

The Influence of Social Media and Lifestyle on Purchasing Decisions of Toko Kami Coffee Mediated by Brand Awareness

Dimas Satria ^{1*}, Erna Listiana ¹, Ahmadi ¹, Barkah ¹, Ana Fitriana ¹

¹ Fakultas Ekonomi dan Bisnis, Universitas Tanjungpura Pontianak, Indonesia

*Email: misyahuri@gmail.com

*Corresponding author

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ABSTRACT

This study aims to identify the impact of marketing through social media and lifestyle on purchasing decisions, with brand awareness as a connecting variable. The research design applied is causal research. A total of 220 Toko Kami consumers in Pontianak City were asked to fill out a questionnaire to collect data. The measurement model and structure of the research construct that is being developed are then analyzed using the Structural Equation Modeling (SEM) approach with the help of Smart PLS 4.0 statistical software. The findings of the study prove that Social Media Lifestyle Marketing and Lifestyle have a positive and significant effect on Purchase decisions and Brand Awareness. In addition, these two variables also affect Purchase Social media marketing decisions directly and indirectly, with Brand Awareness acting as a mediator. Brand Awareness also plays an important role, both as a direct factor and as a mediator in the relationship between Social Media and purchase decisions. This indicates that building strong brand awareness through consumer experiences will have a positive impact on loyalty and repurchase interest. This research is expected to provide valuable insights for business actors in developing effective marketing strategies in the digital era.

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PENDAHULUAN

The Indonesia holds a leading position in Southeast Asia due to its vast agricultural sector, large territory, and abundant natural resources (Fitri et al., 2023). The country is known as an agrarian nation, where most of the population works as farmers. The agricultural sector is one of the main drivers of Indonesia's economic growth. In 2022, Indonesia's agricultural sector ranked third in its contribution to the Gross Domestic Product (GDP) at 12.4 percent, following the industrial sector at 18.3 percent and the trade sector at 12.8 percent. Agriculture remains a vital sector that supports economic development (Dedy, 2022). In this context, coffee is one of the key commodities supporting the rapid growth of Indonesia's agricultural sector. Coffee has great potential for growth both domestically and in global markets. It also plays a crucial role in the global commodities market, with a strategic position in the economies of more than 70 developing countries, significantly contributing to their income (Holmes & Otero, 2020) and generating millions of jobs worldwide (Pham et al., 2019). This is largely because coffee is one of the most popular beverages in the world, with annual consumption estimated at 7.5 million tons. Demand for coffee is projected to continue growing, reaching around 16.5 million tons per year based on conservative estimates (Hernandez-Aguilera et al., 2019). According to data from the United States Department of Agriculture (USDA), global coffee production was projected to reach 170 million 60-kg bags during the 2022/2023 period. After Brazil and Vietnam, Indonesia ranks as the third-largest coffee producer in the world (Ibnu & Rosanti, 2022).

This phenomenon makes opening a coffee shop a very promising business opportunity in Indonesia. Today, coffee shops are not just places to enjoy coffee—they also serve as venues for relaxation, work, or meetings. According to an Indonesian consumer behavior expert, drinking coffee has long been a part of local tradition (Dhisasmitho & Kumar, 2020), and coffee shops have undergone rapid innovation in many countries, including Indonesia. This indicates that competition in the sector will become increasingly intense. Business

actors must formulate strategies to attract new customers and maintain the loyalty of existing ones in order to stay competitive. Therefore, every coffee shop needs to innovate to influence consumers' purchasing decisions.

Salem (2018) explains that purchasing decisions begin when consumers feel a need, search for alternatives, evaluate available options, and eventually choose to purchase a specific product or service. Social media marketing is one of the factors that influences purchasing decisions. Through social media, advertisers can share ideas and information to enhance brand value and reduce misunderstandings about their products (Khan, 2022). If done correctly, social media marketing can help businesses remain competitive in a rapidly changing business environment and create engaging content (Kongar & Adebayo, 2021). Research by Hanaysha (2022) indicates that a brand's success in influencing consumer purchasing decisions and achieving marketing goals largely depends on the effective use of social media. This is especially true for teenagers and young adults, who are highly susceptible to social media advertisements related to food and beverages (Fleming-Milici & Harris, 2020). In addition to social media marketing, lifestyle also plays a role in influencing purchasing decisions. Lifestyle is an individual factor that reflects variation in living styles and standards (Chouk & Mani, 2019). Lifestyle can be measured through four components: personality, information, brand reputation, and practicality (Kang, 2019). Research by Nguyen et al. (2020) shows that differences in lifestyle affect individual behavior and mindset, ultimately influencing their interests and behavior in making purchasing decisions. A higher lifestyle tends to increase the desire to buy, while a lower lifestyle results in lower purchasing decisions (Dian & Prajanti, 2019). When social media marketing and lifestyle are implemented effectively, they can enhance brand awareness. Brand awareness refers to consumers' ability to recognize and recall a brand in various situations (Dabbous & Barakat, 2020). Consumers with high brand awareness are more likely to consider a product or service from that brand when making purchasing decisions (Daruka & Pádár, 2021). Pradipta et al. (2020) revealed a strong relationship between purchasing decisions and brand awareness. Although many previous studies have discussed purchasing decisions, the varied results leave room for further research. The author is interested in revisiting purchasing decisions related to a specific brand. This research is conducted at Toko Kami, one of the well-known coffee shops in Pontianak city. The study aims to explore how Toko Kami utilizes Instagram as a social media marketing platform, supported by data showing that Indonesians spend an average of 7 hours and 59 minutes per day on the internet (Yonathan & Bernarto, 2022). In that year, Instagram was one of the most popular social media platforms in Indonesia, with user penetration reaching 84.8%, second only to WhatsApp at 88.7% (Yunikartika & Harti, 2022). Instagram, which reaches around 98 million people in Indonesia, has a majority of users aged between 18 and 45 years (Sahartian et al., 2022). By sharing quality content, Toko Kami can strengthen brand awareness on this platform. Furthermore, strong brand awareness can influence consumers' perceptions of the products and services offered (Adriano & Cahyanigratri, 2022). Consumer lifestyle also affects purchasing decisions (Nguyen et al., 2020), where a recognized lifestyle can be an important consideration in the buying decision process. Based on this phenomenon, the author is interested in exploring the role of brand awareness as a mediating variable, as well as the influence of social media marketing and lifestyle on purchasing decisions at Toko Kami.

This research carries significant urgency concerning business sustainability and growth, competitive advantage, market dynamics, understanding brand awareness, and the relevance of Instagram in product marketing. The study is important not only for developing strategies specific to Toko Kami, but also for more general strategic applications. It provides implications related to consumer lifestyle, brand awareness, and the influence of social media marketing in the Indonesian coffee industry. The findings may serve as a reference for other companies operating in similar markets.

METODE PENELITIAN

In Based on the explanatory level, this study is a causal associative research. The data collection of this study uses questionnaires that are distributed to respondents who are considered to meet the criteria that have been set. The questionnaire uses a Likert scale of 1 to 5 with the following categories: Strongly agree with having a score of 5; Agree has a score of 4; Neutral has a score of 3; Disagree has a score of 2; Strongly disagree with a score of 1. The population in this study is Samsung Store Indonesia customers. The number of samples in this study was 220 respondents, which refers to the recommendation of Hair et al. (2021) stating that the minimum sample size for Structural Equation Modeling (SEM) analysis should be at least 5 to

10 times the number of questionnaire items. The sample extraction technique uses non-probability sampling in the form of purposive sampling, with the following criteria: 1) Respondents aged 17 years and above; 2) The Respondent has visited Our Store at least 1 time in the last 2 months; 3) The respondent has purchased products at Our Store in the last 2 months. The data analysis technique in this study uses Structural Equation Modelling (SEM).

Based on the research construct built from the theoretical studies submitted, the paradigm of this research can be stated as shown in Figure 1. The measurement of Social Media variables in this study refers to previous research conducted by Handayani & Riska (2024) as many as five indicators of Online Communities, Interaction, Sharing of Content, Accessibility, Creability. Then the Life Style variable is three indicators, namely, Activity, Interest, Opinion. In the Brand Awareness variable, there are three indicators: Consumer knowledge of products, Knowing the brand, and Consumer memory of products. Then the variable purchase decision in the study of Kotler and Keller (2021) has four indicators consisting of Conformity to the product, Habits in buying the product, Conformity to the product price and Conformity to product quality.

HASIL DAN PEMBAHASAN

This section is the central part of the article. It is where the author should explain in words what the author's discovered in the research. It should be laid out and in a logical sequence. The results of the study presented in this section result from a clean process of data analysis, such as statistical calculations and testing processes or other processes for the achievement of its research. State the findings of the study concisely. If the authors want to display a table, use the following format:

Table 1. Respondent Characteristics

Category	Item	Frequency (N=223)	Percentage (%)
Gender	Man	98	56.1%
	Woman	125	43.9%
Total		223	100%
Age	17 - 21 Years	6	2.7%
	21 – 30 Years	120	53.8%
	31 – 40 Years	83	37.2%
	41 – 50 Years	14	66.3%
Total		223	100%
Final Education	Junior High School	4	1.8%
	High School/High School	65	29.1%
	D1/D2/D3/D4	42	18.8%
	Bachelor (S1)	101	45.3%
	Postgraduate (S2/S3)	11	4.9%
Total		223	100%
Work	Students	4	1.8%
	PNS	15	6.7%
	Entrepreneurial	36	16.1%
	Private Employees	107	48%
	Student	38	17%
	POLRI/TNI	3	1.3%
	SOEs	14	6.3%
	Miscellaneous	6	2.7%
Total		223	100%

Source: Data processed 2025

Based on the results of the questionnaire, information on the respondents' consumption behavior was obtained that in addition to visiting Our Shop, all respondents (100%) also visited other coffee shops, namely at Coffee shop Narkopika (20.6%), Sturbucks (41.3%), Gayo (35%), 5cm (20.2%), Aming Coffee (22.9%), Kopi Kenangan (26%) and other coffee shops (5.3%). Next, the majority of respondents (64.6%) routinely open social media every day, as many as 98.7% stated that they had listened to the social media of Toko Kami

Coffee. however, their engagement with the social media "Toko Kami Coffee" is quite regular, where most respondents (45.3%) access it only occasionally or about once a week. The main factors that drive visits to "Toko Kami Coffee" are strategic locations (42.2%), followed by invitations from others (33.2%) and convenient places (31.8%). Nonetheless, compared to other coffee shops, Toko Kami Coffee has a relatively balanced appeal in terms of affordable prices and promotions. In the last two months, most respondents visited "Toko Kami Coffee" 3–4 times (51.8%).

To evaluate the reliability and validity of the indicators, the researcher first assessed the outer model. The factors assessed included independent, mediating, and dependent variables. This assessment is carried out on the indicators of each variable to represent the latent variables in the test. Two validity tests, namely the convergent validity test and the discriminant validity test, can be used to assess the validity of the research model that has been built. Below are the results of the calculation of the Outer model that has been carried out.

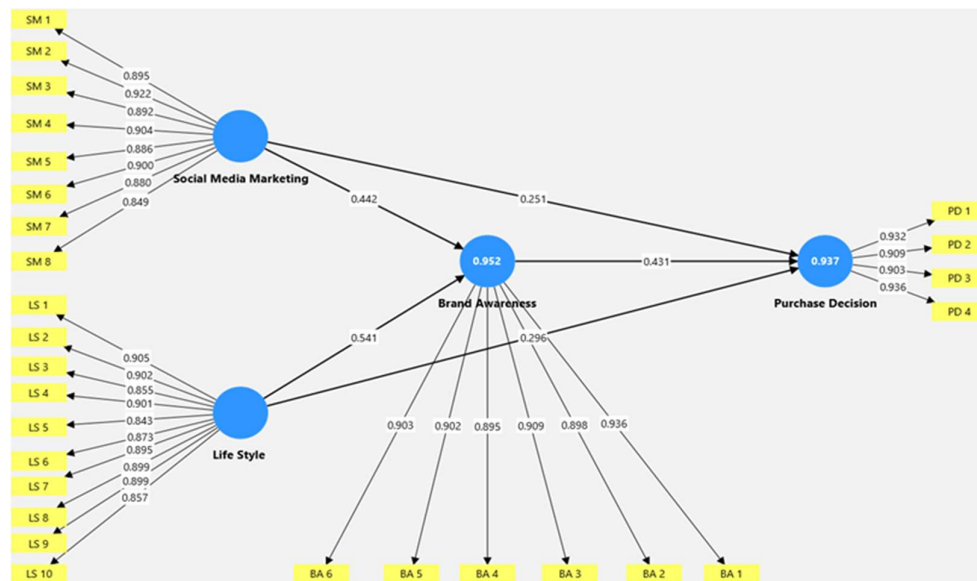


Fig 1. Display results from the measurement model (outer model)

Measurement Model (Outer Model)

Validity and Reliability Tests

The results of the data Validity and Reliability test are seen from the results of the loading factor as follows:

Table 2. Validity and Reliability Test Results

Variabel	Item Code	Item	Validity Test	Reliability Test	
			LF	CA	AVE
Social Media	SM1	Social With information from consumers about Toko Kami coffee.in the comment column of @tokokamiid Instagram and TikTok accounts, it made me confident to visit Toko Kami coffee.	0,895	0,963	0,794
	SM2	Social media, IG and TikTok Toko Kami Coffee are able to facilitate more intense interaction among fellow consumers.	0,922		
	SM3	@tokokamiid's IG and TikTok social media accounts, which are active in revealing the latest stories every day, are able to make me emotionally interested.	0,892		
	SM4	The IG and TikTok social media accounts @tokokamiid contain complete information, making it easier for me to know all the offers of Toko Kami Coffee to its consumers.	0,904		
	SM5	Social media IG and TikTok@tokokamiid made it easier for me to understand the details of Toko Kami Coffee products.	0,886		

	SM6	Social media IG and TikTok@tokokamiid always update their offers, so I am not left behind in information.	0,900		
	SM7	The IG and TikTok social media accounts @tokokamiid make it easier for me to access the Kami Coffee Store wherever I am.	0,880		
	SM8	The information available on IG and TikTok social media accounts is @tokokamiid trustworthy.	0,849		
Life Style	LS1	I used to visit the Coffee Shop to fill my free time.	0,905	0,969	0,780
	LS2	I visit the Coffee Shop to support my productive activities	0,902		
	LS3	When I am tired or tired I visit a coffee shop to find entertainment	0,855		
	LS4	My interest in visiting coffee shops is because of my love of gathering with friends.	0,901		
	LS5	My interest in visiting coffee shops is because I feel comfortable when I am there	0,843		
	LS6	I love the moment of togetherness in the coffee shop with my friends	0,873		
	LS7	I went to the coffee shop because I liked the food and drinks	0,895		
	LS8	In my opinion, coffee shops can be the right place to socialize.	0,899		
	LS9	In my opinion, coffee shops are a great place to relax	0,899		
	LS10	Coming to a coffee shop makes me feel like I'm following the trend	0,857		
Brand Awareness	BA1	I know the variety of menus and coffee offered at Toko Kami coffee	0,936	0,957	0,823
	BA2	I love the variety of menus and coffee offered at Toko Kami coffee	0,898		
	BA3	I know Toko Kami Coffe as a coffee shop that is very active in using social media in its promotion.	0,909		
	BA4	Toko Kami Coffee is a coffee shop that is known by many people. Toko Kami Coffee is a coffee shop that is known by many people.	0,895		
	BA5	When I remember the names of coffee shops in the city of Pontianak, my memory immediately falls on Toko Kami Coffee.	0,902		
	BA6	I easily remember Our Coffee Shop because it is often talked about	0,903		
Purchase Decision	PD1	I felt confident when I decided to visit Toko Kami Coffee	0,932	0,939	0,846
	PD2	Visiting Toko Kami Coffee is my priority, compared to other coffee shops in Pontianak City.	0,909		
	PD3	For me, Toko Kami Coffee is the right choice	0,903		
	PD4	Our coffee shop is my choice when I go to buy coffee	0,936		

Note: LF \geq 0,70; AVE \geq 0,50; Ket (Keterangan); LF (Loading Factor); CA (Cronbach's Alpha); AVE (Average Variance Extracted)

From the results of the loading factor in table 2, all indicators in the Social Media, Lifestyle, Brand Awareness, and Purchase Decision variables show a loading factor (LF) value above 0.70, which means that all items in each variable are valid. Furthermore, the Cronbach's Alpha (CA) value of the four variables is also above 0.60, ranging from 0.939 to 0.969, and the Average Variance Extracted (AVE) value ranges from 0.780 to 0.846. This shows that all four variables have good reliability and have met convergent validity requirements. Thus, the research instrument used can be said to be feasible and consistent to measure the constructs being studied.

Model Struktural (Inner Model)

Fit Analysis and R-square Evaluation Models

The Fit Analysis model is seen from the evaluation of the Standardized Root Mean Residual (SRMR) and Normed Fit Index (NFI), SRMR is acceptable if it has a value of \leq 0.08, NFI is acceptable if it has a value of \geq 0.8 and an R-square evaluation to see how much influence the independent variable has on the

variables bound to the criteria of > 0.75 substantial, 0.50 – 0.75 moderate, 0.25 – 0.50 weak and < 0.25 very weak (Hair et al., 2021) . The results of the R-square test are as follows:

Table 3. Fit Analysis and R-square Evaluation Models

Variabel	R-square value	
Purchase Decision (Z)	0,952	Moderate
Brand Awareness (Y)	0,937	Substantial

Hypothesis Test

Hypothesis testing was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the influence of independent variables (X) on dependent variables (Y) both directly and indirectly between variables. There are 5 hypotheses in this study with the following test results:

Table 4. Hypothesis Test Results

Hipotesis	Original Sample	Standard Deviation	t-Statistic	P-Value	Information
Direct Effect					
H1 (+) SM → PD	0,431	0,085	5,074	0,000	Accepted
H2 (+) LS → PD	0,541	0,066	8,180	0,000	Accepted
H3 (+) BA → PD	0,296	0,098	3,031	0,002	Accepted
H4 (+) SM → BA	0,442	0,066	6,661	0,000	Accepted
H5 (+) LS → BA	0,251	0,103	2,436	0,015	Accepted
Indirect Effect					
H6 (+) SM → BA → PD	0.233	0.057	4.088	0,000	Accepted
H7 (+) LS → TO → PD	0.190	0.045	4.252	0,000	Accepted

Note: SM (Social Media); LF (Life Style); BA (Brand Awareness); PD (Purchase Decision)

Based on the results of hypothesis testing in this study, it was found that the Social Media (SM) variable has a positive and significant effect on Purchase Decision (PD), with an original sample value of 0.431. The t-statistic value of 5.074 exceeds the critical threshold of 1.96, and the P-value of 0.000 (below 0.05) indicates that this relationship is statistically significant. This demonstrates that exposure to social media can influence consumer purchasing decisions.

However, the Lifestyle (LS) variable also has a significant effect on Purchase Decision (PD), with a P-value of 0.000 and a t-statistic of 5.180, indicating that consumer lifestyle plays an important role in determining purchasing decisions. This finding is in line with the studies of Baldangombo & Gantulga (2023) and Amri & Prihandono (2019), which showed that consumer lifestyle is a key factor in shaping purchase decisions.

Furthermore, the hypothesis test results also show that Brand Awareness (BA) has a significant effect on Purchase Decision (PD) with a P-value of 0.000 and a t-statistic of 8.031. This finding indicates that brand awareness plays a crucial role in encouraging consumers to make purchases. In addition, Lifestyle (LS) also has a significant influence on Brand Awareness (BA), with a P-value of 0.015 and a t-statistic of 2.436. This suggests that consumer lifestyle not only directly affects purchase decisions but also influences brand awareness. Consumers with a specific lifestyle are more likely to recognize and relate to brands that align with their habits and preferences. This finding is consistent with the study by Laksono & Sapuri (2024), which demonstrated that consumer lifestyle influences both brand awareness and purchase decisions.

In the analysis of indirect relationships (Indirect Effect), it was found that Social Media (SM) has a significant indirect effect on Purchase Decision (PD) through Brand Awareness (BA), with a P-value of 0.000

and a t-statistic of 4.252. This result confirms that social media plays a vital role in increasing brand awareness, which in turn drives purchasing decisions. Meanwhile, the indirect effect of Lifestyle (LS) on Purchase Decision (PD) through Brand Awareness (BA) is also significant, with a P-value of 0.000 and a t-statistic of 4.525. This emphasizes the importance of brand awareness as a strong mediator in strengthening the relationship between lifestyle and purchase decision. These findings are in line with the studies of Widodo & Prasetyo (2023) and Efendioglu & Durmaz (2022), which demonstrated that both social media and lifestyle influence purchase decisions through brand awareness.

PEMBAHASAN

Berdasarkan hasil uji hipotesis, ditemukan bahwa Online Customer Review (OCR) dan Promotional Content (PC) berpengaruh signifikan terhadap Impulse Buying (IB). Hal ini menunjukkan bahwa ulasan pelanggan secara daring serta konten promosi yang disajikan oleh perusahaan mampu memicu dorongan pembelian impulsif konsumen. Temuan ini didukung oleh penelitian dari Aprilia dan Handayani (2021), yang menunjukkan bahwa ulasan positif dari pelanggan dapat membentuk persepsi kepercayaan dan mendorong konsumen untuk melakukan pembelian tanpa perencanaan. Selain itu, studi oleh Amelia dan Rachmawati (2020) juga mengonfirmasi bahwa konten promosi yang menarik secara visual dan emosional berpengaruh signifikan dalam memicu pembelian impulsif, terutama pada platform media sosial.

Sebaliknya, hasil penelitian ini menunjukkan bahwa variabel Influencer tidak memoderasi hubungan antara Online Customer Review maupun Promotional Content terhadap Impulse Buying, yang berarti keberadaan Influencer tidak memperkuat atau memperlemah pengaruh tersebut. Ketidaksignifikanan variabel moderasi influencer dalam penelitian ini sejalan dengan hasil studi oleh Putri & Fikriyah (2023), yang menyatakan bahwa meskipun influencer dapat meningkatkan awareness, mereka tidak selalu berdampak langsung dalam mendorong keputusan impulsif, terutama jika audiensnya kritis terhadap konten bersponsor. Demikian pula, studi oleh Widagdo (2024) menemukan bahwa wishful identification sebagai bentuk keterkaitan dengan influencer tidak memoderasi secara signifikan hubungan antara promosi dan impulsive buying pada brand Skintific. Hal ini menguatkan dugaan bahwa peran influencer tidak selalu menjadi penentu utama dalam strategi pemasaran berbasis impulsif, terutama di segmen generasi muda. Temuan ini berbeda dengan penelitian Rachman dan Prasetyo (2021) yang menyatakan bahwa influencer dapat memperkuat hubungan antara promosi dengan impulsive buying melalui pembentukan citra produk dan daya tarik personal. Ki et al. (2020) juga menyebutkan bahwa kredibilitas dan kedekatan emosional antara influencer dan pengikutnya memperkuat efek emosional konten terhadap perilaku beli. Perbedaan hasil ini dapat disebabkan oleh karakteristik responden dalam penelitian ini, yang mayoritas merupakan mahasiswa dan generasi muda, yang cenderung lebih kritis terhadap konten bersponsor dan tidak mudah terpengaruh oleh figur publik, melainkan lebih mempercayai ulasan dari sesama konsumen dan konten promosi yang informatif serta relevan.

KESIMPULAN

Berdasarkan hasil penelitian, dapat disimpulkan bahwa Online Customer Review (OCR) dan Promotional Content (PC) memiliki pengaruh positif dan signifikan terhadap Impulse Buying (IB), yang menunjukkan bahwa ulasan pelanggan dan konten promosi yang menarik mampu mendorong perilaku pembelian impulsif konsumen. Namun, variabel Influencer tidak terbukti memoderasi hubungan antara OCR maupun PC terhadap IB, sehingga keberadaan influencer tidak secara signifikan memperkuat atau memperlemah pengaruh tersebut. Temuan ini mengindikasikan pentingnya strategi pemasaran digital yang fokus pada peningkatan kualitas ulasan pelanggan dan konten promosi dibandingkan hanya mengandalkan figur Influencer dalam mendorong pembelian impulsif, khususnya di kalangan generasi muda.

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