



Impact of social media marketing and service quality on engagement and purchase intention at Moria Café

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Article Info	Abstract
<p>Keywords: Customer Engagement; Moria Café; Service Quality; Social Media Marketing; Purchase Intention</p>	<p><i>This study aims to analyze the influence of Social Media Marketing (SMM) and Service Quality (SQ) on Customer Engagement (CE) and Purchase Intention (PI) among customers of Moria Coffee, a growing local coffee shop in Lembang, West Java. A quantitative approach was employed using Structural Equation Modeling Partial Least Squares (SEM-PLS), processed with SmartPLS 4 software. Data were collected from 160 respondents using a closed-ended questionnaire with a Likert scale. This study employs a quantitative approach using an explanatory survey method. The quantitative approach was chosen as it allows for the collection of numerical data that can be statistically analyzed to objectively and systematically examine causal relationships between research variables. The findings show that SMM does not directly influence PI but has a significant effect on CE. Conversely, SQ directly and significantly affects both CE and PI. Furthermore, CE is proven to mediate the relationship between both SMM and PI, and SQ and PI. The R-square values indicate strong predictive power (R^2 PI = 0.671), and PLS Predict results confirm that the model has a reliable predictive capability for new data. These results underscore the strategic role of Customer Engagement as a mediator between external marketing stimuli and consumers' purchase intention. The study offers practical implications for digital marketing management and service strategies, as well as theoretical contributions to consumer behavior literature focusing on engagement and experiential marketing.</i></p>

1. INTRODUCTION

The rapid advancement of information and communication technology, particularly social media, has profoundly transformed global marketing practices. What was once a medium for personal communication has evolved into a strategic tool for businesses to build relationships, form communities, and strengthen brand identity (Putri & Sulaeman, 2022). In Indonesia, the widespread use of social media especially among younger consumers has compelled food and beverage companies to adopt interactive, visual, and storytelling-based marketing approaches. The coffee shop industry, in particular, has experienced rapid growth driven by lifestyle-based consumption and the emergence of “coffee culture” among millennials and Gen Z (Kurniawan & Rewindinar, 2021). Platforms such as Instagram and TikTok play a critical role in enhancing brand visibility through real-time engagement and



visual narratives, making digital presence an essential component of brand strategy (Silalahi & Guna, 2024).

Moria Coffee, a local café located in Lembang, West Bandung Regency, serves as an example of a small business navigating this evolving digital landscape. Despite its success in attracting younger consumers through aesthetic interior design, consistent service quality, and the integration of local cultural values, the café's limited use of structured social media marketing indicates an untapped potential for digital engagement. As noted by Liwafa and Utami (2021), the effectiveness of digital marketing depends on its synergy with real-world service experiences. Hence, understanding the interaction between social media strategies and service quality becomes crucial to ensuring a seamless and engaging customer journey.

Previous studies have examined social media marketing (SMM) and service quality (SQ) separately as determinants of consumer behavior, yet few have explored their integrative influence on customer engagement (CE) and purchase intention (PI) particularly within Indonesia's café industry. For example, Wibowo et al. (2020) focused primarily on social media content performance metrics, while Hasniati et al. (2021) analyzed service quality dimensions affecting satisfaction without linking them to digital engagement. Similarly, Oktafiana et al. (2024) emphasized emotional engagement in online marketing but did not integrate offline service experiences. These fragmented perspectives highlight a clear research gap: the lack of a comprehensive behavioral framework that connects social media marketing, service quality, and customer engagement to explain how these variables jointly shape purchase intention in small local businesses such as Moria Coffee.

Customer engagement serves as a pivotal mediating construct in this relationship. Defined as the cognitive, emotional, and behavioral involvement of customers with a brand (Brodie et al., 2011), engagement reflects the depth of the customer-brand relationship and significantly influences purchase intention (Nadhiroh & Astuti, 2022). High engagement fosters trust, emotional connection, and perceived value all of which drive consumers' willingness to purchase (Hasniati et al., 2021; Oktafiana et al., 2024). Therefore, for Moria Coffee, enhancing engagement through strategic use of Instagram and TikTok, combined with high service quality, could serve as an effective mechanism to bridge online marketing efforts and offline consumer experiences.

Although Moria Coffee has achieved substantial brand recognition, the absence of a systematic digital marketing approach presents opportunities for growth. By leveraging engaging visual content, collaborating with influencers, and monitoring engagement analytics, the café can strengthen its digital footprint and expand its customer base. Hence, this study aims to investigate the combined influence of Social Media Marketing (SMM) and Service Quality (SQ) on Purchase Intention (PI), mediated by Customer Engagement (CE). By integrating these constructs, this research contributes to filling the existing theoretical gap and provides empirical insights into how small businesses can align their digital and service strategies to enhance consumer purchase behavior.

2. LITERATURE REVIEW

Marketing Management

Marketing management is a discipline that integrates analytical, planning, implementation, and control functions to achieve organizational objectives effectively (Kotler & Keller in Firmansyah, 2019). It not only focuses on market orientation but also emphasizes creating superior value through coordinated strategies (Hamdat et al., 2020). As part of management science, marketing involves adapting organizational resources to dynamic market demands, especially in industries characterized by intense competition such as food and beverage. In the case of Moria Café, marketing management plays a pivotal role in aligning operational activities with customer-centric objectives. The café's efforts to integrate product quality, service excellence, and digital promotion demonstrate how marketing management bridges internal operations and external market positioning. Thus, the concept of marketing management provides a strategic foundation for understanding how social media and service delivery jointly influence customer perception and purchase decisions (Rumangkit et al., 2024; Hadi, 2025).

Digital Marketing

Digital marketing represents a transformation of traditional marketing into technology-driven strategies that utilize digital platforms to reach, engage, and retain consumers (Chaffey & Ellis-Chadwic, 2022). It emphasizes interactivity, measurability, and personalization key features that differentiate it from conventional promotional approaches. Beyond product visibility, digital marketing enables two-way communication that allows businesses to collect insights and refine their strategies in real time (Ayesha et al., 2022). In the case of small and medium-sized enterprises such as Moria Café, digital marketing serves as an equalizer that enables local brands to compete with larger corporations through cost-efficient, targeted communication. However, the effectiveness of digital marketing depends on how well online activities reflect brand authenticity and service reliability. This aligns with prior studies showing that digital marketing success requires consistency between virtual messaging and offline experiences (Rahastine & Wulandari, 2020). Therefore, digital marketing should be viewed not merely as a promotional tool, but as an integrative system that connects technology, consumer engagement, and service performance.

Social Media Marketing

Social Media Marketing (SMM) extends digital marketing by leveraging interactive social platforms to create value-driven relationships between brands and consumers (Kaplan et al., 2022). It combines the principles of communication, collaboration, and connection (Heuer in Sanjaya, 2020), allowing companies to strengthen brand identity and stimulate user-generated engagement. The multidimensional nature of SMM spanning content creation, information sharing, and community building makes it particularly relevant for lifestyle-based industries like cafés. Critically, SMM does not only promote awareness but facilitates relational engagement that can influence behavioral outcomes such as trust and purchase intention. As Rauf et al. (2021) note, social media enables bidirectional

communication, where consumers co-create brand meaning through feedback, reviews, and shared experiences. For Moria Café, this interaction allows the brand to project authenticity while leveraging social trends to enhance emotional connection. Consequently, the effectiveness of SMM depends not on the volume of content, but on how well it stimulates sustained engagement and supports perceived service value.

Service Quality

Service quality (SQ) is conceptualized as the consumer's overall judgment of service excellence, shaped by both tangible and intangible elements (Parasuraman et al., 1988). The SERVQUAL framework comprising tangibles, reliability, responsiveness, assurance, and empathy remains a key reference for assessing SQ across industries. However, recent perspectives highlight the integration of emotional and digital dimensions, particularly in experience-based services such as cafés (Santos et al., 2020). Rather than viewing service quality as a static construct, scholars now emphasize its interaction with digital engagement and brand experience. High-quality service enhances the credibility of digital marketing efforts, while poor service undermines online promotions regardless of their aesthetic appeal. At Moria Café, consistent ratings and positive feedback reflect how tangible experiences reinforce digital branding. Hence, service quality functions as both a moderating and reinforcing factor that sustains consumer trust and amplifies marketing effectiveness (Cronin Jr. & Taylor, 1994; Ladhari et al., 2017).

Customer engagement

Customer engagement (CE) represents the psychological and behavioral connection between consumers and brands, encompassing cognitive, emotional, and participatory dimensions (Brodie et al., 2011; Vivek et al., 2014). It goes beyond transactional relationships by emphasizing interactive, co-creative processes that drive long-term loyalty (Kumar & Pansari, 2016). Through engagement, consumers become active participants in brand communication, thereby influencing reputation and purchase decisions (Trunfio & Rossi, 2021). In digital contexts, engagement is both a performance indicator and a mediating construct linking marketing and behavioral outcomes. High engagement translates digital exposure into meaningful experiences, which in turn enhance purchase intention (Oktafiana et al., 2024). For Moria Café, engagement emerges through interactive content, community events, and consistent service experiences demonstrating how emotional resonance and brand authenticity convert online attention into consumer action. Therefore, CE serves as a bridge between social media marketing efforts and tangible purchasing behavior, reflecting the integrated nature of modern customer-brand relationships.

Research Hypotheses

Based on the theoretical framework and previous empirical studies, the hypotheses of this research are formulated as follows:

H₁: Social media marketing has a positive and significant effect on customer engagement.

- H₂: Service quality has a positive and significant effect on customer engagement.
- H₃: Social media marketing has a positive and significant effect on purchase intention.
- H₄: Service quality has a positive and significant effect on purchase intention.
- H₅: Customer engagement has a positive and significant effect on purchase intention.
- H₆: Customer engagement mediates the relationship between social media marketing and purchase intention.
- H₇: Customer engagement mediates the relationship between service quality and purchase intention.

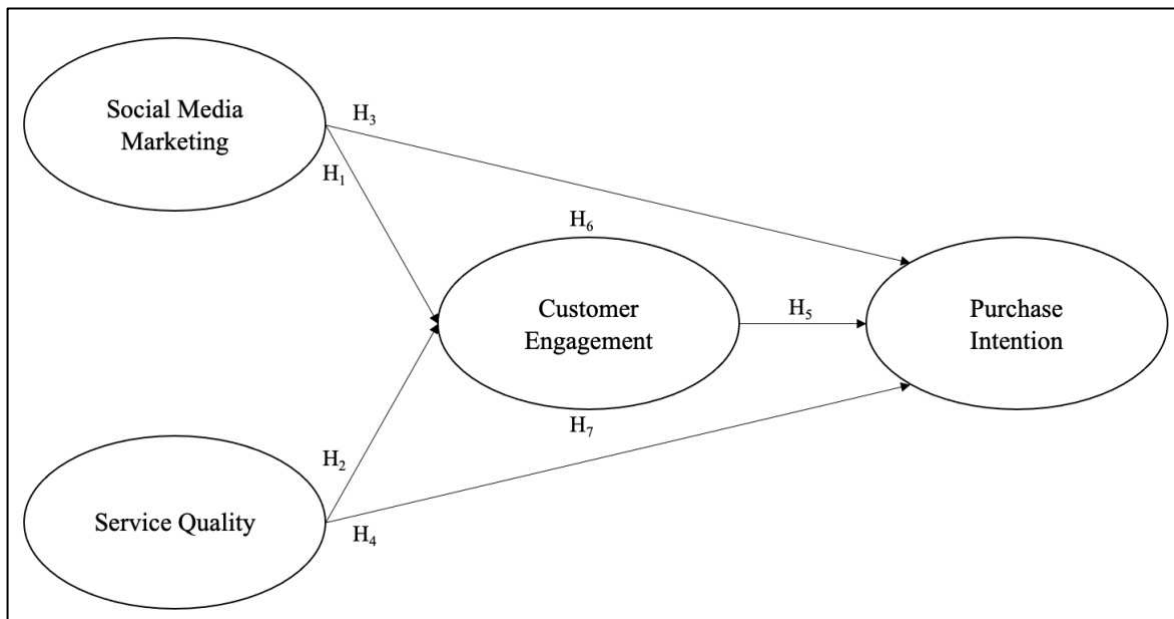


Figure 1. Conceptual Framework Diagram

The diagram illustrates that both Social Media Marketing (SMM) and Service Quality (SQ) influence Customer Engagement (CE) and Purchase Intention (PI) directly. Furthermore, Customer Engagement acts as a mediating variable that connects SMM and SQ to PI, emphasizing its role in translating marketing efforts and service experiences into customers' purchasing decisions.

3. METHOD

This study employs a quantitative approach using an explanatory survey method to examine the causal relationships between independent and dependent variables. The quantitative approach was selected as it allows for the collection of numerical data that can be statistically analyzed to obtain objective and systematic results. The explanatory survey method is applied to explain and test the influence of Social Media Marketing and Service Quality on Customer Engagement and Purchase Intention. The research was conducted at Moria Coffee Lembang, located in West Bandung Regency, which was selected due to its strategic location, an active customer base on social media, and significant potential for growth in the coffee industry. The study was carried out over a two-month period, from May

to June, aiming to collect data under normal operational conditions to enhance the validity of the findings.

The population of this study consists of all customers of Moria Coffee who had made at least one transaction within the last three months. The sample comprises 160 respondents, determined based on the number of research indicators (16 indicators × 10 respondents per indicator), in accordance with the approach suggested by Hair et al. (2018). A purposive sampling technique was employed to select respondents based on specific criteria, namely customers who are active on social media and have previously interacted with Moria Coffee’s promotional content.

Data were collected using a structured questionnaire employing a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.” The questionnaire was developed based on indicators of each research variable: social media marketing, service quality, customer engagement, and purchase intention. In addition to primary data, secondary data were also utilized, sourced from scholarly literature, national and international journals, as well as internal documentation from Moria Coffee. Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS), facilitated by software such as SmartPLS or WarpPLS. SEM-PLS was chosen as it is well-suited for complex models, relatively small sample sizes, and does not require normally distributed data (Hadi et al., 2022).

4. RESULT AND DISCUSSION

Respondent Characteristics

The majority of Moria Coffee’s respondents were young, educated, and predominantly female (70%), with most aged between 21 and 30 years old. Most respondents lived in Lembang (84.4%), held at least a high school diploma, and worked as employees, entrepreneurs, or students groups commonly seeking comfortable spaces to work, socialize, or relax. Their spending behavior indicates a budget-conscious yet engaged consumer segment, with moderate café budgets and visit frequencies. This demographic profile reflects a customer base that values experience, atmosphere, and digital engagement, highlighting the relevance of value-based and relationship-oriented marketing strategies for Moria Coffee.

Table 1. Respondent Characteristics

Characteristic	Category / Detail	Percentage / Count
Gender	Male / Female	30% (48) / 70% (112)
Age	≤21 / 21–25 / 26–30 / >30	8.13% / 25.6% / 26.25% / Others
Domicile	Lembang / Bandung / Others	84.4% / 10.1% / 5.5%
Education Level	High School / Diploma / Bachelor / Master	38% / 16% / 35% / 7%
Occupation	Student / Employee / Entrepreneur / Others	11.3% / 36.9% / Remaining
Monthly Spending	≤ IDR 5 million / > IDR 5 million	75% / 25%
Monthly Café Budget	≤ IDR 500,000 / > IDR 500,000	Majority ≤ IDR 500,000

Visit Frequency	1–5× / >5× per month	77.5% / Remaining
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Source: SEM-PLS, 2025

Measurement and Structural Model Results

The measurement model met all validity and reliability criteria. *Convergent validity* was confirmed as all outer loadings exceeded 0.70 and AVE values were above 0.50. Construct reliability was strong, with Cronbach’s Alpha and Composite Reliability both above 0.85, indicating internal consistency. Discriminant validity was also established through the Fornell-Larcker and HTMT criteria (HTMT < 0.90). Hence, the measurement model was deemed reliable and valid for structural analysis.

Table 2. Outer Model Testing Results

Aspect	Indicator/Method	Criteria Met	Explanation
Convergent Validity	Outer Loading > 0.70	Yes	All indicators > 0.70
	AVE > 0.50	Yes	CE (0.740), KL (0.751), PI (0.635), SMM (0.793)
Construct Reliability	Cronbach’s Alpha > 0.70	Yes	CE (0.827), KL (0.915), PI (0.851), SMM (0.870)
	Composite Reliability > 0.70	Yes	All constructs > 0.85
Discriminant Validity	Fornell-Larcker Criterion	Yes	$\sqrt{\text{AVE}}$ for each construct > correlations with other constructs
	HTMT < 0.90	Yes	All HTMT values < 0.90

Source: SEM-PLS, 2025

The structural model demonstrated strong predictive capability, particularly for *Purchase Intention* ($R^2 = 0.671$). *Customer Engagement* (CE) was the strongest predictor of *Purchase Intention* (PI), with a path coefficient of 0.541 ($p < 0.001$). Meanwhile, *Social Media Marketing* (SMM) significantly influenced CE ($p < 0.001$) but not PI directly ($p = 0.078$). The effect size (f^2) results show that CE → PI had the largest effect (0.577), while the effects of *Service Quality* (KL) and SMM on other constructs were small to moderate. Mediation testing revealed that CE significantly mediates both KL → PI and SMM → PI relationships ($p < 0.001$). Specifically, the indirect effect of SMM → CE → PI was significant while the direct path SMM → PI was not, confirming *full mediation* indicating that SMM drives purchase intention only through engagement.

Table 3. Inner Model Evaluation

Indicator	Result	Interpretation
R-Square (R^2)	CE = 0.356 PI = 0.671	Moderate predictive power for CE; strong for PI
Path Coefficient	CE → PI = 0.541 ($p = 0.000$) KL → CE = 0.306 ($p = 0.000$) KL → PI = 0.307 ($p = 0.000$) SMM → CE = 0.389 ($p = 0.000$) SMM → PI = 0.123 ($p = 0.078$)	All paths are significant except SMM → PI (marginal)

f-Square (Effect Size)	CE → PI = 0.577 KL → CE = 0.114 KL → PI = 0.200 SMM → CE = 0.176 SMM → PI = 0.028	CE → PI shows a large effect; others are small to moderate
Specific Indirect Effect (Mediation)	KL → CE → PI = 0.167 (p = 0.000) SMM → CE → PI = 0.208 (p = 0.000)	CE mediates the effects of KL and SMM on PI; full mediation for SMM

Source: SEM-PLS, 2025

Theoretical Interpretation of Mediation

The findings align with the *Stimulus–Organism–Response (S–O–R)* framework (Mehrabian & Russell, 1974), which posits that external marketing stimuli (SMM and service quality) trigger internal psychological responses (customer engagement) that subsequently drive behavioral outcomes (purchase intention). This is also consistent with *Engagement Theory* (Brodie et al., 2011; Hollebeek et al., 2014), where engagement functions as the psychological mechanism bridging exposure and action. Thus, CE acts as the emotional and cognitive pathway that transforms digital marketing and service quality into tangible consumer behavior. This supports the broader logic of *relationship marketing* and *service-dominant logic* (Vargo & Lusch, 2008), emphasizing co-created value through interactive experiences.

Model Fit and Predictive Assessment

Model fit indices indicated an acceptable level of fit (SRMR = 0.082; NFI = 0.821). All $Q^2_{predict}$ values were greater than zero, signifying meaningful predictive relevance. Additionally, the majority of indicators in PLS-SEM demonstrated lower RMSE and MAE values compared to the linear model, reflecting superior predictive accuracy. According to Shmueli et al. (2019), such outcomes confirm that the model has robust out-of-sample predictive validity. Therefore, the model is not only statistically valid but also practically reliable for predicting behavioral constructs like CE and PI in the coffee shop context.

The Influence of Social Media Marketing on Customer Engagement and Purchase Intention

The results reveal that SMM significantly affects CE but not PI directly. This supports *engagement-based marketing theory*, which asserts that social media's influence on consumer behavior is primarily indirect mediated through emotional, cognitive, and behavioral engagement (Ayesha et al., 2022). Digital-native consumers tend to respond more positively to authentic and interactive brand experiences than to overtly persuasive promotions. Consequently, social media should be viewed as a relationship-building platform rather than a transactional channel. These findings also suggest that algorithmic personalization and AI-driven content could further enhance engagement effectiveness, highlighting the need for future studies exploring adaptive and interactive mediators such as user-generated content or AI-assisted community management.

The Effect of Service Quality on Customer Engagement and Purchase Intention

Service Quality (KL) significantly affects both CE and PI, reinforcing the SERVQUAL model (Parasuraman et al., 1988) and *Customer Experience Theory* (Pine & Gilmore, 1999). Beyond functional satisfaction, service quality in experiential settings like cafés contributes to emotional attachment and engagement (Chaffey & Ellis-Chadwic, 2022). At Moria Coffee, friendly service, comfortable ambiance, and staff responsiveness foster both engagement and loyalty behaviors, such as repeat visits and social media advocacy. These results affirm that customers perceive “experience as the product,” suggesting that future research should examine how service design innovations such as digital ordering systems or hybrid self-service experiences affect engagement in post-pandemic consumer contexts.

The Mediating Role of Customer Engagement

CE plays a significant mediating role between both SMM-PI and KL-PI. This reinforces CE as a central construct in modern marketing theory, functioning as the “bridge” between external stimuli and behavioral responses (Hamdat et al., 2020). From a *service-dominant logic* perspective, engagement reflects the process of *co-creation of value* (Vargo & Lusch, 2008), where consumers actively participate in shaping their experiences and brand perceptions. For Moria Coffee, this manifests through active social media participation, user reviews, and community-based events. Consequently, marketing efforts should emphasize a continuous *engagement journey* encompassing awareness, interaction, intimacy, and advocacy stages. Future research could explore emotional contagion, community identification, and shared meanings as deeper psychological antecedents of engagement.

Research Implications

This study underscores the evolving role of Social Media Marketing (SMM), shifting from traditional information delivery to emotional, interactive brand engagement. Relational strategies such as storytelling and user-generated content can build stronger psychological ties with consumers, encouraging loyalty and participation. Additionally, Service Quality (SQ) emerges as a vital component beyond just speed or efficiency it contributes to emotional satisfaction and the overall service experience, especially important in environments like coffee shops that rely heavily on ambiance and interpersonal interaction.

Table 4. Research Implications

No	Implication	Explanation
1	Social Media Marketing (SMM)	The study extends the understanding of SMM’s strategic role in shaping customer engagement, emphasizing a shift from informational promotion to relational approaches that foster emotional connections and brand experiences, ultimately influencing purchase intention indirectly through engagement.
2	Service Quality (KL)	The research reinforces Service Quality (KL) as a critical driver of both customer engagement and purchase intention, highlighting its role in creating relational and emotional value beyond transactional efficiency, particularly in experiential service settings like coffee shops.

3	Customer Engagement (CE)	CE is identified as a key mediator linking SMM and KL to purchase intention, acting as a core psychological construct that drives brand-related behaviors and strengthens long-term customer relationships in modern marketing frameworks.
4	Purchase Intention (PI)	The findings enrich the understanding of PI by positioning it as an outcome of active customer engagement rather than direct responses to marketing stimuli, integrating emotional and social factors into traditional behavioral models like the Theory of Planned Behavior.
5	Integrative Marketing Management Model	The study proposes a holistic model that integrates SMM, KL, CE, and PI, reflecting a shift toward relationship-based marketing and emphasizing the co-creation of value through customer interactions across digital and physical touchpoints.

Customer Engagement (CE) plays a central mediating role, connecting SMM and SQ to Purchase Intention (PI) by fostering trust, emotional attachment, and brand advocacy. Rather than seeing PI as a straightforward reaction to price or promotion, the study emphasizes the importance of sustained engagement and emotional resonance. The integration of these components leads to a more nuanced understanding of consumer behavior, where satisfaction is co-created through a blend of online and offline experiences.

In conclusion, the findings advocate for a relationship-based marketing model that blends digital outreach with physical service excellence. Businesses are encouraged to view customers not merely as passive recipients of promotions but as active participants in value creation. The proposed model unifies key constructs SMM, SQ, CE, and PI into an interconnected system of influence. This approach aligns with modern marketing theories that value engagement, emotion, and experience as critical to purchasing behavior. Such integration enriches the classical Theory of Planned Behavior with psychological depth. Ultimately, this research offers strategic insights for marketers aiming to cultivate lasting customer relationships.

5. CONCLUSION

This study concludes that Social Media Marketing (SMM) and Service Quality (SQ) significantly influence Purchase Intention (PI), both directly and indirectly through Customer Engagement (CE) as a mediating variable. Engaging and relevant social media content strengthens customers' perceptions and emotional connections with the brand, while high-quality service reflected in reliability, responsiveness, assurance, empathy, and tangible elements fosters customer trust and loyalty. Furthermore, the mediation results reveal that CE acts as a vital link between marketing strategies and purchasing behavior, suggesting that cognitively, emotionally, and behaviorally engaged customers are more likely to proceed with purchase decisions.

From a practical perspective, the findings suggest that integrating digital engagement strategies with superior service quality is essential for enhancing customer experience and strengthening purchase intentions. Businesses such as Moria Café can leverage interactive social media campaigns and consistent service delivery to maintain customer satisfaction and long-term loyalty.

However, this study is limited by its cross-sectional design and the restricted sample size, which may not fully capture dynamic consumer behavior over time. Future research should consider longitudinal or experimental approaches to examine how sustained engagement affects purchase intentions in different contexts, as well as include additional moderating variables such as brand image or customer trust to deepen the model's explanatory power.

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