



Online Advertising Influences Purchase Intention of Coffee Customers

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Abstract

This research was conducted to influence how much interest there is in buying coffee from customers based on online advertising. In today's digital era, online advertising is one of the most effective marketing strategies in attracting consumer attention, especially through social media platforms, websites, and e-commerce. This study uses a quantitative approach with a survey method on 100 respondents who are active customers of coffee products who are exposed to online advertising. The sample in this study consisted of 100 respondents from Kopi Kenangan Cab consumers or customers. Sutomo Padang City using quantitative techniques. The method for disseminating data is through surveys and distributing questionnaires to Kopi Kenangan consumers. The data analysis method used is multiple regression analysis with SmartPLS version 4. The results of data analysis conclude that variable (1) Online Advertising has a positive and significant effect on Consumer Satisfaction with Kopi Kenangan. (2) Online advertising has a positive and significant effect on purchasing decisions at Kopi Kenangan. (3) Consumer Satisfaction has a positive and significant effect on Purchasing Decisions. (4) Online advertising has a positive and significant effect on consumer satisfaction with consumer satisfaction as an intervening variable in Kopi Kenangan.

Keywords: Online advertising, purchase interest, consumer satisfaction, digital marketing and purchase decisions.

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1. Introduction

Technology is rapidly developing in line with the growing needs of society. The current development of internet-based technology greatly supports various public activities, ranging from global information searches, news, data transmission, and even business operations, all of which can be accessed through any technological device, anytime and anywhere. The number of internet users in Indonesia has increased every year from 2018 to 2024, with the highest recorded growth reaching 24.6% in 2018. Platforms such as YouTube, websites, and others are accessed via the internet. The presence of online advertisements enables many people to view various types of ads for a wide range of products, such as electronics, beauty products, food and beverages, clothing, real estate, hotels, travel packages, and more. However, the vast number of online ads circulating can also lead to the emergence of untrustworthy advertisements, including scams [1]. In this era of rapid digitalization, consumer behavior has undergone significant transformation, especially in the increasingly competitive coffee industry. The development of information and communication technology has encouraged coffee business players to utilize online advertising as a primary marketing strategy to attract consumers and increase their purchase intentions. Online advertising offers several advantages,

such as broad reach, high interactivity, and the ability to tailor marketing messages to individual consumer preferences [2]. Market competition in the business sector forces entrepreneurs to be smart in promoting their products, as this indirectly affects their market share.

In addition, a person's perception in evaluating an advertisement presented in mass media is also influenced by interactivity. This is because the message delivered is able to attract consumer attention. As a result, many advertisements are intentionally designed with aesthetic and entertainment value to capture the attention of potential buyers and influence their purchasing decisions. One way to win the competition is for companies to be able to provide customer satisfaction. For example, offering products of higher quality, lower prices, and better services than competitors can lead to greater consumer satisfaction, according [3].

Purchase intention is one of the key indicators in the consumer decision-making process. This intention is shaped by various stimuli received by individuals, including promotional messages delivered through advertisements. In the context of the coffee industry, increasing competition has driven business actors to utilize online advertising as a means of building brand awareness and encouraging customer purchase

intentions. Through platforms such as Instagram, Facebook, and TikTok, coffee companies can present product visualizations, customer testimonials, and promotional discounts in an engaging and interactive manner. Data on the number of internet users in Indonesia compiled by DataReportal reveals that internet usage in the country has consistently increased year by year from 2018 to the present [4]. As of January 2024, the number of internet users in Indonesia reached 185.3 million, marking a 0.8% increase compared to the previous year. This upward trend has also been observed in previous years. Starting in 2018, the number of internet users in Indonesia rose by 24.6%, reaching a total of 106 million.

In 2019, the increase continued, with the number of internet users reaching 128 million—an increase of 20.7% from the previous year. By January 2020, there were 146 million internet users in Indonesia, representing a 13.7% increase. In 2021, the number of users grew again, totaling 169 million [5].

Digital transformation has changed the global marketing landscape, including in Indonesia. One of the most significant innovations in modern marketing is online advertising, which has become a primary tool for businesses—ranging from large corporations to micro, small, and medium enterprises (MSMEs)—to promote their products more efficiently and with broader reach. In the digital era, consumers are exposed to advertisements through various platforms such as social media (Instagram, Facebook, TikTok), search engines, and mobile apps, all of which have great potential to influence perceptions and purchasing behavior [6].

Coffee products are among the commodities most affected by digital consumer trends, particularly among millennials and Gen Z. The rising lifestyle of drinking coffee outside the home, as well as ordering via online delivery services, has driven coffee business players—especially local coffee shops—to adopt digital advertising as a key strategy to attract consumer purchase intention. Purchase intention is defined as the consumer's willingness or tendency to buy a product, which is influenced by various factors, including marketing communications such as advertising [7].

Several previous studies have found that elements in online advertising—such as message credibility, visual appeal, and information relevance—positively contribute to increasing customers' purchase intention. Stated that perceptions of ad quality and content authenticity can enhance consumers' emotional engagement and strengthen their buying intention [5]. A similar point was made by, who emphasized the importance of creative content on social media in increasing consumer interaction with local coffee brands [8].

However, a key challenge that arises is the lack of comprehensive understanding regarding the extent to

which dimensions of online advertising directly influence purchase intention, especially among coffee consumers. This study aims to empirically examine the relationship between online advertising and the purchase intention of coffee customers by considering both cognitive and affective factors involved in the decision-making process [9]. Through a quantitative approach and the testing of a consumer behavior-based theoretical model, this study seeks to contribute to the development of relevant marketing strategies in the digital economy era.

Previous research has shown that well-designed online advertisements can enhance consumer interest and trust in a brand. Elements such as visual quality, message clarity, influencer credibility, and content interactivity have been proven to shape positive consumer perceptions, which in turn influence purchase intention. Therefore, it is important to understand the extent to which online advertising can impact customer purchase intention, particularly in the context of coffee products, which are characterized by loyal and trend-sensitive consumers [10].

Consumer satisfaction is a condition experienced by customers when they realize that their needs and desires are met properly and in accordance with their expectations [11]. Meanwhile, according to Kotler and Keller, satisfaction is the feeling of pleasure or disappointment that results from comparing a product's perceived performance (or outcome) with expectations [12]. If the performance fails to meet expectations, the consumer will be dissatisfied. If the performance meets expectations, the consumer will be satisfied. If the performance exceeds expectations, the consumer will be highly satisfied.

The emergence of fraudulent content in advertisements can reduce the brand image of certain businesses, as some unethical business actors attempt to profit by exploiting the information of others for personal gain [13].

Brand image refers to consumers' perception or impression of a particular brand, based on comparisons with other brands within the same product category. It reflects an accurate perception of the brand itself. Customer satisfaction is crucial for companies, particularly for marketing managers [14]. It often serves as a benchmark for evaluating a company's performance. While many previous studies have focused on service-based businesses, this study is distinct in its focus on non-service sectors, thus presenting significantly different characteristics.

Edward Tirtanata and James Prananto founded “Kopi Kenangan” in 2017—one of the most talked-about coffee brands in recent years, offering a distinctive taste experience. These coffee entrepreneurs face the challenge of attracting customers, which they address by conducting promotions. A fast and effective way to

promote is through online advertising or e-promotion [15].

In the food and beverage industry, particularly coffee, online advertising plays a crucial role in reaching a broad and diverse consumer segment. Coffee companies, both large-scale and MSMEs, are increasingly utilizing digital platforms such as Instagram, TikTok, Facebook, and YouTube to promote their products in creative and interactive ways. Engaging visual content, influencer endorsements, and trend-based campaigns have become popular strategies for capturing consumer attention and shaping purchase intention [16].

Purchase intention is a key stage in consumer behavior that reflects a person's tendency to buy a product based on perception, needs, and external influences, including advertising. Recent studies show that online advertisements that are personalized, relevant, and interactive have been proven to enhance brand communication effectiveness and strengthen purchase intentions among younger consumers, including millennial and Gen Z coffee customers [17].

Additionally, factors such as message credibility, quality of visual content, ease of access to information, and the emotional engagement elicited by digital advertisements significantly contribute to influencing consumer perceptions and purchasing decisions. Therefore, understanding the impact of online advertising on customer purchase intention is highly relevant, especially in the context of the coffee market, which is highly competitive and trend-driven [18].

Based on the background and problem identification presented, it is necessary to define the scope of the study. This aims to clarify the issues to be researched in order to maintain focus and depth. This study is limited to examining the influence of Online Advertising on Purchase Decisions with Consumer Satisfaction as a control variable at Kopi Kenangan Padang City, Sutomo Branch.

2. Methods

Based on the problem formulation and the research title, the object of this study will be the consumers of Kopi Kenangan, Sutomo Branch, Padang City.

The research design conducted by the author is a survey study using a quantitative method, the quantitative method can be defined as a research method based on positivist philosophy, used to study a specific population or sample, with data collection using research instruments, quantitative/statistical analysis, and aims to describe and test established hypotheses. Therefore, in this study, the author uses a questionnaire as a data collection tool [19].

The data source for this research uses primary data, primary data refers to data sources that directly provide

data to the researcher. Data is collected directly by the researcher from the first source or the location where the research object is conducted. The researcher uses data obtained from respondents' answers to the given questionnaire [20].

The survey method is a quantitative research method used to obtain data from the past or present about beliefs, opinions, characteristics, behavior, variable relationships, and to test some hypotheses about sociological and psychological variables from samples taken from a specific population. The population in this study consists of consumers of Kopi Kenangan, Sutomo Branch, Padang City

The criteria for respondents accepted in this study are consumers who shop at Kopi Kenangan, Sutomo Branch, Padang City. The researcher uses data obtained from respondents' answers to the questionnaire provided. The approach used in analyzing this study is Structural Equation Modeling Partial Least Squares (SEM-PLS) with SMART PLS software. The reason for using this program is that the study is more predictive and explanatory of latent variables rather than testing a theory, and the sample size in this research is relatively small.

The data analysis in this study includes validity testing, reliability testing, and hypothesis testing using SEM-PLS on four variables. The latent variables in this study are reflective, meaning the four latent variables influence their indicators.

This analysis aims to describe the characteristics of each research variable by presenting data in frequency distribution tables, calculating mean values, total scores, and respondents' achievement levels (TCR), as well as interpreting them. This analysis does not connect or compare one variable with another.

In general, reliability is defined as a series of tests to assess the consistency of statement items. Reliability testing is used to measure the consistency of the measuring instrument in assessing a concept or the consistency of respondents in answering questionnaire items or research instruments. Reliability can be tested through composite reliability; a variable is considered reliable if it has a composite reliability value greater than 0.7.

Reliability testing in PLS can be conducted using two methods: Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit of reliability for a construct, while composite reliability measures the true reliability value of a construct. Composite reliability is considered better at estimating the internal consistency of a construct. The rule of thumb used is a composite reliability value greater than 0.7 and a Cronbach's alpha value greater than 0.7. Composite reliability measures the true reliability of a variable, whereas Cronbach's alpha measures the lowest

reliability value of a variable. Thus, composite reliability > 0.6 and Cronbach's alpha > 0.7 are acceptable. For example, the composite reliability values for all constructs in this study are above 0.7.

Hypothesis testing is conducted using full model structural equation modeling (SEM) analysis with Smart PLS. In the full model SEM, besides confirming the theory, it also explains whether or not there is a relationship between the latent variables.

3. Results and Discussions

The original sample value of Online Advertising on Purchase Decision through Consumer Satisfaction is 0.138, indicating that the direction of the relationship between Online Advertising and Purchase Decision through Consumer Satisfaction is positive. The p-value is 0.014, which is less than the alpha level of 5% ($0.014 < 0.05$), indicating a significant effect. The t-statistic value is 2.465, which is greater than 1.96; therefore, the null hypothesis (H_0) is rejected and hypothesis H_6 is accepted. It can be concluded that Online Advertising has a positive and significant effect on Purchase Decision through Consumer Satisfaction at Kopi Kenangan. Hypothesis H_6 in this study (Mediation) is supported.

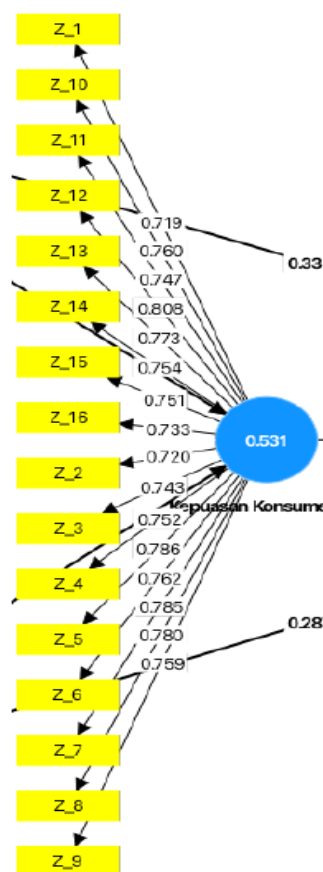


Figure 1. Outer Loadings of the Consumer Satisfaction Variable

Based on the results of the outer loading test using SmartPLS, the correlation values between the statement items and the latent variable, namely Consumer Satisfaction, are shown in Figure 1. In general, acceptable convergent validity values were found, where each statement item has a convergent validity value above 0.7.

Based on the research findings, the author can imply the following:

1. The results show that Online Advertising has a positive and significant effect on Consumer Satisfaction. Therefore, the null hypothesis (H_0) is rejected and hypothesis H_1 is accepted. The descriptive statistical value of the Online Advertising variable has the highest mean score of 3.97, which falls into the high category, especially in the Brand Choice indicator with the statement, "I choose Kopi Kenangan because it has the best brand value," and in the Purchase Quantity indicator with the statement, "I can purchase products from Kopi Kenangan according to the quantity I want." This finding aligns with the study, which also found a positive and significant influence of Online Advertising on Consumer Satisfaction. This result indicates that the higher the Online Advertising, the greater the Consumer Satisfaction. Online Advertising is important because it helps customers recognize and select a product. It also helps businesses improve their reputation and visibility. The presence of product reviews essentially provides numerous benefits for businesses, as online ads can provide social proof to potential buyers and increase conversion and customer loyalty. Online Advertising also helps improve a brand's search engine optimization (SEO) performance.
2. The results show that Brand Image has a positive and significant effect on Consumer Satisfaction. Hence, H_0 is rejected and H_2 is accepted. The descriptive statistical value of the Brand Image variable has the highest mean score of 4.04, which is in the high category on the Company Image indicator with the statement, "Kopi Kenangan is a well-known company in the community."
3. The results show that Online Advertising has a positive and significant effect on Purchase Decision. Therefore, H_0 is rejected and H_3 is accepted. The descriptive statistical value of the Online Advertising variable has the highest mean score of 3.97, in the high category on the Brand Choice indicator with the statement, "I choose Kopi Kenangan because it has the best brand value," and on the Purchase Quantity indicator with the statement, "I can purchase

products from Kopi Kenangan according to the quantity I want.”

4. The results show that Consumer Satisfaction has a positive and significant effect on Purchase Decision. Hence, H0 is rejected and H5 is accepted. The descriptive statistical value of the Consumer Satisfaction variable has the highest mean score of 3.75, categorized as high on the Willingness to Recommend indicator with the statement, “I will recommend it to my friends because the product offered meets expectations.”

Table 1. Evaluation of R Square Values

Variable	R Square	R Square Adjusted
Kepuasan Konsumen (Z)	0,531	0,521
Keputusan Pembelian (Y)	0,652	0,641

In Table 1. the R Square value for the Consumer Satisfaction construct is 0.531, or 53.1% (categorized as strong), which illustrates the magnitude of the influence received from the Online Advertising and Brand Image constructs. The remaining 46.9% is influenced by other variables outside of this study. Meanwhile, the R Square value for the Purchase Decision construct is 0.652, or 65.2% (also categorized as strong), indicating the extent of the influence provided by Online Advertising, Brand Image, and Consumer Satisfaction in explaining or affecting Purchase Decision. The remaining 34.8% is influenced by variables outside this research. The higher the R Square value, the greater the ability of the exogenous constructs to explain the endogenous variables, thus improving the structural equation model formed.

4. Conclusions

Based on the discussion in the previous chapters, several conclusions can be drawn as follows: (1) There is a significant positive effect of Online Advertising on Consumer Satisfaction at Kopi Kenangan. This indicates that the better the Online Advertising, the higher the Consumer Satisfaction will be. (2) There is a significant positive effect of Online Advertising on Purchase Decision at Kopi Kenangan. The results show that the higher the Online Advertising, the more it can increase the Purchase Decision. (3) There is a significant positive effect of Consumer Satisfaction on Purchase Decision at Kopi Kenangan. This means that the higher the Consumer Satisfaction, the more Purchase Decisions will increase. (4) Consumer Satisfaction mediates the effect of Online Advertising on Purchase Decision at Kopi Kenangan. There is a significant positive influence of Online Advertising on Purchase Decision through Consumer Satisfaction as an intervening variable. This shows that better Online Advertising will increase Purchase Decisions through Consumer Satisfaction.

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