The Influence of Public Self-Awareness and Creative Content on Instagram Toward Consumer Purchase Intention

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ABSTRACT

This study examines how public self-awareness and creative Instagram content influence consumer purchase intention toward Café Moroloko in Bandar Lampung. Using a quantitative explanatory approach with a cross-sectional online survey, data were gathered from 115 respondents selected through purposive sampling. Primary data were collected via online questionnaires, supported by relevant secondary sources. The analysis included validity and reliability tests, followed by multiple linear regression. Hypothesis testing using the t-test and F-test showed that both public self-awareness and creative Instagram content have a positive and significant effect on purchase intention. The F-test confirmed the overall model significance, and the R^2 value indicated that these variables explain a substantial portion of the variance in purchase intention. The findings imply that enhancing consumers' self-presentation tendencies and producing visually appealing Instagram content can effectively strengthen their intention to purchase or visit Café Moroloko. Further studies may explore additional influencing factors.

INTRODUCTION

Digitization has changed how people interact, receive information, and make consumer choices. Social media platforms have changed consumer pathways by encouraging users to create and share digital content in their networks. Instagram is a major platform in Indonesia for millennials and Gen Z, whose shopping habits are influenced by visual content and online social dynamics. We Are Social and DataReportal's Digital 2024 survey found that 49.9% of Indonesians, or 139 million people, used social media in January 2024. Instagram is popular, particularly with younger users who depend on visual signals to make lifestyle choices (DataReportal, 2024).

The growing digital culture has had a major impact on lifestyle-based enterprises, especially cafes, which are now social and aesthetic locations

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ingrained in urban lives. Pet-friendly cafes reflect this transition as young customers increasingly value their dogs as part of their social lives and identities (Pranata & Anggraini, 2023). A 35% increase in demand for pet-inclusive venues in major cities, driven by millennials and Gen Z who want emotionally appealing, visually appealing, and "Instagrammable" spaces to boost their social presence offline and online. This trend shows how leisure venues have integrated digital visibility and customer identification.

These advancements significantly link to psychology and marketing concepts like public self-awareness and creative content. Public self-awareness the knowledge of being seen and judged often leads to increased self-presentation in physical and digital spaces (Scheier & Carver, 2020). Curated photographs, involvement with prominent locales, and visually driven social trends are common on Instagram (Kim et al., 2021). Additionally, the creative quality of digital content particularly photography, short videos, and narrative visual design is crucial to catching audience attention, prompting emotional reactions, and influencing perceptions and purchasing choices (Chen & Lin, 2022). Personal psychology and content-driven marketing collide at this important point.

Café Moroloko in Bandar Lampung illustrates these ideas. Pet-friendly café with a strong digital presence uses attractive photography, short-form films, and interactive Instagram features to promote brand engagement and relationships with followers. Café Moroloko had over 5,700 followers by mid-2025 and consistently strong participation, especially on promotional reels and pet-related material that appeals to digitally outspoken young customers. Despite this active digital involvement, little is known about how public self-awareness and content originality affect consumer purchase intention among Gen Z audiences in secondary cities like Bandar Lampung.

Earlier research showed theoretical and empirical gaps that motivated our inquiry. Budi (2020) evaluated how Instagram interaction affected visit intention at Jakarta lifestyle cafes without including psychological factors like public self-awareness. Instagram aesthetics effects customer trust in the fashion sector, but not in cafes. Despite its importance in understanding behavior under perceived social scrutiny, most previous research has used frameworks such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) without incorporating self-awareness theory (Duval and Wicklund, 1972).

Few empirical research has been completed in regional Indonesian cities. Consumer behavior in emerging towns like Bandar Lampung is less studied than in Jakarta, Bandung, and other large metropolitan areas. Wulandari et al. (2022) stated that local café enterprises in smaller metropolitan areas rely

significantly on Instagram to contact prospective consumers, but they often lack understanding into the psychological motivators that drive digital engagement and purchase choices Localized research on psychological constructs and content-driven marketing factors in regional lifestyle consumption is needed to close this gap.

By applying public self-awareness theory to social media–based marketing research, an understudied topic, this work advances digital marketing, consumer psychology, and visual communication methods. It also strengthens the theoretical understanding of how creative Instagram content influences behavioral responses like purchase intention, supporting interdisciplinary approaches that integrate psychological and platform-specific factors (Huang et al., 2022; Thongpapanl & Ashraf, 2021). The results can help small company owners, especially chefs who depend on Instagram for brand awareness, engagement, and sales conversions. This research examines how public self-awareness and creative Instagram posts affect Café Moroloko in Bandar Lampung customer purchase intention. This research addresses theoretical and practical issues to improve understanding of Indonesia's younger generations' digital consumer behavior and offers insights for businesses in a visual and identity-conscious digital marketplace.

RESEARCH METHOD
Types and Research Approach

This quantitative study uses an associative technique to explore how public self-awareness and creative Instagram posts affect customer purchase intention at Café Moroloko in Bandar Lampung. This research should employ the associative technique since it specifies circumstances and evaluates causal relationships, helping us understand how psychological and content-driven elements affect customer behavior. This method uses numerical data from a structured questionnaire to quantify respondents' impressions. To test hypotheses and assess how much each independent variable affects customers' purchase intention, the data will be analyzed using statistical methods such as multiple linear regression analysis.

Additionally, the quantitative associative technique enables the results to be extrapolated to a population with comparable characteristics to the sample. This strategy helps explain digital consumer behavior by studying the directional relationship between public self-awareness, creative content, and purchase intention. This approach is expected to help businesses understand how psychological tendencies and visually engaging content can increase

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consumer intentions to visit or buy from Café Moroloko, shaping effective marketing and communication strategies.

Population and Sample

This study uses a quantitative research design and survey approach to examine variable correlations and derive generalizable results. Quantitative research tests hypotheses objectively using observable data, standardized instruments, and rigorous statistical techniques, according to Creswell & Creswell (2022). This research examines how public self-awareness and innovative social media material effect Café Moroloko Instagram users' purchasing intention. Online surveys allow for fast and systematic data collection from a large number of respondents, making them ideal for digital consumer behavior analysis.

This research included Café Morocco's 5,762 Instagram followers, who frequently see its promotional and creative posts. Purposive sampling is used because population surveys are impractical. Respondents must be 17 or older and have been engaged with the café's Instagram material within three months. This approach follows Creswell and Creswell (2022) and Malhotra et al. (2021), who believes that well-defined samples improve marketing research reliability and validity. Data are gathered using a structured online questionnaire including demographic questions, public self-awareness, creative Instagram content judgments, and purchase intention on a five-point Likert scale to guarantee relevance to the study's aims. Structured surveys improve quantitative analysis and respondent consistency (Malhotra et al., 2021). The research uses the Slovin formula with a 10% margin of error (e) to select sample size. Based on this computation, 200 replies are required. Café Moroloko's Instagram followers may be impacted by creative content and public self-awareness in their shopping choices, therefore this sample size provides statistical validity and generalizability.

Data Source and Data Collection Technique

This research uses primary data from a Google Forms questionnaire issued to Café Morocco's guests, customers, and social media followers in Bandar Lampung, especially Instagram users exposed to the café's innovative digital content. The questionnaire measures public self-awareness, innovative Instagram posts, and café purchase intention. All instrument indicators are modified from appropriate theoretical frameworks to ensure conceptual coherence and measurement validity. Data is collected using Google Forms because of its practicality, efficiency, and accessibility, allowing respondents to complete the survey at any time or place. This strategy helps the quantitative approach by collecting a huge dataset that statistical tools can analyze. The

research uses this method to get precise and relevant data on how public self-awareness and creative content affect Café Moroloko purchasing intention.

Café Morocco's Instagram followers get organized online surveys for data collecting. This method is practical and successful for reaching a wide research audience. The quiz assesses public self-awareness, creative Instagram content evaluations, and purchase intention. Following Sugiyono (2013), a five-point Likert scale is used to evaluate respondents: Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). This scale measures attitudes and perceptions sensitively. To determine how public self-awareness and creative content affect customer purchase intention, the data will be examined statistically.

Operational Definition of Variables

The operational characterization of variables makes abstract research notions quantifiable and observable. This guarantees that each variable has precisely defined dimensions and indicators, enabling accurate and reliable assessment using organized research tools like surveys. The research examines three main factors. The first variable, Public Self-Awareness (X_1), measures an individual's awareness of their public and social media perceptions. Self-consciousness—focused on appearance or behavior—and audience awareness—the impression of being watched or judged online—comprise this variable. The second variable, Creative Content on Instagram (X_2), examines visual communication tactics in Instagram posts. Visual creativity captures the aesthetic and unique qualities of the content, while message relevance examines how well the promotional material meets target audience demands and interests. The third variable, Consumer Purchase Intention (Y), measures a person's likelihood to buy a product or visit a place after seeing promotional material. Purchase interest evaluates curiosity or desire for the product or service, while action readiness indicates the consumer's willingness to buy or visit after promotional exposure. These factors are operationalized using Likert scale questionnaire questions for each dimension.

Data Analysis Technique

This research uses SPSS to analyze how Public Self-Awareness (X_1) and Creative Content on Instagram (X_2) impact Consumer Purchase Intention (Y) at Café Moroloko in Bandar Lampung. The analytical process starts with instrument quality checks. The Pearson Product Moment correlation is used to verify that each questionnaire item appropriately measures the conceptual variables. Items are valid when the r-count surpasses the r-table value at the 0.05 significance level. Following this, Cronbach's Alpha is used to assess the instrument's internal consistency, with a value higher than 0.70 indicating

dependability (Sugiyono, 2013). Once the instrument is accurate and consistent, the research uses multiple linear regression analysis, as shown in the model: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$, where Y = Consumer Purchase Intention,

Subsequent statistical tests identify the independent factors' individual and collective effects on the dependent variable. The partial t-test evaluates the contribution of X_1 and X_2, with significance set at p-value < 0.05. The simultaneous F-test compares both predictors' effects on Y at the same significance level. Additionally, the coefficient of determination (R^2) is analyzed to assess how much the two independent variables explain differences in Consumer Purchase Intention, with higher values suggesting greater explanatory power. The research uses these structured analytical procedures to provide statistically grounded insights into how public self-awareness and Instagram-based creative material influence customer choices in modern business.

RESULT AND DISCUSSION
Data Collection

This research used an online questionnaire to gather data from Café Moroloko patrons and prospective guests in Bandar Lampung. Google Form streamlined dissemination and data administration of the instrument. After three weeks of data gathering from September 1 to 20, 2025, 200 valid replies were selected for examination. The study's sample requirements were met by selecting respondents who had visited Café Morocco. Validity testing assessed measuring instrument quality. Validity assesses how well a questionnaire measures the target concept (Sekaran & Bougie, 2017). Factor analysis revealed construct validity for items with factor loadings above 0.50 (Hair et al., 2010). all Public Self-Awareness (X1), Creative Content (X2), and Purchase Intention (Y) items had KMO values over 0.50, indicating their suitability for study. A reliability test determines each variable's internal consistency. A dependent instrument has a Cronbach's Alpha over 0.60, indicating response stability and consistency. all variables—Public Self-Awareness, Creative Content, and Purchase Intention—had coefficients above the threshold in SPSS Version 29, showing that they are consistently assessed and acceptable for statistical analysis.

Multiple Linear Regression Test

A multiple linear regression analysis was used to determine how public self-awareness (X1) and Instagram creative content (X2) affect customer purchase intention (Y) at Café Moroloko, Bandar Lampung. Both factors substantially contribute to the model using 200 respondents and a significance

level of 0.05. Public self-awareness has an unstandardized coefficient of 0.163 and a standardized coefficient (β) of 0.213, whereas creative content has a higher coefficient of 0.358 and a standardized coefficient (β) of 0.556. Creative content influences purchasing intention more than public self-awareness. The regression equation, $Y = 3.144 + 0.213X_1 + 0.556X_2$, highlights the impact of both independent variables on customer purchasing interest.

Table 1.
Multiple Linear Regression Test Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	3.144	1.242	—	2.531	0.12
Public Self-Awareness (X1)	0.163	0.045	0.213	3.624	<0.01
Creative Content (X2)	0.358	0.038	0.556	9.452	<0.01

Both variables X1 and X2 (<0.01) substantially and favorably impact customer purchase intention. As people become more concerned of their public image (X1), their buying intentions grow. Improvements in Instagram post quality, inventiveness, and relevance (X2) increase customers' desire to visit or buy from Café Moroloko. Overall, the regression results show that psychological awareness and engaging digital promotional methods encourage customer behavior in the café's marketing environment.

Partial Test (t-Test)

A multiple linear regression analysis was used to determine how public self-awareness (X1) and Instagram creative content (X2) affect customer purchase intention (Y) at Café Moroloko, Bandar Lampung. Table 2 shows that both factors substantially contribute to the model using 200 respondents and a significance level of 0.05. Public self-awareness has an unstandardized coefficient of 0.163 and a standardized coefficient (β) of 0.213, whereas creative content has a higher coefficient of 0.358 and a standardized coefficient (β) of 0.556. Creative content influences purchasing intention more than public self-awareness. The regression equation, $Y = 3.144 + 0.213X_1 + 0.556X_2$, highlights the impact of both independent variables on customer purchasing interest.

Table 2.
Results of t-Test

Variable	t value	t table	Sig.	Description
H1: Public self-awareness has a positive influence on consumer purchase intention.	3.624	1.98	<0.01	H_a accepted
H2: Creative content on Instagram has a positive influence on consumer purchase intention.	9.452	1.98	<0.01	H_a accepted

Both variables X1 and X2 (<0.01) substantially and favorably impact customer purchase intention. As people become more concerned of their public image (X1), their buying intentions grow. Improvements in Instagram post quality, inventiveness, and relevance (X2) increase customers' desire to visit or buy from Café Moroloko. Overall, the regression results show that psychological awareness and engaging digital promotional methods encourage customer behavior in the café's marketing environment.

Simultaneous Test (F-Test)

Public self-awareness (X1) and creative content on Instagram (X2) were tested for their effects on customer purchase intention (Y) at Café Moroloko in Bandar Lampung using the simultaneous hypothesis test (F-test). A 95% confidence level ($\alpha = 0.05$) was used for the test, with $df_1 = 2$ for the numerator and $df_2 = 97$ for the denominator. The F-calculated value of 85.732 surpasses the F-table criterion of 3.06, with a p-value of 0.001 (<0.05). Thus, the alternative hypothesis is accepted and the null hypothesis is rejected. Public self-awareness and creative material on Instagram both affect customer purchase intention, according to the data. It seems that customers are impacted by both their public self-perception and the café's Instagram content's quality and innovation. These elements increase the possibility of customers visiting or purchasing from Café Moroloko, emphasizing the relevance of psychological awareness and digital content techniques in marketing.

Coefficient of Determination Test (R2)

A coefficient of determination (R^2) test was used to determine how much variation in consumer purchase intention (Y) can be explained by public self-awareness (X1) and creative content on Instagram (X2). A regression model's R^2 value, ranging from 0 to 1, indicates its explanatory power, with higher values suggesting better predicting capacity (Ghozali, 2016). According to Table 4.13, the R value for this model is 0.682, with an R^2 of 0.465. This shows that public

self-awareness and creative content explain 46.5% of consumer purchase intention, whereas the remaining 53.5% is impacted by variables outside this research.

These findings imply that psychological awareness and digital content innovation influence customer behavior. In particular, when people are more self-conscious and see visually attractive and artistically selected material on Café Moroloko's Instagram, their purchase intentions rise. Although 31.8% of the difference is due to other variables such as brand image, service quality, or peer recommendations, the factors examined had a reasonably high impact. This emphasizes the significance of merging social-psychological knowledge and content marketing methods to engage customers and induce good purchase habits in digital café marketing.

The Influence of Public Self-Awareness on Consumer Purchase Intention toward Café Morocco

Public self-awareness (X1) positively and statistically significantly influences consumer purchase intention (Y) toward Café Morocco, with a calculated t-value of 3.624 exceeding the critical t-value of 1.977961 and a significance level of 0.001, below the 0.05 threshold. It seems that those who are more aware of their appearance are more inclined to come or buy from Café Moroloko. Consumers with high public self-awareness actively control their social identities, stressing Self-Concept and Multiple-Selves to ensure their conduct matches their intended social image. Public self-awareness helps customers understand the social and emotional effects of their choices and show confidence in image-enhancing behaviors (Sihaloho, 2019).

According to Scheier and Carver (1985), those with high public self-awareness conform to social norms to gain praise. For Café Moroloko, this shows that customers are forced to make purchases that support a desired and current self-presentation, especially on Instagram. Visual appeal and clever web branding help the café control impressions and express itself. Wulandari et al. (2022) found that cafes in secondary cities like Bandar Lampung use Instagram to engage customers but ignore the psychological determinants of purchase behavior. This research fills that gap by showing that public self-awareness is a key factor of purchase intention and that regional urban consumers choose lifestyle-oriented venues based on social image and online impression management. These findings support Instagram marketing and provide light on café customer psychology.

The Influence of Creative Content Instagram on Consumer Purchase Intention Toward Café Moroloko in Bandar Lampung

The t-test shows that creative content on Instagram (X2) positively and significantly affects consumer purchase intention (Y) for Café Moroloko, with a calculated t-value of 5.664 exceeding the critical value of 1.98 and a significance level of 0.001, below the 0.05 threshold. This shows that visually appealing, innovative, and well chosen material increases café visitors' and purchases. Creative visual presentation boosts emotional involvement and establishes Café Morocco as a modern, stylish lifestyle destination. This material conveys the café's brand identity and meets customers' need for visually and socially shareable experiences.

Theories support this result. Smith (2020) says creative content uses artistic and persuasive components to influence audience perception and behavior, while McQuail (2010) says it elicits good emotions and adds value. Café Moroloko uses stunning graphics, engaging narrative, and interactive social elements to engage and influence followers on Instagram. Alhabash and Ma (2017) note that Instagram's visual storytelling and interactive capabilities increase engagement more than other platforms, while Auxier & Anderson (2021) and Leaver et al., (2020) note that short-form videos, viral audio, and curated feeds increase content shareability. Creative social media content increases purchase intention, while Wulandari et al. (2022) found that cafes in secondary cities like Bandar Lampung use Instagram marketing but lack insight into consumer psychology. This research shows that innovative Instagram content motivates lifestyle-oriented consumption psychologically. The more intelligently crafted and engaging the material, the greater the consumer's behavioral intention, highlighting creativity's role in influencing purchase choices and brand relevance in regional café marketplaces.

CONCLUSION

The study and discussion confirm the premise that public self-awareness and creative material on Instagram favorably and substantially affect customer purchase intention at Café Moroloko in Bandar Lampung. First, consumer purchase intention is positively and significantly affected by public self-awareness (X1). This suggests that customers who are more aware of their online and social image are more likely to react to social signals and online interaction, increasing their likelihood of visiting or purchasing from Café Moroloko. Second, Instagram creative content (X2) significantly increases purchase intention. Visually attractive, engaging, and well-curated content

attracts consumers, builds emotional connections, and influences their purchase of Café Moroloko products.

Following these findings, numerous suggestions are made. Café Moroloko should continuously post real and innovative Instagram material that fits its brand identity to boost its digital presence. High-quality imagery, interesting narrative, and interactive advertising may increase customer engagement and purchase intent. Understanding public self-awareness is important because user-generated content and social validation may increase consumer trust and affect purchase behavior. To further identify digital customer purchase intention, future research should include brand image, influencer credibility, and emotional connection.

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