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**Evaluation of Consumer Purchase Decisions at Cafe on the
Wheels: What is the Role of Social Media Marketing, Brand
Image, and Product Quality?**

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ABSTRACT

The purpose of this study was to determine the effect of social media marketing, brand image, product quality on purchase intention and purchase decision for consumers of café on the wheels Jago Coffee. The research method uses Quantitative with a survey approach. The sampling technique in this study used purposive sampling sampling with criteria. The criteria used are, have bought Jago Coffee at least once in the last 4 months, live in Jakarta City, know the existence of Instagram social media from Jago Coffee (@Jagoid) and have seen the content. The sample in this study were 303 respondents. The data analysis technique uses Structural Equation Modeling (SEM) through AMOS 23 software and SPSS version 25 to analyze and manage research data. The results of this study indicate that: first, social media marketing, brand image, product quality have a positive and significant effect on purchase intention. Second, social media marketing, brand image, product quality, and purchase intention have a positive and significant effect on purchase decisions.

Social Media Marketing, Brand Image, Product Quality, Purchase Intention, Purchase Decision.

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INTRODUCTION

The rapid development of information and communication technology using the internet has brought about a transformation in people's lives. Without exception, Indonesian people also feel it along with the increase in internet penetration in Indonesia. According to research released by Datareportal.com (2022) internet penetration in Indonesia in early 2022 has reached 73.7% so that the ratio has penetrated 204.7 million internet users from a population of 277.7 people. Internet penetration in Indonesia at the beginning of 2023 amounted to 77% with 212.9 million internet users, resulting in an increase between 2022 and 2023 of 5.2% (Datareportal.com, 2023).

According to survey data from Databoks.co.id (2022) in 2022 there are 7 favorite local cafes for Indonesians, Kopi Janji Jiwa is ranked as the most

preferred with a percentage of 50%, the second ranked local cafe is Kopi Kenangan with a percentage of 49.1%, the other most preferred local cafes are Point Café 18.3%, Lain Hati 11.3%, Kulo 11.2%, Kopi Soe 10.4%, and finally Fore Coffee 9.1%. National coffee consumption data for 2016 - 2021 according to a survey from Theiconomics.com (2021) from 2016-2021 there was an increase in the number of coffee consumed in Indonesia every year with an annual amount of 2016 (249.8 thousand tons), 2017 (276.2 thousand tons), 2018 (214.4 thousand tons), 2019 (335.5 thousand tons), 2020 (353.9 thousand tons), 2021 (369.9 thousand tons).

The rise of the cafe business in Indonesia amid the current trend of digitalization. One of the café business concepts that has developed in the midst of this trend is the concept of a café on the wheels. Café on the wheels is a cafe that operates on a mobile basis using a vehicle in the form of a modified electric bicycle with a grobak in front of it to serve coffee products and drinks that are ready to drink like serving in a cafe. Reporting from Jagocoffee.com (2022) Jago Coffee as one of the pioneers of café on the wheels in Indonesia which was founded by Yoshua Tanu in 2019 through in-depth research.

According to Datareportal.com (2023) reveals that Instagram ranks as the second most frequently used social media platform in Indonesia, following WhatsApp, Instagram users in Indonesia reached 89.15 million in 2023. This figure means that every Instagram ad reach represents 32.3% of the total population. Jago Coffee takes advantage of Instagram as a social media platform for marketing and reaching its customers. As of October 24, 2024, Jago Coffee's official Instagram account (@Jagoid) has 58.2K followers, with the account having been created in January 2019. Social media marketing has become a key factor in shaping consumer behavior in the digital age. With numerous competitors in the F&B business, the success of a brand cannot be separated from social media marketing, as marketing through social media significantly impacts product sales (Aji et al., 2020).

In addition to digital marketing, brand image plays an important role in influencing consumer decisions. The strategy used to gain consumer interest and purchasing decisions can be achieved by utilizing brand image (Purwati, 2022). Jago Coffee employs the "café on the wheels" concept, which allows the brand to communicate a modern and unique image, particularly targeting urban and millennial consumers. This is supported by testimonials from Jago Coffee customers, sourced from the website jagocoffee.com. "The cart design and the concept of cafe-on-wheels are really cool! It's giving a whole new experience for customers"-Rizky. "My go-to whenever I crave for a coffee but

too lazy to spend a delivery fee. Jago Coffee is indeed the solution"-Budi. "You can book Jago Coffee for events too! The baristas are super friendly. Cool !"-Putri.

Products that have good and reliable quality, distinct characteristics, and specifications that align with consumer desires will make consumers feel satisfied and interested, thus increasing their willingness to make a purchase decision (Rihayana et al., 2022). According to Jagocoffee.com (2022), Yoshua, who has vast experience in the barista and coffee world, is highly regarded. Yoshua even personally oversees quality control. Before being deployed as "Jagoan" (a term for Jago Coffee's mobile vendors), all vendors are trained in coffee preparation and knowledge. This ensures the quality of the products provided.

Purchase intention plays a significant role as a bridge between marketing strategies and purchase decisions in this study. Purchase intention is an indicator of the likelihood that a consumer will buy a product. Therefore, the higher a consumer's purchase intention, the greater the likelihood of making a purchase decision (Vizano et al., 2021). A high purchase intention will lead to a purchase decision, where the consumer eventually engages in the purchasing transaction.

Previous research by Fahmi (2023), Laurence (2024), Setiawati (2021), and Khairunisa et al. (2022) found similarities in the variables studied, such as social media marketing, brand image, and product quality, all of which play an essential role in influencing purchase intention and purchase decision. The subjects of these studies focused more on café businesses and conventional businesses, as well as online fashion stores. Research specifically examining the "café on the wheels" business concept, such as Jago Coffee, is still relatively limited. The purpose of this research is to fill this gap by exploring and testing the effects of social media marketing, brand image, and product quality on purchase intention and purchase decision among customers of Jago Coffee's café on the wheels.

Social media is defined as an online application, platform, or mass media tool that facilitates communication, collaboration, and information exchange between users (Hanaysha, 2022). Social media marketing is a strategy used either directly or indirectly to build awareness, recognition, recall, and action toward a brand, business, product, or other entity by utilizing web platforms, social networks, blogs, and content sharing (Khairunisa, 2022). It can be concluded that social media marketing is a strategy that leverages social media

platforms and digital content to increase awareness, recognition, and interaction with a brand or product to encourage consumer action.

According to Hien et al. (2020), brand image is defined as an integral component or part of the overall brand knowledge when assigning a brand to a product. Thus, brand image is an integral part of how a brand can be recognized and remembered by consumers. Brand image can be remembered and understood by consumers through the strength, advantages, and uniqueness of brand associations (Mitra et al., 2020). In conclusion, brand image refers to the perception or impression that consumers have of a brand.

Product quality is defined by Kumorotin and Susanti (2021) as a function of the product that allows it to build a good relationship with consumers to meet their needs and desires through the product itself. According to Dwijantoro et al. (2022), product quality is the ability of a good or service to deliver results that meet and satisfy the user's needs. In conclusion, product quality is the ability of a product to perform and fulfill its function well for consumers.

Purchase intention, according to Raga et al. (2021), is a mental expression of a consumer's intent to buy a product from a specific brand. Purchase intention also reflects an estimate or plan for future behavior, and it allows a consumer to trust a product and turn that trust into a purchasing action (Hien et al., 2020). In other words, purchase intention is the desire or intention of an individual to own and purchase a product in the future.

According to Bayu et al. (2020), purchase decision is the result of a decision-making process undertaken by a consumer after considering various factors such as product, brand, quantity, timing of purchase, producer choice, salespersons, and payment methods. Purchase decision is the process where consumers evaluate how well each alternative can solve their problems, leading to a purchase decision (Natasha et al., 2021). Thus, purchase decision refers to a series of considerations that result in a buying decision.

Social Media Marketing

Social media marketing is a marketing strategy that is used directly or indirectly to build awareness, recognition, memory, and action towards a brand, business, product, or other entity through the use of social web platforms, social networks, blogs, and content sharing (Khairunisa,2022).

Brand Image

According to Hien et al. (2020) defines brand image as an integral component or part of the overall brand knowledge when branding a product.

Product Quality

The definition of product quality according to Kumorotin and Susanti (2021) product quality is a function possessed by a product so that it can provide a good relationship with consumers to fulfill their needs and desires by using the product itself.

Purchase Intention

Purchase intention according to Raga et al. (2021) is a mental expression of consumers that reflects the intention to buy a product from a particular brand.

Purchase Decision

According to Bayu et al. (2020) the definition of a purchasing decision is the result of a decision process carried out by consumers after considering various factors such as product, brand, quantity, time of purchase, choice of manufacturer, salesperson, payment method.

Social Media Marketing and Purchase Intention

Entertaining content in social media marketing leads consumers to develop positive perceptions, and thus such content can influence their purchase intentions (Putri et al., 2024). As social media marketing increases, the interest to purchase also rises (Yohandi et al., 2022). Social media marketing has a significant positive impact on purchase intention (Setiawati, 2021). This is also in line with research by Taufik et al. (2022), which shows that social media marketing has a significant positive impact on purchase intention for Es Teh Indonesia.

H1: Social media marketing has a positive and significant impact on purchase intention.

Brand Image and Purchase Intention

Companies that improve their brand image will increase consumer purchase intention. This is consistent with Gunawan's (2021) research, which found that brand image has a positive and significant impact on purchase intention for local coffee brands in Bali. A case study by Watung et al. (2022) also indicates a positive and significant effect of brand image on purchase intention.

H2: Brand image has a positive and significant impact on purchase intention.

Product Quality and Purchase Intention

According to Saputra and Syaefulloh (2023), the key to success in a coffee shop lies in the quality of taste. Consumers who experience good product quality and taste are likely to have higher purchase intentions. This is in line with research by Johari and Keni (2022), which shows a positive and significant impact of product quality on purchase intention.

H3: Product quality has a positive and significant impact on purchase intention.

Social Media Marketing and Purchase Decision

Othysalonika et al. (2022) studied food products and explained that social media marketing has a significant and positive impact on purchase decision. In a different context, Fajri et al. (2021) found that social media marketing has a significant and positive effect on purchase decision in a coffee shop in Purwokerto.

H4: Social media marketing has a positive and significant impact on purchase decision.

Brand Image and Purchase Decision

A brand with a good image in the industry encourages consumers to make purchase decisions (Fahmi, 2023). Malicha et al. (2021) found a positive and significant impact of brand image on purchase decision. In research by Marcelina et al. (2023), brand image had a positive and significant effect on purchase decision for fashion products such as Uniqlo, Erigo, Zara, H&M, and Eiger.

H5: Brand image has a positive and significant impact on purchase decision.

Product Quality and Purchase Decision

When consumers decide to purchase, factors such as quality and value are major considerations. In Marcelina et al.'s (2023) study, product quality had a positive and significant impact on purchase decision for fashion products like Uniqlo, Erigo, Zara, H&M, and Eiger. According to Rihayana et al. (2022), brand image has a positive and significant impact on product quality.

H6: Product quality has a positive and significant impact on purchase decision.

Purchase Intention and Purchase Decision

Research by Sakinah et al. (2021) found that purchase intention has a positive and significant effect on purchase decision. Similarly, Julian (2021) found that consumers who decide to buy first go through the process of forming purchase intention, which also significantly influences purchase decision.

H7: Purchase intention has a positive and significant impact on purchase decision.

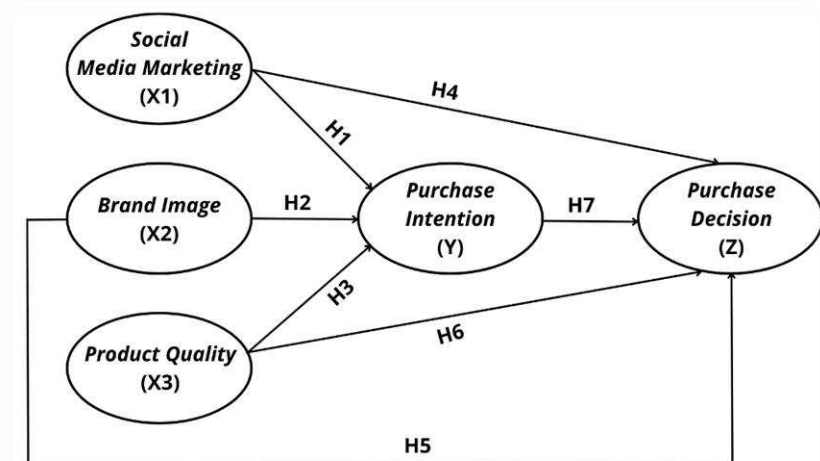


Figure 1. Research Model

Source: Processed by the researcher (2024)

- H1: Social media marketing has a positive and significant impact on purchase intention among consumers of Jago Coffee's café on the wheels.
- H2: Brand image has a positive and significant impact on purchase intention among consumers of Jago Coffee's café on the wheels.
- H3: Product quality has a positive and significant impact on purchase intention among consumers of Jago Coffee's café on the wheels.
- H4: Social media marketing has a positive and significant impact on purchase decision among consumers of Jago Coffee's café on the wheels.
- H5: Brand image has a positive and significant impact on purchase decision among consumers of Jago Coffee's café on the wheels.
- H6: Product quality has a positive and significant impact on purchase decision among consumers of Jago Coffee's café on the wheels.
- H7: Purchase intention has a positive and significant impact on purchase decision among consumers of Jago Coffee's café on the wheels.

RESEARCH METHOD

This study employs a quantitative research method to collect data periodically and uses statistical analysis to examine the relationships between variables, determine causal effects, test theories, and draw general conclusions to predict phenomena. The quantitative approach ensures clarity and precision in measuring the impact of independent variables on dependent variables. The research was conducted over a four-month period, from October 2024 to January 2025, in Jakarta. The sampling method used was non-probability sampling, which does not provide equal chances for all population members

(Saputra et al., 2023). According to Hair et al. (2021), the minimum sample size required for structural equation modeling (SEM) analysis is 200. The study involved 303 respondents, selected through purposive sampling based on the following criteria: (1) they had purchased Jago Coffee at least once in the past four months, (2) resided in Jakarta, and (3) were familiar with Jago Coffee's Instagram account (@Jagoid) and had viewed its content. Primary data were collected via questionnaires distributed to the 303 respondents of Jago Coffee's "café on the wheels" in Jakarta. The data analysis employed Structural Equation Modeling (SEM) using AMOS version 23 to conduct confirmatory factor analysis (CFA) and hypothesis testing, while SPSS version 25 was used for validity and reliability testing.

RESULT AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

Respondent Profile	Frequency	Percentage	Respondent Profile
Gender	Male	128	42,2%
	Female	175	57,8%
	Total	303	100%
Age	17 - 20 Years	22	18,2%
	21 - 25 Years	167	55,1%
	26 - 30 Years	55	18,2%
	31 - 40 Years	17	5,6%
	> 40 Years	9	3%
Residence	South Jakarta	145	47,9%
	Central Jakarta	54	17,8%
	West Jakarta	34	11,2%
	East Jakarta	54	17,8%
	North Jakarta	16	5,3%
Education Level	<< High School	9	3%
	High School	139	45,9%
	Diploma	43	14,2%
	Bachelor's/ Applied Bachelor	111	36,6%
	Postgraduate	1	0,3%
Employment Status	Unemployed	97	32%
	Not Working	13	4,3%

Respondent Profile	Frequency	Percentage	Respondent Profile
	Employed	177	58,4%
	Own Business	13	4,3%
	Retired	3	1%
Employment Status	<Rp1.000.000	91	30%
	Rp1.000.000 - Rp3.000.000	80	26,4%
	Rp3.000.000 - Rp5.000.000	86	28,4%
	Rp5.000.000 - Rp7.000.000	37	12,2%
	>Rp7.000.000	9	3%
Marital Status	Single	254	83,8%
	Married	49	16,2%
	Separated/Divorsced	0	0,0%
	Partner Deceased	0	0,0%

Source: Data processed by the researcher (2024)

In terms of respondent profile, the gender is dominated by females (175 people, 57.8%). The age group of 21-25 years is the most dominant, with 167 respondents (55.1%). The residence area is dominated by South Jakarta, with 145 respondents (47.9%). The education level is predominantly high school graduates (139 people, 45.9%). The employment status is mostly employed (177 people, 58.4%). In terms of monthly income, the majority earn less than Rp1,000,000 (91 people, 30%). Lastly, the marital status is dominated by single individuals (254 people, 83.8%).

Validity and Reliability Test

In Table 2, the validity test in this study uses exploratory factor analysis (EFA), with the criterion that an instrument is considered valid if the factor loading value is > 0.40 . The results are considered valid since the factor loading value of all indicators is greater than 0.4. The reliability test results show that all variables are reliable because the Cronbach's Alpha values are greater than 0.6. All variables can be used for further testing due to the consistency of the results.

Table 2. Validity and Reliability Results

Item	Statement	Factor Loading	Cronbach's Alpha
<i>Social Media Marketing</i>			

SMM1	I like the ads published by Instagram Jago Coffee	0,815	
SMM2	I find the content from Instagram Jago Coffee interesting	0,769	
SMM3	I believe the content shared by Jago Coffee on Instagram is up-to-date	0,643	
SMM4	I feel that Instagram Jago Coffee allows sharing information with others	0,563	0,654
SMM5	I can easily get the information I need through Instagram Jago Coffee's guides	0,730	
SMM6	I feel that Instagram Jago Coffee provides the information I need	0,916	
<i>Brand Image</i>			
BI1	I feel Jago Coffee has high quality	0,897	
BI2	I believe the features of Jago Coffee are better than other competitors	0,880	
BI3	I feel the characteristics of Jago Coffee can be distinguished from other competitors	0,875	
BI4	I feel Jago Coffee does not disappoint its customers	0,858	0,781
BI5	I consider Jago Coffee one of the best brands in the industry	0,829	
BI6	I feel Jago Coffee has a stable position in the market	0,813	
<i>Product Quality</i>			
PQ1	I feel the product presentation at Jago Coffee matches my taste	0,832	
PQ2	I feel the quality of products offered by Jago Coffee meets my expectations	0,799	
PQ3	I feel the durability of Jago Coffee's products matches my desires	0,638	0,691
PQ4	I feel the packaging or product appearance at Jago Coffee suits my	0,614	

	taste		
	<i>Purchase Intention</i>		
PI1	I have a great interest in buying Jago Coffee products in the future	0,853	
PI2	I would be willing to spend money to buy Jago Coffee products someday	0,737	
PI3	I will recommend Jago Coffee products to my friends if I have purchased them	0,425	0,655
PI4	I have the desire to buy products from Jago Coffee in the future	0,603	
PI5	I am more interested in buying products from Jago Coffee than from other brands	0,622	
	<i>Purchase Decision</i>		
PD1	I decide to buy Jago Coffee products after comparing them to other coffee brands	0,831	
PD2	I feel confident without any doubts when deciding to buy Jago Coffee products	0,826	0,662
PD3	I am satisfied after purchasing and enjoying Jago Coffee products	0,641	
PD4	I will buy Jago Coffee products again and recommend them to others	0,504	

Source: Data processed by the researcher (2024)

Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is a multivariate analysis method used to test or confirm the fitted model. The test results show that all index values meet the suitability requirements and are declared fit. Table 3 shows the results of the Confirmatory Factor Analysis (CFA) test. Figure 6. below shows the model already fitted.

Table 3. Results of Fitted SEM Model Test

Indeks	Cut Of Value	Result	Model Evaluation
P	≥ 0,05	0,131	<i>Fitted</i>

Indeks	Cut Of Value	Result	Model Evaluation
CMIN/DF	≤ 2,00	1,179	Fitted
GFI	≥ 0.90	0,962	Fitted
RMSR	< 0,05	0,039	Fitted
RMSEA	≤ 0,08	0,024	Fitted
AGFI	≥ 0.90	0,943	Fitted
TLI	≥ 0.90	0,985	Fitted
CFI	≥ 0.90	0,989	Fitted

Source: Data processed by the researcher (2024)

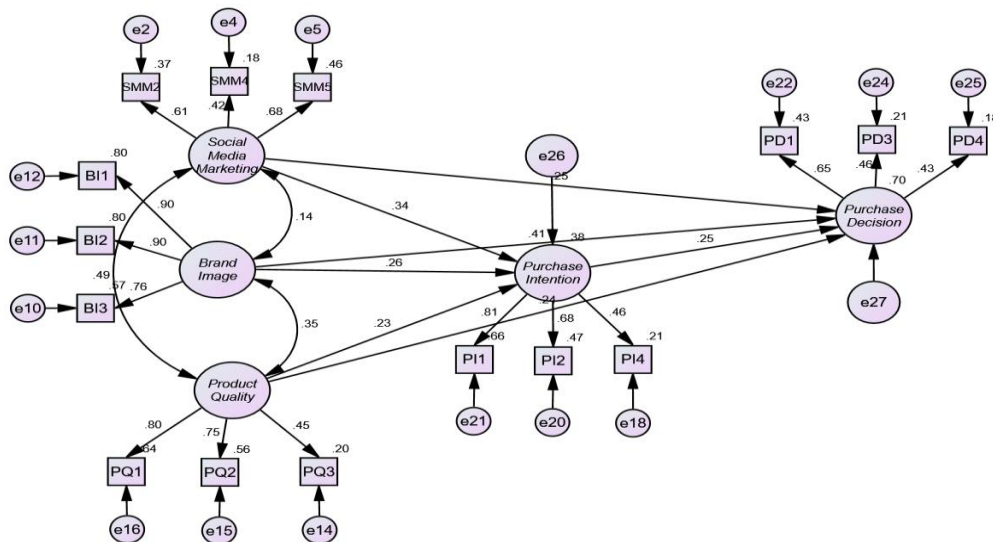


Figure 2. Fitted SEM AMOS Model

Source: Processed by the researcher (2024)

Hypothesis Testing

Table 4. Hypothesis Testing Results

Hypothesis	Independent Variable	Dependent Variable	C.R. (t-value)	P	Standardized Regression Weight	Hypothesis Result
H1	Social Media Marketing	Purchase Intention	3.350	***	0,377	Accepted
H2	Brand Image	Purchase Intention	3.738	***	0.260	Accepted
H3	Product Quality	Purchase Intention	2.438	0,015	0,288	Accepted
H4	Social Media	Purchase	2.192	0,028	0,251	Accepted

Hypothesis	Independent Variable	Dependent Variable	C.R. (t-value)	P	Standardized Regression Weight	Hypothesis Result
	<i>Marketing</i>	<i>Decision</i>				
H5	<i>Brand Image</i>	→ <i>Purchase Decision</i>	4.886	***	0,407	Accepted
H6	<i>Product Quality</i>	→ <i>Purchase Decision</i>	2.311	0,021	0,237	Accepted
H7	<i>Purchase Intention</i>	→ <i>Purchase Decision</i>	2.406	0,16	0,255	Accepted

Source: Processed by the researcher (2024)

H1: Social Media Marketing Has a Positive and Significant Effect on Purchase Intention

The relationship between social media marketing and purchase intention shows a standardized regression weight of 0.37 with a C.R. value of 3.350, which is greater than 1.96, and a P-value of < 0.001. This indicates that the hypothesis is accepted, confirming that social media marketing positively and significantly influences purchase intention. Jago Coffee consumers have the intention to buy Jago Coffee products due to the influence of social media marketing via Jago Coffee's Instagram. This finding is in line with research by Putri et al. (2024), Yohandi et al. (2022), Setiawati (2021), and Taufik et al. (2022).

H2: Brand Image Has a Positive and Significant Effect on Purchase Intention

The relationship between brand image and purchase intention shows a standardized regression weight of 0.260 with a C.R. value of 3.738, which is greater than 1.96, and a P-value of < 0.001. This indicates that the hypothesis is accepted, confirming that brand image positively and significantly influences purchase intention. Jago Coffee consumers are motivated to buy products from Jago Coffee due to the positive image built by the brand. This is supported by studies from Watung et al. (2022) and Gunawan (2021).

H3: Product Quality Has a Positive and Significant Effect on Purchase Intention

The relationship between product quality and purchase intention shows a standardized regression weight of 0.288 with a C.R. value of 2.438, which is greater than 1.96, and a P-value of 0.015. This confirms that product quality positively and significantly influences purchase intention. Jago Coffee consumers are willing to buy products from Jago Coffee due to the product

quality. These findings are consistent with research by Saputra & Syaefulloh (2023), Johari & Keni (2022).

H4: Social Media Marketing Has a Positive and Significant Effect on Purchase Decision

The relationship between social media marketing and purchase decision shows a standardized regression weight of 0.251 with a C.R. value of 2.192, which is greater than 1.96, and a P-value of 0.028. This indicates that the hypothesis is accepted, showing that social media marketing positively influences purchase decision. Jago Coffee consumers decide to buy products from Jago Coffee due to the influence of social media marketing on Instagram. This is in line with research by Othysalonika (2022), Fahmi (2023), and Fajri et al. (2021).

H5: Brand Image Has a Positive and Significant Effect on Purchase Decision

The relationship between brand image and purchase decision shows a standardized regression weight of 0.407 with a C.R. value of 4.886, which is greater than 1.96, and a P-value of < 0.001 . This indicates that brand image positively and significantly influences purchase decision. Consumers decide to buy Jago Coffee products due to the positive image of the brand. These findings are supported by research by Fahmi (2023), Malicha et al. (2021), and Marcelina et al. (2023).

H6: Product Quality Has a Positive and Significant Effect on Purchase Decision

The relationship between product quality and purchase decision shows a standardized regression weight of 0.237 with a C.R. value of 2.311, which is greater than 1.96, and a P-value of 0.021. This confirms that product quality has a positive and significant effect on purchase decision. Consumers decide to buy Jago Coffee products due to the product quality provided. This is supported by research from Virawati et al. (2024), Marcelina et al. (2023), and Rihayana et al. (2022).

H7: Purchase Intention Has a Positive and Significant Effect on Purchase Decision

The relationship between purchase intention and purchase decision shows a standardized regression weight of 0.255 with a C.R. value of 2.406, which is greater than 1.96, and a P-value of 0.016. This confirms that purchase intention has a positive and significant effect on purchase decision. Consumers decide to buy Jago Coffee products because they already had the intention to purchase them. This result is consistent with research by Sakinah et al. (2021) and Julian (2021).

CONCLUSION

Based on the results above, all seven hypotheses are accepted. These include: 1) Social media marketing has a positive and significant effect on purchase intention. 2) Brand image has a positive and significant effect on purchase intention. 3) Product quality has a positive and significant effect on purchase intention. 4) Social media marketing has a positive and significant effect on purchase decision. 5) Brand image has a positive and significant effect on purchase decision. 6) Product quality has a positive and significant effect on purchase decision. 7) Purchase intention has a positive and significant effect on purchase decision.

This study provides benefits both theoretically and practically. It is expected that café-on-the-wheels business actors can maximize marketing promotions using social media, build a good brand image, and improve and maintain product quality to increase consumers' purchase decisions.

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