using composite reliability and Cronbach's alpha, where composite reliability ( $\rho_a$ ) is viewed as a more reliable measure with a minimum threshold of 0.7 (Hair et al., 2019).

**Table 3.** Construct Reliability

Variabel	Cronbach's Alpha	Composite reliability ( $\rho_a$ )	Composite reliability ( $\rho_c$ )
X1	0.805	0.868	0.885
X2	0.857	0.868	0.913
X3	0.816	0.834	0.890
X4	0.752	0.764	0.857
Y	0.826	0.845	0.884

Table 3 shows that all variables meet this criterion, proving that the indicators are reliable in measuring their respective constructs.

The R-square value is used to test the structural model, which reflects the relationships among variables in the research framework.

#### R-square

The R-square value indicates how much of the variance in an endogenous variable is explained by exogenous variables. Thresholds are 0.75 (substantial), 0.50 (moderate), and 0.25 (weak) (Hair et al., 2019).

**Table 4. R-square**

Variabel	R-square
Purchase Intention (Y)	0.594

Table 4 shows that Purchase Intention (Y) has an R-square of 0.594, meaning 59.4% of its variance is explained by Context (X1), Communication (X2), Collaboration (X3), and Connection (X4). The remaining 40.6% is explained by other variables not included in this study.

### Hypothesis Testing

Hypothesis testing was conducted using the Bootstrapping method in SmartPLS, based on T-statistics and P-values at a 5% significance level ( $\alpha = 0.05$ ). A hypothesis is accepted if T-statistics > T-table and P-value < 0.05.

**Table 5. Hypothesis Testing Results**

Variabel	Original Sample	T statistics	P Value	Description
X1 → Y	0.290	2.708	0.007	Positive and Significant
X2 → Y	0.095	0.791	0.429	Positive but Insignificant
X3 → Y	0.158	1.150	0.250	Positive but Insignificant
X4 → Y	0.324	2.276	0.023	Positive and Significant

Based on Table 5, the value of *original sample*, *P value*, *T-statistics*, and *T-table* for 5% significance level with  $df = 87$  are 1,987. The result can be explained as follow:

#### 1. The context dimension of social media marketing has a positive and significant effect on purchase intention.

The original sample value of 0.290 shows that increasing Context by one unit results in a positive change of 0.290 in Purchase Intention. With T-statistics = 2.708 > T-table and P-value = 0.007 < 0.05, the effect is significant. Thus, H1 is supported.

#### 2. The communication dimension of social media marketing has a positive and significant effect on purchase intention.

The original sample value of 0.095 indicates a positive relationship, but T-statistics = 0.791 < T-table and P-value = 0.429 > 0.05 show insignificance. Thus, H2 is rejected.

#### 3. The collaboration dimension of social media marketing has a positive and significant effect on purchase intention.

The original sample value of 0.158

indicates a positive relationship, but T-statistics = 1.150 < T-table and P-value = 0.250 > 0.05 show insignificance. Thus, H3 is rejected.

#### 4. The connection dimension of social media marketing has a positive and significant effect on purchase intention.

The original sample value of 0.324 indicates that an increase of one unit in Connection positively influences Purchase Intention by 0.324. With T-statistics = 2.276 > T-table and P-value = 0.023 < 0.05, the effect is significant. Thus, H4 is supported.

### The Effect of Context on Purchase Intention

The research findings demonstrate that context in social media marketing has a positive and significant effect on consumers' purchase intention at Kopisaa. This means that the better the context presented in Kopisaa's social media marketing, the more consumers are able to understand, process, and respond to the information provided, which ultimately stimulates their purchase intention. Conversely, when the context is poor, consumers find it difficult to interpret and respond to the information, thereby reducing their intention to purchase.

The results indicate that indicators such as relevance, informativeness, and attractiveness all have strong relationships with the context variable. Posts that are informative, engaging, and relevant to consumers' needs tend to receive greater engagement, such as likes, comments, and shares. This shows that consumers appreciate content that is both relevant and meaningful, thereby reinforcing their purchase intention.

Consistent results were also reported in the research by Othysalonika et al., (2022) which revealed that context in social media marketing significantly influences purchase intention. Similarly, Firdaus & Jumhur (2021) found that the context of social media marketing had a significant effect on purchase decisions among Tokopedia users.

### The Effect of Communication on Purchase Intention

Findings reveal a positive yet statistically insignificant influence of social media marketing communication on consumers' purchase intention at Kopisaa. This suggests that although responsiveness, clarity, and ease of communication are valued by consumers, the level of communication implemented by Kopisaa is still not optimal, and therefore its effect on purchase intention is not significant.

This finding differs from those of prior researches, including Othysalonika et al., (2022) as well as Firdaus & Jumhur (2021) which showed that purchase intention was significantly influenced by communication in social media marketing. The results of this research imply that in order for communication to have a significant impact, Kopisaa needs to strengthen its communication strategies, for example by being more responsive to consumer inquiries, providing clearer information, and actively engaging in two-way interactions.

### The Effect of Collaboration on Purchase Intention

Findings indicate a positive yet statistically insignificant influence of social media marketing collaboration on consumers' purchase intention at Kopisaa. It indicates that while collaborative activities such as partnerships, joint promotions, or customer engagement can potentially enhance consumer interest, the current level of collaboration carried out by Kopisaa has not been sufficient to significantly influence purchase intention.

This result contrasts with the findings of Firdaus & Jumhur (2021) who reported that collaboration in social media marketing significantly influenced purchase decisions. Based on this, it can be concluded that in order to make collaboration more impactful, Kopisaa should intensify and optimize collaborative activities with influencers, other brands, or customers themselves, so that consumers feel more engaged and motivated to purchase.

### The Effect of Connection on Purchase Intention

The findings of this study show that connection in social media marketing has a positive and significant effect on consumers' purchase intention at Kopisaa. This indicates that interpersonal relationships, consumer involvement, and emotional attachment fostered via Kopisaa's social media positively enhance consumers' purchase intention.

This is in line with the research of Othysalonika dkk. (2022) as well as Firdaus & Jumhur (2021) which both concluded that consumers' purchase intentions are strongly influenced by connection within social media marketing. Maintaining long-term relationships with consumers, providing personalized experiences, and creating meaningful interactions are crucial for building loyalty and driving purchase intentions.

### Conclusion and Recommendation

This study concludes that the influence of social media marketing on purchase intention at Kopisaa is

shaped by the dimensions of **Context**, **Communication**, **Collaboration**, and **Connection**. Consumers' purchase intention is positively and significantly influenced by the **Context** and **Connection** dimensions. This indicates that relevant messages and well-established relationships between SMEs and consumers are able to increase consumers' interest in making purchases. Meanwhile, the aspects of **Communication** and **Collaboration** show a positive but insignificant influence on consumers' purchase intention. This suggests that although communication and collaboration on social media can strengthen interactions and expand marketing reach, their impact on purchase intention remains weak when the quality of interaction and engagement is still low.

Based on these findings, The following recommendations are proposed for improving social media marketing practices at Kopisaa and for future research:

#### 1. For Business Practioners

Social media marketing implemented by Kopisaa shows a positive but not yet significant effect in terms of communication and collaboration. Therefore, this study is expected to serve as a reference for improvements in future social media marketing practices, such as appointing dedicated social media administrators who can provide responsive and interactive engagement with consumers.

#### 2. For Future Reseachers

The author acknowledges that the results of this study are not without limitations. Hence, future researchers who use this study as a reference are encouraged to explore different aspects as exogenous variables and to consider incorporating mediating or moderating variables in their research models.

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