

The Role Brand Image and Location on Buying Interest Instagram Social Media at Coffee Shop in Tangerang City (Case Study of Kala Coffee & Eatery and Kedai Seruput)

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Abstrak

Penelitian ini bertujuan untuk mengetahui besaran pengaruh variable *brand image*, lokasi, terhadap minat beli melalui media sosial instagram *coffee shop* di Kota Tangerang. Metode penelitian ini adalah metode kuantitatif, dengan responden yaitu konsumen kala *coffee & eatery* dan kedai seruput *coffee shop* kota tangerang yang berjumlah 100 orang. Teknik analisis yang digunakan yaitu analisis regresi linear sederhana dan berganda, dengan metode uji hipotesis yaitu uji t dan uji f. hasil uji hipotesis menyatakan bahwa secara parsial maupun simultan variabel *brand image* (x1), lokasi (x2), terhadap minat beli (z) berpengaruh positif dan signifikan terhadap variabel media sosial instagram, dengan besaran pengaruh masing-masing secara parsial yaitu 24%, dan 19%. Besaran pengaruh secara simultan ke variabel bebas terhadap minat beli yaitu 46,6%, sedangkan sisanya yaitu 53,4% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Pengaruh *brand image* dan lokasi menggunakan peran sosial media secara efektif mempengaruhi minat beli konsumen akan meningkat.

Kata kunci: *Brand Image*, Lokasi, Media Sosial, Minat Beli.

Abstract

This study aims to find out determine the number of influence of the variable brand image, location, on buying interest through instagram social media at Coffee Shops in Tangerang City. The method of this study is quantitative, with respondents all consumers Coffee Shop Tangerang City Case Study in Kala Coffee & Eatery and Kedai Seruput, which numbered 100 persons. The technique analysis used is simple and multiple linear regression analysis, with hypothesis testing methods, namely t-test and F-test. The results of hypothesis testing state that partially or simultaneously Brand Image, Location, and Buying Interest variables positive and significant effect on the Instagram Social Media variable, with the number of influence of each partial effect being 24% and 19%. However, the magnitude of the simultaneous influence on the independent variable on Purchase Interest is 46.6%, while the remaining 53.4% is influenced by other factors not examined in this study. The influence of Brand Image and Location using the role of Social Media effectively affects consumer buying interest will increase.

Keywords: *Brand Image, Location, Social Media, Buying Interest*

1. Introduction

When a consumer chooses to purchase a product, it is said to have been eaten. One sort of encouragement or motivation that can persuade customers to buy the goods is the intricate attributes employed to give stimulation or the appeal of a product. (Majeed et al., 2021), (Tregear & Ness, 2005)), is a consumer mental statement that expresses plans to purchase a variety of goods based on particular brands. Consumer attention to the quality of food or beverage processing, presentation, packaging, and delivery is on the rise due to the shift in buying interests (de Freitas & Stedefeldt, 2020).

The competition between products is currently getting more intense. Companies must be able to behave as successful communicators and promoters in order for the messages they deliver to be truly effective and earn favorable feedback from consumers. In order for advertising campaigns to be successful and have a good effect, marketing communicators must innovate; ideally, the message must be able to draw attention, spur interest, arouse desire, and motivate action (Gorondutse & Hilman, 2014). Utilizing social or online media, which are currently more accessible to consumers, is one of the innovations and methods used by companies to offer their products or promote their products (Kaplan & Haenlein, 2010).

Social media has more influence in describing content that is used as a resource by customers to learn more about a product. Producers began to use it as a marketing and communication tool as a result of its power (Basit et al., 2020). Producers must comprehend how consumers behave while buying things from the market. As a result, it's important to consider how to spark consumer interest in the created goods. One of them is the favorable response from online reviews as one of the elements that most affect consumers' interest in making a purchase (Reza Jalilvand & Samiei, 2012).

The coffee industry is also impacted by the growth of using social media as a promotional tool to reach consumers (Ibrahim et al., 2021). According to forecasts, Indonesian coffee shop growth would increase by 15% to 20% by the end of 2019 compared to 2018, when it only grew by 8% to 10% (Zuhriyah & Pratolo, 2020). The existence of coffee shops has altered how coffee is consumed. Young people, both men and women, are becoming the main consumers of coffee in addition to the elderly. Coffee shops can serve as gathering places for friends, work associates, and even young individuals. Indonesia's coffee shop industry is anticipated to grow in step with the country's expanding domestic.

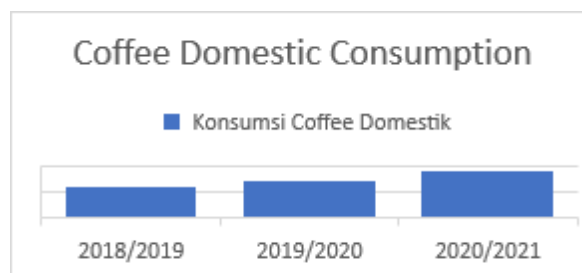


Figure1: Coffee Domestic Consumption
Source: (Johnson & Alam, 2000).

The growth and diversity of coffee shops throughout Indonesia, as well as in Tangerang, has an impact on the standards that businesses must meet to remain competitive. However, these expanding coffee shops typically serve the same types of coffee, which increases the risk of market saturation. Consumer behavior, particularly the propensity for repeat purchases, will be impacted by this market saturation. Boredom affects how frequently consumers visit a store and make repeat purchases of a product. There are now instant coffee shops and coffee shops that open because people want to have a coffee drink business like joining or spontaneous, increasing competition for coffee shops or similar drinks, Currently, coffee shops are evolving into a lifestyle, which shut down as a result of competition since it could not survive.

2. Method

This research utilizes quantitative methods, which are often applied within the positivist philosophy to study particular populations or samples. For this investigation, data was gathered using a questionnaire.

Because the population is infinite, the size of the sample to be studied from a population in this study is based on the formula of Lemeshow et al. (1988). In this study, the authors at least collected data from a sample of at least 100 people, thus if this formula is used, the n obtained is $96.04 = 100$ people.

The level of aggregation is the analysis's unit, after which the data is gathered for the subsequent data analysis stage, visitors to the Kala Coffee & Eatery and Kedai Seruput coffee shops in Tangerang City served as the study's unit of analysis. This study's quantitative analysis employs a path analysis methodology. The size of the impact of Brand Image (X1), Location (X2), and Buying Interest (Z) through Instagram Social Media (Y) at Coffee Shops in Tangerang City was calculated based on this sample.

Table 1. Indicator Variable

Variabel	Dimensions	Indicator	
Brand Image (X1) (Rangkuti, 2009)	<i>Corporate Image</i>	1. Attractive logo	
		2. Trustworthy image	
	<i>User Image</i>	1. Guarantee of effectiveness and consumer convenience.	
		2. Safety and convenience assurance facilities	
	<i>Product Image</i>	1. Products according to consumer desires	
		2. Employee attitude towards consumers	
		3. Specialty of the product	
		4. Attractive logo	
	Location (X2) (Mischitelli, 2000)	<i>Place</i>	1. Type of business being run
2. Density of the community around the business			
3. Availability of employees or labor			
<i>Parking</i>		1. Having a parking lot that is comfortable and safe for consumers	
		2. The parking lot is large enough for consumers to bring two-wheeled and four-wheeled vehicles	
<i>Accessibility</i>		1. Easy access to consumers using both private and public transportation	
<i>Visibility</i>		1. The building/place is easy to see and know	
<i>Infrastructure</i>		1. The facilities are quite complete, bathrooms for consumers	
		2. Comfortable place to meet with friends and colleagues	
Social Media (Y) (Chris Hauer dalam Arief et al., 2015)		<i>Context</i>	1. Explain about information to consumers 2. The language used is short and clear
		<i>Communication</i>	1. Accepting criticism from customers to improve. 2. Accept suggestions from customers
		<i>Collaboration</i>	1. Social Media is used effectively and efficiently 2. Willing to cooperate with other parties
	<i>Connection</i>	1. Answer questions from customers 2. Provide extra service	
Buying Interest (Z) (Bachriansyah et al., 2011)	Transactional interest	1. Influence consumers to buy 2. Consumer's ability to buy	
		Referral interest	1. Buying product references from friends or colleagues 2. Can refer products to friends or colleagues
	Preferential interest		1. Want to buy similar products after seeing consumers 2. Consumers see the figure of someone who buys
		Exploratory interest	1. Bought the coffee shop product out of curiosity 2. Consumers try product variations

Before evaluating the hypothesis, data processing employs SPSS tools to conduct a number of tests, including those for validity, reliability, normalcy, and multicollinearity, as well as the coefficient of determination (R²), Simultaneous test (F test), and individual parameter test (t test). The significance level for this study is 5%.

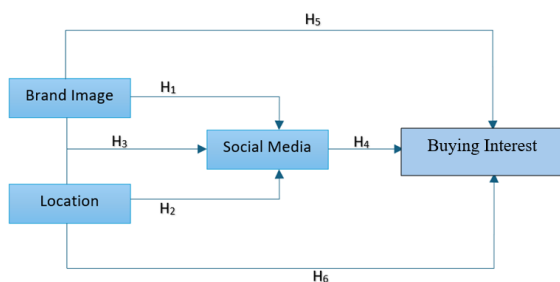


Figure 2: Framework of Methode

3. Result

Results of descriptive analysis

Based on research conducted on 100 respondents with the characteristics of the majority being 74% male, the majority aged 28-37 years as much as 78%, the majority based on the last education S1 65%, based on the work of the majority 50% private employees.

Table 2. Descriptive Brand Image and Location Statistics through Instagram Social Media Against Buying Interest.

	N Statistic	Range Statistic	Min Statistic	Max Statistic	Mean Statistic	Std Deviation	VarianceStatistic
BRAND IMAGE	100	16.00	24.00	40.00	34.7800	4.26776	18.214
LOCATION	100	18.00	27.00	45.00	38.6600	4.69735	22.065
SOCIAL MEDIA	100	19.00	21.00	40.00	35.1600	4.07188	16.580
BUYING INTEREST	100	20.00	20.00	40.00	32.1200	4.65427	21.662
Valid N (listwise)	100						

- Variabel X₁ (Brand Image)**
From Table 2 above, it can be seen from the respondent's data that there are 100 consumers who have been processed at X1 as follows: for a mean value of 384.78, a standard deviation of 4.267, variance 18,214, data range (range) 16, with a minimum value of 24 and a maximum value of 40.
- Variabel X₂ (Location)**
From Table 2 above, it can be seen from the respondent's data that there are 100 consumers who have been processed at X2 as follows: for a mean value of 38.66, a standard deviation of 4.697, variance 22.065, data range (range) 18, with a minimum value of 27 and a maximum value of 45.
- Variable Z (Buying Interest)**
From Table 2 above, it can be seen from the respondent's data that there are 100 consumers who have been processed in Z as follows: for a mean value of 32.12, standard deviation of 4.654, variance 21,662, data range (range) 20, with a minimum value of 20 and a maximum value of 40.
- Variable Y (Social Media/Instagram)**
From Table 2 above it can be seen from the respondent's data of 100 consumers who have been processed at Y as follows: for a mean value of 35.16, standard deviation of 4.071, variance 16,580, data range (range) 19, with a minimum value of 21 and a maximum value of 40.

Validation

The sum of all items results in the overall item score. If the value of the r count > from the r table, the query is deemed genuine. The questionnaire was deemed valid, indicating that it was indeed capable of measuring what needed to be measured. Sugiyono (2019: 134) states. If the correlation coefficient is (r count > r table), then the instrument items are regarded

as legitimate. The value of the r table, which is 0.256 (significant level 0.10), is for 100 respondents, where $Df = N-2 = 98$. The validity test's findings are as follows:

Table 3. Variable Validity Test X₁ (Brand Image)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	.501**	.464**	.411**	.724**
X1.2	.592**	.656**	.275**	.802**
X1.3	.653**	.664**	.323**	.813**
X1.4	.653**	.590**	.596**	.830**
X1.5	.590**	.653**	.517**	.798**
X1.6	.596**	.517**	.323**	.676**
X1.7	.500**	.481**	.503**	.633**
X1.8	.830**	.798**	.676**	.802**
BRAND IMAGE	N	100	100	100

The conclusion from the test in table 3 above is that the correlation between each question and the total score gets the value of r count > r table (0.256) then for variable X₁ valid.

Table 4. Variable Validity Test X₂ (Location)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	.403**	.419**	.423**	.547**
X2.2	.516**	.264**	.349**	.645**
X2.3	.289**	.372**	.435**	.425**
X2.4	.379**	.417**	.383**	.648**
X2.5	.509**	.419**	.386**	.751**
X2.6	.630**	.599**	.346**	.827**
X2.7	.435**	.379**	.509**	.630**
X2.8	.403**	.419**	.385**	.715**
X2.9	.386**	.346**	.431**	.385**
Lokasi				

The conclusion from the test in table 4 above is that the correlation between each question and the total score gets the value of r count > r table (0.256) then for variable X₂ valid.

Table 5. Variable Validity Test Z (Willingness Buy)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Z.1	.410**	.306**	.519**	.687**
Z.2	.136	.145	.385**	.570**
Z.3	.195	.266**	.373**	.585**
Z.4	.275**	.336	.259*	.561**
Z.5	.629**	.518**	.673**	.822**
Z.6	.629**	.625**	.612**	.741**
Z.7	.625**	.518**	.639**	.682**
Z.8	.612**	.639**	.519**	.824**
Minat Beli				

The conclusion from the test in table 4 above is that the correlation between each question and the total score gets the value of r count > r table (0.256) then for variable Z valid.

Table 6. Variable Validity Test Y (Social Media)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	.644**	.379**	.462**	.374**
Y.2	.450**	.401**	.284**	.593**
Y.3	.588**	.403**	.274**	.315**
Y.4	.342**	.426**	.532**	.778**
Y.5	.452**	.606**	.416**	.788**
Y.6	.452**	.525**	.312**	.583**
Y.7	.274**	.426**	.606**	.525**
Y.8	.315**	.532**	.416**	.312**
Media Sosial				

The conclusion from the test in table 4 above is that the correlation between each question and the total score gets the value of r count > r table (0.256) then for variable Y valid.

Multiple Regression Test Results

Table 7. Variable Validity Test Regression 2 Structure

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.737	3.807		.194	.847
	BRAND IMAGE	.374	.100	.371	3.742	.000
	LOCATION	.195	.100	.198	1.949	.004
	SOCIAL MEDIA	.734	.118	.550	6.230	.000

a. Dependent Variable: WILLINGNES TO BUY

From the results of calculations from table 7 multiple linear regression test, we get the regression equation for structure 2:

$$Y = 0,737 + 0,374 X_1 + 0,195 X_2 + 0,734 Z$$

Can be concluded that:

- a. The constant is 0.737 if the value of variable X₁, X₂ Dan Z is zero, then Social Media has a value of 0.737
- b. Variable regression coefficient Brand Image (X₁) of 0.374 means if Brand Image experience one unit increase, then Buying Interest will increase by 0.374 units assuming variables independent constant value.
- c. Location variable regression coefficient (X₂) of 0.195 means that if the location experiences an increase in one unit, then Buying Interest will increase by 0.195 units assuming the variable independent constant value.
- d. The regression coefficient of the Social Media variable (Z) is 0.734, meaning that if Social Media experiences one unit increase, then Buying Interest will increase by 0.734 units assuming the variable independent constant value.

The most influential variable on Purchase Intention is Social Media, with a regression coefficient of 0.734. So to increase Buying Interest, it is necessary to increase promotions on Social Media at Coffee Shop.

Test Hypothesis

The results of the t test is a hypothesis test to test

the hypothesis of simple correlation or also called the Partial Test. To find out whether there is a partial effect between the independent variables on the dependent variable, the results of the t count are compared to the t table.

Table 8. Result Test t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.861	2.586		7.679	.000
	BRAND IMAGE	.184	.084	.244	2.192	.031
	LOCATION	.256	.082	.346	3.114	.002
a. Dependent Variable: SOCIAL MEDIA						

Based on table 8, the output t counts the variable *Brand Image* of 2.192, Location Variable 3.114, Table t value = 1.66023:

1. Variable *Brand Image* 2.192 > t table 1.66023 = then **Ho is rejected and Ha is accepted**, *Brand Image* partial effect on Social Media.
2. Location Variable 3.114 > t table 1.66023 = then **Ho is rejected and Ha is accepted**, Location has a partial effect on Social Media.

From the results of the hypothesis testing that the writer did, it can be concluded that the Brand Image and Location variables affect Social Media at Kala Coffee Shop and Kedai Seruput, Tangerang City. The results of the F test are used to determine whether the independent variables simultaneously affect the dependent variable.

Table 9. Result Test F

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	313.883	2	156.942	19.509	.000 ^b
	Residual	780.307	97	8.044		
	Total	1094.190	99			
a. Dependent Variable: SOCIAL MEDIA						
b. Predictors: (Constant), LOCATION, BRAND IMAGE						

Based on Table 9, it is known that the calculated f value: is 19.509 and the f table value: is 2.1411. Because the calculated F value is 19.509 > the F table value is 2.1411. Then it can be pulled Brand Image and Location has a simultaneous effect on consumer social media at Kala Coffee Shop and Kedai Seruput, Tangerang City.

4. Conclusions

This research was conducted by distributing questionnaires for data collection. Questionnaires were distributed to the number of respondents in this study as many as 100 consumers of Kala Coffee and Kedai Seruput. Based on the research results, the following conclusions are obtained:

1. Social media has a good and significant impact on brand image. Brand Image partially influences Social Media, with a value of Standard Coefficients Beta of 0.244 meaning the magnitude of the influence Brand Image by 24%. For both large and small businesses, brand image is their most valuable asset, so for this study, Kala Coffee and Kedai Seruput must enhance their brand image by offering specialty drinks or high-quality beverages at each coffee shop. They can also implement branding in each Social Media promotion.
2. Social Media is positively and significantly impacted by location that location has a 19% influence on social media. In addition to being convenient and comfortable, the site of the business must currently be Instagram able to pique customers' interest in going there.
3. Buying interest is positively and significantly impacted by social media. Indicates that social media has a limited impact on purchase interest. With a value Standard Coefficients Beta of 0.55, social media has a 55% influence on purchase intention.
4. Location and Brand Image both have a good and strong impact on Social Media, either separately or jointly. This regression model can describe the impact on social media in combination. Because Ho is rejected and Ha is approved when F count > F table, this indicates that Brand Image and Location have an equal impact on Social Media. Conclusion: Brand image and location together have a large impact on social media, having a 46.66% impact.
5. Through social media, Brand Image significantly influences Buying Interest. Obtained by comparing the indirect to the direct effect, or 0.575 to 0.371.
6. On social media, location has a big impact on purchase intention. Obtained from indirect effect compared to direct effect, 0.306 versus 0.198.

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