

MARKETING | RESEARCH ARTICLE

# The Role of Organic Marketing on Instagram in Influencing Consumer Purchase Decisions: A Case Study of Kopi Kenangan

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## ABSTRACT

This study investigates the impact of organic marketing on consumer purchasing decisions using a case study of Kopi Kenangan, a leading coffee chain in Indonesia. The research analyzes how Instagram features like Feed, Stories, Reels, and Live influence consumer behavior. A total of 100 Instagram users who have purchased Kopi Kenangan products were surveyed through an online questionnaire. The data were analyzed using descriptive statistics and the Structural Equation Modeling Partial Least Squares (SEM-PLS) method. The results show that Instagram Feed and Instagram Stories significantly positively affect purchasing decisions, while Instagram Reels and Live do not show a significant impact. The findings highlight the effectiveness of unpaid digital marketing efforts in shaping consumer preferences and suggest that businesses can leverage organic content on Instagram to enhance customer engagement and drive sales.

**Keywords:** Organic Marketing, Instagram, Purchase Decision, Kopi Kenangan.

**JEL Code:** M31, D12, O33.

## I. Introduction

Today, people spend more time using the internet than ever before. Digital, mobile, and social media have become an integral part of everyday life for people worldwide. As of July 2022, there were 5 billion internet users globally, representing 63.1% of the world's population. On average, users spent 6 hours daily online, with 92% of this activity occurring on mobile devices (Kemp, 2022a). Advances in the digital era have made it easier for people to do various things, including in the business sector. Easy access to information, potential profits, and relatively low capital are the main factors driving the rapid growth of digital businesses. (Sudarsono, 2020). The growth in internet users encourages businesses to explore efficient ways of managing their presence in the electronic world. Adopting new business models allows businesses to capitalize on the opportunities presented by the internet (Wielki, 2010). Therefore, companies are making social media the basis of their marketing strategies. In the modern world, everyone can communicate about a business, product, or brand with all of their peers, which has the impact of consumer engagement growing to be very large (Liu et al., 2018).

Indonesia has a population of 277.7 million, a 1% increase (274.9 million) in 2021. Indonesia's internet users are 214.7 million, with an average of 8 hours of usage per day. The average daily time to use social media



through any device is 3 hours and 17 minutes. In 2022, the number of social media users in Indonesia was 191 million, an increase from 2021, with a 12.6% increase, previously at 170 million users. (Kemp, 2022b).

Social media marketing is a digital marketing strategy that uses the potential of social media networks to achieve marketing goals and strengthen a company's image. Good social media marketing can bring success to a business, driving leads and sales. The internet and social media are undergoing a renaissance transformation. Social media is poised to change society (Heggde & Shainesh, 2018) fundamentally. There are two kinds of social media marketing communications: organic and paid. Organic social media consists of communications made by advertisers on social platforms. Advertisers do not pay to spread their ads; they can direct consumers online or through word of mouth. Paid content is a way for advertisers to advertise by paying the platform. Both of these methods are commonly used in today's media presence programs. (Fulgoni, 2015). Organic Marketing involves audience growth; companies do not need to pay for desired social media posts or blogs. Organic marketing is a cost-effective way to build loyal customers. (Pink, 2022). The increasing integration of digital and mobile technologies into daily life has transformed how businesses engage with consumers. Social media, in particular, has emerged as a powerful tool for marketing and consumer interaction. In Indonesia, where internet and social media penetration are high, companies like Kopi Kenangan have embraced platforms like Instagram to connect with their target audience. This study focuses on how Kopi Kenangan's use of organic Instagram marketing affects consumer purchase decisions.

Established in 2017, Kopi Kenangan now has 622 outlets in 45 cities. In the second semester of 2021, Kopi Kenangan recorded up to 330% sales. (Katadata, 2022). Kopi Kenangan is one of the Coffee Shops that uses the grab-and-go concept, which utilizes social media as a place to market its products. Kopi Kenangan is the first new retail food and beverage (F&B) company with Unicorn status in Southeast Asia. (Setyowati, 2022). Through the Kopi Kenangan website, the company sold 30 million cups in 2020 and has more than 3000 workers. Kopi Kenangan ranked first in the Top Brand Index of Coffee Shops in 2022, beating Janji Jiwa, Kulo, and Fore, as seen in Table 1.

**Table 1. Top Brand Index of Coffee Shops**

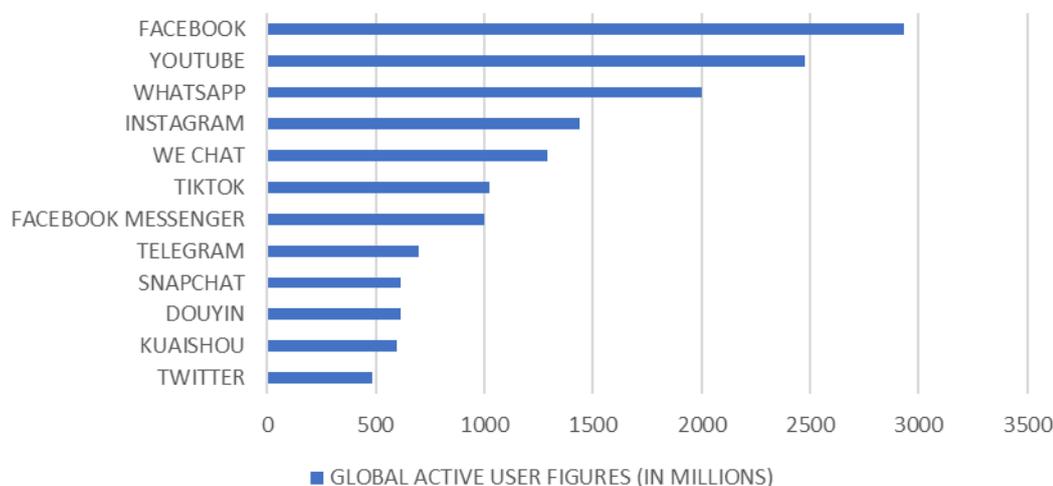
| Brand         | TBI   |
|---------------|-------|
| Kopi Kenangan | 42,6% |
| Soul Promise  | 38,3% |
| Kulo          | 10,2% |
| Fore          | 6,5%  |

Source: Top Brand Index

In this digital era, Kopi Kenangan utilizes technological advances to convey information about products sold to consumers. Using the grab-and-go concept, Kopi Kenangan makes it easy for consumers to buy products practically through online purchasing. One of the places used by Kopi Kenangan is Instagram. As of July 2022, Instagram is the most used social media platform worldwide after Facebook, YouTube, and WhatsApp. Instagram became the most popular social media platform after WhatsApp (Kemp, 2022a), as shown in Figure 1. Through social media marketing, it was revealed that marketing costs almost zero in the marketing budget. Marketing is done through digital platforms; customers share Kopi Kenangan and upload it to their social media accounts. Using social media, a brand organically gets free promotion, so the company does not need to spend additional funds on marketing efforts. (Anjelita, 2021).

The interaction carried out by Kopi Kenangan on the Instagram platform, Kopi Kenangan can attract many target markets, as evidenced by the number of Followers on Kopi Kenangan's Instagram account with the name @kopikenangan.id of 476,000 followers. Kopi Kenangan consistently posts 3-4 posts on its Instagram account daily. Content that contains several things that can attract consumers to buy products, such as promotions or knowledge about the products being sold. The advancement of digital technology requires businesspeople to find the most effective way to market the products they sell with minimal expenditure. Organic marketing is one solution to market products with minimal expenditure. Based on the explanation

above, researchers are interested in researching marketing strategies using free advertising (organic marketing) on Instagram social media, Kopi Kenangan, and consumer purchasing decisions.



**Figure 1. Number of Social Media Users in The World**

Source: We Are Social 2022

While prior studies have examined digital marketing broadly, limited research focuses specifically on the role of organic Instagram marketing in the food and beverage (F&B) sector, especially in Southeast Asian contexts. Furthermore, most studies have concentrated on paid advertisements, overlooking cost-effective alternatives. This study addresses this gap by focusing on unpaid strategies and evaluating their influence on consumer behavior using empirical data. The findings contribute to marketing theory and practice by highlighting how organic content can drive purchasing decisions in competitive F&B markets. This study aims to analyze the effect of organic Instagram marketing—specifically Feed, Story, Reels, and Live features—on consumer purchasing decisions, using Kopi Kenangan as a case study.

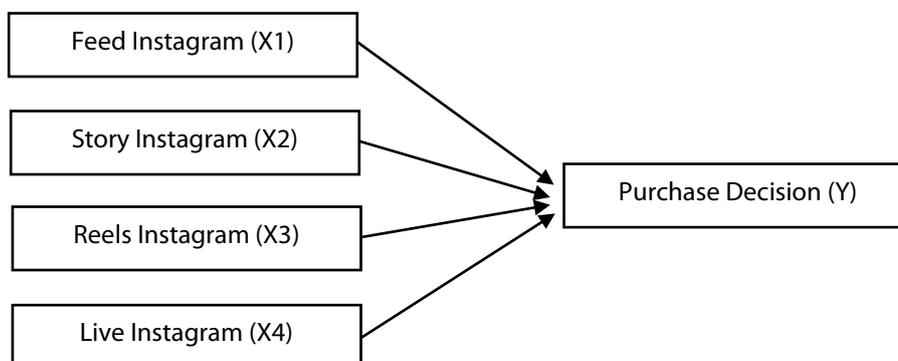
## II. Literature Review and Hypothesis Development

Social media has become a dominant channel for marketing communications due to its ability to engage consumers interactively and organically (Kaplan & Haenlein, 2010). Organic marketing, unlike paid advertising, relies on content-driven engagement rather than monetary promotion, and it has been shown to influence brand trust and consumer decision-making significantly (Liu et al., 2018). In the context of the food and beverage (F&B) industry, social media content, especially when user-generated or organically posted, can shape brand perception and encourage trial purchases (Dwivedi et al., 2021). Companies like Starbucks and local Indonesian brands have used Instagram features like Stories, Reels, and Feeds to connect with younger consumers (Anjelita, 2021).

The Consumer Decision-Making Process (Kotler & Keller, 2009) outlines five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Social media marketing can influence each stage through informative and interactive content. Furthermore, the Theory of Planned Behavior (Ajzen, 1991) suggests that attitudes, subjective norms, and perceived behavioral control influence behavioral intention. Social media posts that are engaging and relevant may shape these factors, ultimately affecting purchase behavior. Based on the Consumer Decision-Making Process and the Theory of Planned Behavior, we propose that different types of Instagram features have varying degrees of influence on consumer purchase decisions. Prior studies (e.g., Liu et al., 2018; Dwivedi et al., 2021) have shown that social media features can influence attitudes and decision-making through content richness, interactivity, and social proof.

Therefore, the following hypotheses are proposed:

- H1: Instagram Feed significantly influences Kopi Kenangan's purchase decision.
- H2: Instagram Story significantly influences Kopi Kenangan's purchase decision.
- H3: Instagram Reels significantly influence Kopi Kenangan's purchase decision.
- H4: Instagram Live significantly influences Kopi Kenangan's purchase decision.



**Figure 2. Research model**

### III. Research Method

The growth in internet users encourages businesses to explore efficient ways of managing their presence in the electronic world. The business sector that continues to experience development is the Food & Beverages sector in the form of processed coffee products. One of the successful coffee businesses is Kopi Kenangan. Established in 2017, Kopi Kenangan has 622 outlets spread across 45 cities in Indonesia. (Katadata, 2022). Kopi Kenangan is one of the coffee shops that uses the grab-and-go concept and social media as a means of marketing products. Kopi Kenangan is Southeast Asia's first unicorn-status new retail food and beverage company. (Setyowati, 2022). One way to get potential customers to increase product sales is through social media. Social media marketing utilizes the power of social media networks to achieve marketing and corporate branding goals. Social media marketing can drive leads and sales and bring success to a business. There are two social media communications, namely organic marketing and paid marketing. Social media can determine a person's purchasing decision.

#### 3.1. Data Collection

The data were collected through an online structured questionnaire distributed to Instagram users who had previously purchased products from Kopi Kenangan. A non-probability purposive sampling technique ensured that only relevant respondents participated. The total sample consisted of 100 respondents. The questionnaire consisted of Likert-scale items designed to measure consumer responses to organic Instagram marketing strategies and their influence on purchasing decisions.

#### 3.2. Sampling Technique

The study adopted a purposive sampling method, targeting Instagram users aged 17 and above who had made at least one purchase from Kopi Kenangan. This method was selected to ensure relevance and specificity to the research context, allowing for in-depth consumer behavior analysis within the selected population.

### 3.3. Data Analysis

The collected data were analyzed using a combination of SPSS (version 26) and SmartPLS 3 software. SPSS was utilized for descriptive statistics and reliability testing, while SEM-PLS (Structural Equation Modeling - Partial Least Squares) was employed for hypothesis testing and evaluation of measurement and structural models. SEM-PLS is appropriate for exploratory research with small to medium sample sizes and complex latent constructs. SEM-PLS was chosen due to its robustness in dealing with complex models and small to medium sample sizes (Hair et al., 2021). It also allows for reflective and formative constructs and is less sensitive to non-normal data distribution than covariance-based SEM. This makes it suitable for exploratory studies such as this one. SPSS was used for preliminary analysis to test for internal consistency and descriptive statistics.

### 3.4. Operational Variables

This study has two variables: organic marketing on Instagram and purchase decision variables. The purchase decision variable consists of sub-variables of problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2009). An explanation of the operational variables of each subvariable is described in Table 2.

**Table 2. Operational Variables**

| Variables                                 | Sub Variables                                      | Indicator   | Code |
|---|--|---|------|
| Organic Marketing Instagram               | Instagram Feed                                     | Message Design  | OM11 |
|   |  | Completeness of Information                             | OM12 |
|   |  | Interaction   | OM13 |
|   |  | Reciprocity   | OM14 |
|   | Instagram Story                                    | Message Design  | OM21 |
|   |  | Completeness of Information                             | OM22 |
|   |  | Interaction   | OM23 |
|   |  | Reciprocity   | OM24 |
|   | Instagram Reels                                    | Message Design  | OM31 |
|   |  | Completeness of Information                             | OM32 |
|   |  | Interaction   | OM33 |
|   |  | Reciprocity   | OM34 |
| Live Instagram                            | Message Design                                     | OM41  |      |
|   | Completeness of Information                        | OM42  |      |
|   | Interaction  | OM43  |      |
|   | Reciprocity  | OM44  |      |
| Purchase Decision (Kotler & Keller, 2009) | Problem Introduction                               | Products as desired                                     | PD11 |
|   |  | Products as needed                                      | PD12 |
|   | Information Search                                 | Get information through friends, relatives, or family   | PD21 |
|   |  | Get information through social media.                   | PD22 |
|   |  | Get information that generates buying interest.         | PD23 |
|   |  | Deciding to purchase because of other people's judgment | PD24 |
| Alternative Evaluation                    | Chose Kopi Kenangan through a friend's suggestion  | PD31  |      |
|   | Choosing Kopi Kenangan after comparing with others | PD32  |      |

| Variables  | Sub Variables          | Indicator  | Code |
|--|------------------------|--|------|
|  | Purchase Decision      | Choosing Kopi Kenangan because of its good quality                   | PD33 |
|  |                        | Have the intention to buy  | PD41 |
|  |                        | Willing to spend money to buy products                               | PD42 |
|  |                        | Plan every purchase  | PD43 |
|  |                        | Have confidence in product purchase decisions.                       | PD44 |
|  |                        | Purchasing decisions are made because the place is easily accessible | PD45 |
|  | Post-Purchase Behavior | Satisfied with products and services                                 | PD51 |
|  |                        | Repurchase on another occasion.                                      | PD52 |
|  |                        | Recommend products to others.  | PD53 |
|  |                        | Keep buying products when there is a price increase                  | PD54 |
| Never disappointed after buying Kopi Kenangan products | PD55                   |  |      |

### 3.5. Control Variables

The study acknowledges potential confounding variables such as price sensitivity, brand loyalty, individual digital literacy, and offline marketing exposure. To minimize bias, the questionnaire included demographic and behavioral screening questions. Moreover, all participants were pre-qualified as Instagram users who had purchased from Kopi Kenangan, helping to reduce sample variability related to product familiarity and platform exposure.

### 3.6. Ethical Considerations

This study followed ethical research practices to protect participants' rights and privacy. Before data collection, participants were informed about the purpose of the study, their right to withdraw at any time, and the anonymity of their responses. Informed consent was obtained electronically. No personal identifying information was collected, and the data were analyzed in aggregate to ensure confidentiality. The study did not require formal ethical clearance as it involved minimal risk and adhered to institutional guidelines on human subject research.

## IV. Results and Discussion

### 4.1. Overview of Kopi Kenangan

Kopi Kenangan is a company engaged in the food and beverage industry. Kopi Kenangan aims to become the largest coffee retailer in Indonesia and the world. Kopi Kenangan became Southeast Asia's first Unicorn retail company in less than 5 years. Kopi Kenangan successfully fills the price gap between expensive and instant coffee by selling quality drinks for Rp15,000.

### 4.2. Validity and Reliability Test Results

Before distributing the research questionnaire, the researcher conducted validity and reliability tests on each question item contained in the questionnaire. As a pre-research stage, the validity and reliability tests

were conducted using Statistical Product and Service Solutions (SPSS) version 26 software on the first 30 respondents.

#### 4.2.1. Validity Test Results

The validity test results show that all questions in this research questionnaire are valid because they have a calculated R value greater than the R table value set with a significance level of 5%. The r table value used in this study is 0.361.

#### 4.2.2. Reliability Test Results

The reliability test results show that both research variables have a Cronbach's alpha value greater than 0.6. The Cronbach's alpha value for the organic marketing variable is 0.873, while that for the purchasing decision variable is 0.848.

#### 4.3. Descriptive Analysis Results

Descriptive analysis is used to understand the characteristics of respondents. The results of the descriptive analysis include information about gender, age, occupation, latest education, and income and expenditure in the context of purchasing Kopi Kenangan products in one month for 100 respondents. The results of the descriptive analysis can be seen in Table 3.

**Table 3. Respondent Characteristics**

| Respondent Characteristics               |                          | Percentage (%) |
|--|--------------------------|----------------|
| Gender                                   | Male                     | 52             |
|  | Female                   | 48             |
| Age (years)                              | 12-16                    | 0              |
|  | >16-25                   | 99             |
|  | >25                      | 1              |
| Domicile                                 | Central Jakarta          | 51             |
|  | West Jakarta             | 8              |
|  | East Jakarta             | 15             |
|  | South Jakarta            | 23             |
|  | North Jakarta            | 3              |
| Jobs                                     | Student                  | 57             |
|  | Government team member   | 1              |
|  | Private company employee | 25             |
|  | Self-employed            | 6              |
|  | More                     | 11             |
| Monthly Income (In Rupiah)               | ≤ 1,500,000              | 27             |
|  | 1,500,001 - 3,500,000    | 28             |
|  | 3,500,001 - 5,500,000    | 24             |
|  | 5,500,001 - 7,500,000    | 6              |
|  | 7,500,001 - 9,500,000    | 10             |
|  | > 9,500,001              | 5              |
| Monthly Beverage Expenditure (In Rupiah) | ≤ 500,000                | 64             |
|  | 500,001 - 1,500,000      | 25             |
|  | 1,500,001 - 2,500,000    | 7              |
|  | 2,500,001 - 3,500,000    | 2              |
|  | > 3,500,001              | 2              |

| Respondent Characteristics |                    | Percentage (%) |
|----------------------------|--------------------|----------------|
| Education Level            | Junior High School | 0              |
|                            | Senior High School | 36             |
|                            | Diploma            | 5              |
|                            | Undergraduate      | 59             |
|                            | Master             | 0              |
|                            | Doctorate          | 0              |

Based on Table 3, the majority of respondents in this study were male, with a percentage of 52% or 52 out of 100 respondents. At the same time, the remaining 48% are respondents of the female gender, or as many as 48 people. Furthermore, most of the ages in this study are 17-25, with a percentage of 99% or as many as 99 people. The majority of respondents in this study came from the domicile of Central Jakarta, as many as 51 people. In a month, most respondents are in the range of Rp1,500,001 - Rp3,500,000, with a percentage of 28% or as many as 28 people. As for the expenses used in purchasing beverage products every month, namely ≤ Rp500,000, with a percentage of 64% or as many as 64 people. Furthermore, in the education category, 59 people hold bachelor's degrees. Furthermore, descriptive analysis was carried out to determine consumer behavior, which includes the frequency of opening Instagram accounts, frequency and method of purchase, variants of drinking memorable coffee, and sources of information. Consumer behavior can be seen in Table 4.

**Table 4. Consumer Behavior**

| Consumer Behavior  | Percentage (%) |
|--|----------------|
| <b>Active Instagram</b>  |                |
| Yes  | 100            |
| No   | 0              |
| <b>Opened Instagram in one week</b>                            |                |
| <5 times   | 5              |
| 6 - 10 times   | 19             |
| 11 - 14 times  | 12             |
| >14 times  | 64             |
| <b>Frequency of viewing @kopikenangan.id Instagram content</b> |                |
| <5 times   | 72             |
| 6 - 10 times   | 27             |
| 11 - 15 times  | 1              |
| >15 times  | 0              |
| <b>Purchase Frequency</b>                                      |                |
| Never  | 0              |
| 1 - 3 times  | 28             |
| 4 - 6 times  | 18             |
| >6 times   | 54             |
| <b>Frequency of Cups in Purchases</b>                          |                |
| 1 glass  | 61             |
| 2 - 5 glasses  | 38             |
| >5 glasses   | 1              |
| <b>Place of Purchase</b>                                       |                |
| Offline Store Kopi Kenangan                                    | 53             |
| Kopi Kenangan App  | 6              |
| Grab Food  | 19             |
| Go Food  | 17             |
| Shopee Food  | 5              |
| <b>Drink Variant</b>   |                |
| Coffee of Former Memories                                      | 72,8           |

| <b>Consumer Behavior</b>                | <b>Percentage (%)</b> |
|---|-----------------------|
| Avocado Coffee                          | 9,1                   |
| Americano                               | 10                    |
| Mocha Latte                             | 5,5                   |
| Cappuccino                              | 8,2                   |
| Caramel Latte                           | 12,7                  |
| Hazelnut Latte                          | 15,5                  |
| Caramel Macchiato                       | 10,9                  |
| Vanilla Latte                           | 6,4                   |
| Dolce Coffee                            | 2,7                   |
| Dutch Chocolate                         | 5,5                   |
| Avocado Milk                            | 0,9                   |
| Avocado Caramel                         | 1,8                   |
| Chocolate Hazelnut                      | 10                    |
| Chocolate Caramel                       | 0                     |
| Milo Dinosaur                           | 10,9                  |
| Oreo Shake                              | 2,7                   |
| Aren Sugar Boba Milk                    | 9,1                   |
| Hazelnut Choco                          | 7,3                   |
| Milk Tea Memories                       | 11,8                  |
| <b>Buying Food Variants</b>             |                       |
| Yes                                     | 51                    |
| No                                      | 49                    |
| <b>How to Enjoy</b>                     |                       |
| On your own                             | 21                    |
| Friends or coworkers                    | 60                    |
| Family or relatives                     | 19                    |
| <b>Enjoying the Product on the Spot</b> |                       |
| Yes                                     | 20                    |
| No                                      | 80                    |
| <b>Enjoying Other Products</b>          |                       |
| Yes                                     | 93                    |
| No                                      | 7                     |
| <b>Other Products</b>                   |                       |
| Starbucks                               | 34                    |
| Soul Promise Coffee                     | 33                    |
| Kulo Coffee                             | 2                     |
| Maxx Coffee                             | 1                     |
| Fore Coffee                             | 13                    |
| More                                    | 10                    |
| Not Buying Other Products               | 7                     |
| <b>Source of Information</b>            |                       |
| Family or relatives                     | 8                     |
| Friends or coworkers                    | 51                    |
| Neighbors                               | 0                     |
| Lecturer or teacher                     | 0                     |
| Television advertisement                | 0                     |
| Social media advertising                | 36                    |
| Brochure                                | 1                     |
| Sponsor an activity                     | 1                     |
| More                                    | 3                     |

In Table 4, it can be seen that all respondents actively open Instagram, with the frequency of opening Instagram being more than 14 times a week for the majority of respondents, with a total of 64 people.

Furthermore, the frequency of respondents opening the @kopikenangan.id Instagram account is the majority, less than 5 times a week, and as many as 72 people. All respondents have bought Kopi Kenangan, with the frequency of buying more than 6 times, as many as 54 people, 1-3 times, as many as 28 people, and 4-6 times, as many as 18 people. Sixty-one people bought 1 cup at each purchase, 2-5 cups, as many as 38 people, and more than 5 cups, as many as one person. The drink variant most purchased by respondents is Kopi Kenangan Mantan, with a percentage of 72.8% compared to other drink variants. Furthermore, 51 people bought food products sold by Kopi Kenangan. According to the data, most respondents are interested in Kopi Kenangan products. Generally, 53% of respondents buy Kopi Kenangan products through offline stores, and the remaining 47% of respondents buy products through online stores (Kopi Kenangan App 6%, Grab Food 19%, GoFood 17%, and ShopeeFood 5%).

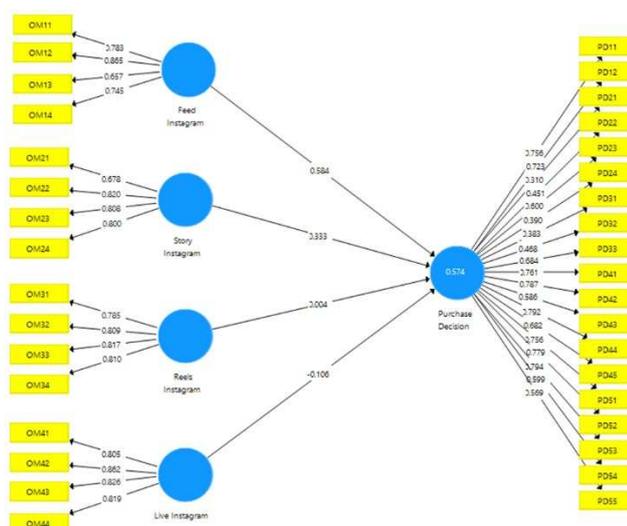
The results of descriptive analysis show that the majority of respondents are aged 17-25 years, which is the age category of teenagers and Generation Z. According to Rastati (2018), Generation Z was born and grew up in the age of technological development, so their lives are very close to the internet. As a result, it can be seen in Table 4 that the initial source of information about Kopi Kenangan is from friends or coworkers and advertisements on social media.

#### 4.4. Results of Structural Equation Modeling-Partial Least Squares (SEM-PLS) Analysis

The data in this study were then analyzed using the SEM-PLS method with the help of SmartPLS3 software. SEM-PLS analysis is carried out by analyzing outer model evaluation (measurement) and inner model evaluation (structural). (Hair et al. 2021).

##### 4.4.1. Measurement Model Evaluation Results (Outer Model)

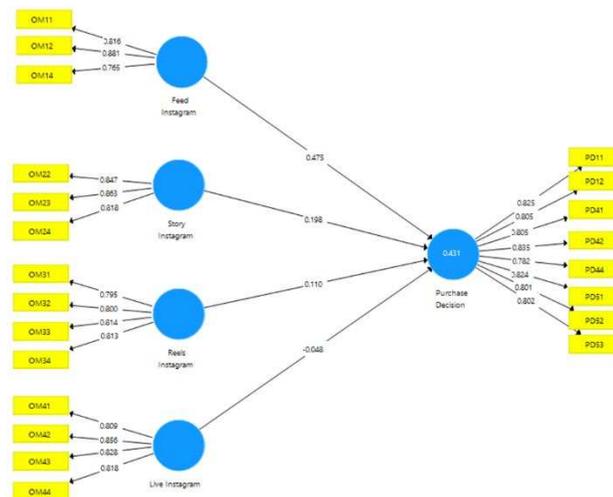
Outer model analysis is an analysis that defines how each indicator or manifest variable relates to its latent variable. Outer model analysis has several stages, including evaluating convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. The initial outer model in this study can be seen in Figure 3.



**Figure 3. Initial Outer Model**

In the initial stage, namely measuring convergent validity, the loading factor value and average variance extracted (AVE) were obtained using SmartPLS software. The loading factor value explains the correlation between each indicator and its latent variable. The loading factor value is said to be valid if the indicator loading factor value is  $> 0.7$  (Ghozali, 2014). If the loading factor value is  $< 0.7$ , then dropping

(deletion) is carried out on each indicator and recalculated. The results of the initial outer model in this study show that several loading factor values are below 0.7, namely indicators OM13, OM21, PD21, PD22, PD23, PD24, PD31, PD32, PD33, PD43, PD45, PD54, and PD55. Furthermore, dropping or removing indicators is carried out because there are indicators that have a loading factor value <0.7. Convergent validity analysis is again carried out after dropping. The final outer model can be seen in Figure 4.



**Figure 4. Final Outer Model**

Based on Figure 4, all indicators have a loading factor value > 0.7. After dropping the remaining 22 reflective indicators. In the figure, it can be seen that the Instagram feed is reflected by OM11 (message design), OM12 (completeness of information), and OM14 (reciprocity); the most considerable loading factor value is in the OM12 indicator (completeness of information), which is 0.881. In the Instagram feed, the variable that experienced dropping or spending was OM13 of 0.657. The OM13 indicator reflects the interaction carried out by the Kopi Kenangan Instagram account and buyers, as buyers do not need interaction to attract customers to buy products after seeing the Instagram feed content.

The Instagram Story variable is formed by OM22 (completeness of information), OM23 (interaction), and OM24 (reciprocity), with the most significant value in OM23 (interaction) of 0.863. The Instagram story variable that experienced a drop is OM21, which reflects the message design of Kopi Kenangan's Instagram story content. This is because buyers assess that Kopi Kenangan's Instagram story content often interacts with followers, which creates a desire to buy. Then Instagram reels are seen from OM31 (message design), OM32 (completeness of interaction), OM33 (interaction), and OM34 (reciprocity), with the most significant value in OM33 (interaction), namely 0.814. Live Instagram is seen from OM41 (message design), OM42 (completeness of information), OM43 (interaction), and OM44 (reciprocity), with the most significant value in OM42 (completeness of information), namely 0.856. While the purchase decision is reflected by PD11 (product as desired), PD12 (product as needed), PD41 (has the intention to buy), PD42 (willing to spend money to buy), PD44 (has confidence in purchasing decisions), PD51 (satisfied with the product), PD52 (repurchase), PD53 (recommend products to others) in the purchase decision indicator with the highest value at PD42 (willing to spend money to buy products), which is 0.835. The loading factor results after dropping can be seen in Table 5.

**Table 5. Loading Factor after dropping**

| Variables         | Dimensions     | Indicator                   | Code | Loading Factor |
|-------------------|----------------|-----------------------------|------|----------------|
| Organic Marketing | Instagram Feed | Message design              | OM11 | 0,816          |
|                   |                | Completeness of information | OM12 | 0,881          |

| Variables         | Dimensions             | Indicator                                | Code | Loading Factor |
|-------------------|------------------------|--|------|----------------|
|                   | Instagram Story        | Reciprocity                              | OM14 | 0,765          |
|                   |                        | Completeness of information              | OM22 | 0,847          |
|                   |                        | Interaction                              | OM23 | 0,864          |
|                   |                        | Reciprocity                              | OM24 | 0,818          |
|                   | Instagram Reels        | Message design                           | OM31 | 0,795          |
|                   |                        | Completeness of information              | OM32 | 0,800          |
|                   |                        | Interaction                              | OM33 | 0,814          |
|                   |                        | Reciprocity                              | OM34 | 0,813          |
|                   | Live Instagram         | Message design                           | OM41 | 0,809          |
|                   |                        | Completeness of information              | OM42 | 0,856          |
|                   |                        | Interaction                              | OM43 | 0,828          |
|                   |                        | Reciprocity                              | OM44 | 0,818          |
| Purchase Decision | Problem Introduction   | Products as desired                      | PD11 | 0,825          |
|                   |                        | Products as needed                       | PD12 | 0,805          |
|                   | Purchase Decision      | Have the intention to buy                | PD41 | 0,805          |
|                   |                        | Willing to spend money to buy products   | PD42 | 0,835          |
|                   |                        | Have confidence in purchasing decisions. | PD44 | 0,782          |
|                   | Post-Purchase Behavior | Satisfied with products and services     | PD51 | 0,824          |
|                   |                        | Repurchase on another occasion.          | PD52 | 0,801          |
|                   |                        | Recommend products to others.            | PD53 | 0,802          |

The next stage in convergent validity is evaluating the average variance extracted (AVE), with the condition that the AVE value is  $> 0.5$ . The AVE value can be seen in Table 6.

**Table 6. Average Variance Extracted (AVE) Value**

| Dimensions        | AVE   |
|-------------------|-------|
| Instagram Feed    | 0,676 |
| Instagram Story   | 0,710 |
| Instagram Reels   | 0,649 |
| Live Instagram    | 0,686 |
| Purchase Decision | 0,656 |

Based on the AVE value in Table 6, it can be seen that all dimensions have an AVE value  $> 0.5$ , so it can be concluded that each dimension in this study is said to be valid. Furthermore, discriminant validity measurement is carried out, which can be seen from the cross-loading value. Research indicators can be said to meet the test if the results of the cross-loading value of the intended latent variable are greater than the value of other latent variables. The results of the cross-loading value test can be seen in Table 7.

**Table 7. Cross Loading Value**

| Indicator Code | Instagram Feed | Instagram Story | Instagram Reels | Live Instagram | Purchase Decision |
|----------------|----------------|-----------------|-----------------|----------------|-------------------|
| OM11           | <b>0,816</b>   | 0,359           | 0,525           | 0,431          | 0,511             |
| OM12           | <b>0,881</b>   | 0,382           | 0,603           | 0,377          | 0,543             |
| OM14           | <b>0,765</b>   | 0,449           | 0,600           | 0,479          | 0,478             |
| OM22           | 0,416          | <b>0,847</b>    | 0,494           | 0,369          | 0,486             |
| OM23           | 0,347          | <b>0,863</b>    | 0,459           | 0,398          | 0,315             |
| OM24           | 0,441          | <b>0,818</b>    | 0,563           | 0,397          | 0,343             |
| OM31           | 0,478          | 0,489           | <b>0,795</b>    | 0,409          | 0,420             |

| Indicator Code | Instagram Feed | Instagram Story | Instagram Reels | Live Instagram | Purchase Decision |
|----------------|----------------|-----------------|-----------------|----------------|-------------------|
| OM32           | 0,585          | 0,523           | <b>0,800</b>    | 0,376          | 0,468             |
| OM33           | 0,583          | 0,497           | <b>0,814</b>    | 0,485          | 0,381             |
| OM34           | 0,605          | 0,422           | <b>0,813</b>    | 0,514          | 0,444             |
| OM41           | 0,439          | 0,411           | 0,535           | <b>0,809</b>   | 0,353             |
| OM42           | 0,397          | 0,386           | 0,402           | <b>0,856</b>   | 0,252             |
| OM43           | 0,406          | 0,419           | 0,432           | <b>0,828</b>   | 0,225             |
| OM44           | 0,459          | 0,298           | 0,423           | <b>0,818</b>   | 0,292             |
| PD11           | 0,546          | 0,398           | 0,437           | 0,354          | <b>0,825</b>      |
| PD12           | 0,517          | 0,332           | 0,396           | 0,300          | <b>0,805</b>      |
| PD41           | 0,462          | 0,262           | 0,353           | 0,283          | <b>0,805</b>      |
| PD42           | 0,508          | 0,269           | 0,416           | 0,287          | <b>0,835</b>      |
| PD44           | 0,448          | 0,461           | 0,447           | 0,302          | <b>0,782</b>      |
| PD51           | 0,514          | 0,419           | 0,455           | 0,254          | <b>0,824</b>      |
| PD52           | 0,503          | 0,450           | 0,428           | 0,269          | <b>0,801</b>      |
| PD53           | 0,522          | 0,421           | 0,512           | 0,221          | <b>0,802</b>      |

Based on the data in Table 7, it can be seen that all the intended latent variable cross-loading values are greater than the cross-loading values of other latent variables, so it can be said to have met the requirements. The next stage in the discriminant validity test is to compare the correlation between indicators with the square root of the AVE. If the AVE square root result is greater than the correlation between constructs and other constructs, it is said to be good and includes model criteria. The value of the square root of the AVE and the correlation between constructs can be seen in Table 8.

**Table 8. Fornell-Larcker Criterion Value**

| Latent Variable   | Instagram Feed | Instagram Story | Instagram Reels | Live Instagram | Purchase Decision |
|-------------------|----------------|-----------------|-----------------|----------------|-------------------|
| Instagram Feed    | <b>0,822</b>   |                 |                 |                |                   |
| Instagram Story   | 0,480          | <b>0,843</b>    |                 |                |                   |
| Instagram Reels   | 0,700          | 0,599           | <b>0,806</b>    |                |                   |
| Live Instagram    | 0,519          | 0,457           | 0,552           | <b>0,828</b>   |                   |
| Purchase Decision | 0,622          | 0,470           | 0,535           | 0,350          | <b>0,810</b>      |

From Table 8, it can be observed that the square root value of AVE is between constructs. Therefore, it can be concluded that the Instagram feed, Instagram story, Instagram reels, and Instagram live constructs have good discriminant validity. Further analysis is carried out by looking at construct reliability, which includes composite reliability. Composite reliability is used to evaluate indicator reliability when measuring other latent variables. The expected composite reliability value must be greater than 0.7. The composite reliability value in this study can be seen in Table 9.

**Table 9. Fornell-Larcker Criterion Value**

| Dimensions        | Composite Reliability | Cronbach's Alpha |
|-------------------|-----------------------|------------------|
| Instagram Feed    | 0,862                 | 0,758            |
| Instagram Story   | 0,880                 | 0,802            |
| Instagram Reels   | 0,881                 | 0,820            |
| Live Instagram    | 0,897                 | 0,849            |
| Purchase Decision | 0,939                 | 0,925            |

Table 9 shows that all variables in this study have a composite reliability value > 0.7 and a Cronbach's alpha value > 0.6. With a composite reliability value > 0.7 and Cronbach's alpha > 0.6, it can be said that all

construct variables are accurate, consistent, and precise. After the measurement model analysis (outer model) has met the requirements, the structural model analysis (inner model) is carried out.

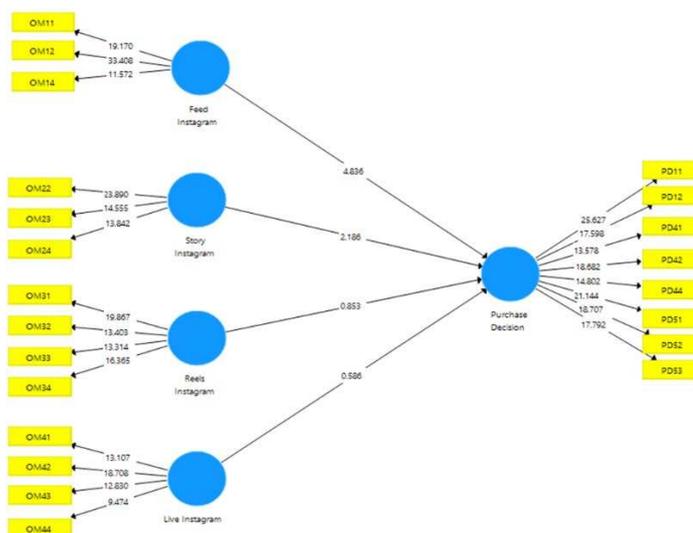
#### 4.4.2. Structural Model Evaluation Results (Inner Model)

Measurement of the structural model (inner model) is done by looking at the value of the R-Square and the path coefficient value, which aims to explain the positive or negative effect of an independent latent variable and the dependent latent variable. The path coefficient value can be measured by looking at the path t-values to test the significance of the constructs in the structural model. Meanwhile, the R-Square value is used to determine the level of influence of the independent variable on the latent variable. The R-Square value can be seen in Table 10.

**Table 10. R-Square Value**

| Latent Variable   | R-Square |
|-------------------|----------|
| Purchase Decision | 0,431    |

In Table 10, it can be seen that the data shows the R-Square value of the latent variable purchase decision of 0.431. This value indicates that the four dimensions of Instagram feeds, Instagram stories, Instagram reels, and Instagram live influence 43.1%, while other dimensions outside of this study influence the other 56.9%. Furthermore, bootstrapping is carried out to determine the significance of the influence of independent latent variables on the dependent latent variable by looking at the t-values. SmartPLS bootstrapping results can be seen in Figure 5.



**Figure 5. SmartPLS bootstrapping results**

Figure 5 shows the significance level of each hypothesis in this study as indicated by the path coefficient value. From this data, it can be seen whether the hypothesis can be accepted or rejected in the initial research model. The results of the bootstrapping value on the path coefficient can test the four hypotheses in this study by comparing the t-statistic value with the t-table. The path coefficient value indicated by the t-statistic must be above the table value with an alpha significance of 5% or 1.960 for the hypothesis to be accepted. Bootstrap analysis can determine the original sample (O) value, the t-statistic value, and the p-value on the path coefficient. The path coefficient results can be seen in Table 11.

**Table 11. Path Coefficient Value**

| Path of Influence                 | Original Sample (O) | T-Statistics | P-Values | Hypothesis |
|-----------------------------------|---------------------|--------------|----------|------------|
| Instagram Feed Purchase Decision  | 0,475               | 4,836        | 0,000    | Accepted   |
| Story Instagram Purchase Decision | 0,198               | 2,186        | 0,029    | Accepted   |
| Reels Instagram Purchase Decision | 0,110               | 0,853        | 0,394    | Rejected   |
| Live Instagram Purchase Decision  | -0,048              | 0,586        | 0,558    | Rejected   |

The results of the bootstrapping test in Table 11 can be concluded as follows: the effect of Instagram feeds, Instagram stories, Instagram reels, and Instagram live on the purchase decision of Kopi Kenangan is as follows:

a. The influence of Instagram feed on purchase decision

The effect of the Instagram feed variable on the purchase decision of Kopi Kenangan is 0.475 with a t-statistic value of 4.846. Because the t-statistic value is  $> 1.960$ , then H1 is accepted. It can be said that the Instagram feed variable influences Kopi Kenangan's purchase decision positively and significantly. The Instagram feed variable can be reflected by the indicator with the highest loading factor value, given by the completeness of information, with a value of 0.881. The positive influence of Instagram feeds on purchasing decisions for Kopi Kenangan shows that the better the message design, the completeness of product information, and the reciprocity in the content of Kopi Kenangan's social media Instagram feed, the more purchasing decisions will increase for potential buyers. Most respondents agree that Kopi Kenangan has done the Instagram feed indicators well, so it is necessary to maintain and improve message design, completeness of information, and reciprocity with buyers.

b. The influence of Instagram stories on purchase decisions

The effect of the Instagram story variable on the purchase decision of Kopi Kenangan is 0.198 with a t-statistic value of 2.186, because the t-statistic value  $> 1.960$ , H2 is accepted. It can be said that the Instagram story variable influences Kopi Kenangan's purchase decision positively and significantly. The Instagram story variable can be reflected by the indicator with the highest loading factor value given by the interaction, which is 0.864. The positive effect of the Instagram story indicator on Kopi Kenangan's purchase decision shows that the better the completeness of information, interaction, and reciprocity in the content of Kopi Kenangan's Instagram social media stories, the better the product purchase decision. Most respondents agree that Kopi Kenangan has done well with Instagram story indicators, so it must maintain and improve the completeness of product information, social media admin performance, and reciprocal relationships with buyers.

c. The influence of Instagram reels on purchase decisions

The effect of the Instagram reels variable on the purchase decision of Kopi Kenangan is 0.110 with a t-statistic value of 0.853, because the t-statistic value  $< 1.960$ , then H3 is rejected, which means that Instagram reels do not significantly influence the purchase decision of Kopi Kenangan. This variable is rejected based on the results of the data processed from this study, which shows that respondents are hesitant about the indicators of interaction and reciprocity. A total of 37 respondents were skeptical about the interaction of the Instagram reels content. In the reciprocity indicator, 37% of the respondents, or 37 people, doubted the reciprocal relationship provided on the Instagram reels content. Most respondents agree that Kopi Kenangan's Instagram reels content is poorly implemented, so interaction and reciprocity indicators must be improved to improve purchasing decisions.

#### d. The influence of Instagram Live on purchase decisions

The effect of the Instagram live variable on the purchase decision of Kopi Kenangan is  $-0.048$  with a t-statistic value of  $0.586$ , because the t-statistic value  $< 1.960$ ,  $H_4$  is rejected. It can be said that the live Instagram variable does not significantly influence Kopi Kenangan's purchase decision. The variable is rejected based on the results of the data processed from this study; it can be shown that most respondents have doubts about two indicators, namely message design and completeness of information. As many as 45 respondents, or 45% of the total number of respondents, doubted the design of the live Instagram message; 19 people disagreed, and strongly disagreed. In the information completeness indicator, 43% or 43 respondents felt hesitant. These two indicators reflect the live variable of Instagram. Most respondents agree that Kopi Kenangan's live Instagram content is poorly implemented, so the message design indicators and information completeness must be improved to increase purchase decisions.

#### e. Comparative Analysis

The findings are consistent with those of Liu et al. (2018), who emphasized the importance of consumer engagement in social media brand communities. However, unlike studies focusing on paid promotions (Fulgoni, 2015), this research shows that unpaid strategies can also effectively influence consumer behavior.

#### f. Practical and Policy Implications

Practitioners in the F&B industry should consider integrating structured organic marketing campaigns into their strategies. Policymakers supporting digital MSMEs should provide training on maximizing unpaid digital platforms, which can democratize access to marketing tools without requiring large budgets.

## V. Conclusion

This study concludes that Instagram Feed and Story features significantly influence consumer purchasing decisions. Organic content creation is a viable strategy for budget-conscious F&B businesses. Kopi Kenangan utilizes Instagram to market the products it sells, using features provided by Instagram such as Instagram feeds, Instagram stories, Instagram reels, and Instagram live. In marketing activities, Kopi Kenangan consistently spreads content that can be seen on its Instagram account page. Kopi Kenangan uploads feed Instagram content with an intensity of 3-4 photos daily, with an average number of 700 likes and 30 comments. Instagram story content is uploaded 10 times every day. Instagram reels content is uploaded 8 times per month with an average of 73,000 views. Kopi Kenangan only does live Instagram once per month.

Purchasing decisions at Kopi Kenangan are explained by the highest indicator, namely, the willingness to spend money to buy products, with a value of  $0.835$ . Buyers are satisfied with the selling price set by Kopi Kenangan. With an average product price of 15 thousand, Kopi Kenangan has filled the niche gap between expensive and instant coffee prices. Most respondents have purchased Kopi Kenangan products over 6 times through offline and online stores. In addition, most respondents know product information through friends or coworkers and advertisements on social media. Analysis using the SEM-PLS method shows that organic marketing influences purchasing decisions by 43.1% while the other 56.9% by dimensions outside the research model. From the research above, 2 out of 4 variables significantly affect purchasing decisions: the Instagram feed and the Instagram Story. While SEM-PLS is effective for exploratory modeling, it has limitations related to model fit indices and sensitivity to measurement errors. The sample size ( $n=100$ ) may also limit the generalizability of findings. Furthermore, this study relies on self-reported data, which may be

subject to response bias. Future research should consider triangulating findings with experimental or longitudinal data.

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