Research Paper

The Influence of Social Media Promotions on Coffee Shop Purchase Decisions by Gen Z In Bogor City

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Abstract
The coffee industry in Indonesia has experienced positive growth in recent years. This is supported by the increasing interest of coffee drinkers in Indonesia. Based on ICO (International Coffee Organization) data, in 2021 Indonesia will be recorded as the country with the fifth largest coffee consumption in the world. The total amount of coffee consumption in Indonesia reaches 5 million bags (60 kilograms/bag) or the equivalent of 300,000 tons/year. The results of research conducted by Snapcart Global regarding places where Indonesians usually drink coffee show that 43% of Gen Z drink coffee at coffee outlets/cafes. The interest of Indonesian people in drinking coffee in coffee shops/cafés has encouraged the growth of the coffee shop industry in Indonesia. The growth of the coffee shop business occurred in many big cities in Indonesia, one of which is the city of Bogor. There are hundreds of coffee shops in Bogor. The growth of the coffee shop industry in Bogor requires business actors to be creative in marketing their products. The most effective and efficient promotion currently carried out is through social media. Business actors need to formulate appropriate strategies for social media promotion to influence consumer purchasing decisions. This research uses descriptive analysis to see the dominant factors of social media promotion that influence consumer purchasing decisions. The results of the study show that the indicators of social media promotion with the highest value are consumer reviews/testimonials (total score = 422) and interesting content (total score 419). In the purchasing decision variable, the indicators with the highest value are the atmosphere of the coffee shop design (total score = 454) and the choice of payment methods (total score = 429).

Keyword: promotions; social media; purchasing decisions; coffee shops

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I.   Introduction

The coffee industry in Indonesia has experienced positive growth in recent years. This is supported by the growth of coffee drinkers in Indonesia. Coffee, which used to be identical to being drunk by adult men, is now also popular among teenagers, both men and women. Based on data from the ICO (International Coffee Organization), in 2021 Indonesia was recorded as the country with the fifth largest coffee consumption in the world. The total amount of coffee consumption in Indonesia reached 5 million bags (60 kilograms/bag), or equivalent to 300,000 tons/year. Based on research conducted by snapcart global in 2023, using 4,538 respondents, it was found that 79% of Indonesians consume coffee.

	Gen Z (11-26 y.o.)	Gen Y/Millennials (27-42 y.o.)	Gen X (43-58 y.o.)
Every day (more than 3 times in a day)	7%	8%	7%
Every day (about 2-3 times in a day)	16%	19%	27%
Every day (once in a day)	28%	38%	42%
Once every few days	21%	18%	17%
Once a week	12%	8%	9%
Uncertain	10%	10%	5%

Source : *snapcart global* (2023)

Picture 1. Indonesia Coffee Consumption

The research results also show that 28% of Gen Z (ages 11-26) drink coffee at least once a day. The data shows that Gen Z currently also enjoys drinking coffee available in various product variants and brewing methods.

Indonesians often consume coffee at...

	Gen Z (11-26 y.o.)	Gen Y/Millennials (27-42 y.o.)	Gen X (43-58 y.o.)
Minimarkets & supermarkets (Ready-To-Drink coffee in bottles or cans)	55%	44%	33%
Convenient stores that sell Coffee To Go like Family Mart, Yummy Choice & Point Coffee Indomaret, Lawson, etc	46%	39%	30%
Mobile coffee vendors like Jago	8%	10%	6%
Small shops (warung)/ minimarket/ supermarket in the form of coffee powder sachets	60%	54%	52%
Coffee outlets/cafe like Starbucks, Janji Jiwa, etc	43%	43%	36%
Home. I make my own coffee with a machine with ground coffee or coffee beans as the main ingredient	26%	29%	35%

Sumber : *snapcart global* (2023)

Picture 2. Indonesians often consume coffee at Coffee Outlets

The results of a study conducted by Snapcart Global on where Indonesians usually drink coffee show that 43% of Gen Z drink coffee at coffee outlets/cafés. The interest of the Indonesian people in drinking coffee at coffee shops/cafés is driving the growth of the coffee shop industry in Indonesia. The number of coffee shops in Indonesia, based on email data, phone numbers, and area codes collected by Rentechdigital.com until April 2024, reached 62,215 coffee shops. This number is spread across 38 provinces in Indonesia.

Quoted from momsmoney.kontan.id, the Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI) estimates that by 2023, the number of coffee shops in Indonesia will reach 10,000 outlets, with revenue from the coffee shop business expected to reach Rp 80 trillion. The sales value of cafes and bars in Indonesia increased from 1.36 billion USD in 2021 to 1.89 billion USD in 2022. In 2026, this value is predicted to increase to 3.77 billion USD (Statista.com: Indonesia cafes and bars sales).

The large number of coffee shops and the revenue generated indicate that this business is rapidly growing in Indonesia. In various major cities in Indonesia such as Jakarta, Bogor, Tangerang, Depok, and Bekasi, coffee shops are emerging with trendy concepts to attract Gen Z's purchasing interest. The growth of coffee shops will certainly drive tighter competition in this industry. Coffee shop managers are required to be increasingly creative not only in terms of menu variations but also in layout and design, service, and promotional strategies. Bogor City is one of the major cities in Indonesia located in West Java province. Bogor City has many interesting tourist destinations such as the Bogor Botanical Gardens, Bogor Palace, Zoology Museum, Jungle Water Park, and the Indonesian Natural History Museum. Its location, not far from the capital city of Jakarta, makes it easily accessible to tourists. The city of Bogor is one of the regions in West Java that attracts both international and domestic tourists. The number of tourist visits to the city of Bogor is presented in the following table.

Table 1. Number of Tourits to Bogor City

	Foreign tourists			Domestic tourists			Total Number of Tourists		
	2021	2022	2023	2021	2022	2023	2021	2022	2023
Bogor	249	1.931	5.693	1.302.470	2.267.318	2.646.662	1.302.719	2.269.249	2.652.355
Growth		676%	195%		74%	17%		74%	17%

Source : Central Bureau of Statistics Bogor City

The growth of the coffee shop industry in the city of Bogor requires business actors to be creative in marketing their products. Competition in this industry is also getting tighter. In order to attract potential consumers, business actors compete to market their coffee shops through various promotional strategies. The most effective promotion to do today is through digital media. Digital marketing is a must for business actors. The digital media that is currently widely used by consumers is social media. More than 80% of internet users in Indonesia are active social media users. Instagram, Tiktok, Twitter, Facebook, Whatsapp, and Youtube are some examples of popular social media that are widely used in Indonesia.

Based on the description above, the problem focused on in this study is the promotional strategy through social media that needs to be carried out by coffee shop business actors, in order to influence consumer purchasing decisions. The results of this study are expected to be input for coffee shop business actors in formulating promotional strategies through social media

II. Literature Review

Marketing

Marketing is the spearhead of a business. Every business actor must understand the concept of marketing to market their products. According to Indrasari (2019), marketing is a comprehensive, integrated and planned activity carried out by an institution or organization in carrying out efforts to determine prices, deliver and exchange offers for consumers, clients, partners and the general public.

According to Tjiptono & Diana (2020) Marketing is the process of creating, distributing, promoting, and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment.

Digital Marketing

The development of technology and information today encourages the development of various digital media. In business, the current marketing process will be more effective and efficient by utilizing various available digital media. The ability in digital marketing or better known as digital marketing is a necessity for business people. Digital Marketing is the marketing of products or services using digital technology, especially on the Internet, but also including mobile phones, display ads, and others using digital media.

According to Ridwan Sanjaya and Josua Tarigan (2017), digital marketing is an activity that also includes branding that uses various web-based or internet media such as blogs, websites, e-mail, edwords, and other social networks. Digital marketing of course does not only talk about internet marketing.

According to Sawicky (2016), digital marketing is the exploitation of digital technology to create a channel to reach potential consumers. This is an effort by the company to achieve company goals through meeting consumer needs more effectively. Digital marketing allows businesses to reach a larger audience and communicate with customers in a more personal way, using various digital platforms, such as social media, websites, and applications.

Social Media Promotion
One of the digital media that is widely used in product promotion is social media. According to Kotler and Keller (2016) Social media is a media used by consumers to share text, images, sound, and video information with other people or companies and vice versa.

According to Mileva (2018), promotion through social media is a process that encourages individuals to promote their websites, products, or services through online social channels and to communicate by utilizing a much larger community that has a greater chance of marketing than through traditional advertising channels.

According to Nasrullah (2017) Social media is an internet medium that allows users to present themselves or interact, collaborate, share information with other users, and form social bonds virtually.

According to Kennedy (2017), social media is a market that can be used to generate profits for companies. Social media marketing must be integrated with other business strategies to ensure the achievement of overall brand goals. Social media provides a great opportunity for companies to reach a wider audience efficiently. In addition, this platform can be used to collect feedback, analyze market trends, and strengthen brand awareness on an ongoing basis.

Purchase Decision
According to Alma (2016), purchasing decisions are consumer decisions influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. Thus, it shapes the attitude of consumers to process all information and draw conclusions in the form of responses regarding which product will be purchased.
According to (Kotler & Keller 2016), there are six indicators in determining purchasing decisions, as follows:
1.   Product Choice
Consumers have the choice to buy a product or use their money for other needs. Therefore, the company must focus its attention on individuals who have the intention to purchase alternative products they are considering.
2.   Brand Choice
Consumers must make a decision about which brand they will buy. Each brand has its own unique characteristics. Therefore, it is important for companies to understand how consumers make choices regarding the brands they trust.
3.   Dealer Choice
Consumers need to decide which store or distribution point they will visit. Each consumer has different preferences. The choice of store can be influenced by factors such as the nearest location, affordable prices, complete availability of goods, shopping comfort, spaciousness, and others.
4.   Purchase Amount
Consumers have the authority to determine the quantity of purchases at a specific time, which may include purchasing more than one type of product. In this case, the company must prepare a variety of products according to the diverse preferences of the buyers.
5.   Purchase Timing
In choosing the time to make a purchase, consumer preferences can vary, such as daily, weekly, monthly purchases, and so on.
6.   Payment Method
Consumers have the freedom to choose the payment method when they decide to use a product or service. Currently, purchasing decisions are not only influenced by cultural, environmental, and family factors. The use of technology in purchase transactions also influences purchasing decisions, making it easier for consumers to transact both inside and outside the home.

According to Kotler and Armstrong (2016), the indicators of purchase decisions are as follows:
a. The confidence to buy after knowing the product information.
b. Decided to buy because it was the most preferred brand.
c. Buying because it aligns with desires and needs.
d. Buying because of a recommendation from someone else.
Based on several indicators above, the researcher uses purchasing decision indicators according to Kotler & Keller (2016), namely product choice, brand choice, distributor choice, purchase amount, purchase time and purchase method.

III.   Methodology
The type of research used in this study is associative research with quantitative research techniques. Associative research is research that aims to determine the relationship between two or more variables (Sugiyono, 2018)
The steps that will be taken as stages of implementing activities are as follows:
1. Data Collection

The data and information used are primary data and secondary data obtained from respondents which are then compiled or arranged according to the order of data grouping.

2. Processing and Tabulation

The data and information that has been collected is processed and tabulated into several tabulations based on categories and indicators of social media promotion and purchasing decisions.

3. Data Analysis

The data and information that has been processed is tabulated so that data analysis can be carried out better and more deeply.

The following are the variables used in the study:

Table 3. Operational Research Variables

Variable	Dimension	Indicators
Social Media Promotion	*Entertainment*	Interesting and entertaining coffee shop social media content
	Interaction	Interactive coffee shop social media
	Trendiness	Coffee shop social media promotion that is up to date and follows trends
	Customization	Coffee shop social media provides service information
	Word of Mouth	Reviews and testimonials on social media
Purchase Decision	Product	menu variants available
		coffee shop atmosphere and design
		friendly service
	Price	Price considerations
		Discount program
	Merk	Famous coffee shop brands
	Purchase timing	when you want to complete college assignments
		when you are going to have a meeting and meet friends
		during holidays / weekends
		when receiving monthly allowance
	Payment methods	Cash and cashless

The population in this study consists of men and women, residents of the city of Bogor, who consume coffee and regularly visit coffee shops. The sampling technique used was purposive sampling with the following criteria:

1. The respondent lives in the city of Bogor.
2. Age 18-27 years
3. Likes going to coffee shops

This research uses descriptive analysis to provide an overview of the indicators used for each variable.

The scoring technique used in this research questionnaire employs a Likert scale. According to Sugiyono (2019), the Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or a group of people about social phenomena, which are subsequently referred to as research variables.

Table 4. Likert Scale Instrument

Description	Score
Strongly Agree (SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Source: Sugiyono, 2019

IV.   Results and Discussion

The results of respondents responses regarding social media promotions and coffee shop purchasing decisions can be seen in the following table.

Table 5. Results of Respondents Responses to the Research

Numb.	Indicators	SD (1)	D (2)	N (3)	A (4)	SA (5)	Total Score
	Social Media Promotion						
1	Interesting and entertaining content						
	Number of responses	1	3	17	34	45	
	Score	1	6	51	136	225	**419**
2	Interactive social media						
	Number of responses	3	7	34	35	21	
	Score	3	14	102	140	105	364
3	Update with trends						
	Number of responses	1	4	15	37	43	
	Score	1	8	45	148	215	**417**
4	Service information						
	Number of responses	1	4	29	34	32	
	Score	1	8	87	136	160	392
5	Review and Testimonials						
	Number of responses	1	3	16	33	47	
	Score	1	6	48	132	235	**422**
	Purchase Decision						
6	Menu variant						
	Number of responses	2	3	20	37	38	
	Score	2	6	60	148	190	406
7	coffee shop atmosphere and design						
	Number of responses	2	0	8	22	68	
	Score	2	0	24	88	340	**454**
8	Friendly services						
	Number of responses	2	1	17	35	45	
	Score	2	2	51	140	225	**420**
9	Price considerations						
	Number of responses	6	2	16	28	48	
	Score	6	4	48	112	240	410
10	Discount program						
	Number of responses	3	2	22	27	46	
	Score	3	4	66	108	230	411
11	Famous coffee shop brands						
	Number of responses	3	7	38	28	24	
	Score	3	14	114	112	120	363
12	Doing assignments						
	Number of responses	1	9	41	28	21	
	Score	1	18	123	112	105	359
13	Meeting with friends						
	Number of responses	2	6	28	31	33	
	Score	2	12	84	124	165	387
14	Holiday/weekend						
	Number of responses	1	9	34	35	21	
	Score	1	18	102	140	105	366
15	receiving monthly allowance						
	Number of responses	7	8	46	16	23	
	Score	7	16	138	64	115	340
16	Payment methods						
	Number of responses	1	2	16	29	52	
	Score	1	4	48	116	260	**429**

In the variable of social media promotion, the indicator with the highest value is the reviews/testimonials given by consumers on social media, with a total score of 422. The development of technology provides consumers with easy access to information on digital media. Consumer behaviour nowadays is increasingly obsessed with searching for and delving deeper into information before deciding to purchase a product. Product reviews or testimonials provided by consumers about a product can become a source of information that consumers will consider before deciding to purchase a product. Popular social media platforms like Instagram, TikTok, Twitter, or YouTube provide comment features that audiences can use to give reviews related to products. Positive reviews can increase consumer trust in making a purchase. Coffee shop business operators need to manage the reviews on their social media. The social media admin of a coffee shop needs to actively interact with the audience who leave both positive and negative reviews. Positive reviews can become a word-of-mouth factor that occurs on social media. Meanwhile, negative reviews should be responded to by the social media admin to show attention to the feedback provided by consumers. The next highest indicators of social media promotion are engaging content with a total score of 419 and social media that is up-to-date with trends with a total score of 417. Social media managers of coffee shops need to think creatively in creating content that captures the attention of Gen Z. Active social media and regularly posting engaging content can increase audience engagement.

In the purchase decision variable, the indicator that received the highest score is the atmosphere and design of the coffee shop with a total score of 454. Currently, coffee shops are not only sought after for their delicious coffee to enjoy. Coffee shops have become places for meetings, completing college or work assignments, and spending time socializing with friends. The younger generation, especially Gen Z in big cities, seeks coffee shops that offer designs and atmospheres that can be enjoyed when visiting and spending time with friends. Currently, various coffee shop design concepts are emerging, such as minimalist, industrial, modern, and vintage concepts. Coffee shop entrepreneurs need to think creatively in presenting an atmosphere that appeals to Gen Z. The design and atmosphere of the coffee shop can become engaging content to promote on social media.

The next highest indicator of purchase decision is the choice of payment method (total score = 429) and the friendly service of the coffee shop (total score = 420). The development of the financial technology world has introduced various payment platform options such as mobile banking or e-wallets. Currently, the younger generation like Gen Z tends to reduce carrying cash in their wallets. Gen Z relies more on non-cash payments because they are practical and avoid the risk of carrying cash in their wallets. Based on the responses from the respondents in this study, it can be seen that coffee shop entrepreneurs need to provide payment method options when consumers make transactions.

V.   Conclusion

Coffee has become a popular beverage consumed not only by adults but also by Generation Z youth. The increasing consumption of coffee in Indonesia from year to year is driving the growth of coffee shop entrepreneurs. The competition among coffee shop businesses is becoming increasingly fierce. Coffee shop entrepreneurs need to think creatively in promoting their coffee shops. The media that is currently heavily relied upon for promoting a product is social media.

The conclusion that can be drawn from this research is that promotion through social media needs to prioritize consumer reviews and testimonials to enhance the image of the coffee shop. Positive reviews will make the audience on social media trust and decide to make a purchase. The indicator of reviews and consumer testimonials received the highest score, which is 422.

In the variable of consumer purchase decisions, the indicator with the highest value is the atmosphere and design of the coffee shop with a total score of 454. The conclusion that can be drawn from these results is that coffee shop entrepreneurs need to think creatively in creating coffee shop design concepts that attract the attention of Gen Z. Coffee shop entrepreneurs must stay updated with the latest coffee shop designs.

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