

THE INFLUENCE OF SOCIAL MEDIA MARKETING, MENU AVAILABILITY AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS AT NONSENSE COFFEE

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

Abstract

The increasingly competitive coffee shop industry encourages business actors to understand the factors influencing consumer purchase decisions through digital marketing strategies, product availability management, and the utilization of online customer experiences. This study aims to analyze the effect of social media marketing, menu availability, and online customer review on purchase decision among Nonsense Coffee consumers. This study employed a quantitative approach using a causal associative method. The population consisted of Nonsense Coffee consumers with an unknown population size. A total of 115 respondents were selected using a purposive sampling technique. Data were collected through questionnaires, observation, and documentation. The data were analyzed using multiple linear regression with the assistance of SPSS version 25. The results showed that social media marketing had a positive and significant effect on purchase decision, with a t-value of 7.458 and a significance value of 0.000. Menu availability also had a positive and significant effect on purchase decision, with a t-value of 3.154 and a significance value of 0.002. Furthermore, online customer review had a positive and significant effect on purchase decision, with a t-value of 5.805 and a significance value of 0.000. Simultaneously, the three variables had a significant effect on purchase decision, with an F-value of 98.415 and a significance value of 0.000. The Adjusted R Square value of 0.719 indicates that 71.9% of the variation in consumer purchase decisions can be explained by the research model. This study implies that strengthening social media marketing strategies, maintaining menu availability consistency, and effectively managing online customer reviews are important factors in improving consumer purchase decisions in the coffee shop industry.

Keywords: Social media marketing, menu availability, online customer review, purchase decision

INTRODUCTION

The coffee shop industry in Indonesia has become increasingly competitive, driven by shifting societal lifestyles. Coffee shops today serve not merely as venues for enjoying coffee but have evolved into spaces for social interaction, work, and meetings, while also curating consumption experiences for customers. These changing consumption patterns have led to a rise in the number of coffee shop businesses—ranging from local to national scales—thereby intensifying business competition. In this environment, relying solely on product quality is insufficient; business operators must also understand consumer behavior, build customer relationships, and implement marketing strategies that drive purchasing decisions (Avesina & Madiawati, 2024).

Advancements in digital technology have significantly altered consumer behavior regarding purchasing decisions. Modern consumers no longer rely exclusively on direct experience; instead, they tend to seek information across various digital platforms before selecting a product or service. Social media has emerged as a primary channel for companies to introduce products, communicate with consumers, and foster customer engagement. Furthermore, online customer reviews provide insights based on previous consumer experiences, which can influence the trust levels of prospective customers. These shifts demonstrate that digital factors play a crucial role in shaping consumer perceptions and purchasing decisions. A purchasing decision is the process by which a consumer chooses a product or service after progressing through stages such as need recognition, information search, and alternative evaluation, culminating in the final decision to buy (Kotler & Keller, 2022). Purchasing decisions involve more than just the act

of buying; they reflect the psychological processes through which consumers assess a product's benefits, risks, and suitability for their needs. In the context of the coffee shop industry, purchasing decisions can be influenced by various factors—ranging from internal consumer traits to external elements such as digital information, customer experience, product availability, and brand perception (Martianto, 2023; Sutisna, 2023). Consequently, understanding the factors that influence purchasing decisions is vital for companies seeking to ensure business sustainability.

One factor that plays a role in shaping purchasing decisions is social media marketing. Social media marketing is a marketing activity that utilizes social media platforms to convey information, foster communication, enhance consumer engagement, and build relationships between companies and customers (Wulandari, 2022; Aljuhmani *et al.*, 2023). Through social media, companies can present product information more creatively using visual content, videos, and promotions, while also engaging in two-way communication with consumers. In the coffee shop industry, social media marketing strategies have become increasingly important, as consumers often seek information regarding products, ambiance, promotions, and customer experiences via digital channels before making a purchase. An effective social media strategy can boost brand awareness, build trust, and drive consumers to make purchasing decisions.

In addition to digital marketing factors, menu availability is another factor that can influence consumer purchasing decisions. Menu availability refers to the state in which products or menu items offered by a business are available and accessible to consumers to meet their needs. This concept goes beyond the mere presence of products; it also reflects a company's ability to manage inventory, maintain product consistency, and meet customer expectations (Lin *et al.*, 2023; Ozturkcan & Kitapci, 2025). In the coffee shop industry, consumers often have specific preferences before making a purchase. If a desired product is unavailable, consumers may experience disappointment and potentially opt for alternatives. Conversely, good menu availability can enhance consumer convenience and reinforce purchasing decisions.

Another factor influencing purchasing decisions is online customer reviews. Online customer reviews are a form of customer evaluation shared via digital media based on experiences with a product or service. These reviews constitute a form of electronic word-of-mouth (e-WOM) that provides prospective customers with information regarding product quality, service, and consumption experiences (Alena & Hasanah, 2023; Kausaha, 2023). During the decision-making process, consumers frequently rely on online reviews as a source of information to reduce uncertainty before making a purchase. Positive and informative reviews can boost consumer confidence, whereas poorly managed negative reviews can impact the company's image. This competitive dynamic is also evident at Nonsense Coffee, a coffee shop operating in Medan. Fluctuations in the company's revenue levels reflect the changing nature of consumer purchasing behavior. Revenue data indicates that Nonsense Coffee experienced fluctuations during the 2023–2025 period. In 2024, revenue declined compared to 2023, dropping from Rp1,279,402,600 to Rp1,216,893,315. However, in 2025, revenue rose to Rp2,278,392,440. These changes reflect dynamics in consumer purchasing decisions that warrant further analysis regarding the influencing factors.

To identify the initial research problem, a preliminary survey of Nonsense Coffee consumers was conducted. The results revealed several aspects regarding consumer purchasing decisions that require attention. Regarding the purchase decision variable, findings showed that while some respondents had made a purchase decision, others had not yet reached an optimal decision-making point. The indicator with the highest frequency of "No" responses was the speed of making a purchase decision; this indicates that the majority of respondents still require time for consideration before deciding to purchase products from Nonsense Coffee. Furthermore, indicators concerning the intention to repurchase or recommend the brand revealed that some respondents lacked a strong desire to make repeat purchases or recommend Nonsense Coffee to others. These findings suggest that consumer purchasing decisions need to be improved through strengthened social media marketing, expanded menu availability, and better management of customer reviews. Regarding the social media marketing variable, survey results indicate that the majority of respondents answered "No." The indicator with the highest frequency of "No" responses was posting consistency; this suggests that respondents perceive Nonsense Coffee as lacking a regular schedule for uploading social media content. Additionally, the audience interaction indicator also showed a tendency toward "No" responses, implying that Nonsense Coffee's interaction with its social media followers remains suboptimal. These findings indicate a need to improve the social media marketing strategy to effectively capture consumer attention and interest.

In addition to social media marketing, the menu availability variable also yielded a majority of "No" responses. The indicator with the highest rate of "No" answers was the speed of providing alternatives when items were out of stock; this suggests that respondents feel Nonsense Coffee is slow to offer solutions when desired menu items are unavailable. Furthermore, the indicator regarding the completeness of menu variety also leaned toward

"No," leading to the conclusion that the available selection does not fully meet consumer expectations. This situation can influence purchasing decisions, as consumers generally expect a menu that is comprehensive, available, and consistent with the information provided. These results highlight menu availability as a key area of concern, given its link to the company's ability to meet consumer needs during the purchasing process. Results for the next variable—online customer reviews—also showed that most respondents answered "No." The indicator with the highest frequency of "No" responses was the volume of available reviews, suggesting that respondents perceive Nonsense Coffee as lacking a sufficient number of online customer reviews. Additionally, the indicator regarding the tone of customer reviews also leaned toward "No," indicating that the reviews are not perceived entirely positively by respondents.

Based on this phenomenon, it is evident that consumer purchasing decisions in the coffee shop industry are influenced not only by product quality but also by digital and operational factors. Social media marketing plays a role in providing information and building relationships with consumers; menu availability ensures that the products offered meet customer expectations; and online customer reviews help build trust based on the experiences of previous customers. Several prior studies have examined the impact of social media marketing and online customer reviews on purchasing decisions within the coffee shop industry. Avesina and Madiawati (2024) investigated the influence of online customer reviews and social media marketing on purchasing decisions—mediated by brand image—at Kopi Toko Djawa Bandung. Additionally, Antari et al. (2025) demonstrated a positive relationship between social media marketing and purchasing decisions in the coffee shop industry.

However, research integrating digital marketing (social media marketing), operational (menu availability), and consumer trust (online customer reviews) aspects into a single model remains relatively limited, particularly regarding local coffee shops like Nonsense Coffee. This study aims to analyze the impact of social media marketing, menu availability, and online customer reviews on the purchasing decisions of Nonsense Coffee consumers. It seeks to provide a more comprehensive understanding of the factors influencing consumer purchasing decisions in the coffee shop industry, specifically through the lenses of digital marketing, product availability, and online review-based customer experiences. The study is expected to contribute academically to the field of consumer behavior in the food and beverage industry, particularly regarding the integration of digital marketing and operational factors in explaining purchasing decisions. Furthermore, it aims to offer practical implications for coffee shop management by helping them design more effective digital marketing strategies, improve menu availability management, and optimize their online reputation to drive consumer purchasing decisions.

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 purchase decisions at Nonsense Coffee?
2. Does menu availability have a positive and significant partial effect on purchase decisions at Nonsense Coffee?
3. Do online customer reviews have a positive and significant partial effect on purchase decisions at Nonsense Coffee?
4. Do social media marketing, menu availability, and online customer reviews have a positive and significant simultaneous effect on purchase decisions at Nonsense Coffee?

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 the purchase decisions of Nonsense Coffee consumers.

H2: Menu availability has a positive and significant partial effect on the purchase decisions of Nonsense Coffee consumers.

H3: Online customer reviews have a positive and significant partial effect on the purchase decisions of Nonsense Coffee consumers.

H4: Social media marketing, menu availability, and online customer reviews have a positive and significant simultaneous effect on the purchase decisions of Nonsense Coffee consumers.

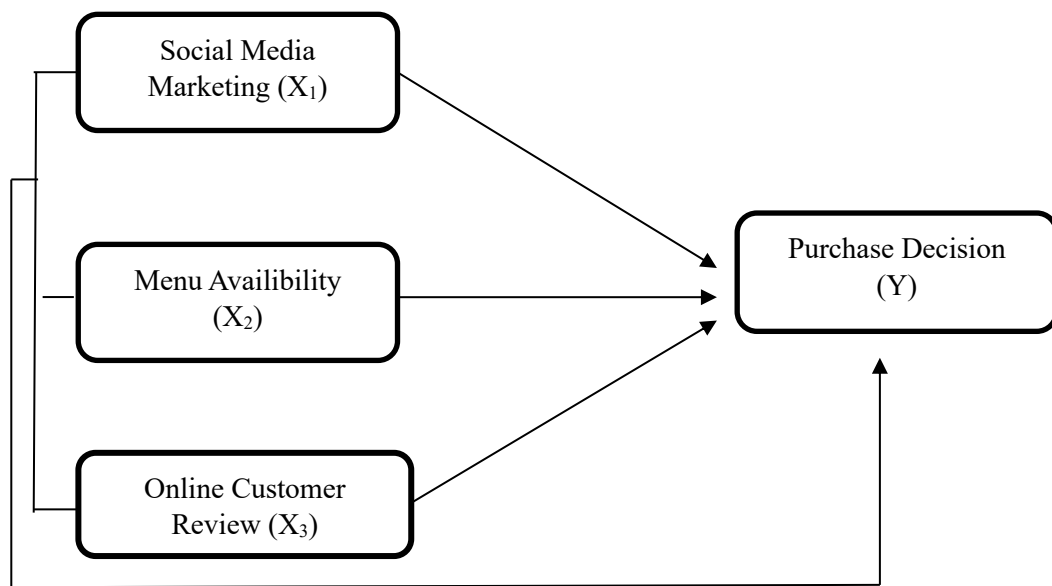


Figure 1. Conceptual Framework
Source: by the researcher (2026)

METHOD

This study employs a causal-associative research design and utilizes a quantitative methodology. The research was conducted at Nonsense Coffee in stages from March 2026 to July 2026, encompassing questionnaire distribution, data collection, and data analysis using SPSS version 25. The study population consists of all customers visiting Nonsense Coffee; the exact size of this population is unknown. A non-probability sampling method was used, specifically purposive sampling—a technique where the sample is selected based on specific criteria established by the researcher in alignment with the research objectives. To determine the required sample size, the researcher applied the Lemeshow formula, which is designed for studies involving populations of unknown size. To determine the sample size when the total population is unknown, the researcher utilized 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 = Sampling error = 10% (0.1)

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

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

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

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

$$n = 96,04 = 115 \text{ respondent}$$

Based on the calculation results, the minimum required sample size is 96.04 respondents. However, to enhance data representativeness and account for potential data that might not meet analysis criteria, this study utilizes a sample size of 115 respondents. Thus, the sample for this study consists of 115 respondents—specifically, consumers at Nonsense Coffee. 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, Menu Availability, Online Customer Review and Purchase Decision

Statement Items	r-count	r-table	Description
SMM1	0.921	0.300	Valid
SMM2	0.839	0.300	Valid
SMM3	0.861	0.300	Valid
SMM4	0.937	0.300	Valid
SMM5	0.574	0.300	Valid
SMM6	0.889	0.300	Valid
SMM7	0.921	0.300	Valid
SMM8	0.839	0.300	Valid
SMM9	0.861	0.300	Valid
SMM10	0.937	0.300	Valid
MA1	0.881	0.300	Valid
MA2	0.803	0.300	Valid
MA3	0.815	0.300	Valid
MA4	0.887	0.300	Valid
MA5	0.856	0.300	Valid
MA6	0.457	0.300	Valid
MA7	0.537	0.300	Valid
MA8	0.486	0.300	Valid
MA9	0.785	0.300	Valid
MA10	0.378	0.300	Valid
OCR1	0.713	0.300	Valid
OCR2	0.411	0.300	Valid
OCR3	0.794	0.300	Valid
OCR4	0.665	0.300	Valid
OCR5	0.564	0.300	Valid
OCR6	0.499	0.300	Valid
OCR7	0.614	0.300	Valid
OCR8	0.730	0.300	Valid
OCR9	0.609	0.300	Valid
OCR10	0.642	0.300	Valid
PD1	0.885	0.300	Valid
PD2	0.770	0.300	Valid
PD3	0.792	0.300	Valid
PD4	0.846	0.300	Valid
PD5	0.885	0.300	Valid
PD6	0.427	0.300	Valid
PD7	0.789	0.300	Valid
PD8	0.429	0.300	Valid
PD9	0.454	0.300	Valid
PD10	0.790	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, Menu Availability, Online Customer Review and Purchase Decision

Variabel	Cronbach Alpha	Provision	Description
Social Media Marketing	0.959	0.60	Reliable
Menu Availability	0.882	0.60	Reliable
Online Customer Review	0.826	0.60	Reliable
Purchase Decision	0.888	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, menu availability, online customer review 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-Smirnov Normality Test

Description	Unstandardized Residual
N	115
Mean	0E-7
Std. Deviation	2.83905684
Absolute	.066
Positive	.066
Negative	-.043
Test Statistic	.709
Asymp. Sig. (2-tailed)	.696

Sources: SPSS version 25 (2026)

It is known that the asymp. sig. (2-tailed) value is $0.696 > 0.05$ significance value so it can be concluded that the data tested is normally distributed.

Table 5. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	4.449	1.380		3.223	.002	.707	1.414
Social Media Marketing	.005	.030	.020	.181	.857	.494	2.025
Menu Availability	-.089	.042	-.277	-2.106	.137	.587	1.702
Online Customer Review	.025	.040	.076	.631	.529	.707	1.414

Sources: SPSS version 25 (2026)

Based on Table 5, all independent variables have significance values greater than 0.05; therefore, the regression model does not exhibit heteroskedasticity.

Table 6. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.610	2.213		.728	.468	.707	1.414
Social Media Marketing	.363	.049	.440	7.458	.000	.494	2.025
Menu Availability	.212	.067	.223	3.154	.002	.587	1.702
Online Customer Review	.371	.064	.376	5.805	.000	.707	1.414

Sources: SPSS versi 25 (2026)

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

Table 7. Multiple Linear Teggession Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.610	2.213		.728	.468	.707	1.414
Social Media Marketing	.363	.049	.440	7.458	.000	.494	2.025
Menu Availability	.212	.067	.223	3.154	.002	.587	1.702
Online Customer Review	.371	.064	.376	5.805	.000	.707	1.414

Sources: SPSS version 25 (2026)

Based on the table above, the multiple linear regression equation is:

$$Y = 1.610 + 0.363X_1 + 0.212X_2 + 0.371X_3$$

1. Constant $\alpha = 1.610$, Based on the constant value of $\alpha = 1.610$, it can be determined that if social media marketing, menu availability, and online customer reviews are all zero, the purchase decision value is 1.610 units.
2. $\beta_1 = 0.363$; as the value of social media marketing increases, the purchase decision increases by that amount.
3. $\beta_2 = 0.212$; as the value of menu availability increases, the purchase decision increases by that amount.
4. $\beta_3 = 0.371$; as the value of online customer reviews 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)	1.610	2.213		.728	.468	.707	1.414
Social Media Marketing	.363	.049	.440	7.458	.000	.494	2.025
Menu Availability	.212	.067	.223	3.154	.002	.587	1.702
Online Customer Review	.371	.064	.376	5.805	.000	.707	1.414

Sources: SPSS version 25 (2026)

Based on Table 7, it is evident that the variables of social media marketing (t-count $7.458 > 1.982$, sig. 0.000), menu availability (t-count $3.154 > 1.982$, sig. 0.002), and online customer reviews (t-count $5.805 > 1.982$, sig. 0.000) each have a t-count value greater than the t-table value and a significance value of less than 0.05. This indicates that all three variables have a positive and significant partial effect on purchase decisions.

Table 8. Simultaneous Test Results (F Test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2444.054	3	814.685	98.415	.000^b
	Residual	918.868	111	8.278		
	Total	3362.922	114			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Online Customer Review, Social Media Marketing, Menu Availability

Sources: SPSS version 25 (2026)

Based on Table 8, the calculated F-value of 98.415 exceeds the F-table value of 2.686 ($df_1 = 3$; $df_2 = 111$; $\alpha = 0.05$), and the significance value is 0.000 (which is less than 0.05). This indicates that social media marketing, menu availability, and online customer reviews simultaneously have a significant effect on the purchase decisions of Nonsense Coffee consumers.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.727	.719	2.877

Sources: SPSS version 25 (2026)

Based on Table 9, the recorded Adjusted R-squared value of 0.719 indicates that 71.9% of the variation in purchase decisions can be explained by social media marketing, menu availability, and online customer reviews. Meanwhile, the remaining 28.1% ($100\% - 71.9\% = 28.1\%$) is influenced by other variables.

Discussion

The Influence of Social Media Marketing on Purchase Decision

Based on the partial test (t-test) results, the social media marketing variable yielded a calculated t-value of 7.458—exceeding the t-table value of 1.982—with a significance level of 0.000 (below 0.05). This indicates that social media marketing has a positive and significant partial effect on the purchase decisions of Nonsense Coffee consumers. Consequently, the first hypothesis (H1) is accepted. These findings suggest that the more effective the implemented social media marketing strategy, the higher the level of consumer purchasing decisions. Social media serves as a platform for building brand awareness, conveying product information, and fostering direct interaction with consumers. Engaging, creative, and relevant content can heighten consumer interest in trying the offered products. These results align with research by Aljuhmani et al. (2023), Hidayatullah (2025), and Efendi (2025), which indicates that social media marketing has a positive and significant impact on purchase decisions.

The Influence of Menu Availability on Purchase Decision

The partial test results indicate that menu availability yielded a calculated t-value of 3.154—exceeding the t-table value of 1.982—with a significance level of 0.002 (below the 0.05 threshold). This demonstrates that menu availability has a positive and significant partial effect on purchase decisions; thus, the second hypothesis (H2) is accepted. Comprehensive and consistent menu availability provides consumers with certainty regarding their choices, minimizes the risk of disappointment, and encourages purchasing decisions. Conversely, a lack of menu availability may cause consumers to take their business elsewhere. These findings align with research by Amin et al. (2023), Lin et al. (2023), and Ozturkcan & Kitapci (2025), which indicates that menu availability significantly influences purchase decisions.

The Influence of Online Customer Review on Purchase Decision

The partial test results indicate that online customer reviews yielded a t-statistic of 5.805 (exceeding the t-table value of 1.982) with a significance level of 0.000 (below 0.05). This demonstrates that online customer reviews have a positive and significant partial effect on purchase decisions; thus, the third hypothesis (H3) is accepted. Customer reviews on online platforms serve as a credible source of information for prospective buyers. Clear, honest, and positive reviews can boost trust and purchase interest, whereas negative reviews can damage brand image. These

findings align with research by Alena & Hasanah (2023), Rolando & Chondro (2025), and Sudaryanto et al. (2025), which confirms the significant impact of online customer reviews on purchasing decisions.

The Influence of Social Media Marketing, Menu Availability and Online Customer Review on Purchase Decision

The simultaneous test (F-test) results show a calculated F-value of 98.415, exceeding the F-table value of 2.686, with a significance level of 0.000 (less than 0.05). This demonstrates that the three variables collectively exert a positive and significant influence on purchase decisions; thus, the fourth hypothesis (H4) is accepted. The Adjusted R-Square value of 0.719 indicates that 71.9% of the variation in purchase decisions can be explained by these three variables, while the remaining 28.1% is influenced by factors outside the scope of this study, such as price, product quality, location, and atmosphere. These findings reinforce the research of Ying et al. (2025), Maulana et al. (2026), and Nazlan et al. (2024), confirming that the synergy between social media marketing, menu availability, and customer reviews creates a holistic consumer experience and drives purchase decisions.

CONCLUSION

Based on the analysis and discussion, it can be concluded that social media marketing, menu availability, and online customer reviews play a significant role in influencing the purchasing decisions of Nonsense Coffee consumers. Effective social media marketing strategies can boost consumer interest and engagement, while menu availability that meets customer expectations—combined with positive online reviews—can strengthen consumer confidence during the purchasing decision process. These findings indicate that digital marketing, operational readiness, and the online customer experience are crucial factors in driving purchasing decisions within the coffee shop industry. It is recommended that Nonsense Coffee continue to optimize its digital marketing strategy through creative and interactive content, improve the management of menu availability, and pay close attention to managing customer reviews as part of a strategy to build consumer trust. Future research could expand upon this model by incorporating other variables related to consumer behavior—such as product quality, price, brand image, and service quality—to gain a broader understanding of the factors influencing purchasing decisions.

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THE INFLUENCE OF SOCIAL MEDIA MARKETING, MENU AVAILABILITY AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS AT NONSENSE COFFEE

Mutia Rahmanda et al

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THE INFLUENCE OF SOCIAL MEDIA MARKETING, MENU AVAILABILITY AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS AT NONSENSE COFFEE

Mutia Rahmanda et al

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Mutia Rahmanda et al

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