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ANALYSIS OF SOCIAL MEDIA MARKETING, CUSTOMER REVIEWS AND CONTENT ATTRACTIVENESS ON PURCHASE DECISIONS AMONG CONSUMERS AT THE KOPI PETIK KARYA BRANCH

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Abstract

This study aims to determine and analyze the effect of Social Media Marketing, Customer Reviews, and Content Attractiveness on Purchase Decisions at Cafe Kopi Petik. This research employed a quantitative approach. The population consisted of Cafe Kopi Petik consumers, with a sample of 125 respondents. Data were collected through questionnaires and interviews. The collected data were analyzed using multiple linear regression analysis, partial test (t-test), simultaneous test (F-test), and coefficient of determination (R Square). The results showed that Social Media Marketing has a positive and significant effect on Purchase Decisions, with a t-value of 4.302 > 1.979 and a significance value of 0.000 < 0.05. Customer Reviews have a positive and significant effect on Purchase Decisions, with a t-value of 3.244 > 1.979 and a significance value of 0.002 < 0.05. Furthermore, Content Attractiveness has a positive and significant effect on Purchase Decisions, with a t-value of 3.310 > 1.979 and a significance value of 0.001 < 0.05. Simultaneously, Social Media Marketing, Customer Reviews, and Content Attractiveness have a positive and significant effect on Purchase Decisions, with an F-value of 174.312 > 2.68 and a significance value of 0.000 < 0.05. The R Square value of 0.812 indicates that the three independent variables explain 81.2% of the variation in Purchase Decisions, while the remaining 18.8% is explained by other factors outside the scope of this study. Therefore, improving social media marketing, providing positive customer reviews, and presenting attractive and informative content can contribute to increasing consumer purchase decisions at Cafe Kopi Petik.

Keywords: Social Media Marketing, Customer Reviews, Content Attractiveness, Purchase Decision

INTRODUCTION

The coffee industry in Indonesia has demonstrated significant and sustained growth in recent years. This trend is driven by rising domestic coffee consumption and shifting lifestyles, with coffee becoming an integral part of both social interactions and daily productivity. The emergence of diverse coffee shops—ranging from modern to traditional concepts—has further strengthened the industry's presence across both urban and regional areas. Café businesses like Kopi Petik exemplify the players contributing to the industry's vibrancy by offering a wide range of products and engaging consumer experiences. The rapid growth of the coffee industry has led to increasingly fierce competition among business players. Every café is required to possess a competitive edge—whether through product quality, menu innovation, service, or effective marketing strategies. Furthermore, external factors such as fluctuations in raw material prices, shifting consumer preferences, and economic conditions also impact business viability. Consequently, adaptability and sound management strategies are essential for coffee businesses—including Kopi Petik—to survive and continue growing amidst the industry's competitive dynamics.

The business trajectory of the Cafe Kopi Petik Karya branch has been dynamic since its inception. This branch was established as an expansion effort aimed at increasing market share and enhancing competitiveness within the ever-growing café industry. During its initial operational phase, the Karya branch experienced positive growth, evidenced by a rising customer base and high demand for its menu offerings. This success was driven by a strategic location, a product range aligned with consumer preferences, and high-quality service that ensured customer satisfaction. However, the Karya branch subsequently faced challenges that negatively impacted its business performance. Factors contributing to declining sales included intensifying competition among similar businesses, shifting consumer tastes, and broader economic conditions. Additionally, a lack of product innovation and suboptimal marketing strategies likely contributed to this downturn. A decision is a process undertaken by a consumer to choose whether or not to purchase a product or service, based on a consideration of the various available alternatives.

The decline in sales at the Cafe Kopi Petik "Karya" branch between 2023 and 2025—evidenced by a drop-in revenue from IDR 742,500,000 to IDR 491,600,000—can be attributed to several factors. One key factor is intensifying competition from other cafes and coffee shops in the vicinity, which has given consumers a wider range of choices. Additionally, the marketing strategy employed on social media has been suboptimal; inconsistent promotional activities, a lack of interaction with followers, and unengaging content have led to a decrease in consumer awareness and interest in the products. Social media—a channel that should serve to build brand image and boost consumer engagement—has not been fully leveraged, resulting in fewer customer visits to the Karya branch and a decline in the number of transactions. Social media marketing is practiced to engage customers in the online social spaces where they naturally spend their time. According to Ariadi (2022), social media marketing is an effort to use social media to attract consumers to a company, product, or valuable service; it encompasses marketing via social networks, marketing blogs, and more. Qurniawati (2022) similarly states that social media marketing is practiced to engage customers in the online social spaces where they naturally spend their time. The indicators of social media marketing are context, communication, collaboration, and connection.

The primary marketing challenge facing Kopi Petik Karya is the suboptimal use of social media; the business lacks an official social media account to serve as a channel for promotion and consumer communication. The absence of such a digital platform limits the ability to rapidly and widely disseminate information regarding products, promotions, and sales updates, thereby narrowing market reach and hindering the business's ability to compete with rivals who actively utilize social media. Furthermore, the lack of direct interaction with customers via social media results in low engagement and makes it difficult to build brand awareness and consumer loyalty for Kopi Petik Karya. According to Arbaini (2020), customer reviews represent direct opinions from individuals evaluating a product, rather than information derived from advertisements or other sources; such reviews are a key factor influencing consumer purchasing decisions. Meanwhile, Sun et al. (2022) define customer reviews as feedback providing product information and recommendations from the consumer's perspective. When consumers cannot evaluate a product firsthand, they often rely on reviews provided by previous customers to mitigate risks associated with product quality and seller integrity.

According to Kotler (2022), content appeal refers to the ability of a marketing communication message or material to capture attention, spark interest, and encourage audience engagement with the information presented—leveraging value that is relevant, creative, and meaningful to the target market. This appeal arises from a combination of informative, emotional, and persuasive message elements capable of influencing the audience's perceptions and attitudes toward a brand, product, or service. Content appeal can be shaped by various aspects, such as product presentation, visual design, ambiance, the completeness of facilities, the quality of information conveyed, and unique characteristics that distinguish a business from its competitors. Based on the background previously outlined by the author, the problems identified in this study are as follows:

1. Customer decision-making at Cafe Kopi Petik is not yet optimal. This is evident from customers weighing various factors—such as product quality, price, service, and the cafe's atmosphere—before making a purchase. Such conditions can influence customers' willingness to make repeat purchases and result in a decline in the number of transactions at the cafe.
2. Social media marketing efforts by Cafe Kopi Petik have not been fully maximized. Content posting frequency lacks consistency, the variety of published content is limited, and interaction with social media followers remains low. Furthermore, the utilization of digital promotional features is suboptimal, preventing information regarding products, promotions, and cafe activities from effectively reaching a broad target market.
3. There are still customer reviews reflecting negative sentiments regarding the service, facilities, or product information at Cafe Kopi Petik. Additionally, responses to customer comments and reviews lack speed and consistency. These conditions can influence the perceptions of potential customers, erode consumer trust, and negatively impact the cafe's public image.
4. The appeal of Cafe Kopi Petik needs improvement regarding its facilities, venue concept, and promotional content presented to consumers. A lack of innovation and trend-aligned updates makes the cafe less attractive to customers compared to its competitors. Consequently, customer interest in visiting, making purchases, and recommending the cafe to others is diminished.

The scope of this study focuses on analyzing the impact of social media marketing, customer reviews, and content appeal on consumer decisions at the Kopi Petik Karya branch. The study is limited to consumers who have made a purchase at the Kopi Petik Karya branch and obtained information about the products via social media or content related to Cafe Kopi Petik. The independent variables examined include social media marketing (X1),

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customer reviews (X2), and content attractiveness (X3), while the dependent variable is the purchasing decision (Y). This study addresses only the influence of these three variables on purchasing decisions and does not cover other factors such as price, product quality, location, service, ambiance, or personal consumer factors. Research data were obtained by distributing questionnaires to respondents who met the criteria of being consumers of the Kopi Petik Karya branch; consequently, the findings are limited to the conditions and characteristics of the respondents studied. The problem formulations in this study are as follows:

1. Does social media marketing have a positive and significant partial effect on consumer decisions at the Kopi Petik Karya branch?
2. Do customer reviews have a positive and significant partial effect on consumer decisions at the Kopi Petik Karya branch?
3. Does attractiveness have a positive and significant partial effect on consumer decisions at the Kopi Petik Karya branch?
4. Do social media marketing, customer reviews, and attractiveness have a positive and significant simultaneous effect on consumer purchasing decisions at the Kopi Petik Karya branch?

Based on the problem formulation above, the research objectives are as follows:

1. To determine and analyze whether social media marketing has a positive and significant partial effect on consumer decisions at the Kopi Petik Karya branch.
2. To determine and analyze whether customer reviews have a positive and significant partial effect on consumer decisions at the Kopi Petik Karya branch.
3. To determine and analyze whether content attractiveness has a positive and significant partial effect on consumer decisions at the Kopi Petik Karya branch.
4. To determine and analyze whether social media marketing, customer reviews, and content attractiveness have a positive and significant simultaneous effect on consumer purchasing decisions at the Kopi Petik Karya branch.

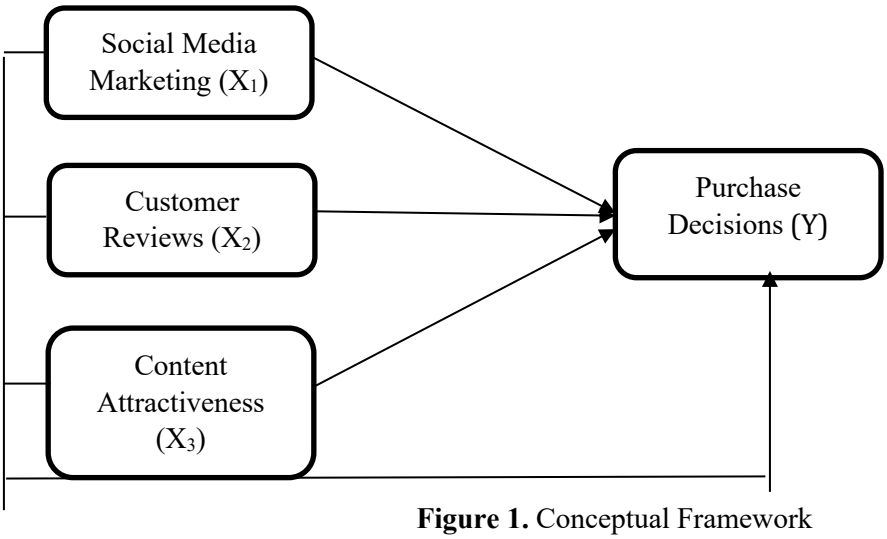


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Social media marketing has a significant partial effect on purchasing decisions at Kopi Petik Karya.
2. H2: Customer reviews have a significant partial effect on purchasing decisions at Kopi Petik Karya.
3. H3: Content attractiveness has a significant partial effect on purchasing decisions at Kopi Petik Karya.
4. H4: Social media marketing, customer reviews, and attractiveness have a significant simultaneous effect on purchasing decisions at Kopi Petik Karya.

METHOD

The research approach used an associative approach, with a quantitative method. This study was conducted at the Kopi Petik Karya branch, located at Jl. Karya No. 120 D, Sei Agul, Medan Barat District, Medan City, North Sumatra 20235. The research took place from March 2026 to August 2026. The study population consisted of all consumers of the Kopi Petik Karya branch, the total number of which was unknown. Purposive sampling—a method

of selecting a sample based on specific criteria—was employed for this study. To determine the sample size when the total population is unknown, the Lemeshow formula was used, as follows:

$$n = \frac{1,96^2 0,5\ (1-0,5)}{0,10^2}$$

$$n = \frac{0,9604}{0,01}$$
$$n = 100 + 25\%$$
$$n = 125$$

Thus, the minimum sample size required for this study is 96 respondents, a figure the researcher has rounded up to 125 respondents. The sampling technique employed is non-probability sampling—a method that does not provide an equal chance or opportunity for every element or member of the population to be selected as a sample. The specific type of non-probability sampling used in this study is purposive sampling, which involves selecting samples based on specific criteria or considerations (Sugiyono, 2021). The criteria or considerations for this sampling are as follows:

1. Respondents must be at least 17 years of age.
2. Respondents must have previously visited the Kopi Petik Karya branch.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Social Media Marketing, Customer Reviews, Content Attractiveness, Purchase Decisions

Statement Items	r-count	r-table	Description
SMM1	0,934	0,361	Valid
SMM2	0,921	0,361	Valid
SMM3	0,943	0,361	Valid
SMM4	0,961	0,361	Valid
SMM5	0,91	0,361	Valid
SMM6	0,908	0,361	Valid
SMM7	0,917	0,361	Valid
SMM8	0,919	0,361	Valid
CR1	0,849	0,361	Valid
CR2	0,872	0,361	Valid
CR3	0,791	0,361	Valid
CR4	0,861	0,361	Valid
CR5	0,789	0,361	Valid
CR6	0,781	0,361	Valid
CA1	0,774	0,361	Valid
CA2	0,899	0,361	Valid
CA3	0,773	0,361	Valid
CA4	0,751	0,361	Valid
CA5	0,804	0,361	Valid
CA6	0,842	0,361	Valid
CA7	0,809	0,361	Valid
CA8	0,873	0,361	Valid
PD1	0,781	0,361	Valid
PD2	0,877	0,361	Valid
PD3	0,904	0,361	Valid

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Statement Items	r-count	r-table	Description
PD4	0,818	0,361	Valid
PD5	0,844	0,361	Valid
PD6	0,863	0,361	Valid
PD7	0,850	0,361	Valid
PD8	0,876	0,361	Valid
PD9	0,918	0,361	Valid
PD10	0,906	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Social Media Marketing, Customer Reviews, Content Attractiveness, Purchase Decisions

Variabel	Cronbach Alpha	Provision	Description
Social Media Marketing	0,976	0,60	Reliable
Customer Reviews	0,916	0,60	Reliable
Content Attractiveness	0,925	0,60	Reliable
Purchase Decisions	0,962	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the cronbach's alpha value for all research variables of social media marketing, customer reviews, content attractiveness, purchase decisions 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

Description	Value
N	125
Mean	0.0000000
Std. Deviation	4.33931870
Absolute	0.067
Positive	0.067
Negative	-0.050
Test Statistic	0.067
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletjser Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	4,479	0,860		5,207	0,000
Social Media Marketing	-0,090	0,063	-0,282	-1,422	0,158
Customer Reviews	-0,070	0,074	-0,181	-0,940	0,349
Content Attractiveness	0,096	0,063	0,299	1,532	0,128

Sources: SPSS versi 25 (2026)

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Based on Table 4. The test results indicate that the Social Media Marketing variable has a significance value of 0.158, the Customer Reviews variable 0.349, and the Content Appeal variable 0.128. All these significance values exceed 0.05; therefore, there is no indication of heteroscedasticity for any of the independent variables.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	6,298	1,430		4,404	0,000	-	-
Social Media Marketing	0,453	0,105	0,380	4,302	0,000	0,199	5,023
Customer Reviews	0,401	0,124	0,278	3,244	0,002	0,211	4,730
Content Attractiveness	0,345	0,104	0,288	3,310	0,001	0,205	4,872

Sources: SPSS versi 25 (2026)

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

Table 6. Multiple Linear Tegression Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	6,298	1,430		4,404	0,000	-	-
Social Media Marketing	0,453	0,105	0,380	4,302	0,000	0,199	5,023
Customer Reviews	0,401	0,124	0,278	3,244	0,002	0,211	4,730
Content Attractiveness	0,345	0,104	0,288	3,310	0,001	0,205	4,872

Sources: SPSS versi 25 (2026)

Based on the data processing results using SPSS, the multiple linear regression equation obtained is as follows:

$$\mathbf{Y = 6.298 + 0.453X_1 + 0.401X_2 + 0.345X_3}$$

The regression equation can be explained as follows:

1. The constant (α) of 6.298 indicates that if the variables Social Media Marketing, Customer Reviews, and Content Appeal are assumed to be zero, the value of the Decision variable is 6.298. This constant value represents only the baseline of the regression model and holds no practical significance, as all independent variables in the study were measured using a Likert scale.
2. The regression coefficient for Social Media Marketing (X1) of 0.453 indicates that for every one-unit increase in the Social Media Marketing variable—assuming other variables remain constant—the Decision variable increases by 0.453 units. The positive coefficient indicates that the better the social media marketing conducted by Cafe Kopi Petik, the higher the consumer purchasing decision.
3. The regression coefficient for Customer Reviews (X2) of 0.401 indicates that for every one-unit increase in the Customer Reviews variable—assuming other variables remain constant—the Decision variable increases by 0.401 units. The positive coefficient indicates that the better the customer reviews received by Cafe Kopi Petik, the higher the consumer purchasing decision.
4. The regression coefficient for Content Appeal (X3) of 0.345 indicates that for every one-unit increase in the Content Appeal variable—assuming other variables remain constant—the Decision variable increases by 0.345 units. This indicates that the more appealing the content presented by Cafe Kopi Petik, the higher the consumer purchasing decision.

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Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	6,298	1,430		4,404	0,000	-	-
Social Media Marketing	0,453	0,105	0,380	4,302	0,000	0,199	5,023
Customer Reviews	0,401	0,124	0,278	3,244	0,002	0,211	4,730
Content Attractiveness	0,345	0,104	0,288	3,310	0,001	0,205	4,872

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Analysis of Social Media Marketing on Purchase Decisions
   Based on the partial test results, the Social Media Marketing variable obtained a calculated t-value of 4.302, while the t-table value was 1.979 (derived using the formula Df: n-k; Df: 125-4 = 121). Thus, the calculated t-value is greater than the t-table value (4.302 > 1.979), with a significance value of 0.000 < 0.05. Based on the decision-making criteria, H_0 is rejected and H_a is accepted; therefore, it can be concluded that Social Media Marketing has a positive and significant partial effect on Purchase Decisions.
2. The Analysis of Customer Reviews on Purchase Decisions
   Based on the partial test results, the Customer Reviews variable obtained a calculated t-value of 3.244, while the t-table value was 1.979 (derived using the formula Df: n-k; Df: 125-4 = 121). These results indicate that 3.244 > 1.979, with a significance value of 0.002 < 0.05. Thus, H_0 is rejected and H_a is accepted; therefore, it can be concluded that Customer Reviews have a positive and significant partial effect on Purchase Decisions.
3. The Analysis of Content Appeal on Purchase Decisions
   Based on the partial test results, the Content Appeal variable obtained a calculated t-value of 3.310, while the t-table value was 1.979 (derived using the formula Df: n-k; (df: 125 - 4 = 121) Thus, the calculated t-value is greater than the t-table value (3.310 > 1.979), with a significance value of 0.001 < 0.05. Based on these results, H_0 is rejected and H_a is accepted; therefore, it can be concluded that Content Appeal has a positive and significant partial effect on Purchase Decisions.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	10090,831	3	3363,610	174,312	.000[b]
Residual	2334,881	121	19,297		
Total	12425,712	124			

Sources: SPSS versi 25 (2026)

Based on the above, the calculated F-value of 174.312 exceeds the F-table value of 2.68, with a significance value of 0.000, which is less than 0.05. Since the significance value is below 0.05, it can be concluded that Social Media Marketing (X1), Customer Reviews (X2), and Content Appeal (X3) simultaneously have a significant influence on Purchase Decisions (Y). This indicates that the regression model employed is suitable for explaining the relationship between the independent variables and the dependent variable.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.901[a]	0,812	0,807	4,393

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, the Adjusted R-squared value of 0.807 (or 80.7%) indicates that, after adjusting for the number of independent variables and sample size, the model's ability to explain the decision is 80.7%. The R value of 0.901 indicates a very strong, positive relationship between Social Media Marketing, Customer Reviews, and Content Appeal—collectively—and the Purchase Decision.

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Discussion

The Analysis Social Media Marketing on Purchase Decisions

Based on the partial test results, the Social Media Marketing variable yielded a calculated t-value of 4.302, while the t-table value was 1.979. Thus, the calculated t-value exceeds the t-table value (4.302 > 1.979), with a significance level of 0.000 (< 0.05). Based on the decision-making criteria, H_0 is rejected and H_a is accepted; therefore, it can be concluded that Social Media Marketing has a positive and significant partial effect on Purchase Decisions. The regression coefficient for Social Media Marketing is 0.453 (positive). This indicates that a one-unit increase in Social Media Marketing leads to a 0.453-unit increase in Purchase Decisions, assuming the variables of Customer Reviews and Content Appeal remain constant. These results demonstrate that the more effective the social media marketing, the greater the consumer tendency to make a purchase. Social media marketing is a digital marketing strategy that utilizes platforms such as Instagram, Facebook, TikTok, and others to introduce products, build consumer relationships, and drive purchase transactions. Currently, social media serves not only as a communication medium but also as a primary source of information for consumers before they decide to purchase a product or service (Kotler, 2022). The study's findings indicate that social media marketing plays a crucial role in influencing consumer behavior. Information regarding products, promotions, the café atmosphere, and customer testimonials shared via social media helps shape a positive consumer perception of Cafe Kopi Petik. When consumers receive comprehensive and engaging information, they become more confident in making a purchase.

The Analysis Customer Reviews on Purchase Decisions

Based on the partial test results, the Customer Reviews variable yielded a calculated t-value of 3.244, while the t-table value was 1.979. These results indicate that 3.244 > 1.979, with a significance value of 0.002 < 0.05. Consequently, H_0 is rejected and H_a is accepted, leading to the conclusion that Customer Reviews have a positive and significant partial effect on Purchase Decisions. The regression coefficient for Customer Reviews is 0.401 and positive. This means that for every one-unit increase in Customer Reviews, the Purchase Decision increases by 0.401 units, assuming Social Media Marketing and Content Appeal remain constant. This demonstrates that customer reviews serve as a consideration for consumers when making purchasing decisions. The better the available customer reviews, the greater the consumer's inclination to make a purchase. Customer reviews represent a form of information widely used by consumers as a basis for consideration before buying. In the digital era, prospective consumers tend to seek out the experiences of others via social media, Google Reviews, and other digital platforms to gauge the quality of products and services offered by a business. Therefore, customer reviews are a crucial factor in building trust and influencing purchasing decisions (Kotler, 2022). The study results indicate that customer reviews play a significant role in shaping consumer perceptions of Cafe Kopi Petik. Before making a purchase, consumers tend to read reviews covering aspects such as coffee taste, service quality, cleanliness, the cafe's atmosphere, and other customer experiences. The more positive reviews received, the greater the consumer trust in Cafe Kopi Petik.

The Analysis Content Attractiveness on Purchase Decisions

Based on the partial test results, the Content Appeal variable yielded a calculated t-value of 3.310, while the t-table value was 1.979. Thus, the calculated t-value exceeds the t-table value (3.310 > 1.979), with a significance level of 0.001 (< 0.05). Consequently, H_0 is rejected and H_a is accepted, leading to the conclusion that Content Appeal has a positive and significant partial effect on Purchase Decisions. The regression coefficient for Content Appeal is 0.345 (positive), indicating that a one-unit increase in Content Appeal results in a 0.345-unit increase in Purchase Decisions, assuming Social Media Marketing and Customer Reviews remain constant. Therefore, the more appealing the content—in terms of both information and presentation—the greater the likelihood of consumers making a purchase decision. Content appeal refers to content's ability to capture attention, generate interest, and encourage consumers to become familiar with and ultimately purchase a product. Creative, informative, and aesthetically pleasing content can provide a positive consumer experience, thereby increasing the desire to visit or make a purchase. In the culinary industry, presenting engaging content is a crucial strategy for enhancing competitiveness amidst increasingly fierce business rivalry (Kotler, 2022). The study results demonstrate that content appeal is a factor capable of influencing consumer purchase decisions. Content featuring high-quality product photos, videos of the beverage-making process, a cozy café atmosphere, and information on facilities and promotions effectively attracts consumers to try products from Cafe Kopi Petik. Thus, content serves not only as a medium for information but also as an effective promotional tool.

The Analysis Social Media Marketing, Customer Reviews and Content Attractiveness on Purchase Decisions

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Based on the simultaneous test results (F-test) in the ANOVA table, the calculated F-value is 174.312, with a significance value of 0.000. Meanwhile, the F-table value is 2.68. The decision-making criterion for the F-test is that if the calculated F-value exceeds the F-table value and the significance value is less than 0.05, then the independent variables simultaneously exert a significant influence on the dependent variable. The results show that 174.312 > 2.68 and the significance value of 0.000 < 0.05. Thus, it can be stated that the regression model employed demonstrates a significant simultaneous effect. Based on these results, it is concluded that variables X1, X2, and X3 collectively have a significant influence on variable Y; this implies that simultaneous changes in the three independent variables are associated with changes in the dependent variable. The fact that the calculated F-value is substantially higher than the F-table value also indicates that the model possesses strong explanatory power regarding the variation in variable Y. Consequently, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, confirming the hypothesis that X1, X2, and X3 simultaneously influence Y. The study's findings indicate that consumer decisions are not driven by a single factor but result from a combination of mutually reinforcing marketing elements.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Based on the results of the first hypothesis test (H1), it can be concluded that social media marketing has a positive and significant effect on purchasing decisions at Cafe Kopi Petik. This is evidenced by the partial test (t-test) results, where the social media marketing variable yielded a regression coefficient of 0.453, a t-count value of 4.302 (exceeding the t-table value of 1.979), and a significance value of 0.000 (< 0.05).
2. Based on the results of the second hypothesis test, it can be concluded that customer reviews have a positive and significant effect on purchasing decisions at Cafe Kopi Petik. This is evidenced by partial test results showing a regression coefficient of 0.401, a t-count value of 3.244 (exceeding the t-table value of 1.979), and a significance value of 0.002 (< 0.05).
3. Based on the results of the third hypothesis test (H3), it can be concluded that content appeal has a positive and significant effect on purchasing decisions at Cafe Kopi Petik. This is evidenced by partial test results showing a regression coefficient of 0.345, a t-count value of 3.310 (exceeding the t-table value of 1.979), and a significance value of 0.001 (< 0.05).
4. Based on the results of the fourth hypothesis test (H4), it can be concluded that social media marketing, customer reviews, and content appeal simultaneously have a significant effect on purchasing decisions at the Cafe Kopi Petik Karya branch. This is evidenced by the results of the simultaneous test (F-test), which yielded an F-calculated value of 174.312—exceeding the F-table value of 2.68—with a significance value of 0.000 (< 0.05).

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

1. Recommendations for Cafe Kopi Petik regarding Purchase Decisions
   Based on the research findings, the Purchase Decision variable indicates that the aspects with the lowest mean scores are brand trust and product quality consistency. Therefore, Cafe Kopi Petik is advised to enhance consumer trust in the brand by consistently maintaining product quality. Increasing consumer trust can be achieved by ensuring the quality of raw materials remains high, maintaining flavor standards for every product served, and improving service consistency for every customer. Consumers tend to place greater trust in a brand when they enjoy a consistently positive experience with every purchase.
2. Recommendations for Cafe Kopi Petik regarding Social Media Marketing
   Based on the research findings, the Social Media Marketing variable indicates that consumer interaction and engagement via social media require attention. Consequently, Cafe Kopi Petik is advised to increase two-way communication with customers through its social media platforms. Interaction can be enhanced by actively responding to comments and customer messages, creating content that encourages audience participation, and utilizing interactive features such as polls, questions, or customer-centric content. Furthermore, Cafe Kopi Petik needs to develop a more strategic content plan that balances entertainment, information, and customer engagement. Content should serve not only as a medium for product promotion but also as a means to build emotional connections with consumers.
3. Recommendations for Cafe Kopi Petik regarding Content Attractiveness
   Based on the research findings, the Content Appeal variable indicates that Cafe Kopi Petik needs to improve the quality of information presentation and visuals in its content. Cafe Kopi Petik is advised to produce

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content that is more creative and informative, effectively showcasing product strengths and the customer experience. Content could include more appealing product photos, videos capturing the cafe's atmosphere, information about the menu and coffee-making process, and highlights of activities at Cafe Kopi Petik.

4. Recommendations for Cafe Kopi Petik Regarding Customer Reviews
   Based on the research findings, the "Customer Reviews" variable indicates that the aspect with the lowest mean score relates to knowledge and expertise within the coffee industry. Therefore, it is recommended that Cafe Kopi Petik improve the quality of information provided to customers. This can be achieved by creating educational content regarding the types of coffee used, flavor profiles, coffee processing methods, and the unique selling points of the products offered. Such information can enhance consumer perception regarding Cafe Kopi Petik's knowledge and competence in the field of coffee.

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