

ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING, INFLUENCER MARKETING AND PRICE ON PURCHASE DECISIONS AT SENGKAYU COFFEE

Emteta Litka Enzelia ^{1*}, Aisyah Azhar Adam ²

^{1,2} Faculty of Economic and Business, Management Study Program / Universitas Potensi Utama, Medan, Indonesia

E-mail: emtetalitkaenzelia@gmail.com^{1*}, azharadamaisyah@gmail.com²

Received: 07/08/2026 | Revised: 16/08/2026 | Accepted: 20/09/2026 | Published: 29/09/2026

Abstract

The purpose of this study is to identify and analyze the influence of social media marketing, influencer marketing, and price on the purchase decision of consumers at Sengkayu Coffee Marelan. This study employed an associative research approach using a quantitative research method. The population consisted of all Sengkayu Coffee consumers who had made repeat purchases, with the exact population size being unknown. The sampling technique used was non-probability sampling with a purposive sampling approach. Since the population size was unknown, the sample size was determined using the Lemeshow formula. Based on this calculation, the study involved 105 respondents, all of whom were consumers of Sengkayu Coffee. The analysis tool used was SPSS version 25. Data collection was carried out through questionnaires, observation, and documentation, while data analysis utilized data quality tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination. The results of the study indicate that social media marketing, influencer marketing, and price, both partially and simultaneously, have a positive and significant effect on the purchase decision of consumers at Sengkayu Coffee.

Keywords: Social media marketing, influencer marketing, price, purchase decision, marketing, consumer behavior

INTRODUCTION

Coffee shops have become an integral part of the urban lifestyle in Indonesia. Coffee consumption trends are driven not merely by the need for caffeine but also by the desire for social interaction. With advancements in technology and social media, coffee shops have evolved beyond simple venues for drinking coffee into spaces for experiences, entertainment, and photography. Driven by economic growth and rising purchasing power—particularly among the youth—coffee shops are proliferating rapidly across Indonesia's major cities. Numerous major and local brands have emerged, offering diverse concepts and experiences to attract customers. These establishments serve as venues for enjoying high-quality coffee while acting as hubs for growing communities.

North Sumatra, with Medan as its capital, is also experiencing rapid growth in the coffee shop industry. Residents in the region are increasingly embracing coffee shop concepts that offer more than just coffee; they seek places to socialize and enjoy a comfortable atmosphere. As interest in modern lifestyles grows—especially among the younger generation—coffee shops are springing up across various cities in North Sumatra. Coffee quality and a cozy ambiance are the primary draws for consumers. Furthermore, various events and promotions are frequently organized to attract customers. This trend reflects a shift in consumption patterns among the people of North Sumatra, who are becoming increasingly conscious of coffee quality and the overall experience provided by coffee shops.

As the largest city in North Sumatra, Medan boasts a wide array of coffee shops featuring diverse and engaging concepts. In recent years, the city has become a hotspot for trendy coffee shops where people can hang out. These establishments range from those serving distinctive local Sumatran coffee to those adopting international concepts. Key attractions for consumers include comfortable atmospheres, high-speed internet, and "Instagrammable" settings. Home to numerous universities, Medan is an ideal location for university students and young professionals to enjoy coffee while socializing, working, or simply relaxing. With their varied concepts and competitive pricing, coffee shops in Medan successfully attract a broad customer base from all walks of life.

In this digital era, a business's success depends not only on product quality but also on how the product is marketed and received by consumers. In the context of coffee shops, social media and influencer marketing play a

crucial role. However, despite the abundance of coffee shops offering similar products, not all succeed in attracting and retaining customers. Fierce competition, shifting consumer tastes, and economic crises affecting public purchasing power are among the challenges coffee shops face today. The phenomenon of changing consumption patterns—driven largely by price, promotions, and social media influence—also presents a challenge for coffee shop owners striving to remain relevant and survive in the market.

This study focuses on the impact of social media marketing, influencer marketing, and price on purchasing decisions at Sengkayu Coffee Marelان. The study's novelty lies in its integration of these three modern marketing variables, which are increasingly influential in shaping consumer purchasing decisions within the coffee shop sector, particularly in Medan. Sengkayu Coffee Marelان, the subject of this study, uniquely combines these three marketing elements, and the research aims to measure the extent of their influence on consumer purchasing decisions. In the rapidly evolving era of social media, understanding the dynamics of these factors is highly relevant for coffee shop businesses seeking success.

Based on sales data for Sengkayu Coffee Marelان from 2023 to 2025, the company's revenue has declined annually. In 2023, revenue stood at Rp1,704,500,000, then dropped to Rp1,521,000,000 in 2024—a decrease of Rp183,500,000. Subsequently, in 2025, revenue fell further to Rp1,136,000,000, marking a decline of Rp385,000,000 compared to the previous year. Overall, during the 2023–2025 period, Sengkayu Coffee Marelان's revenue decreased by a total of Rp568,500,000. This decline indicates a drop in sales performance, which may be attributed to various factors such as intensifying competition among coffee shops, shifting consumer preferences, economic conditions, reduced promotional effectiveness, and the impact of marketing strategies involving social media, influencer marketing, and pricing. Therefore, Sengkayu Coffee Marelان needs to evaluate and optimize its marketing strategies to boost consumer purchasing decisions and drive sales growth in the coming years.

A purchase decision is the process a consumer undergoes before deciding to buy a product or service. In the context of coffee shops, purchase decisions are influenced by factors such as product quality, price, and promotional offers. Social media marketing, influencer marketing, and pricing play crucial roles in influencing consumer choices regarding specific coffee shops (Saputra & Sholahuddin, 2025). Consumers exposed to advertisements and recommendations via social media or influencers tend to place greater trust in the brand and are more inclined to purchase the offered products (Riska & Prabowo, 2025). Consequently, understanding the factors influencing purchase decisions at Sengkayu Coffee Marelان is vital for increasing sales and fostering customer loyalty.

Based on the results of a pre-survey involving 30 respondents, the statement "I am confident in choosing Sengkayu Coffee when I want to buy coffee" received the highest percentage of "Yes" responses—90%—indicating that the majority of respondents are confident in their choice of Sengkayu Coffee. The statement "Sengkayu Coffee's products meet my needs" also garnered a "Yes" response rate of 56.6%. However, regarding statements concerning product comparisons (23.3%), timing purchases to align with financial circumstances (23.3%), and the intention to repurchase (36.6%), the majority of respondents answered "No." Overall, the pre-survey results suggest that while respondents are confident in choosing Sengkayu Coffee, other aspects of the purchasing decision process still require improvement.

Sengkayu Coffee Marelان faces challenges in optimizing consumer purchasing decisions. Although the coffee shop offers high-quality products and a comfortable atmosphere, numerous other factors influence consumer choices. One such factor is the appeal of social media and influencer marketing, which often play a pivotal role in shaping consumer preferences. Additionally, competitive pricing and attractive promotions serve as significant draws for consumers, particularly amidst fluctuating economic conditions. Sengkayu Coffee needs to pay greater attention to optimizing these three factors to enhance consumer purchasing decisions (Anwar & Satrio, 2023).

Based on the results of a pre-survey involving 30 respondents regarding the social media marketing variable, it is evident that the majority of respondents hold a less-than-positive view of Sengkayu Coffee's social media activities. Regarding the first statement, only 8 respondents (26.6%) found Sengkayu Coffee's social media content entertaining, while 22 respondents (73.3%) did not. For the second statement, 22 respondents (73.3%) indicated they could interact with Sengkayu Coffee via social media, whereas 8 respondents (26.6%) stated they could not. Furthermore, only 2 respondents (6.6%) considered Sengkayu Coffee's social media content to be on-trend, while 28 respondents (93.3%) felt otherwise. Regarding the fourth statement, 4 respondents (13.3%) perceived the information provided as up-to-date, while 26 respondents (86.6%) did not. Finally, only 6 respondents (20%) frequently saw Sengkayu Coffee being discussed on social media, while 24 respondents (80%) did not. Overall, the pre-survey results indicate that Sengkayu Coffee's social media marketing efforts are not yet optimal.

Social media marketing is a strategy that utilizes social media platforms to interact directly with consumers. Given the vast number of social media users, it serves as a highly effective means of reaching a broader audience.

At Sengkayu Coffee Marelan, the use of platforms such as Instagram, Facebook, and Twitter has become a primary marketing tool for attracting new customers and retaining existing ones (Nurlatifah et al., 2025). However, the challenge lies in ensuring that messages conveyed via social media are well-targeted and capture the attention of the right audience. Engaging content, aesthetic visuals, and consistent communication are crucial for establishing a positive image in the eyes of consumers. Sengkayu Coffee Marelan faces the challenge of enhancing the effectiveness of its social media marketing. A key issue is creating content that is both engaging and relevant to its audience. Despite various social media promotions, not all audience members are drawn to the content offered. This highlights the need for a more precise strategy in designing content that captures audience attention—both in terms of visuals and the message conveyed (Tarabieh et al., 2024).

Based on the results of a pre-survey involving 30 respondents, the majority trusted the promotions for Sengkayu Coffee delivered by influencers (73.3%) and valued the influencers' opinions (80%). However, most respondents felt that the influencers' promotional methods were not quite right (83.3%), failed to generate interest (90%), and did not align with the respondents' own tastes (90%). Overall, the pre-survey results indicate that Sengkayu Coffee's influencer marketing has not yet been effective in influencing consumer interest and requires improvement. Influencer marketing is a strategy gaining popularity among coffee shops. An influencer's influence can foster consumer trust and spark interest in trying promoted products (Pan et al., 2025). While Sengkayu Coffee Marelan has already utilized influencers to promote its products, the challenge lies in selecting the right influencers—those who exert significant influence over an audience relevant to the brand's target market.

A primary issue facing Sengkayu Coffee Marelan is the selection of appropriate influencers. Influencers who lack relevance to the target market or possess inactive follower bases can diminish promotional effectiveness (Valmohammadi et al., 2025; Prabowo et al., 2025). Consequently, Sengkayu Coffee needs to conduct in-depth research into the audience characteristics of potential influencers to ensure that promotional efforts successfully capture consumer attention. Regarding the "price" variable, pre-survey results from 30 respondents indicate that the majority (22 respondents, or 73.3%) consider Sengkayu Coffee's prices affordable. Additionally, 17 respondents (56.6%) stated that the pricing is competitive compared to other coffee shops. However, the majority felt that the price did not align with the product quality, the benefits gained, or the actual product received. This is evidenced by the high percentage of negative responses to these three statements: 70%, 80%, and 83.3%, respectively. Thus, it can be concluded that although Sengkayu Coffee's pricing is considered quite affordable and competitive, the company still needs to enhance product quality and the value perceived by consumers so that the set price is viewed as more commensurate with the benefits received by customers (Akbarona et al., 2025; Prabowo & Risal, 2023).

Price is a crucial factor in purchasing decisions. In the context of a coffee shop, the price offered must be commensurate with the product quality and the overall experience provided. Sengkayu Coffee Marelan needs to consider an appropriate pricing strategy to compete effectively with other coffee shops in Medan. Setting prices too high may drive consumers toward competitors, whereas prices that are too low might create an impression of poor quality (Khasannudin & Mahendra, 2025). Sengkayu Coffee Marelan must strike a balance between price and the quality of the products offered. Establishing the right price presents a challenge amidst increasingly fierce competition. Furthermore, fluctuations in public purchasing power—driven by economic factors—can influence consumer decisions regarding which coffee shop to visit. Consequently, Sengkayu Coffee needs to devise a pricing strategy that is attractive while maintaining high quality (Larosa & Paludi, 2025; Ilmi & Adam, 2025).

Based on this background, it can be concluded that Sengkayu Coffee Marelan faces challenges in boosting consumer purchasing decisions, which are influenced by social media marketing, influencer marketing, and pricing. Therefore, Sengkayu Coffee needs to design marketing strategies that are effective and aligned with the needs and preferences of its consumers. This research is significant for gaining a deeper understanding of how these three variables influence purchasing decisions within a coffee shop setting. Based on the background outlined above, the author formulates the research problems as follows:

1. Does social media marketing have a positive and significant partial effect on the purchase decisions of Sengkayu Coffee consumers?
2. Does influencer marketing have a positive and significant partial effect on the purchase decisions of Sengkayu Coffee consumers?
3. Does price have a positive and significant partial effect on the purchase decisions regarding Sengkayu Coffee?
4. Do social media marketing, influencers, and price have a positive and significant simultaneous effect on the purchase decisions of Sengkayu Coffee consumers?

According to Sugiyono (2023), a hypothesis is an assumption or conjecture regarding a specific matter, formulated to explain that matter and often requiring verification. The hypotheses for this study are as follows:

H1: Social media marketing has a positive and significant partial effect on purchase decisions at Sengkayu Coffee.

H2: Influencer marketing has a positive and significant partial effect on purchase decisions among Sengkayu Coffee consumers.

H3: Price has a positive and significant partial effect on purchase decisions at Sengkayu Coffee.

H4: Social media marketing, influencer marketing, and price have a positive and significant simultaneous effect on purchase decisions among Sengkayu Coffee consumers.

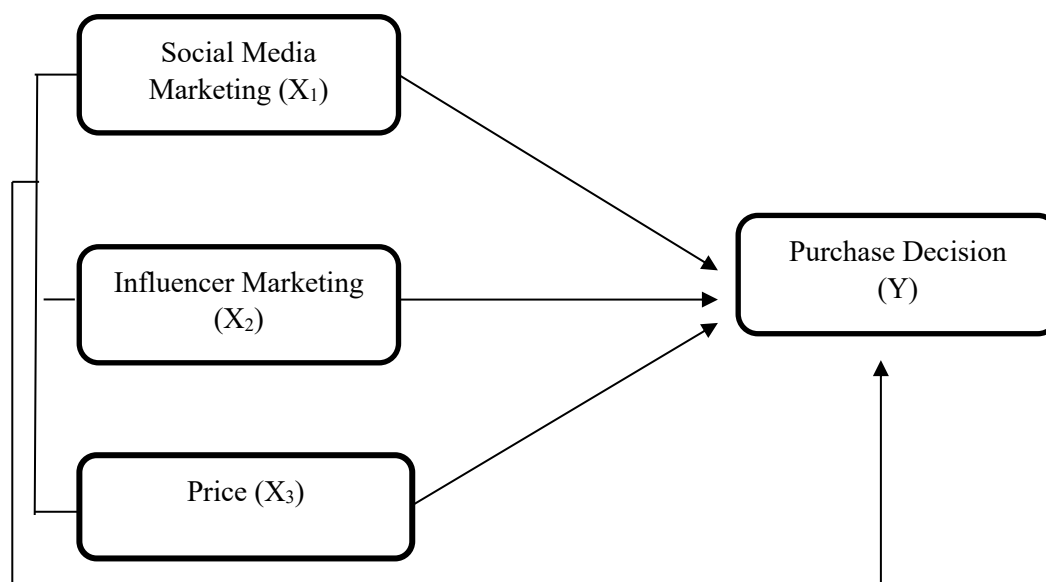


Figure 1. Conceptual Framework
Source: by the researcher (2026)

METHOD

This study employs a causal-associative research design. Causal-associative research aims to determine the relationship between two or more variables (Sugiyono, 2021). A quantitative research method is used in this study. The research was conducted at Sengkayu Coffee in Medan Marelan. The study was carried out in stages from March 2026 to June 2026. A population consists of all members and components of the research subjects that possess specific characteristics and whose information is required by the researcher for the survey (Stockemer, 2021). The population for this study comprises all Sengkayu Coffee consumers who have made repeat purchases, the exact number of whom is unknown. According to Sugiyono (2023), a sample is a subset of the population's total size and characteristics. Samples are selected to represent the population, thereby facilitating the research process while ensuring the results still accurately reflect the population's conditions. The sampling method employed is non-probability sampling, specifically the purposive sampling technique. Purposive sampling is a technique wherein the sample is deliberately selected based on specific criteria established by the researcher. This technique is used to ensure that the selected sample aligns precisely with the research objectives and requirements.

The criteria for determining the research sample are outlined as follows:

1. Consumers who have made repeat purchases at Sengkayu Coffee
2. Consumers who have made repeat purchases at Sengkayu Coffee at least twice
3. Consumers who possess social media accounts such as Instagram, Facebook, and TikTok

To determine the sample size when the total population is unknown, the researcher employs the Lemeshow formula, as follows:

$$n = \frac{z^2 P(1-P)}{d^2}$$

Legend:

n = Sample size

z = 95% confidence level ($\alpha = 0.05$), resulting in $z = 1.96$

p = Estimated proportion of 50% (0.5)

$d = \text{Sampling error} = 10\% (0.1)$

Based on the formula above, the sample size to be used can be calculated as follows:

$$n = \frac{1,96^2 \cdot 0,5 (1-0,5)}{0,01}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = \frac{96}{0,01}$$

$$n = 96,04 = 105 \text{ respondent}$$

Thus, the sample size for this study consists of 105 respondents—specifically, consumers at Sengkayu Coffee. The researcher included these respondents to ensure the study is more representative and to avoid data bias. Data collection techniques are the methods researchers use to obtain the information or data required for a study. The techniques employed in this research include observation, questionnaires, and documentation.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Social Media Marketing, Influencer Marketing, Price, Purchase Decision

Statement Items	r-count	r-table	Description
SMM1	0.882	0.300	Valid
SMM2	0.774	0.300	Valid
SMM3	0.690	0.300	Valid
SMM4	0.882	0.300	Valid
SMM5	0.472	0.300	Valid
SMM6	0.882	0.300	Valid
SMM7	0.882	0.300	Valid
SMM8	0.774	0.300	Valid
SMM9	0.690	0.300	Valid
SMM10	0.882	0.300	Valid
IM1	0.769	0.300	Valid
IM2	0.860	0.300	Valid
IM3	0.743	0.300	Valid
IM4	0.769	0.300	Valid
IM5	0.860	0.300	Valid
IM6	0.769	0.300	Valid
IM7	0.860	0.300	Valid
IM8	0.743	0.300	Valid
IM9	0.407	0.300	Valid
IM10	0.529	0.300	Valid
P1	0.483	0.300	Valid
P2	0.786	0.300	Valid
P3	0.735	0.300	Valid
P4	0.735	0.300	Valid
P5	0.723	0.300	Valid
P6	0.549	0.300	Valid
P7	0.703	0.300	Valid
P8	0.464	0.300	Valid
P9	0.527	0.300	Valid
P10	0.786	0.300	Valid
PD1	0.728	0.300	Valid

Statement Items	r-count	r-table	Description
PD2	0.770	0.300	Valid
PD3	0.659	0.300	Valid
PD4	0.728	0.300	Valid
PD5	0.602	0.300	Valid
PD6	0.476	0.300	Valid
PD7	0.375	0.300	Valid
PD8	0.516	0.300	Valid
PD9	0.591	0.300	Valid
PD10	0.728	0.300	Valid

Sources: SPSS version 25 (2026)

Based on Table 1. the results of the validity test above show that all statement items are $> r$ table 0.300, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Social Media Marketing, Influencer Marketing, Price, Purchase Decision

Variable	Cronbach Alpha	Provision	Description
Social Media Marketing	0.948	0.60	Reliable
Influencer Marketing	0.933	0.60	Reliable
Price	0.900	0.60	Reliable
Purchase Decision	0.886	0.60	Reliable

Sources: SPSS version 25 (2026)

It is known that the Cronbach's alpha value for all research variables of social media marketing, influencer marketing, price and purchase decision is > 0.60 , so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2.42826917
Most Extreme Differences	Absolute	.083
	Positive	.083
	Negative	-.044
Kolmogorov-Smirnov Z		.847
Asymp. Sig. (2-tailed)		.470

a. Test distribution is Normal.

b. Calculated from data.

Sources: SPSS version 25 (2026)

It is known that the asymp. sig. (2-tailed) value is $0.470 > 0.05$ significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.122	1.964		.062	.950	.723	1.383
Social Media Marketing	.308	.043	.382	7.216	.000	.424	2.361
Influencer Marketing	.196	.066	.206	2.977	.004	.499	2.002
Price	.482	.063	.490	7.695	.000	.723	1.383

It is known that the results of the multicollinearity test for the social media marketing, influencer marketing and price variables have a tolerance value of > 0.10 and $VIF < 10$, so this study is declared free from multicollinearity problems.

Table 5. Glestjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	.022	.028	.089	.778	.439
Social Media Marketing	-.073	.043	-.256	-1.707	.091
Influencer Marketing	.020	.041	.067	.485	.629
Price	.022	.028	.089	.778	.439

Sources: SPSS version 25 (2026)

Based on Table 5, it is found that heteroskedasticity is not present, as the significance values for all variables—social media marketing, influencer marketing, and price—are above 0.05.

Table 6. Multiple Linear Tegression Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.122	1.964		.062	.950	.723	1.383
Social Media Marketing	.308	.043	.382	7.216	.000	.424	2.361
Influencer Marketing	.196	.066	.206	2.977	.004	.499	2.002
Price	.482	.063	.490	7.695	.000	.723	1.383

Sources: SPSS version 25 (2026)

Based on Table 6, the results of the multiple linear regression analysis are as follows:

$$Y = 0.122 + 0.308X_1 + 0.196X_2 + 0.482X_3 + e$$

1. Constant $\alpha = 0.122$, Based on the constant value of $\alpha = 0.122$, it can be determined that if social media marketing, influencer marketing, and price are all zero (0), the purchase decision is 0.122 units.
2. $\beta_1 = 0.308$; as the value of social media marketing increases, the purchase decision increases by that amount.
3. $\beta_2 = 0.196$; as the value of influencer marketing increases, the purchase decision increases by that amount.
4. $\beta_3 = 0.482$; as the value of price increases, the purchase decision increases by that amount.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.122	1.964		.062	.950	.723	1.383
Social Media Marketing	.308	.043	.382	7.216	.000	.424	2.361
Influencer Marketing	.196	.066	.206	2.977	.004	.499	2.002
Price	.482	.063	.490	7.695	.000	.723	1.383

Sources: SPSS version 25 (2026)

Based on Table 7, it is evident that the variables Social Media Marketing (t-count $7.216 > 1.984$, sig. 0.000), Influencer Marketing (t-count $2.977 > 1.984$, sig. 0.004), and Price (t-count $7.695 > 1.984$, sig. 0.000) each have a t-count value greater than the t-table value of 1.984 and a significance value less than 0.05. This indicates that these three variables individually exert a positive and significant influence on the Purchase Decision at Sengkayu Coffee.

Table 8. Simultaneous Test Results (F Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2389.813	3	796.604	131.201	.000^b

Residual	613.235	101	6.072
Total	3003.048	104	

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

Sources: SPSS version 25 (2026)

Based on Table 8, the calculated F-value of 131.201 exceeds the F-table value of 2.70 ($df1 = 3$; $df2 = 101$; $\alpha = 0.05$), and the significance value is 0.000 (< 0.05). This indicates that Social Media Marketing, Influencer Marketing, and Price simultaneously have a significant effect on the Purchase Decision of Sengkayu Coffee consumers.

Table 9. Results of the Coefficient of Determination test

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.892 _a	.796	.790	2.464	.796	131.201	3	101	.000	2.139

a. Predictors: (Constant), Price, Social Media Marketing, Influencer Marketing

b. Dependent Variable: Purchase Decision

Sources: SPSS version 25 (2026)

Based on Table 9, the Adjusted R-squared value of 0.790 indicates that 79.0% of the variation in Purchase Decision can be explained by Social Media Marketing, Influencer Marketing, and Price, while the remaining 21.0% is explained by factors outside the research model.

Discussion

The Influence of Social Media Marketing on Purchase Decision

An analysis of the research results reveals that social media marketing has a significant impact on purchase decisions, with a significance value of 0.000 ($p < 0.05$). These findings align with studies by Riska & Prabowo (2025), Tauran et al. (2022), and ElSayad & Md Saad (2024), which state that social media marketing activities can influence purchase decisions. Higher levels of consumer engagement with content increase the likelihood of consumers obtaining relevant information and gaining confidence in selecting products that meet their needs. These results indicate that the social media marketing activities conducted by Sengkayu Coffee play a crucial role in shaping consumer decisions. This finding can be linked to the specific social media marketing indicators used in the study: interaction, trendiness, electronic word-of-mouth (e-WOM), customization, and entertainment. When consumers encounter content that is informative, engaging, trendy, and facilitates interaction with the coffee shop, they are more likely to recognize the products and consider Sengkayu Coffee as a purchasing option. These results also align with the findings of Pratama & Setianingrum (2025), which demonstrate that Instagram-based social media marketing can influence purchase decisions for food products. In the specific context of Sengkayu Coffee Marelan, pre-survey results indicate that social media marketing activities are not yet optimal, particularly regarding aspects such as entertainment value, trendiness, up-to-date information, and the volume of online conversation surrounding the brand. This situation suggests room for improvement in content quality to better capture attention and drive consumers toward making a purchase. This is supported by Riska & Prabowo (2025), who identify social media marketing as a factor linked to purchase decisions in the coffee shop sector. Consequently, the more effectively Sengkayu Coffee manages interaction, trends, e-WOM, content customization, and entertainment elements, the greater the likelihood of fostering positive purchase decisions.

The Influence of Influencer Marketing on Purchase Decision

An analysis of the research results reveals that influencer marketing has a significant impact on purchase decisions, with a significance value of 0.004 ($p < 0.05$). These findings align with studies by Alfiannor (2024), Pan et al. (2025), and Tarabieh et al. (2024), which state that influencer marketing exerts a positive and significant influence on consumer purchase decisions. The findings indicate that the more favorably consumers perceive an influencer's credibility, attractiveness, and shared tastes, the more likely they are to feel confident and decide to make a purchase at Sengkayu Coffee. This positive and significant influence demonstrates that influencer marketing can serve as a

source of external information that assists consumers in their decision-making process. The influencer marketing indicators examined in this study include trustworthiness, attractiveness, respect, and similarity. When an influencer is perceived as trustworthy, attractive, and respected by their followers—and shares similar characteristics or tastes with the target consumers—promotional messages are more readily accepted. This dynamic can reduce consumer hesitation, as product information originates not only from the company itself but is also conveyed by someone who has already established a relationship with the audience. These findings support Pan et al. (2025), who emphasize the effectiveness of influencer marketing in shaping consumer responses. Regarding Sengkayu Coffee Marelán, pre-survey results indicate that while consumers generally trust influencer promotions and value the influencers' opinions, they still perceive the promotional methods as unsuitable or unappealing and feel the influencers lack shared tastes with the consumer base. This implies that the mere presence of an influencer is insufficient; the selection of the influencer and the method of message delivery must align with the target market's characteristics. Research by Tarabieh et al. (2024) further demonstrates that influencer activities can influence consumer behavior through mechanisms such as brand trust and consumer engagement. Therefore, Sengkayu Coffee should prioritize influencers who possess a relevant audience and the ability to convey product experiences naturally, thereby strengthening the impact on purchase decisions.

The Influence of Price on Purchase Decision

Analysis of the research results reveals that price has a significant influence on purchase decisions, with a significance value of 0.000 (< 0.05). These findings align with studies by Larosa & Paludi (2025), Khasannudin & Mahendra (2025), and Ayunani et al. (2023), which state that price has a positive and significant impact on purchase decisions. The findings indicate that affordable pricing—commensurate with product quality and competitive against other coffee shops—creates a positive consumer experience. This experience enhances consumer satisfaction, thereby encouraging purchases at Sengkayu Coffee. The results demonstrate that price is a variable with a positive and significant influence on purchase decisions, with a regression coefficient of 0.482. This suggests that price considerations play a crucial role in the consumer evaluation process prior to making a purchase. Consumers consider not only affordability but also the alignment of price with product quality, price competitiveness, perceived benefits, and price fairness or transparency. Consequently, a price perceived as commensurate with product value can boost consumer confidence in choosing Sengkayu Coffee. This result is consistent with the findings of Larosa & Paludi (2025) regarding the impact of price perception on purchase decisions at Flash Coffee Indonesia. However, pre-survey results indicate that while most respondents view Sengkayu Coffee's prices as affordable and competitive, there are still negative perceptions regarding the alignment of price with quality, benefits, and the product itself. This situation suggests that the company needs to strengthen the value perceived by consumers rather than simply maintaining low prices. The importance of price in consumer decision-making is also highlighted by Khasannudin & Mahendra (2025) and Ayunani et al. (2023). Therefore, Sengkayu Coffee should periodically evaluate its pricing by considering product quality, portion size, benefits, promotions, and competitor pricing. Such a strategy can ensure consumers feel the cost incurred is commensurate with the benefits received, thereby driving purchase decisions.

The Influence of Social Media Marketing, Influencer Marketing and Price on Purchase Decision

An analysis of the research results reveals that, collectively, all variables significantly influence purchase decisions, with a significance value of 0.000 ($p < 0.05$). Social media marketing, influencer marketing, and price bear a logical relationship to purchase decisions, as a consumer's decision to buy is shaped by their overall experience. Social media facilitates the development of information, interaction, and trust. Influencer marketing fosters confidence through recommendations from trusted figures, while price shapes the perception of value based on the alignment between cost and the benefits received. In the case of Sengkayu Coffee, a preliminary survey indicated that social media engagement remained low, influencer marketing was ineffective, and the perception of price relative to quality required improvement. Consequently, these three factors warrant examination to explain consumer purchase decisions.

CONCLUSION

Based on the analysis and discussion, it is demonstrated that social media marketing, influencer marketing, and price—both individually and collectively—have a significant influence on purchase decisions. Therefore, it can be concluded that:

1. Social media marketing has a positive and significant partial effect on the purchase decisions of Sengkayu Coffee consumers.

2. Influencer marketing has a positive and significant partial effect on the purchase decisions of Sengkayu Coffee consumers.
3. Price has a positive and significant partial effect on the purchase decisions of Sengkayu Coffee consumers.
4. Social media marketing, influencer marketing, and price have a positive and significant simultaneous effect on the purchase decisions of Sengkayu Coffee consumers.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. The researcher suggests that Sengkayu Coffee enhance its social media marketing by creating content that is more interactive, consistent, and relevant—particularly through short-form videos, active comment engagement, and collaborations with micro-influencers—to boost engagement and drive purchasing decisions.
2. Sengkayu Coffee should select influencers who possess credibility, appeal, and tastes aligned with the target market; furthermore, promotional methods should feel natural and suit the audience's characteristics to effectively influence purchasing decisions.
3. Sengkayu Coffee needs to maintain affordable pricing, ensure the price aligns with product quality and perceived benefits, and keep prices competitive against other coffee shops through periodic evaluations, thereby fostering consumer satisfaction and encouraging purchases.

REFERENCES

- Aisyah, S., & Rachmadi, K. R. (2022). Digitalisasi pemasaran melalui sosial media marketing pada pelaku UMKM guna peningkatan pendapatan. *RESWARA: Jurnal Pengabdian Kepada Masyarakat*, 3(2), 442-448.
- Akbarona, D. A., Intan, L. R., Triana, A., & Dila, F. (2025). Peran Media Sosial dalam Strategi Digital Marketing: Tinjauan Sistematis terhadap Pengaruhnya di Pasar Indonesia. *JURNAL EKONOMI, MANAJEMEN, BISNIS, DAN SOSIAL (EMBISS)*, 5(4), 362-376.
- Alfiannor, A. (2024). Analisis Pengaruh Influencer Marketing terhadap Minat Beli Konsumen: Literatur Review. *Ekodestinasia*, 2(2), 128-137.
- Anggraini, F., & Ahmadi, M. A. (2025). Pengaruh influencer marketing terhadap keputusan pembelian produk kecantikan di kalangan generasi Z: Literature review. *Journal of Management and Creative Business*, 3(1), 62-73.
- Anwar, I., & Satrio, B. (2023). Pengaruh harga dan kualitas produk terhadap keputusan pembelian. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 4(12).
- Arfah, Y. (2022). Keputusan pembelian produk. PT Inovasi Pratama Internasional.
- Ayunani, N. A., Varadina, Y., & Octavia, A. N. (2023). Pengaruh kualitas produk, harga dan kualitas pelayanan terhadap kepuasan pelanggan. *Solusi*, 21(3), 290-299.
- Batubara, R. W., Siregar, A. S., & Roni, S. (2026). Pengaruh Konten Marketing, Kepercayaan dan Brand Image Terhadap Keputusan Pembelian Skincare Glad2Glow pada Gen Z di Tiktokshop. *Digital Business Progress*, 5(1), 21-27.
- Chandra, F. (2021). Social Media Marketing, Strategi Memaksimalkan Media Sosial. Diva Press.
- Djafar, N., Yantu, I., Sudirman, S., Hinely, R., & Hasiru, R. (2023). Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian. *Journal of Economic and Business Education*, 1(2), 78-82.
- Efendi, O., & Giyana, G. (2025). Persepsi Gen Z terhadap penggunaan social media marketing sebagai media komunikasi dalam proses keputusan pembelian Kopi Kenangan. *Jurnal Manajemen Dan Ekonomi Kreatif*, 3(1), 195-208.
- Firmansyah, D., Mulyadi, H., & Susetyo, D. P. (2023). Penentuan harga jual: Harga pokok produksi dan ekspektasi laba. *Jkbn (Jurnal Konsep Bisnis Dan Manajemen)*, 9(2), 202-215.
- Fontain, M. M. (2025). Pengaruh Sosial Media Marketing, Service Quality, Dan E-Wom Terhadap Purchase Intention Pada Kafe Delima Dampu. *Paradoks: Jurnal Ilmu Ekonomi*, 8(2), 759-774.
- Ilmi, N. R., & Adam, A. A. (2025). Analisis Kualitas Layanan, Suasana Toko (Store Atmosphere), dan Fasilitas Terhadap Keputusan Pembelian Pada Floc Coffee & Eatery Cabang Medan Petisah. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4, 6137-6148.
- Intana, T., Parhusip, A. A., & Adam, A. A. (2025). Analysis of Customer Experience, Ease of Use and E-WOM User Satisfaction of the Wondr Application. *International Journal of Islamic Business and Management Review*, 5(2), 175-185.
- Isman, I., Patalo, R. G., & Pratama, D. E. (2020). Pengaruh sosial media marketing, ekuitas merek, dan citra destinasi terhadap minat berkunjung ke tempat wisata. *Jurnal Studi Manajemen Dan Bisnis*, 7(1), 30-36.

- Izza, N., & Darmawan, D. (2025). Pengaruh harga terhadap minat beli makanan: Literature review. *Jurnal Entrepreneur dan Bisnis (JEBI)*, 4(1).
- Joshi, Y., Lim, W. M., Jagani, K., & Kumar, S. (2025). Social media influencer marketing: foundations, trends, and ways forward: Y. Joshi et al. *Electronic commerce research*, 25(2), 1199-1253.
- Khasannudin, M. D. R., & Mahendra, P. T. (2025). Analisis Pengaruh Fasilitas dan Harga Terhadap Minat Beli. *Jibema: Jurnal Ilmu Bisnis, Ekonomi, Manajemen, Dan Akuntansi*, 2(4), 251-264.
- Larosa, S., & Paludi, S. (2025). Pengaruh kualitas produk, persepsi harga dan citra merek terhadap keputusan pembelian di Flash Coffee Indonesia. *Manajemen: Jurnal Ekonomi*, 7(1), 105-115.
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer marketing effectiveness. *Journal of marketing*, 86(6), 93-115.
- Libai, B., Rosario, A. B., Beichert, M., Donkers, B., Haenlein, M., Hofstetter, R., & Zhang, L. (2025). Influencer marketing unlocked: Understanding the value chains driving the creator economy. *Journal of the Academy of Marketing Science*, 53(1), 4-28.
- Limandono, J. A. (2017). Pengaruh content marketing dan event marketing terhadap customer engagement dengan sosial media marketing sebagai variabel moderasi di Pakuwon City. *Jurnal Strategi Pemasaran*, 5(1), 11-11.
- Lubis, A. Z., Nahulae, L. L., Anggraini, N. M., & Adawiyah, R. (2024). Analisis Faktor-Faktor Yang Memengaruhi Penetapan Harga. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 9(1).
- Marbun, M. B., Ali, H., & Dwikoco, F. (2022). Pengaruh promosi, kualitas pelayanan dan keputusan pembelian terhadap pembelian ulang (Literature review manajemen pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(2), 716-727.
- Nurchayani, N., Sari, I. A. P., Napitupulu, B. B. J., Asbari, M., Pramono, T., Sutardi, D., ... & Azz, I. K. H. (2026). Pengaruh Promosi Melalui Media Sosial Tiktok dan Kualitas Konten terhadap Keputusan Pembelian di Kabupaten Tangerang: Studi Kasus PT Mustika Manis Utama. *Journal of Information Systems and Management (JISMA)*, 5(1), 36-47.
- Nurfajrina, C., Rahmadhani, T., Aziiza, M., Septiani, I. A., Febriansyah, F., & Mutia, A. (2025). Systematic literature review: Peran influencer marketing dalam meningkatkan penjualan. *Jurnal Perspektif Manajemen dan Keuangan*, 6(3).
- Pan, M., Blut, M., Ghiassaleh, A., & Lee, Z. W. (2025). Influencer marketing effectiveness: A meta-analytic review. *Journal of the Academy of Marketing Science*, 53(1), 52-78.
- Permana, A., Suryaningprang, A., Herlinawati, E., & Sudaryo, Y. (2025). Pengaruh Harga, Kualitas Layanan dan Promosi terhadap Kepuasan Konsumen pada Mie Gacoan Majalaya. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 3102-3113.
- Prabowo, A., & Risal, T. (2023). Peran Entrepreneurial Orientation Dan Social Media Marketing Terhadap Peningkatan Strategi Bersaing (Ukm) Coffe Shop Pada Era Modern Customer Di Kota Medan. *Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi*, 9(1).
- Prabowo, A., & Tarigan, T. D. (2025). Analisis Servicescape, Social Media Marketing dan Customer Experience Terhadap Minat Berkunjung Kembali Konsumen Fore Coffee Citraland Helvetia Medan. *Jurnal Dunia Pendidikan*, 6(3), 996-1010.
- Prabowo, A., Adam, A. A., Subhan, Z. N., Tanjung, Y., Parhusip, A. A., & Deviana, A. Irwansyah. (2025). Sustainable Business Practices in Coffee Shops: The Role of Marketing Innovation, Digital Marketing, and Branding Innovation Through Market Development. *International Journal of Accounting and Economics Studies*, 12(6), 43, 50.
- Prabowo, A., Pohan, Y. A., Adam, A. A., Aulanda, N. F., & Roni, S. (2024). Transformasi Era Digitalisasi Dalam Membentuk Jiwa Leadership Pada Gen-Z Dan Millenial. *Kolaborasi: Jurnal Hasil Kegiatan Kolaborasi Pengabdian Masyarakat*, 2(2), 01-12.
- Prabowo, A., Siburian, P., & Bangun, R. (2025). Repurchase Intention among Millennial Coffee Shop Customers: Exploring Key Determinants. *International Journal of Accounting and Economics Studies*, 12(8), 761-769. <https://doi.org/10.14419/j7ch0q39>
- Prabowo, A., Tanjung, Y., Enzelia, E. L., Bangun, R., Simarmata, H. M. P., & Wahyuni, E. S. (2025). Eksplorasi Promosi Berbasis Social Media Marketing Dan Brand Image: Identifikasi Impulsive Buying Behaviour Melalui Customer Engagement Pada Konsumen Brand Fashion ZARA Di Kota Medan. *Jurnal Dunia Pendidikan*, 6(3), 727-747.

- Prabowo, A., Wahyuni, E. S., Tanjung, Y., Wijaya, M. R., & Adam, A. A. (2025). *Manajemen Pemasaran (Strategi Pemasaran Era Digital: Menguasai Tren dan Teknologi Sebagai Konsep Baru Meningkatkan Penjualan)*. Serasi Media Teknologi.
- Putra, I. B. A., & Darmawan, I. M. D. H. (2025). Analisis Strategi Sosial Media Marketing Kopi Kenangan melalui Instagram Feeds. *Scientific Journal of Reflection: Economic, Accounting, Management and Business*, 8(1), 279-287.
- Putri, D. P. S., Supono, I., & Bakti, P. (2022). Pelatihan Harga Pokok Produksi Untuk Meningkatkan Pengelolaan Usaha. *Abdi Laksana: Jurnal Pengabdian Kepada Masyarakat*, 3(1), 178-182.
- Riska, A., & Prabowo, A. (2025). Analisis Social Media Marketing, Servicescape, dan Harga terhadap Keputusan Pembelian Konsumen di Romansa Kopi. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 4917-4925.
- Rohali, A. P., & Paludi, S. (2024). Pengaruh kualitas produk, sosial media marketing dan store atmosphere terhadap minat beli kembali. *Manajemen: Jurnal Ekonomi*, 6(3), 420-430.
- Simbolon, F. P., & Law, V. (2022). Social media marketing through Instagram and repurchase intention: The mediating role of customer engagement. *Binus Business Review*, 13(3), 223-232.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tarabieh, S., Gil, I., Galdón Salvador, J. L., & AlFraihat, S. F. A. (2024). The new game of online marketing: How social media influencers drive online repurchase intention through brand trust and customer brand engagement. *Intangible Capital*, 20(1), 103-125.
- Tarigan, T. D., Prabowo, A., Wahyuni, E. S., Aspan, H., & Lestari, D. M. (2025). The Fore Coffee Phenomenon: Servicescape Transformation and Customer Experience as a Catalyst for Repurchase Intention In the Digital Age. *Zona Manajerial: Program Studi Manajemen (S1) Universitas Batam*, 15(1), 25-35.
- Valmohammadi, C., Asayesh, F., Mehdikhani, R., & Taraz, R. (2025). Influencer marketing, EWOM, E-brand experience, and retail E-brand loyalty: moderating influence of E-brand love. *Journal of Relationship Marketing*, 24(1), 66-92.
- Winasis, C. L. R., Widiati, H. S., & Hadibrata, B. (2022). Determinasi keputusan pembelian: Harga, promosi dan kualitas produk (Literature review manajemen pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(4), 399-410.