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The Influence of Instagram Social Media, Location and Service Quality on Purchase Interest at Dicendana Coffee Tigaraksa

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Abstract: *This study examines the relationships between Instagram social media, location, service quality, and purchase intention at Dicendana Coffee Tigaraksa. A quantitative approach with an associative research design was employed, involving 117 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed through multiple linear regression, partial t-tests, simultaneous F-tests, and the coefficient of determination. The results indicate that Instagram social media has a positive and significant relationship with purchase intention ($B = 0.397$, $t = 4.120$, $p < 0.001$). Similarly, service quality demonstrates a positive and significant relationship with purchase intention ($B = 0.366$, $t = 3.955$, $p < 0.001$). However, location does not show a statistically significant partial relationship with purchase intention ($B = 0.191$, $t = 1.691$, $p = 0.094$). Simultaneously, Instagram social media, location, and service quality are significantly associated with purchase intention ($F = 82.094$, $p < 0.001$). The coefficient of determination ($R^2 = 0.685$) indicates that the three independent variables explain 68.5% of the variation in purchase intention, while the remaining 31.5% is attributable to other factors outside the research model. These findings highlight the importance of effective Instagram marketing and consistent service quality in supporting consumer purchase intention at Dicendana Coffee Tigaraksa.*

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Introduction

The growth of the food and beverage (F&B) industry in Indonesia has driven increased competition among businesses, including coffee shops. Coffee shops are no longer just places to enjoy a drink, but also spaces for working, discussing, socializing, and spending time. This situation requires businesses to understand the factors that shape consumer purchasing intentions. In this competitive environment, marketing strategies through social media, business location, and service quality are crucial in building the customer experience.

Dicendana Coffee Tigaraksa is a F&B business located in Tigaraksa District, Tangerang Regency, Banten. Observations on the Instagram account @dicendanacoffee revealed that the account has 49 posts, 2,587 followers, and follows 537 accounts. Instagram is used to convey product information, promotions, and business activities. However, observations indicate that feed posts are inconsistent, engagement levels are relatively low compared to the number of followers, and some consumers still obtain information about Dicendana Coffee through recommendations from friends.

Purchasing interest is also evident from internal sales data for 2025. The number of transactions during the year was recorded at 12,372, out of a target of 14,400, or 85.92%. Monthly performance was below target, with the lowest percentage in April at 76.50% and the highest in December at 95.17%. This data indicates that transaction achievement has not fully achieved the set target, so consumer purchasing interest remains a relevant aspect to study.

Previous research has shown discrepancies in findings. Wardani and Rahmawati (2022) and Erpiana and Susmonowati (2021) found a positive influence of social media on purchasing interest or decisions. Sinambela (2019) found that service quality had a positive and significant effect on repurchase intention. On the other hand, research on location indicates that the influence of location can vary depending on the object context and consumer characteristics. These discrepancies in findings indicate a research gap, particularly when Instagram, location, and service quality were tested together at Dicendana Coffee, Tigaraksa.

Based on the empirical conditions and research gaps, this study aims to determine the influence of Instagram Social Media, Location, and Service Quality on Purchase Intention at Dicendana Coffee Tigaraksa, both partially and simultaneously. Theoretically, the study uses the Theory of Planned Behavior and Stimulus-Organism-Response as a basis to explain the formation of purchase intention through attitudes, perceptions, experiences, and marketing stimuli received by consumers.

The research hypothesis is formulated as follows: H1 Instagram social media influences purchase intention; H2 Location influences purchase intention; H3 Service quality influences purchase intention; and H4 Instagram social media, location, and service quality simultaneously influence purchase intention.

Research methods

This study used a quantitative method with an associative approach. The study was conducted at Dicendana Coffee and Eatery in Tigaraksa, Tigaraksa District, Tangerang Regency, Banten, with a research period of March to August 2026. The study population was consumers who had visited and made purchases at Dicendana Coffee Tigaraksa. The population used in the study was 2,587 consumers based on data from Dicendana Coffee's Instagram followers.

The sampling technique used non-probability sampling with a purposive sampling method. Based on the Slovin formula with a 10% error rate, a minimum of 97 respondents was obtained. During the study, 117 respondents met the criteria, so all were used as samples. Data collection was carried out using a questionnaire with a Likert scale.

The research variables consist of Instagram Social Media (X1), Location (X2), Service Quality (X3), and Purchase Intention (Y). Instagram Social Media is measured through indicators of trendiness, interaction, customization, entertainment, and electronic word of mouth. Location is measured through access, visibility, traffic, parking area, and environment. Service Quality uses the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Purchase Intention uses transactional, referential, preferential, and exploratory interests.

The data were analyzed using IBM SPSS Statistics 27 through validity test, reliability test, classical assumption test, multiple linear regression analysis, correlation coefficient, determination coefficient, t-test, and F-test. All instrument items were declared valid because the calculated r value

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was greater than the r table of 0.182. Reliability was also met; for example, Cronbach's Alpha for Instagram Social Media was 0.892 and Location was 0.880, which is above the limit of 0.60.

Results and Discussion

The study involved 117 respondents. Descriptively, the average score for the Instagram Social Media variable was 4.11, categorized as good, while the average score for Purchase Intention was 3.97, also categorized as good. These results indicate that respondents positively assessed Dicendana Coffee's Instagram activity and had a relatively good tendency to purchase intent.

The results of the classical assumption test indicate that the model satisfies normality, multicollinearity, heteroscedasticity, and autocorrelation. The Kolmogorov-Smirnov test indicates a normally distributed residual distribution. The Durbin-Watson value of 2.019 falls within the range used in this thesis to indicate the absence of autocorrelation. The scatterplot results also show no specific pattern, thus indicating no heteroscedasticity.

Table 1. Results of Multiple Linear Regression Analysis

Variables	Coefficient B	t count	Sig.	Information
Constant	0.819	—	—	—
Social Media Instagram (X1)	0.397	4,120	<0.001	Significant
Location (X2)	0.191	1,691	0.094	Not significant
Service Quality (X3)	0.366	3,955	<0.001	Significant

The multiple linear regression equation obtained is Y = 0.819 + 0.397X1 + 0.191X2 + 0.366X3 + e. Positive coefficients on the three variables indicate a positive relationship direction towards Purchase Intention, while significance determines whether the influence is statistically supported.

Table 2. Summary of Hypothesis Testing

Testing	Mark	Sig.	Conclusion
Instagram Social Media → Purchase Interest	t = 4,120	<0.001	Positive and significant impact
Location → Purchase Interest	t = 1.691	0.094	No significant effect
Service Quality → Purchase Interest	t = 3.955	<0.001	Positive and significant impact
X1, X2, X3 → Purchase Interest	F = 82.094	<0.001	Have a significant effect simultaneously

The simultaneous correlation coefficient (R) value of 0.828 indicates a very strong relationship between Instagram Social Media, Location, and Service Quality with Purchase Intention. The R Square value of 0.685 means that 68.5% of the variation in Purchase Intention can be explained by the three independent variables, while the remaining 31.5% is explained by other factors outside the model.

Discussion

The Influence of Instagram Social Media on Purchase Intention. The t-test results show that Instagram Social Media has a positive and significant effect on Purchase Intention, with a coefficient of 0.397, a calculated t-value of 4.120, and a significance level of <0.001. This finding indicates that the better the use of Instagram as a means of information, communication, promotion, and electronic word of mouth, the higher the tendency of consumer purchase intention. This result is in line with research by Wardani and Rahmawati (2022) and Erpiana and Susmonowati (2021) which shows that social media marketing has a positive relationship with purchase intention or decision. From the SOR perspective, Instagram becomes a stimulus that is processed through consumer perception before producing a response in the form of purchase intention.

The Influence of Location on Purchase Intention. Location has a regression coefficient of 0.191, but the calculated t value of 1.691 is smaller than the t table of 1.981 and the significance of 0.094 is greater than 0.05. Thus, Location does not have a partial significant effect on Purchase Intention. Although the simple correlation between Location and Purchase Intention is strong at 0.751, the effect does not remain significant when Instagram Social Media and Service Quality are entered

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simultaneously into the model. This finding indicates that the influence of location is contextual and can be influenced by consumer characteristics and other factors considered simultaneously.

The Effect of Service Quality on Purchase Intention. Service quality has a positive and significant effect on purchase intention with a coefficient of 0.366, a t-test of 3.955, and a significance level of <0.001. This means that the better the quality of service received by consumers, the higher the purchase intention. Appropriate, fast, friendly, informative service, and supported by good facilities can create a positive experience. These results are in line with Sinambela (2019) who found a positive effect of service quality on repurchase intention of cafe consumers. The findings are also in line with the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy.

The simultaneous influence of Instagram Social Media, Location, and Service Quality on Purchase Intention. The F test results show F count of 82.094 with a significance of <0.001, so that the three variables simultaneously have a significant effect on Purchase Intention. The R Square value of 68.5% indicates that the combination of marketing stimuli, business environment, and service experience has a significant contribution in explaining variations in purchase intention. Thus, Instagram management, location, and service quality need to be seen as complementary parts in shaping the consumer experience.

Conclusion

Based on the research results, Instagram social media has a positive and significant effect on purchase intention at Dicendana Coffee Tigaraksa. Location does not have a significant effect on purchase intention partially, although the regression coefficient shows a positive direction. Service quality has a positive and significant effect on purchase intention. Simultaneously, Instagram social media, location, and service quality have a significant effect on purchase intention with an R Square of 68.5%.

For Dicendana Coffee Tigaraksa, the research findings demonstrate the importance of maintaining the quality of Instagram content and interactions, as well as consistent service quality. While location remains important and needs to be considered, the results indicate that location is not a significant predictor in this model. Future research could consider other variables such as price, product quality, cafe atmosphere, brand image, sales promotions, or customer satisfaction.

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