

EXPLORING THE IMPACT OF DIGITAL MARKETING ON PURCHASE INTENTION AMONG FOLLOWERS OF SHIDOKOFFE

Aura Qurrota Ayuni¹, Puspo Dewi Dirgantari¹

¹Faculty of Economics and Business Education, Universitas Pendidikan Indonesia, Jalan Dr. Setiabudi No.229

E-mail: auraqurrota@upi.edu; puspodewi@upi.edu

ABSTRACT

The development of digital technology has revolutionized how consumers interact with brands, making digital marketing an essential strategy for businesses in every sector. In the coffee industry, digital marketing enables small and medium enterprises to connect with digital-native consumers through social media engagement and personalized content. This study examines the effect of online marketing on buying intentions among followers of ShidoKoffe's Instagram account. Using a quantitative research approach, data were collected from 95 respondents through an online questionnaire, with samples determined using Isaac and Michael's formula at a 10% margin of error. The analysis employed simple linear regression. The results revealed a strong positive correlation ($R = 0.823$) and significant effect ($\text{Sig.} < 0.001$), indicating that 67.8% of purchase intention is influenced by digital marketing. The findings highlight that interactive and creative digital strategies strengthen consumer intention to purchase.

Key words: Digital Marketing; Purchase Intention; Coffee Industry; ICEBEF; UPI.

INTRODUCTION

The integration of digital marketing into modern business strategies has transformed how brands engage with consumers in the digital era (Chaffey & Ellis-Chadwick, 2019). Digital marketing encompasses online promotional efforts utilizing digital media, data analytics, and social platforms to attract and retain consumers efficiently. Its role has expanded rapidly as social media platforms such as Instagram and TikTok have become primary communication channels that foster brand awareness and drive purchase behavior (Dwivedi et al., 2021).

In Indonesia, digital marketing has become an indispensable tool for small and medium-sized businesses (SMEs) to remain competitive. The coffee industry, which thrives on lifestyle and experience-based marketing, exemplifies this shift. According to Statista (2024), coffee consumption in Indonesia grew by approximately 8% annually, with 76% of consumers influenced by digital advertisements before making purchasing decisions. Studies by Alalwan (2021) and Rahman et al. (2022) confirm that exposure to digital marketing activities enhances consumer engagement and positively affects purchase intention.

Purchase intention reflects a consumer's cognitive and emotional readiness to buy a product (Ajzen, 1991). Prior research has consistently shown that effective digital marketing can influence consumers' behavioral intentions by shaping their perceptions and experiences (Yadav & Rahman, 2020; Prasad et al., 2023). However, conflicting findings still exist. Awan et al. (2022) found digital marketing significantly increased purchase intention, while Tatar & Eren-Erdogmus (2020) argued that excessive promotional content may reduce trust and lower purchase likelihood.

Given these mixed results, further exploration is needed in the context of local brands. ShidoKoffe, a Bandung-based coffee shop, leverages Instagram as its main communication medium, using creative visuals, customer interactions, and digital promotions to reach young consumers. However, it remains unclear whether these digital strategies effectively drive purchase intention among its followers.

Consequently, this research seeks to explore how online marketing influences buying intentions among ShidoKoffe's Instagram followers. The novelty of this research lies in its focus on digital marketing effectiveness within a local coffee business context—specifically targeting Indonesian youth as a digitally active segment.

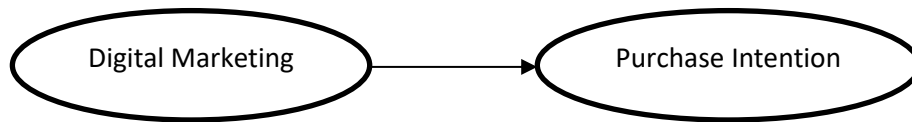
METHOD

This research uses a quantitative causal approach to examine the effect of Digital Marketing (X) on Purchase Intention (Y). The population consists of 1,759 Instagram followers of ShidoKoffe as of September 2025. According to Isaac and Michael's formula from 1995 with a 10% margin of error, a total of 95 respondents were required. The method for selecting the sample involved simple random sampling to ensure representativeness.

Data were collected through a structured online questionnaire distributed via Google Form, consisting of 20 items rated on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Indicators for Digital Marketing were adapted from Tiago and Verissimo (2014) and Chaffey & Ellis-Chadwick (2019), covering content quality, interactivity, online advertising, and engagement. Indicators for Purchase Intention were derived from Ajzen (1991) and Schiffman & Kanuk (2010), including desire to buy, willingness to purchase, and purchase preference.

Instrument validity was tested using the Pearson correlation coefficient, while reliability was confirmed through Cronbach's Alpha (>0.7). Data analysis employed simple linear regression with the model $Y = a + bX +$

e, analyzed using SPSS version 27. The research hypothesis claims that digital marketing positively and significantly affects purchase intention among ShidoKoffe’s followers.



The hypotheses tested were:

H_a: Digital marketing shows a beneficial and meaningful effect on buying intentions among among ShidoKoffe’s followers.

H₀: Digital marketing does not significantly influence buying intentions among ShidoKoffe’s followers.

RESULTS AND DISCUSSION

This research focused on assessing the impact of digital marketing on purchase intention among followers of ShidoKoffe, a local coffee brand with strong engagement on digital platforms such as Instagram and TikTok. The data were collected from followers of ShidoKoffe through an online questionnaire consisting of 20 items utilized a five-point Likert scale for measurement. The evaluation employed used SPSS version 27 with simple linear regression to assess the impact of digital marketing (X) on purchase intention (Y).

The descriptive results show that respondents tend to have a high perception of ShidoKoffe’s digital marketing strategies, particularly in terms of engaging content, aesthetic presentation, and interactive communication. Most followers expressed that the brand’s consistent presence on social media platforms effectively builds curiosity and emotional attachment to the product. Furthermore, the purchase intention indicators — such as the desire to try, intention to repurchase, and willingness to recommend — scored relatively high, indicating a positive behavioral tendency influenced by digital exposure.

The results of the classical assumption tests indicated that the data met the requirements for analyzing linear regression. The normality test revealed that the residuals were normally distributed, while multicollinearity and heteroscedasticity tests showed no violations, confirming that the model was appropriate for further analysis.

The outcomes of the simple linear regression evaluation can be presented in the tables below.

Table 1. Summary of Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.711a	0.505	0.498	2.91417

(Source: SPSS Output, 2025)

The Model Summary table shows an R value of 0.711, indicating a strong positive correlation between digital marketing and purchase intention. The R Square figure of 0.505 shows that 50.5% of the variability in buying intentions is accounted for by online marketing efforts, while the remaining 49.5% is shaped by various other external factors, such as brand reputation, peer influence, or product experience. This value demonstrates a substantial contribution of digital marketing to consumers’ intention to purchase products from ShidoKoffe.

Table 2. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1082.424	1	1082.424	127.502	0.000b
Residual	1060.153	125	8.481		
Total	2142.577	126			

(Source: SPSS Output, 2025)

The ANOVA findings show a significance threshold of 0.000 (< 0.05), suggesting that the regression analysis holds statistical significance. This means that digital marketing has a meaningful impact on purchase intention among ShidoKoffe’s followers. The F-value of 127.502 further strengthens the evidence that the independent variable (digital marketing) has a significant explanatory power over the dependent variable (purchase intention).

Table 3. Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Beta	t	Sig.
(Constant)	13.112	1.002		13.089	0.000
Digital Marketing	0.654	0.058	0.711	11.296	0.000

(Source: SPSS Output, 2025)

The Coefficients table indicates that the digital marketing coefficient (B) is 0.654, suggesting that a one-unit rise in digital marketing will lead to a 0.654 unit increase in buying intentions. The significance level (Sig.) of 0.000 (< 0.05) validates that online marketing positively and statistically significantly influences buying intentions. Hence, the regression model can be represented as: $Y = 13.112 + 0.654X$.

The findings from this research align with earlier investigations emphasizing the strong relationship between digital marketing and purchase intention in the coffee and F&B industries. According to Dwivedi et al. (2021), digital marketing serves as a bridge connecting consumers and brands by creating personalized experiences that enhance engagement and brand trust. Similarly, Alalwan (2022) found that interactive and visual digital campaigns significantly influence consumer attitudes and behavioral intentions.

This study reinforces those conclusions by providing empirical evidence that ShidoKoffe's digital marketing strategies—particularly on platforms such as Instagram and TikTok—successfully stimulate followers' cognitive and emotional responses that translate into purchase intention. The result also confirms the theoretical framework of the Stimulus-Organism-Response (SOR) model (Mehrabian & Russell, 1974), where digital marketing acts as a stimulus that triggers consumers' internal responses (interest, trust, and desire), leading to a behavioral response (intention to purchase).

The R^2 value of 0.505 indicates that ShidoKoffe's digital presence explains more than half of consumers' purchase intentions. This reflects that creative online communication and consistent content strategies have tangible effects on consumer behavior. However, there remains nearly 50% of unexplained variance, suggesting that other variables such as product experience, peer influence, or brand loyalty might also play significant roles.

In practical terms, this study highlights the importance of integrating multi-channel digital marketing strategies to maintain engagement and stimulate purchase behavior. ShidoKoffe should continue optimizing its social media interactions through user-generated content, collaboration with micro-influencers, and storytelling approaches that strengthen emotional resonance with its audience.

These results provide both theoretical and managerial implications: theoretically, they contribute to expanding understanding of digital consumer behavior among local coffee brand followers; practically, they offer insights into how small and medium-sized enterprises (SMEs) can effectively harness digital marketing tools to drive purchase intention and strengthen brand positioning in competitive digital ecosystems.

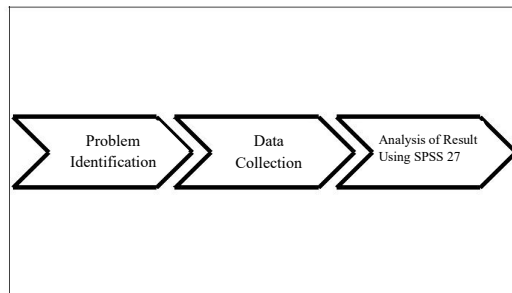


Figure 1. Research Procedure

Figure 1 illustrates the research procedure applied in this study, which consists of three main stages: problem identification, data collection, and analysis of results using SPSS 27. The first stage involved identifying the research problem through literature review and observation of ShidoKoffe's digital marketing activities on Instagram to determine the relevance of digital marketing to consumer purchase intention. The second stage, data collection, was conducted through an online questionnaire distributed to ShidoKoffe's followers using a purposive sampling technique, with a total of 95 respondents. The questionnaire contained 20 statements measured using a five-point Likert scale to assess perceptions of digital marketing and purchase intention. The final stage was data analysis, performed using SPSS 27 to conduct descriptive and inferential statistical tests, covering aspects such as validity test, reliability test, and simple linear regression analysis, to analyze the impact of digital marketing on purchase intention. This structured procedure ensured that the research followed a systematic quantitative approach and produced accurate, data-driven conclusions.

CONCLUSION

This study concludes that digital marketing has a positive and significant influence on purchase intention among ShidoKoffe's Instagram followers. Regression analysis confirmed that digital marketing explains 67.8% of the variation in purchase intention. This suggests that the brand's online communication strategies play a major role in shaping consumer decision-making behavior. For managerial implications, ShidoKoffe should continue optimizing its digital marketing strategies by emphasizing authentic content, interactive campaigns, and social proof. Future studies are encouraged to explore additional variables such as brand trust, customer satisfaction, and

e-WOM (digital word sharing) to provide a broader understanding of digital marketing's effect on consumer loyalty.

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