

The Influence of Instagram Social Media Marketing and Word of Mouth on Purchase Decisions at Berga Coffee in Tangerang City

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Abstract

This study aims to examine the effect of Instagram Social Media Marketing and Word of Mouth on Purchase Decisions at Berga Coffee in Tangerang City, both partially and simultaneously. This research employed a quantitative approach using a survey method. The population consisted of 20,667 Berga Coffee consumers in Tangerang City, with a sample of 100 respondents selected using purposive sampling and determined through the Slovin formula. Data were collected through observation, interviews, and questionnaires and analyzed using multiple linear regression, correlation, coefficient of determination, t-test, and F-test. The results show that Instagram Social Media Marketing has a positive and significant effect on Purchase Decisions, with a correlation coefficient of 0.763 and a coefficient of determination of 58.2%. Word of Mouth also has a positive and significant effect on Purchase Decisions, with a correlation coefficient of 0.786 and a coefficient of determination of 61.7%. Simultaneously, Instagram Social Media Marketing and Word of Mouth have a positive and significant effect on Purchase Decisions, with a multiple correlation coefficient of 0.812 and a coefficient of determination (R²) of 65.9%. The multiple linear regression equation is $Y = 8.265 + 0.441X_1 + 0.512X_2$. These findings indicate that strengthening Instagram marketing activities and generating positive Word of Mouth can contribute to increasing consumer Purchase Decisions at Berga Coffee in Tangerang City.

Keywords: Instagram social media marketing, word of mouth, purchase decision.

INTRODUCTION

The rapid development of the coffee shop industry in the digitalization era has led to an increasing number of competing products, brands, and services. Coffee has become one of the most popular commodities that continues to be in demand and has shown consistent growth. In recent years, Indonesia's coffee industry has experienced significant growth.

Coffee shops are one of the business sectors experiencing rapid growth in Indonesia, particularly in urban areas such as Tangerang City, Banten. Supported by technological advances and developments over time, coffee shops have become increasingly easier to establish and develop. In addition, changes in people's lifestyles have contributed to the growing interest in coffee consumption, as well as the emergence of the trend of using cafés as spaces for socializing and working.

The increasingly widespread use of social media marketing has demonstrated that consumers' opportunities to obtain product information through conventional means are becoming more limited. Therefore, the use of social media, particularly the internet, has become an alternative solution. Social media marketing and advertising are very common in Indonesia, as evidenced by the significant increase in the number of coffee shops. Marketing through social media is also easier, saves time, and can reach various segments of society. Through the internet, information can be accessed easily and efficiently. By visiting websites, Instagram accounts, or other relevant platforms, consumers can access the information they need and directly communicate with information providers.

These findings indicate that public interest in coffee products continues to increase, creating significant opportunities for coffee shop businesses to develop their businesses. This condition has also intensified competition in the coffee industry, as indicated by the emergence of numerous similar businesses, including competitors located around the Pasar Lama area of Tangerang City. With the wide range of choices available, consumers tend to consider various aspects before making a purchase decision. This presents a challenge for Berga Coffee to remain attractive and retain customers amid existing competition. Therefore, Berga Coffee needs to offer added value in terms of product quality, store concept, and effective marketing strategies.

In an increasingly competitive business environment, every business owner needs to pay attention to ways of increasing consumer purchase intention. Purchase intention is a determining factor in whether consumers ultimately decide to purchase a product. In the study by Maulana and Aprianti (2022), Kotler and Armstrong stated that a purchase decision is the point at which customers actually make a purchase. According to Saota et al. (2021), consumers base their purchasing decisions on their needs and desires, which ultimately encourage them to carefully consider their choices before making a purchase.

According to Novila in Hanjaya, Budihardjo, and Hellyani (2023), social media marketing refers to the use of social media to promote goods and services. The ability to create engaging content has the potential to inspire website visitors to become interested in and understand the products or services offered online. According to Gunelius in Taan (2021), social media marketing has several indicators, namely content creation, content sharing, connecting, and community building.

According to Atmoko in Oktavia et al. (2023:28), Instagram is a social media platform that provides business opportunities for its users. Instagram can be utilized as a marketing communication medium through product uploads and photo sharing, particularly for businesses with a large number of followers. Instagram makes it easier for consumers to view products being sold and directly comment on content that interests them. Instagram is also one of the fastest-growing social media platforms in the world.

According to Pranandha and Kusumadewi (2022), Word of Mouth is communication carried out through interpersonal recommendations or references, either individually or collectively, regarding a product or service, with the aim of providing personal information to others. Word of Mouth, commonly referred to as communication through personal recommendations, is important for promotion because both online and offline Word of Mouth increasingly supports brand awareness among the wider public. From the customer's perspective, communication plays an important role in assisting the purchase decision-making process. Without sufficient information, consumers may find it difficult to determine their choice of a product or service.

One form of communication that frequently occurs is Word of Mouth. Although it is often regarded as a traditional marketing strategy, Word of Mouth remains effective in building trust and convincing consumers. This is supported by survey results showing that

more than 80% of consumers in Indonesia trust recommendations from friends and family more than advertisements when deciding to purchase a product (Adiningtias & Fadili, 2022). Barry in Maharani (2021) explains that the indicators of Word of Mouth include consumers' willingness to talk positively about service and product quality to others, recommend the company's products and services to others, and encourage friends or acquaintances to purchase the company's products and services.in

Consumer purchase decisions are influenced not only by product quality or price but also by the effectiveness of Instagram Social Media Marketing and the strength of Word of Mouth. These two factors play an important role in attracting consumers' attention, particularly with the rapid development of digital technology, which has encouraged people to increasingly seek information online. Attractive social media marketing strategies combined with positive reviews or recommendations from customers have been shown to increase consumer trust and encourage purchase decisions toward coffee shops in Indonesia, including Berga Coffee in Tangerang City.

METHOD

Sampling Criteria

The population of this study consisted of 20,667 Berga Coffee consumers in Tangerang City in 2025. The sampling technique used was non-probability sampling with a purposive sampling approach, in which respondents were selected based on specific considerations or characteristics relevant to the research. The sample size was determined using the Slovin formula with a 10% margin of error. Based on the calculation, the required sample size was 99.52 respondents and was rounded to 100 respondents.

Data Collection Procedure

This study used both primary and secondary data. Primary data were collected through observation, interviews, and questionnaires. Observation was conducted directly at Berga Coffee in Tangerang City. Interviews were conducted with parties related to Berga Coffee, while questionnaires were distributed to Berga Coffee consumers in Tangerang City.

The questionnaire was a closed-ended questionnaire, in which respondents selected one of the available answers. Secondary data were obtained through documentation and literature studies, including books, journals, company documents, and other references relevant to the research topic.

Variable Indicators

This study consisted of three variables: Social Media Marketing Instagram (X1), Word of Mouth (X2), and Purchase Decision (Y).

Table 1. Variable Indicators

Variable	Indicators
Social Media Marketing Instagram (X1)	1. Content Creation; 2. Content Sharing; 3. Connecting; 4. Community Building
Word of Mouth (X2)	1. Talking; 2. Recommending; 3. Encouragement
Purchase Decision (Y)	1. Need Recognition; 2. Information Search; 3. Evaluation of Alternatives; 4. Purchase Decision; 5. Post-Purchase Behavior

The indicators of Social Media Marketing Instagram refer to Gunelius in Taan et al. (2021), the indicators of Word of Mouth refer to Barry in Maharani (2021), while the indicators of Purchase Decision refer to Kotler and Keller (2016) in Rahmawati (2021).

Measurement Scale

The variables were measured using a five-point Likert scale. The scale was used to measure respondents' attitudes, opinions, and perceptions regarding Social Media Marketing Instagram, Word of Mouth, and Purchase Decision.

Table 2. Measurement Scale

Score	Response
1	Strongly Disagree (SD)
2	Disagree (D)
3	Less Agree (LA)
4	Agree (A)
5	Strongly Agree (SA)

Thus, all indicators of Social Media Marketing Instagram (X1), Word of Mouth (X2), and Purchase Decision (Y) were measured using a five-point Likert scale.

Validity Test

Table 3. Validity Test Results for the Instagram Social Media Marketing Variable (X1)

Statement Item	R-Count	R-Table	Description
X1.1	0,592	0,197	Valid
X1.2	0,655	0,197	Valid
X1.3	0,659	0,197	Valid
X1.4	0,687	0,197	Valid
X1.5	0,715	0,197	Valid
X1.6	0,697	0,197	Valid
X1.7	0,673	0,197	Valid
X1.8	0,750	0,197	Valid

Source: Data processed using SPSS Version 27

Table 4. Validity Test Results for the Word-of-Mouth Variable (X2)

Statement Item	R-Count	R-Table	Description
X2.1	0,612	0,197	Valid
X2.2	0,767	0,197	Valid
X2.3	0,676	0,197	Valid
X2.4	0,838	0,197	Valid
X2.5	0,818	0,197	Valid
X2.6	0,536	0,197	Valid
X2.7	0,713	0,197	Valid
X2.8	0,682	0,197	Valid
X2.9	0,715	0,197	Valid

Source: Data processed using SPSS Version 27

Table 5. Validity Test Results for Purchase Decision (Y)

Statement Item	R-Count	R-Table	Description
Y.1	0,563	0,197	Valid
Y.2	0,700	0,197	Valid
Y.3	0,662	0,197	Valid
Y.4	0,683	0,197	Valid
Y.5	0,522	0,197	Valid
Y.6	0,624	0,197	Valid
Y.7	0,828	0,197	Valid
Y.8	0,746	0,197	Valid
Y.9	0,764	0,197	Valid
Y.10	0,711	0,197	Valid

Source: Data processed using SPSS Version 27

Table 6. Reliability Test Results

Variables	Cronbach Alpha	Reliability Criterion	N of Item	Description
Instagram Social Media Marketing (X1)	0.832	0.60	8	Reliable
Word of Mouth (X2)	0.877	0.60	9	Reliable
Purchase Decision (Y)	0.867	0.60	10	Reliable

Source: Data processed using SPSS Version 27

Based on the reliability test results presented in Table 4.4 the Instagram Social Media Marketing (X1) variable obtained a Cronbach's Alpha value of 0.862, while the Word of Mouth (X2) variable obtained a value of 0.877, and the Purchase Decision (Y) variable obtained a value of 0.867.

Classical Assumption Test

Normality Test

Table 7. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		3.31448145
Most Extreme Differences	Absolute		.097
	Positive		.058
	Negative		-.097
Test Statistic			.097
Asymp. Sig. (2-tailed) ^c			.020
Monte Carlo Sig. (2-tailed) ^d	Sig.		.019
	99% Confidence Interval	Lower Bound	.015
		Upper Bound	.022

Source: Data processed using SPSS Version 27

Based on the results of the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value was 0.020, which is less than 0.05 ($0.020 < 0.05$). This indicates that, statistically, the residuals are not normally distributed. However, this result needs to be confirmed using visual methods.

Table 8. Multiple Linear Regression Analysis

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	8.265	2.396		3.449
	Social Media Marketing Instagram	.441	.127	.361	3.461
	Word Of Mouth	.512	.109	.489	4.693

a. Dependent Variable: Keputusan Pembeian

Source: Data processed using SPSS Version 27

Based on Table above, the multiple linear regression equation is $Y = 8.265 + 0.441X_1 + 0.512X_2$. The regression equation can be interpreted as follows:

Table 9. Simultaneous Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.652	3.34848

a. Predictors: (Constant), Word Of Mouth, Social Media Marketing Instagram

Source: Data processed using SPSS Version 27

Based on Table above, the R Square value (coefficient of determination) is 0.659, indicating that Instagram Social Media Marketing (X1) and Word of Mouth (X2) simultaneously explain or contribute 65.9% to the variation in Purchase Decision (Y), while the remaining 34.1% is influenced by other factors outside the research model that were not examined in this study.

Simultaneous Hypothesis Test (F-Test)

Table 10. Simultaneous Hypothesis Test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2104.407	2	1052.204	93.844	<.001 ^b
	Residual	1087.593	97	11.212		
	Total	3192.000	99			

a. Dependent Variable: Keputusan Pembeian

b. Predictors: (Constant), Word Of Mouth, Social Media Marketing Instagram

Source: Data processed using SPSS Version 27

Based on Table above, the calculated F-value is 93.844, with a significance value of 0.000 (<0.05). Using a 5% significance level, with $df_1 = 2$ and $df_2 = 97$, the F-table value is 3.09. Since the calculated F-value (93.844) > the F-table value (3.09) and the significance value (0.000) < 0.05, H_{03} is rejected and H_{a3} is accepted. Therefore, it can be concluded that Instagram Social Media Marketing (X1) and Word of Mouth (X2) simultaneously have a positive and significant effect on Purchase Decision (Y).

RESULT AND DISCUSSION

This study examined the influence of Instagram Social Media Marketing and Word of Mouth on Purchase Decisions at Berga Coffee in Tangerang City. The data were obtained from 100 respondents who met the predetermined sampling criteria. The analysis consisted of validity and reliability tests, classical assumption tests, multiple linear regression analysis, correlation analysis, coefficient of determination, t-test, and F-test.

The validity test showed that all questionnaire items for Instagram Social Media Marketing, Word of Mouth, and Purchase Decision were valid because the calculated correlation coefficients for all items exceeded the critical value of 0.197. The reliability test also demonstrated that all research variables were reliable, with Cronbach's Alpha values of 0.832 for Instagram Social Media Marketing, 0.877 for Word of Mouth, and 0.867 for Purchase Decision. These results indicate that the research instruments had adequate validity and internal consistency for further analysis.

The simple regression analysis produced the equation $Y = 10.982 + 0.933X_1$ for Instagram Social Media Marketing and $Y = 11.146 + 0.823X_2$ for Word of Mouth. Both regression coefficients were positive, indicating that increases in Instagram Social Media Marketing and Word of Mouth were associated with increases in Purchase Decision. In the multiple regression model, the equation was $Y = 8.265 + 0.441X_1 + 0.512X_2$. This indicates that both independent variables contributed positively to Purchase Decision when considered simultaneously.

Discussion

The Effect of Instagram Social Media Marketing on Purchase Decision

The findings demonstrate that Instagram Social Media Marketing is positively and significantly associated with Purchase Decision at Berga Coffee. The positive regression coefficient indicates that improvements in Instagram-based marketing activities are accompanied by higher Purchase Decision. The strong correlation coefficient of 0.763 and the coefficient of determination of 58.2% further demonstrate that Instagram Social Media Marketing plays an important role in explaining consumers' purchasing decisions.

The Effect of Word of Mouth on Purchase Decision

The results show that Word of Mouth has a positive and significant relationship with Purchase Decision at Berga Coffee. The regression coefficient of 0.823 indicates a positive relationship, while the correlation coefficient of 0.786 demonstrates a strong relationship between Word of Mouth and Purchase Decision. The coefficient of determination of 61.7% indicates that Word of Mouth accounts for a substantial proportion of the variation in Purchase Decision within the research model.

The Simultaneous Effect of Instagram Social Media Marketing and Word of Mouth on Purchase Decision

The results indicate that Instagram Social Media Marketing and Word of Mouth simultaneously have a positive and significant relationship with Purchase Decision at Berga Coffee. The multiple regression equation, $Y = 8.265 + 0.441X_1 + 0.512X_2$, shows that both variables have positive coefficients. The multiple correlation coefficient of 0.812 indicates a very strong relationship, while the coefficient of determination of 65.9% indicates that the two independent variables jointly explain a substantial proportion of the variation in Purchase Decision.

CONCLUSION

Based on the results of this study, it can be concluded that Instagram Social Media Marketing and Word of Mouth have a significant influence on Purchase Decision among Berga Coffee consumers in Tangerang City, both individually and simultaneously. These findings indicate that Instagram-based marketing activities and consumer recommendations are relevant factors in shaping consumers' purchase decisions at Berga Coffee.

Recommendations

Based on the findings, Berga Coffee is recommended to improve its Instagram Social Media Marketing by consistently creating attractive and informative content, encouraging interaction with followers, and strengthening communication through Instagram. Regarding Word of Mouth, Berga Coffee should maintain positive consumer experiences that can encourage customers to share their experiences and recommend the products to others.

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