THE EFFECT OF SERVICE QUALITY AND SOCIAL MEDIA PROMOTION ON CONSUMER PURCHASE DECISIONS AT *POTATOES PROJECT COFFEE SHOP*

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Abstract

This study aims to analyze the partial and simultaneous effects of service quality and social media promotion on consumer purchase decisions at Coffee Shop Potatoes Project. The research was conducted from September to December 2025 with a sample size of 43 respondents determined using Cochran's formula through non-probability sampling with accidental sampling technique. Data collection was conducted through the distribution of questionnaires directly to respondents, while data analysis used multiple linear regression. The results show that (1) service quality has a significant positive effect on consumer purchasing decisions, namely $3.783 > $ t-table 2.021 with a sig. value of $0.001 < 0.05$ (2) social media promotion has a significant positive effect on purchasing decisions, namely $2.290 > $ t-table 2.021 with a sig. value of $0.027 < 0.05$, and (3) service quality and social media promotion simultaneously have a significant positive effect on consumer purchasing decisions, namely $35.353 > $ F-table 3.232 with a sig. value of $0.000 < 0.05$. The coefficient of determination value shows that 63.90% of purchasing decisions can be explained by service quality and social media promotion, while the remaining 36.10% is influenced by other variables outside the variables studied in this research.

Keywords: Service Quality, Social Media Promotion, Purchase Decision

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INTRODUCTION

The rapid pace of globalization, along with technological and industrial developments in Indonesia, has influenced various aspects of human life, including changes in behavior patterns. This is marked by the emergence of a culture of hanging out and drinking coffee as activities that are increasingly popular among the public. This phenomenon has encouraged business actors to present various forms of coffee businesses, especially coffee shops, to meet market demand. The rapid development of coffee shop businesses in various regions has led to increased business competition, which has the potential to reduce the number of consumers. According to Marni and Lubis (2023:156), consumer purchasing decisions are influenced by social, cultural, and individual factors. Therefore, business actors need to pay attention to these factors by prioritizing customer satisfaction, especially through quality service and effective promotional strategies.

Currently, almost all segments of society, such as students, office workers, and others, consider coffee shops not only as places to enjoy coffee but also as places to gather with colleagues, do work, and take photos. It is not uncommon for coffee shops to be used as venues for formal meetings to discuss business interests. Therefore, the atmosphere offered by a coffee shop is a very important benchmark for consumers. According to Pasaribu (2020:159), the atmosphere of a store is defined as the creation of an environment that can influence the emotional side of consumers in making purchasing decisions. According to Arrazi & Adji (2024:3860), in order to win in an increasingly competitive market, a business needs to adapt, especially in terms of the services it provides.

In addition to the quality of service provided, product promotion through online social media platforms is equally important in supporting business growth due to its extensive reach. Reppi et al. (2021:1483) explain that in this increasingly sophisticated era, the concept of traditional marketing is beginning to transform into a more modern internet-based marketing concept. Tri Haryanto (2024) shows that in 2023, Indonesia's population reached 278,696,200 people, and based on the results of the 2024 internet penetration survey by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia reached 221,563,479 people, which is 79.5% of the total population.

The rapid spread of information has further strengthened the popularity of the *Food and Beverage* business in various regions, especially in Gorontalo City, which is the capital of Gorontalo Province. The *Food and Beverage* (FnB) business in Gorontalo City is reaching its peak, with coffee shops becoming a business that is currently popular among the local community. Unsurprisingly, several major

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brands such as Fore Cafe, Kopi Kenangan, and Kopi Janji Jiwa have expanded their wings to this province nicknamed "Serambi Madinah".

One of the *coffee shops* participating in the market competition in Gorontalo City is *Potatoes Project*. This *coffee shop* is located on Gg. Idola, Jl. Rusli Datau, Kel. Dulomo Selatan, Kec. Kota Utara. *Potatoes Project coffee shop* offers a *cozy* and *Instagrammable* atmosphere to consumers. Based on the results of observations and interviews conducted by researchers with several *Potatoes Project coffee shop* customers, they expressed satisfaction with the service provided in terms of order accuracy and estimated time promised. A decline in service quality will certainly have an impact on the good image of *the Potatoes Project coffee shop* in the eyes of consumers.

The management of *Potatoes Project coffee shop* has also implemented their business promotion through Instagram with the user account @potatoesproject. The official account of *Potatoes Project* has 1,646 Instagram followers. The homepage of the official *Potatoes Project* account is designed with attractive visuals. Attractive visuals and complete information can attract consumers to explore more information about the products offered.

In general, factors such as service quality and promotions that focus on changing consumer behavior, while maintaining a unique identity in every aspect, are crucial to achieving business goals to the fullest extent. Businesses that prioritize customer satisfaction will form an emotional bond. Consumer loyalty is a reflection of a company's success in market competition (Sukatmadiredja, 2017:342-343).

LITERATURE REVIEW

1. Consumer Behavior

Consumer behavior is the study of a person's habitual patterns in making purchasing decisions based on where the product is purchased and the conditions underlying the purchasing process. All patterns of consumer behavior that occur are used as a reference for companies in meeting market demand (Zusrony, 2021:26).

Consumer satisfaction is felt by consumers after comparing their experiences in completing a purchase of goods or services. This experience is formed from their first impressions, the assessments of others, and the satisfaction obtained by consumers, which is one of the successes of business actors (Mas'ud et al., 2018:73).

2. Service Quality

Service quality is all efforts made by a company to meet the desires of each consumer. The service provided in this case is a service based on the aspects of convenience, speed, capability, and accuracy in providing satisfaction to customers (Saputri, 2019:48).

Service Quality Indicators According to Tjiptono and Chandra (2016:251), the dimensions and indicators of service quality consist of: Tangibles, Empathy, Responsiveness, Assurance, and Reliability.

3. Social Media

Social media is a communication tool for consumers and companies that contains information, images, videos, and even audio that are interconnected. Social media is divided into web pages, *online* games, and *online* social environments (Zusrony, 2021:79). The rapid growth of social media with a variety of features and functions offered directly and indirectly has made human activities easier.

4. Promotion

Promotion is an important factor in a product or service business company. The essence of promotion is none other than to describe the product so that the target market is aware of its existence. Promotion is also used as a tool to predict whether the product offered will sell well in the market or not (Khoiro et al., 2019:144).

Promotion consists of text or images that highlight unique and attractive visual effects to arouse curiosity. No matter how good the quality of a product is and how useful the service is, it will yield zero results if there is no trigger that can change and convince consumers (Effendy et al., 2021:109).

5. Social Media Promotion

Khoiro et al. (2019:144) explain that advertising using social media such as Instagram is a smart choice considering the costs involved are very low or even non-existent. This is further reinforced by the fact that social media is designed so that everyone can connect very quickly despite being separated by long distances. There are two types of communication that occur on social media platforms, namely , which is the process of placing advertisements through social media, and buying and selling with social media as the intermediary.

Social media promotion can be defined as conventional marketing activities carried out on an internet-based platform that facilitates two-way communication between consumers and marketers. Social media successfully

responds to market demands that tend to involve active interaction and participation in what consumers like. The global reach of social media has become the foundation for businesses to implement online marketing communication for their products and services through social media platforms (Lukito, 2020:92).

Promotion Indicators According to Angela & Siregar (2021:421–422), promotion indicators through social media platforms consist of: *Content creation*, *Content sharing, Connecting, Community building*,

6. Purchase Decision

According to Septyadi et al. (2022:303), a purchase decision is the implementation of consumer behavior in consuming a good or service. The use of a good or service by consumers is initiated by how they gather as much information as possible to make a final decision before purchasing. Purchase decisions are part of consumer behavior itself. Purchase decisions are related to studies that examine the underlying processes of selection, purchase, use, and consumer experience when using a product or service.

Purchase Decision Indicators Purchase decision indicators consist of: Stability in a good or service, Habits in purchasing goods or services, Giving recommendations to others, and Making repeat purchases.

RESEARCH METHOD

This research was conducted at a coffee shop in Gorontalo City, namely Coffee Shop Potatoes Project, which was selected purposively considering the high intensity of visitors after the change of management and the strong *community building* activities on social media. The research took place from September to December 2025. The type of research used was quantitative descriptive, which is research that uses numerical data for statistical analysis. The research data consisted of primary and secondary data. Primary data was obtained through observation, interviews, documentation, and distribution of questionnaires to consumers of Coffee Shop Potatoes Project. Meanwhile, secondary data was obtained from journals, books, theses, and other sources relevant to the research topic. The population in this study was all consumers of the Coffee Shop Potatoes Project, whose number was not known precisely. The sample was determined using non-probability sampling with the accidental sampling technique, namely consumers who were encountered by chance during the research. The sample size was determined using the Cochran formula, with a 95% confidence level and *a* 15% *margin of error*, resulting in a sample size of 43 respondents.

Data Collection Techniques

Data collection techniques in this study were carried out through observation, interviews, questionnaires, and documentation. Observations were made by directly observing the research object, namely the Coffee Shop Potatoes Project located in North Kota District, Gorontalo. Interviews were used as a data collection technique through question and answer sessions with informants to obtain information related to ideas, concepts, and knowledge relevant to the research. Questionnaires were used to collect data by distributing questionnaires directly to consumers of the Coffee Shop Potatoes Project using a Likert scale, with assessment categories ranging from strongly agree to strongly disagree. Documentation was carried out by collecting notes, reports, and images that were used as supporting data for the research.

Data Analysis

Data analysis techniques in this study included instrument testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and determination coefficient. Instrument testing consisted of validity and reliability testing. Validity testing was carried out using SPSS, where the instrument was declared valid if the *calculated r* value was > *r table*. Reliability testing used Cronbach's Alpha, with a value of $\alpha > 0.6$ indicating that the instrument was reliable.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis Results

Multiple linear regression analysis is a statistical method that analyzes the relationship between a dependent variable (Y) and two or more independent variables (X). The analysis results are presented in the following table:

Table 1.
Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Note
		B	Std. Error	Beta			
1	(Constant)	5.758	3.718		1,548	.129	Significant
	Service Quality	.525	.140	.529	3,738	.001	Significant
	Social Media Promotion	.339	.148	.324	2,290	.027	Significant

Source: primary data processed in 2025

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a. Constant Value

　　The regression equation has a constant value of 5.758. This value is the constant (fixed) value of the dependent variable (purchase decision) if there is no influence from the independent variables (service quality and social media promotion).

b. The Effect of Service Quality (X1) on Purchase Decision (Y)

　　The regression coefficient value of the service quality variable (X1) is 0.525, which is positive. This means that if service quality is improved, the purchase decision will increase by 0.525, assuming that other independent variables (social media promotion) remain constant or unchanged.

c. The Effect of Social Media Promotion (X2) on Purchase Decision (Y)

　　The regression coefficient value of the social media promotion variable (X2) is 0.339, which is positive, meaning that if social media promotion is also increased, the purchase decision will increase by 0.339, assuming that other independent variables (service quality) remain constant or unchanged.

Research Hypothesis Test

　　The partial t-test in multiple linear regression analysis aims to determine the effect of independent variables (X) partially or separately on the dependent variable (Y). The partial t-test requirement is t-count > t-table, and if the significance value is < 0.05, it can be said that the independent variable (X) affects the dependent variable (Y).

The Effect of Service Quality at *Coffee Shop Potatoes Project* on Consumer Purchase Decisions

　　Based on the data processing results in Table 11, it was found that the t-count value of the service quality variable (X1) was 3.738 with a significance of 0.001 and the t-table value was 2.021, so it can be concluded that the t-count value > t-table value -table value (3.783 > 2.021) and the *probability* value is smaller than *the level of significance alpha* (0.001 < 0.05). This indicates that the service quality variable (X1) has a significant effect on the dependent variable, namely purchasing decisions. Thus, it can be concluded that the research hypothesis is accepted or ***Ho is rejected* and *Ha is accepted***. This means that the better the service quality provided, the higher the consumer's purchase decision. The results of this research's are in line with the results of research conducted by Handika et al. (2023), which states that service quality has a significant effect on consumer purchase decisions. Furthermore, research conducted by Djafar et al. (2023) also shows that there is a significant effect between service quality and purchase decisions.

The influence of social media promotion at *Coffee Shop Potatoes Project* on consumer purchasing decisions

Based on the data processing results in Table 1, it was found that the t-count value of the social media promotion variable (X2) was 2.290 with a significance of 0.027, and the t-table value was 2.021. Therefore, it can be concluded that the t-count value > t-table value (2.290 > 2.021) and the *probability value* is smaller than *the level of significance alpha* (0.027 < 0.05). This indicates that the social media promotion variable (X2) has a significant effect on the dependent variable, namely purchasing decisions. Thus, it can be concluded that the research hypothesis is accepted or **Ho is rejected** and **Ha is accepted**. This means that the better the social media promotion, the higher the consumer's decision to purchase. The findings of this study are in line with the findings of a study conducted by Seira Febrisa et al. (2023), which shows that there is a significant effect between social media promotion and consumer purchasing decisions.

Based on the conditions in the field, the social media promotion carried out by the *Potatoes Project* consists of several indicators, including *content creation*, which uses good sentences and *an official Instagram feed* that is very attractive to consumers; then, the *content sharing* indicator has been carried out by by filling their *Instagram feed* with informative and entertaining content; Next is connecting with consumers by always interacting socially through *Instagram stories*, such as reposting consumer stories and utilizing the comment feature on every official account post. Finally, there is *community building*, where the *Potatoes Project* has often held community events and *live music DJ performances,* which are then uploaded to social media accounts to get more consumer attention to come and make purchases. This then influences consumers to make purchases at *Potatoes Project coffee shops.* The consistency of a business in introducing the products or services they sell through social media, especially Instagram, will build trust and interest in consumers, especially when combined with interaction and interesting content. This is in line with the opinion of Barus & Silalahi (2021), who say that the use of appropriate and effective promotional strategies through social media can improve a company's image in the eyes of consumers. So, if consumers already have a good understanding of products/services that they find interesting, they will immediately tell their friends or people around them and can influence them to make a purchase decision.

Simultaneous Test (F Test)

Simultaneous testing in the context of regression is a statistical method used to test the overall effect of variables. Statistical testing using simultaneous testing

aims to identify the overall effect of independent variables on dependent variables. In this study, the research question raised is **the effect of service quality and social media promotion on** *the Potatoes Project coffee shop* **on consumer purchasing decisions.** The results of the simultaneous test can be seen in the following table:

Table 2
Simultaneous Test Results

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	202.953	2	101,476	35,353	.000[b]
Residual	114,815	40	2,870		
Total	317,767	42			

Source: primary data processed in 2025

Table 2 above shows the results of simultaneous testing. Based on this table, the calculated F value is 35.353, while the table F value at a significance level of 5% and df = k = 2 and df2 of N-k-1=43-2-1= 40 is 3.232. When comparing these two F values, the calculated F value is much greater than the table F value (35.353 > 3.232) with a significance value of 0.000 < 0.05 (significant). This indicates that service quality and social media promotion simultaneously have a significant effect on purchasing decisions. Therefore, the research hypothesis formulated for this study is accepted, or *H0 is rejected,* **and** *Ha is accepted.* Additionally, the regression model used in this study is deemed suitable (fit) to explain the dependent variable.

Coefficient of Determination

The value of the coefficient of determination for the variables of service quality (X1) and social media promotion (X2) on purchasing decisions (Y) is indicated by the coefficient of determination (R^2) as shown in the following table:

Table 3
Results of the R^2 Coefficient of Determination Test

Model	R	R Square	Adjusted R-Square	Standard Error of the Estimate
1	.799[a]	.639	.621	1.69422

Source: primary data processed in 2025

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Table 3 above shows the results of the coefficient of determination test. Based on the results of the coefficient of determination analysis in the table above, it can be seen that the magnitude of influence (the ability of independent variables to explain dependent variables) using the R Square value is 0.639. This value indicates that 63.90% of purchasing decisions can be explained by service quality and social media promotion, while the remaining 36.10% is influenced by other variables outside the variables studied in this research.

CONCLUSION

Based on the results of the study on the Influence of Service Quality and Social Media Promotion that has been conducted and through the analysis process, several conclusions were obtained as follows:

1. The results of the study indicate that the service quality variable (X1) has a significant effect on consumer purchasing decisions at *the Potatoes Project coffee shop.*
2. The results of the study show that the social media promotion variable (X2) has a significant effect on consumer purchasing decisions at *the Potatoes Project coffee shop.*
3. The results of this study indicate that the variables of service quality and social media promotion have a simultaneous or joint effect on consumer purchasing decisions at *the Potatoes Project coffee shop.*

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