

The Influence of Social Media Marketing and Product Quality on Purchasing Decisions at Fortunate Coffee Bali

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Abstract-This study examines the influence of social media marketing and product quality on consumers' purchasing decisions at Fortunate Coffee Bali. The research was motivated by the company's limited social media marketing activities and the infrequent provision of promotional programs, which have contributed to declining consumer interest in purchasing its products. To address this issue, the study evaluates the effectiveness of social media marketing and product quality as strategic factors in improving purchasing decisions. This research employed an associative quantitative approach using questionnaire data collected from 30 respondents. The data were analyzed using multiple linear regression. The findings indicate that both social media marketing and product quality have a positive and significant effect on purchasing decisions, both partially and simultaneously. The coefficient of determination (R^2) shows that these two variables explain 61.6% of the variation in purchasing decisions, while the remaining 38.4% is influenced by other factors outside the scope of this study. These findings suggest that improving social media marketing strategies and maintaining high product quality can significantly enhance consumers' purchasing decisions at Fortunate Coffee Bali.

Keywords: Social Media Marketing; Product Quality; Purchasing Decision; Consumer Behavior; Fortunate Coffee Bali

1. INTRODUCTION

The food and beverage industry in Indonesia has experienced significant growth over the past decade, supported by the rapid adoption of digital technologies and changing consumer lifestyles. One of the most influential developments is the increasing use of social media as a marketing platform. According to DataReportal (2024), Indonesia has more than 139 million active social media users, representing over 49% of the total population. This trend has encouraged businesses to integrate digital marketing strategies into their operations to increase brand awareness, customer engagement, and purchasing decisions.

The coffee shop industry is one of the sectors most affected by these changes. Coffee shops increasingly rely on social media platforms such as Instagram, TikTok, and Facebook to promote products, communicate with customers, and strengthen their brand image. At the same time, product quality remains a critical factor influencing consumer purchasing decisions because customers expect products that provide consistent taste, freshness, and overall satisfaction. Therefore, businesses must combine effective social media marketing with high product quality to remain competitive.

Fortunate Coffee Bali is one of the coffee shops that utilizes social media to promote its products and communicate with customers. However, preliminary observations revealed several challenges, including inconsistent promotional activities on social media, limited customer engagement with promotional content, and increasing competition from other coffee shops offering similar products and marketing strategies. These conditions may reduce consumer interest and influence purchasing decisions, making it important to investigate the factors that determine customers' purchasing behavior.

Previous studies have reported that social media marketing and product quality positively influence purchasing decisions. However, the findings are not always consistent because the strength of these relationships varies across industries, business scales, geographical locations, and consumer characteristics. Moreover, empirical studies examining the combined influence of social media marketing and product quality on purchasing decisions in coffee shops in Bali remain limited. This research gap indicates the need for further investigation, particularly in the context of Fortunate Coffee Bali.

Based on these issues, this study addresses the following research questions, does social media marketing significantly influence purchasing decisions at Fortunate Coffee Bali, does product quality significantly influence purchasing decisions at Fortunate Coffee Bali, do social media marketing and product quality simultaneously influence purchasing decisions at Fortunate Coffee Bali.

Accordingly, the objectives of this study are, to analyze the influence of social media marketing on purchasing decisions at Fortunate Coffee Bali, to examine the influence of product quality on purchasing decisions at Fortunate Coffee Bali, to determine the simultaneous influence of social media marketing and product quality on purchasing decisions at Fortunate Coffee Bali.

This study contributes to the existing literature by providing empirical evidence regarding the combined effects of social media marketing and product quality on purchasing decisions in the coffee shop industry, particularly in the context of Bali. The findings are also expected to provide practical recommendations for business owners in developing more effective marketing strategies and improving product quality to strengthen consumer purchasing decisions.

2. RESEARCH METHOD

2.1 Social Media Marketing

Social media marketing (SMM) refers to the use of social media platforms to promote products or services, communicate with customers, and build long-term relationships with target audiences. Unlike traditional marketing, social media marketing enables two-way communication, allowing businesses to interact directly with consumers and receive immediate feedback. According to Kim and Ko (2012), social media marketing consists of several dimensions, including entertainment, interaction, trendiness, customization, and word-of-mouth, all of which can enhance consumer perceptions and influence purchasing behavior.

Previous studies have demonstrated that effective social media marketing increases brand awareness, customer engagement, and purchase intention. Consumers are more likely to purchase products when they receive attractive, informative, and interactive promotional content through social media platforms.

2.2 Product Quality

Product quality refers to the ability of a product to perform its intended functions and satisfy customer expectations. According to Kotler and Keller (2016), product quality is one of the most important determinants of customer satisfaction and purchasing decisions because consumers tend to prefer products that consistently meet their expectations.

In the coffee shop industry, product quality includes taste, aroma, freshness, presentation, consistency, and overall customer experience. High-quality products encourage repeat purchases and strengthen customer loyalty.

2.3 Product Purchase

Purchasing decision is the process through which consumers evaluate available alternatives before selecting and purchasing a product or service. According to Kotler and Keller (2016), this process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Consumers' purchasing decisions are influenced by both internal and external factors, including marketing activities, product quality, price, social influence, and personal preferences. Therefore, businesses need effective marketing strategies and superior product quality to encourage consumers to choose their products.

2.4 Previous Studies and Research Gap

Several previous studies have examined the relationship between social media marketing, product quality, and purchasing decisions. Upadana and Pramudana (2020) found that social media marketing has a positive and significant influence on purchasing decisions. Similarly, numerous studies reported that product quality significantly affects consumers' purchasing decisions because higher-quality products increase customer satisfaction and trust.

However, previous findings are not entirely consistent because the magnitude of the influence differs across industries, geographical locations, and consumer characteristics. Furthermore, empirical studies investigating the combined influence of social media marketing and product quality on purchasing decisions in coffee shops in Bali, particularly at Fortunate Coffee Bali, remain limited. This gap provides the rationale for conducting the present study.

2.5 Hypothesis Development

H1: Social Media Marketing and Purchasing Decision

Based on the Stimulus–Organism–Response (S–O–R) theory and previous empirical studies, attractive and interactive social media marketing stimulates consumers' interest, improves brand awareness, and ultimately encourages purchasing decisions. Therefore, the first hypothesis is formulated as follows:

H1: Social media marketing has a positive and significant influence on purchasing decisions at Fortunate Coffee Bali.

H2: Product Quality and Purchasing Decision

According to consumer behavior theory, consumers evaluate product quality before making purchasing decisions. Products with consistent quality increase perceived value, satisfaction, and purchase intention.

H2: Product quality has a positive and significant influence on purchasing decisions at Fortunate Coffee Bali.

H3: Social Media Marketing, Product Quality, and Purchasing Decision

Social media marketing attracts consumers and communicates product value, while product quality fulfills customer expectations after purchase. The combination of these two factors is expected to strengthen purchasing decisions.

H3: Social media marketing and product quality simultaneously have a positive and significant influence on purchasing decisions at Fortunate Coffee Bali.

2.6 Research Design and Data Collection

This study employed a quantitative research design using an associative approach to examine the influence of Social Media Marketing and Product Quality on Purchase Decisions at Fortunate Coffee Bali. The associative approach was selected to determine the relationship between the independent variables, namely Social Media Marketing (X_1) and Product Quality (X_2), and the dependent variable, Purchase Decision (Y).

The research was conducted at Fortunate Coffee Bali from June to August 2024. The respondents consisted of customers of Fortunate Coffee Bali who had purchased the company's products during the research period. Primary data were collected using a structured questionnaire based on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were developed from the indicators of each research variable.

The collected data were analyzed using IBM SPSS Statistics. Data analysis included validity and reliability tests, normality, linearity, and multicollinearity tests, followed by multiple linear regression analysis. The coefficient of determination (Adjusted R^2), partial hypothesis testing (t-test), and simultaneous hypothesis testing (F-test) were also conducted to evaluate the proposed hypotheses.

2.7 Population and Simple

The population of this study consisted of 60 customers of Fortunate Coffee Bali. The sample comprised 30 respondents, which was determined using the Slovin formula. The respondents were selected using a probability sampling technique and completed a structured questionnaire designed to measure Social Media Marketing, Product Quality, and Purchase Decision.

2.8 Research Variables and Measurement

The study consists of two independent variables, namely Social Media Marketing (X_1) and Product Quality (X_2), and one dependent variable, Purchase Decision (Y). The measurement indicators for each variable were adopted from previous studies and were assessed using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Table 1. Research Variables and Measurement

Variable	Indicators	Measurement Scale	References
Social Media Marketing (X_1)	Entertainment, Interaction, Trendiness, Customization, and Word-of-Mouth	Five-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree)	Kim & Ko (2012); Katiyar & Saini (2016); Piramita et al. (2021)
Product Quality (X_2)	Color, Appearance, Portion, Shape, Temperature, Texture, Aroma, and Taste	Five-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree)	Anggraeni & Soliha (2020); Fiani & Japariato (2020)
Purchase Decision (Y)	Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, and Post-purchase Behavior	Five-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree)	Indrasari (2019)

Table 1 presents the research variables, measurement indicators, measurement scale, and references used in this study. Social Media Marketing and Product Quality were treated as the independent variables, while Purchase Decision was considered the dependent variable. All variables were measured using a five-point Likert scale, where a higher score indicates a stronger level of agreement with each statement. The indicators were adapted from established literature to ensure that the research instrument possessed adequate validity and reliability.

2.9 Data Analysis

The collected data were analyzed using IBM SPSS Statistics. Before testing the research hypotheses, the research instrument was evaluated through validity and reliability tests to ensure that all questionnaire items were valid and reliable.

Furthermore, classical assumption tests were conducted, including the normality test, linearity test, and multicollinearity test, to verify that the data satisfied the assumptions required for multiple linear regression analysis.

Multiple linear regression analysis was employed to examine the influence of Social Media Marketing and Product Quality on Purchase Decisions. The coefficient of determination (Adjusted R^2) was used to measure the proportion of variance in the dependent variable explained by the independent variables. Partial hypothesis testing was performed using the t-test to determine the individual effect of each independent variable, while the F-test was conducted to examine the simultaneous effect of all independent variables on Purchase Decisions. A significance level of 5% ($\alpha = 0.05$) was applied in all statistical analyses.

3. RESULTS AND DISCUSSION

3.1 Responden Characteristics

Tabel 1. Description of Respondent Characteristics Based on Gender

No	Criteria	Frequency	Percentage (%)
1	Male	50	50%
2	Female	50	50%
Total		100	100%

Based on Table 4.1, it can be seen that in this study there were male respondents totaling 50 respondents or 50%, and female respondents totaling 50 respondents or 50%.

3.2 Classical Assumption Tests

3.2.1 Normality Test

Tabel 2 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.47261843
Most Extreme Differences	Absolute	.144
	Positive	.108
	Negative	-.144
Test Statistic		.144
Asymp. Sig. (2-tailed)		.355.000 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the results of the Normality Test, the significance value is $0.355 > 0.05$. Therefore, it can be concluded that the residual values are normally distributed.

3.2.2 Multicollinearity Test

Tabel 3. Multicollinearity Test Results

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	4.163	2.844		1.464	-.149
Social Media Marketing	.250	.085	.365	2.932	-.005
Product Quality	.277	.479	.479	3.852	-.000

a. Dependent Variable: Purchase Decisions

Based on Table V, it is known that the VIF value for the Social Media Marketing variable (X1) and the Product Quality variable (X2) is $2.376 < 10$, and the Tolerance Value is $0.421 > 0.10$. Therefore, the data do not indicate multicollinearity, and the data can be considered valid.

3.3 Hypothesis

3.3.1 t-Test

Tabel 4. t-Test Results

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1 (Constant)	4.163	2.844		1.464	.149
Social Media Marketing	.250	.085	.365	2.932	.005
Purchase Decision	.277	.072	.479	3.852	.000

a. Dependent Variable: Purchase Decision

Based on the t-test results, the t-count value for Social Media Marketing (X1) is 2.932 and for Product Quality (X2) is 3.852, both of which are greater than the t-table value of 1.672 (2.932 for X1 and 3.852 for X2 are greater than 1.672). Therefore, the hypothesis is accepted, meaning that Social Media Marketing and Product Quality influence Purchase Decisions.

3.3.2 f-Test

According to Hana et al. (2019), simultaneous regression testing (F-test) is used to examine the simultaneous effect of independent variables on the dependent variable. The testing criteria are as follows:

- The F-table value is 3.159.
- If the F-count value is greater than the F-table value, then the independent variables simultaneously influence the dependent variable.

If the significance value (Sig.) is less than 0.05, then the F-test result is considered highly significant. To determine the F-table value, the following F-table formula is used.

Tabel 5. f-Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	216.636	2	108.318	48.255	.000 ^b
	Residual	127.948	57	2.245		
	Total	344.583	59			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Product Quality, Social Media Marketing

Based on the table above, it can be seen that the F-count value of 48.255 is greater than the F-table value of 3.159. Therefore, it can be concluded that the Social Media Marketing and Product Quality variables influence Purchase Decisions.

3.4 Discussion

The findings indicate that Social Media Marketing has a positive and significant effect on Purchase Decision at Fortunate Coffee Bali. The t-test results show a t-value of 2.932, which is higher than the t-table value of 1.672, with a significance value of $0.005 < 0.05$. This finding suggests that effective social media marketing can increase consumers' interest and encourage them to make purchasing decisions.

The results also show that Product Quality has a positive and significant effect on Purchase Decision. The t-value of 3.852 exceeds the t-table value of 1.672, and the significance value is $0.000 < 0.05$. This indicates that consumers are more likely to purchase products that meet their expectations in terms of quality, such as taste, appearance, and overall product performance.

Furthermore, the F-test results demonstrate that Social Media Marketing and Product Quality simultaneously influence Purchase Decision, with an F-value of 48.255, which is greater than the F-table value of 3.159, and a significance value of $0.000 < 0.05$. These findings indicate that both variables jointly contribute to consumers' purchasing decisions. Therefore, Fortunate Coffee Bali should continue to strengthen its social media marketing strategy while maintaining high product quality to improve customer purchase decisions.

5. CONCLUSION

This study concludes that Social Media Marketing and Product Quality have positive and significant effects on Purchase Decisions at Fortunate Coffee Bali. The findings indicate that effective social media marketing enhances customer awareness and engagement, while high product quality strengthens customer confidence and encourages purchasing decisions. Furthermore, the simultaneous analysis confirms that both variables jointly contribute to consumers' purchase decisions. Based on the hypothesis testing results, H1, H2, and H3 are supported. These findings are consistent with previous studies, which suggest that social media marketing and product quality are important determinants of consumer purchasing behavior. The results of this study provide practical implications for Fortunate Coffee Bali by emphasizing the importance of maintaining consistent product quality while strengthening social media marketing strategies to attract and retain customers. Future studies are recommended to include additional variables, such as price, service quality, brand image, or customer satisfaction, to provide a more comprehensive understanding of the factors influencing purchase decisions.

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