

## Research Article

# The Effect of Social Media Promotion and Online Consumer Reviews on Purchas Decisions with Mediation of Consumer Trust on Coffee Shop Tentang Kopi Medan

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**ORCID**Moehammad Rizki Mahbub: <https://orcid.org/0009-0004-9283-3655>**Abstract.**

Through customer trust as an intervening variable in coffee shops regarding coffee, this study intends to evaluate and assess the direct and indirect effects of social media marketing and online consumer evaluations on purchase decisions. Associative research is the study of associations. Primary data were used for this research, Although this is not a limit to the study's population, up to 125 samples could have been collected inadvertently. The data analysis method used is called path analysis. The analysis of the data was done via SPSS. The study's conclusions show that social media marketing affects consumer trust directly, favorably, and significantly, whereas online customer reviews and social media promotion have an analogous impact.

**Keywords:** social media promotion, online consumer review, consumer trust, purchase intention

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## 1. Introduction

The level of rivalry amongst company sectors is increasing in today's business environment. Indonesian businesses are hardly an exception. Every trading firm aims to continuously enhance the quality of its production and marketing management to maximize profits in accordance with the objectives desired by each company in this era of globalization. All business sectors are seeing increased rivalry as a result of the corporate world's escalating fierceness. Usually, relaxing activities include leisurely eating, drinking, listening to music, or just getting together and chit-chatting with family or neighbors.

Currently, coffee ranks among the most well-known beverages in the world. Coffee shops are commonly referred to as coffee shops or coffee shops in Indonesia. Coffee

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shops are beginning to spring up all around us, from metropolitan hubs to far-flung villages. Building a coffee shop as a company for different groups is made possible by this phenomena.

Social media is now one of the media that online businesses utilize the most due to the quick growth of digital technology. Purchase decisions are greatly influenced by the advertising of food goods. The most popular social media marketing strategy used by company owners to promote their products is one particular sort of promotion.

Consumers examine multiple options and select one or more necessary alternatives based on a number of distinct factors while making purchasing decisions. The final step before customers choose whether or not to buy from all of the alternatives accessible to suit their needs may be referred to be the purchasing decision.

TABLE 1: Sales Information.

Bulan	Target	Realisasi	Persentase Penjualan
April	60.000.000	42.850.500	42,19%
Mei	60.000.000	85.675.500	107,59%
Juni	60.000.000	66.544.000	99,93%
Juli	60.000.000	55.255.000	79,76%
Agustus	60.000.000	60.899.000	89,87%
September	60.000.000	50.752.000	62,94%

Source: Tentang kopi, 2022

The sales information for the Drinking Coffee coffee shop from April to September 2022 is shown in Table 1.1. As can be seen, Drinking Coffee has monthly fluctuations in sales but consistently achieves its goal. This is because more social media promotion is required, which might boost tentang kopi sales. As for factors that must be taken into account when making purchasing decisions, one of them is developing a strategy plan to confront competition, one of which is to pique customer interest in making purchases.

The most popular advertising and communication tool right now is social media, in large part because of how much it affects business growth. There are benefits, such as a large user base and no registration fees for social network profiles. Both young and old Indonesians like using social media in the present day. Social media may be used to evaluate customers and determine if they are pleased or not. Consumer feedback and product ratings and reviews provide evidence of this.

The trust element is another important consideration when purchasing and selling items online (Baskara and Hariyadi, 2014). The lack of customer trust is frequently one

of the challenges consumers face while making purchases, and occasionally they still experience anxiety.

## 2. Literature Review

### 2.1. Purchase Decisions

Consumer behavior and product purchases made by consumers are strongly intertwined. Companies must understand consumer behavior in order to effectively sell their products since they are unaware of the market conditions.

consumer's thoughts before, during, and following the purchase of the goods. The propensity of social media to influence customer decisions and promote those decisions shows that business management should take consumer behavior, particularly purchasing behavior, into account.

### 2.2. Social Media Promotion.

Users may easily participate, post music, photographs, and videos on social media and interact with other social media users, which is a component of online media. Social media may be an effective tool for marketing initiatives, particularly when utilized to promote goods or services. Owners of goods or services utilize social media, which is still evolving as a communication tool, as a means of advertising because it is seen to be more successful.

Social media serves as a channel of communication to link users over a large geographic region. Only by using social media sites like Instagram and Facebook can we interact with lots of people, set up forums, have discussions, submit images, and more (Robith, 2020)

### 2.3. Online Consumer Review

Consumers utilize online consumer reviews to look for and gather information that will ultimately affect their purchasing decisions. On online shopping platforms, online consumer evaluations serve as a decision-making tool, a channel for customer feedback, and a recommendation system (Mirza, 2013).

This online customer review (OCR), which is created by consumers via the internet and explains the qualities of a product (for example, benefits and disadvantages), might contain items that are favorable or bad about a product or firm (seller) (Lackermair, 2013).

## 2.4. Costumer Trust

Consumer trust is defined as: Perception of reliability from a consumer's perspective is based on experience, or more on a number of transactions or interactions defined by the fulfillment of expectations for product performance and satisfaction, according to Costabile in the Journal of Management and Entrepreneurship Vol. 6 No.2 (2004).

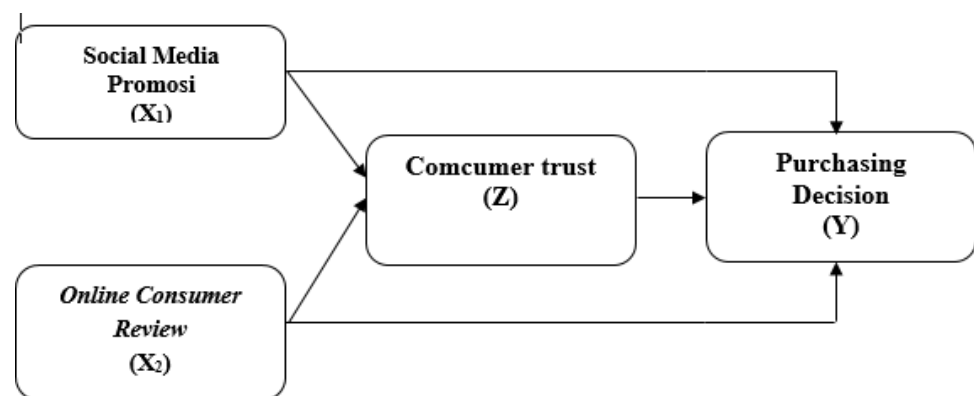


Figure 1: Framework.

## 3. RESEARCH METHODOLOGY

### 3.1. Population and sample

The population that has to be looked at is an infinite population since the specific number of coffee shops in Tentang kopi has not yet been established.

In accordance with Malhotra's (2010) hypothesis, accidental sampling occurs when it is not possible to define the population with certainty. In this study, there were 25x5 question items. Thus, 125 samples in all were utilized in this study.

### 3.2. Data Collection Techniques

1. The study's findings show that a questionnaire is an approach to gather data in which respondents are given a set of questions or written statements to answer. To identify the research topic and the study's variables, use this method.

2. Interviews are conversations that have a predetermined agenda. The dialogue was held between the interviewer, who asked the question, and the interviewee, who gave the response.

### 3.3. Path Analysis.

Based on path analysis, "Path analysis is an expansion to multiple linear analysis, or path analysis is the use of regression analysis to estimate the causal relationship between variables (causal model) that has previously been determined based on the theory" (2016) Ghazali.

## 4. RESULT AND DISCUSSION

The outcomes of route analysis regression are as follows.

TABLE 2: Direct Effect-1 Coefficients.

Model	B	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.508	1.079		.470	.639
	Social media promotion	.452	.075	.491	5.998	.000
	online review consumer	.445	.088	.413	5.055	.000

a. Dependent Variable: consumer trust

Source: Results of Data Processing using SPSS

Multiple linear regression is determined as follows based on Table 1.2  $Z = b_1ZX_1 + b_2ZX_2 + e$

The following explanation applies to the multiple linear regression equation:

The promotion media social variable has a positive coefficient of 0,452 with a t count of 25.998 > 1.9723 and a significance threshold of 0.000 < 0.05 is seen for the Social media promotion variable. This illustrates how social media marketing greatly boosts customer confidence.

The online consumer review variable has a positive coefficient of 0,445 and a significance level of 0.000 to 0.05 with a t count of 5.055 > 1.9723. This illustrates how social media marketing greatly boosts customer confidence.

Multiple linear regression is determined as follows based on Table 1.2  $Y = b_1YX_1 + b_2YX_2 + b_3YZ + e_2$

TABLE 3: Direct Effect-2 Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	11.265	1.504		7.488	.000
	Promotion Media Social	.336	.118	.320	2.846	.005
	online review consumer	.363	.133	.296	2.717	.007
	Consumer trust	.261	.119	.230	2.196	.030

a. Dependent Variable: Purchase Decision  
 Source: Results of Data Processing using SPSS

The multiple linear regression equation has the following interpretation:

With a positive coefficient of 0,336 with a t count of 2.846 > 1.9723 and a significance level of 0.005 < 0.05 is seen for the Social media promotion variable. This indicates how social media marketing greatly influences the purchase decision.

With a positive coefficient of 0.363, a t value of 2.717 > 1.9723, and a significance threshold of 0.007 < 0.05, the Online Consumer Review variable is significant. This demonstrates that customer reviews posted online have a favorable impact on purchase decision.

With a positive coefficient of 0.261, a t value of 2.196 > 1.9723, and a significance threshold of 0.030 < 0.05, the consumer trust variable is significant. This demonstrates that customer evaluations posted online have both positive and little influence on purchase decision.

TABLE 4: Indirect Effect.

Interaksi	Calculating Indirect Coefficient	Zobel	Zvalue	P value	Information
X1 → Z → Y	0,491 x 0,230 = 0,113	2,06	1,96	0,039 < 0,05	Significant
X2 → Z → Y	0,413 x 0,230 = 0,095	2,39	1,96	0,016 < 0,05	Significant

Source: Results of Data Processing using SPSS

Based on Table 1.3, it can be interpreted as follows:

We found that consumer trust can mediate the effects of social media promotion on purchasing decisions, as indicated by the coefficient of the social media promotion Variable Pathway of 0.113, which was calculated by multiplying the standardized coefficient values of the direct effects of social media promotion on consumer trust and consumer trust on purchasing decisions (0.491 x 0.230).

Finding the Consumer Review online variable pathway coefficient value of 0.095, which was obtained by divided the direct effect of the online variable consumer review on consumer confidence by the consumer confidence on purchasing decisions ( $0.413 \times 0.230$ ), with Zsobel ( $2.39 > 1, 96$ ), and a significant value of  $0.016 < 0.05$ , shows that consumer confidence can mediate online reviews. The findings of this study's hypothesis testing are the following:

Social media promotion, online customer reviews, customer trust all have an impact on the purchase decision, as seen in Table 1 above. The following tests of significance were run together with the following criteria for making decisions:

$H_0$  is accepted if  $\text{Sig. } t \geq \alpha$

$H_a$  is accepted if  $\text{Sig. } t \leq \alpha$

#### **4.1. Effect of social media promotion on consumer trust.**

The findings indicate that  $0.000 < 0.05$ , rejecting  $H_0$ , which suggests that social media promotion may have some influence on customer trust. Advertising, hyperlink marketing, online newsletters, and video streaming are all methods for delivering the message through social media promotion (Dobele, Teleman, & Beverland, 2014). When clients are satisfied with the things they buy online, they become more trustworthy since they will ultimately tell their friends, neighbors, or family about the product. As a result, the more popular a coffee shop becomes, the more chances there are for customers to trust the brand and have an impact on their choice to buy. This also indicates that customers are likely to make repeat purchases since they are happy with the product and have confidence in it

#### **4.2. Effect of an online consumer review on consumer trust.**

The results show that  $0.000 < 0.05$ , therefore  $H_0$  is rejected, indicating that online customer reviews do have some influence on consumer trust. An example of an attempt to develop online consumer connections is the Online Consumer Review. The goal is to enhance sales, give customers information about the businesses and goods supplied, as well as deliver top-notch customer service (Setiyaningrum et al., 2015). Consumers are more likely to believe and have more understanding about the items they will purchase at the Coffee Shop tentang kopi when given clear information and online customer evaluations.

### 4.3. Effect of consumer trust on the purchase decision.

The findings indicate that  $0.030 < 0.05$ , rejecting  $H_0$ , and indicating that customer trust influences purchases to some extent. The more a product or service influences customer purchase decisions, the higher the level of consumer confidence in that product or service. There are varying degrees of trust; some people have a higher level and some people have a lower level. Consumer faith that a product has multiple features and advantages of various attributes is what causes this. Consumer perceptions are characterized by consumer trust in a product and product features. Online transactions have unequal information and certainty. As a result, the seller and the customer must have mutual trust in one another (Gefen, 2002).

### 4.4. Effect of social media promotion on the purchase decision.

The findings indicate that  $0.005 < 0.05$ , rejecting  $H_0$ , and indicating that social media promotion has some influence on purchasing behavior. Similar to the flavor variation, estimation when shipping and offering discounts makes the Kosumen certain and will talk about the product with friends and many individuals who have an influence on purchase decisions.

A type of social media success that might influence customer purchase decisions on a coffee shop tentang kopi is the well-known product or service among consumers.

### 4.5. Effect of an online consumer review on the purchase decision.

The findings indicate that  $0.007 > 0.05$ , rejecting  $H_0$ , which suggests that the online customer review influences the purchasing choice in part. Because they require assistance finding information about things they have purchased from sources other than the internet, consumers are searching the internet for product information (online customer reviews). Consumers' information-based perspectives on the goods and services they receive can lead to the establishment of customer satisfaction, which affects purchase choices (Mulyati, 2020).

Consumers Read Online Reviews Because prospective buyers require assistance in evaluating a product's quality directly, they are forced to rely on the details provided by online retailers (Pemani, 2017). Online reviews include information that influences more customer purchasing. This demonstrates how the rise in purchase decisions may have been brought on by.



#### 4.6. Effect of social media promotion on purchasing decisions through consumer trust.

The statistical study's results indicate that a social media advertising campaign's effect on customers' trust in coffee shop products in the tentang kopi in Medan City's Medan Baru District has a standard coefficient value of 0.129. Purchase decisions (0.710 0.183), Zsobel (2.06) > 1.96, and a statistically significant value of 0.039 < 0.05 show that customer confidence can moderate social media advertising that is opposed to purchases.

A social media marketing has to be able to persuade potential buyers that the product is worth buying through signals that are sent both explicitly and indirectly. Mention how consistency with the product, buying habits, recommending items to others, and repeat purchases are all examples of purchase decision indicators.

#### 4.7. Effect of an online consumer review on purchasing decisions through consumer trust.

According to the research's statistical findings, online customer reviews have a -0.099 impact on consumers' willingness to patronize specific coffee shops in Medan City's Medan Baru District. The conclusion was reached using the standardized value for the standardized coefficient of the direct effect of online consumer reviews on customer trust and confidence in their purchasing decisions (-0,546 0.183), with Zsobel (2.39) > 1.96 and Online consumer reviews are feedback left by users who have evaluated a product from a variety of angles. With this knowledge, customers may determine the caliber of the things they are looking for through reviews.

### 5. CONCLUSION

It is hoped that the coffee shop will be able to maintain pricing stability because the data reveal that social media advertising and online customer reviews impact consumer confidence and purchase decisions. Promoting the type of coffee that customers want to buy at the coffee shop helps build trust and enable customers to make wise purchase choices.

It would be preferable for future researchers if the research time was extended to provide additional supporting data. Using variables that can affect other composite purchase decisions, the variables can be altered and enlarged.

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