

Faculty of Economics and Business Education UPI

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

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# 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 impact of digital marketing on purchase intention 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.

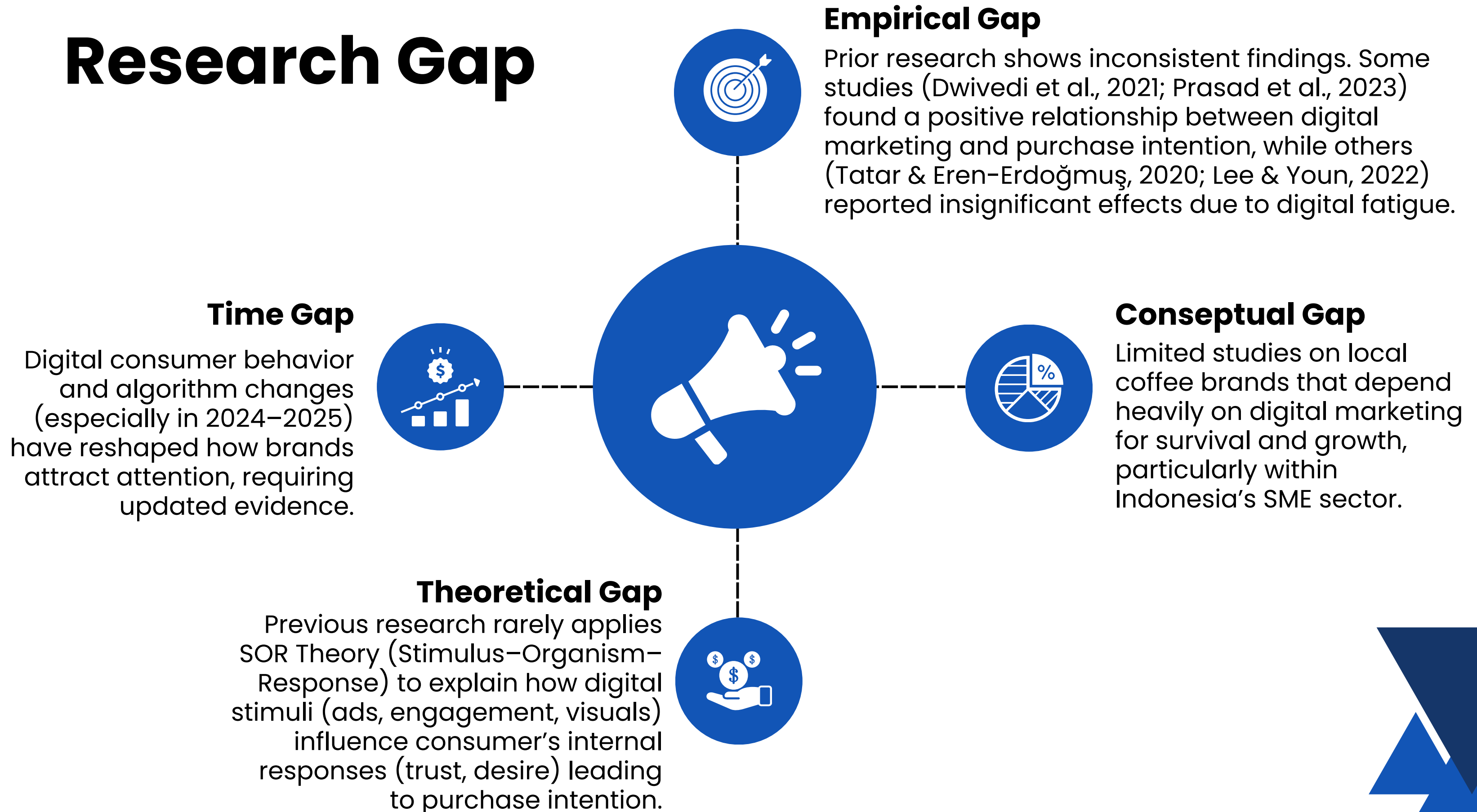
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# PROBLEM

Indonesia's coffee industry has rapidly expanded, supported by the growing influence of digital marketing and social media platforms such as Instagram and TikTok. According to Statista (2024), 78% of Indonesian coffee consumers discover new brands through digital platforms, while 65% make purchase decisions based on online engagement. ShidoKoffe, a local coffee brand, has adopted digital marketing strategies through Instagram to reach its target market and build brand loyalty. Despite these efforts, the actual impact of ShidoKoffe's digital marketing on its followers' purchase intention remains uncertain.

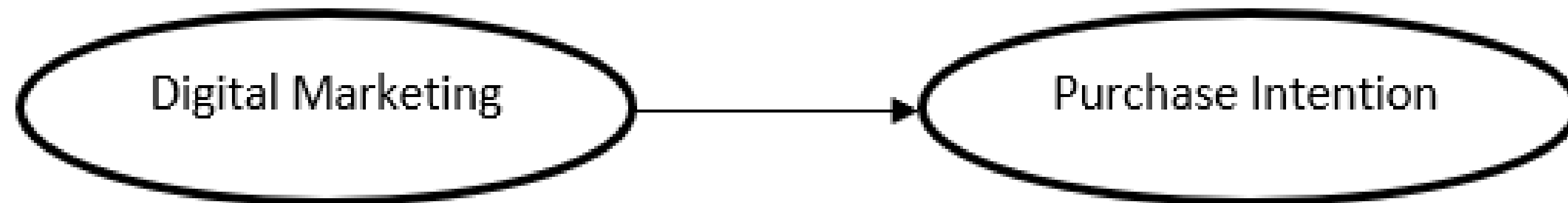
Although ShidoKoffe actively uses social media for digital promotions, the level of engagement and conversion into actual purchase behavior is inconsistent. Many followers interact with content (likes, comments, shares), yet do not always proceed to purchase.

# Research Gap



# Method

This study employs a quantitative causal design to analyze the influence of Digital Marketing (X) on Purchase Intention (Y). The population consists of 1,759 Instagram followers of ShidoKoffe as of September 2025. Based on Isaac and Michael's (1995) formula with a 10% error rate, a total of 95 respondents were required. The sampling technique used was simple random sampling to ensure representativeness.



The hypotheses tested were:

$H_a$ : Digital marketing has a positive and significant effect on purchase intention among ShidoKoffe's followers.

$H_0$ : Digital marketing has no significant effect on purchase intention among ShidoKoffe's followers.



# TABLE

SPSS Output, 2025



**Table 1. Model Summary**

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

**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			

**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

# DISCUSSION

The study found that digital marketing significantly increases purchase intention, with a coefficient of 0.654 and a significance value of 0.000, indicating a strong positive relationship. This aligns with previous research showing that digital marketing enhances engagement and trust by creating personalized and interactive experiences. Using the Stimulus-Organism-Response (SOR) model, the study confirms that ShidoKoffe's digital marketing, particularly on Instagram, effectively stimulates followers' emotional and cognitive responses that lead to purchase intention. With an  $R^2$  value of 0.505, over half of purchase intention is explained by digital marketing efforts, while other factors like product experience and brand loyalty may also play roles. Overall, this highlights the importance of consistent, creative, and emotionally engaging digital strategies to strengthen brand positioning and drive consumer behavior.

# 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 (electronic word of mouth) to provide a broader understanding of digital marketing's effect on consumer loyalty.

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