

THE INFLUENCE OF FLASH COFFEE'S MARKETING COMMUNICATION ON INSTAGRAM ON PURCHASE DECISIONS

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Abstract

The development of social media has transformed the pattern of corporate marketing communication in building relationships with audiences. Instagram has become a platform widely utilized for marketing communication because it can present attractive visual content, interactive features, and broad user reach. Flash Coffee utilizes Instagram to provide product information, promotional content, and brand image-building activities aimed at influencing purchase decisions. This study aims to determine the influence of Flash Coffee's marketing communication on Instagram on purchase decisions. The study employed a quantitative method with a descriptive approach. Data were collected through an online questionnaire from 271 respondents who had seen Flash Coffee's Instagram content and had purchased Flash Coffee products. Data were analyzed using SmartPLS 4 through evaluation of the outer model, inner model, and bootstrapping hypothesis testing. The results show that all indicators met the validity and reliability criteria. The R-Square value for purchase decisions was 0.497, indicating that marketing communication explained 49.7% of the variance in purchase decisions. The path coefficient was 0.705, with a T-statistic of 25.501 and a P-value of 0.000, indicating a positive and significant relationship. The findings indicate that clear messages, attractive visual content, consistent communication, and audience interaction through Instagram are associated with purchase decisions among Flash Coffee consumers in Depok. The findings also support the Stimulus-Organism-Response (S-O-R) framework used in the study.

Keywords

Keywords: Flash Coffee; Instagram; Marketing Communication; Purchase Decision; Social Media.



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INTRODUCTION

Indonesia is one of the world's major coffee-producing countries. The thesis reports that national coffee production reached 807,578 tons in 2024, increasing by 6.05% from the previous year. At the same time, coffee consumption has developed

beyond a commodity context and has become part of the lifestyle of urban communities, particularly younger consumers. This development has contributed to a more competitive coffee-shop industry and has increased the importance of communication strategies that can connect brands with consumers.

Changes in digital media have shifted marketing communication from predominantly one-way conventional media toward interactive communication. Social media such as Instagram provides space for brands to communicate through visual content, promotional messages, storytelling, and interaction with audiences. The thesis positions Instagram as a strategic medium for Flash Coffee because the platform supports visual presentation and direct interaction with followers.

Flash Coffee is described in the thesis as a technology-enabled modern coffee chain that combines coffee products with digital services and a contemporary brand identity. Its Instagram communication includes product information, promotional content, visual presentation, and interactive content. These activities are intended not only to convey information but also to build a relationship between the brand and its audience.

Purchase decisions are relevant to marketing communication because consumers may use information obtained from social media when considering a product. The thesis explains that communication containing clear messages, attractive visuals, consistent content, and interaction may shape consumer perceptions and contribute to purchase decisions. However, the extent to which Flash Coffee's Instagram marketing communication is associated with purchase decisions required empirical examination.

Previous studies cited in the thesis, including Ramadhan and Purnamasari (2023) and Hendrawan and Yulianti (2022), reported positive and significant relationships between Instagram/content marketing and purchase decisions in their respective research contexts. The thesis identifies a research gap in the more specific context of Flash Coffee and Instagram marketing communication. Therefore, this study examines whether Flash Coffee's marketing communication on Instagram influences purchase decisions.

The objective of this study is to determine whether there is an influence of Flash Coffee's marketing communication on Instagram on consumer purchase decisions. The study uses the Stimulus-Organism-Response (S-O-R) framework, in which marketing communication functions as a stimulus, consumers process the information as the organism, and purchase decision represents the response.

METHODS

This study used a quantitative method with a descriptive approach. The research focused on the influence of Flash Coffee's marketing communication on Instagram (X) on purchase decisions (Y). The research location was Flash Coffee Depok, and respondents were Instagram users who had seen Flash Coffee's Instagram content and had purchased Flash Coffee products.

Primary data were collected using an online questionnaire. The questionnaire used a five-point Likert scale consisting of: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, and 1 = Strongly Disagree. Supporting data were obtained through literature study and documentation, including information related to Flash Coffee's official Instagram account and other supporting documents.

The final dataset contained 271 respondents. The respondent characteristics reported in the thesis show 120 males (44.28%), 150 females (55.35%), and 1 unfilled response (0.37%). The largest age group was 22 years old with 42 respondents (15.50%), followed by 21 years old with 29 respondents (10.70%) and 23 years old with 28 respondents (10.33%).

Data processing and analysis were conducted using SmartPLS 4. The measurement model (outer model) was evaluated through convergent validity, discriminant validity, and reliability. Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE), while reliability was evaluated using Cronbach's Alpha and Composite Reliability. The structural model (inner model) was assessed through R-Square, F-Square, Q-Square, and bootstrapping.

Hypothesis testing examined the relationship between marketing communication (X) and purchase decisions (Y). The thesis used a significance level of 5%, with T-statistics > 1.96 and P-values < 0.05 as the criteria for a significant relationship. The hypothesis proposed that Flash Coffee's marketing communication on Instagram has a positive and significant influence on purchase decisions.

FINDINGS AND DISCUSSION

The descriptive results indicate that respondents generally gave positive responses to statements concerning Flash Coffee's Instagram marketing communication. The mean values of the 20 marketing communication indicators ranged from 3.683 to 3.812, while the median for all indicators was 4.000. For purchase decisions, the mean values of the 15 indicators ranged from 3.675 to 3.808, with a median of 4.000 for all indicators.

Table 1. Selected Descriptive Statistics

Indicator	Mean	Median	Minimum	Maximum
X1.1	3.683	4.000	1.000	5.000

X1.6	3.790	4.000	1.000	5.000
X1.12	3.812	4.000	1.000	5.000
X1.20	3.779	4.000	1.000	5.000
Y1.1	3.808	4.000	1.000	5.000
Y1.2	3.675	4.000	1.000	5.000
Y1.8	3.753	4.000	1.000	5.000
Y1.15	3.771	4.000	1.000	5.000

Source: Processed from the study questionnaire using SmartPLS 4.

The measurement model results demonstrate that the research instruments met the validity and reliability criteria. All marketing communication indicators had outer loadings between 0.748 and 0.830, while purchase-decision indicators ranged from 0.782 to 0.847. The AVE values were 0.627 for Marketing Communication and 0.658 for Purchase Decision, both above the 0.50 criterion. Cross-loading results also showed that each indicator loaded more strongly on its respective construct. Reliability testing produced Cronbach's Alpha values of 0.969 for Marketing Communication and 0.963 for Purchase Decision, with Composite Reliability values of 0.971 and 0.967 respectively.

Table 2. Measurement Model Results

Construct	AVE	Cronbach's Alpha	Composite Reliability
Marketing Communication (X)	0.627	0.969	0.971
Purchase Decision (Y)	0.658	0.963	0.967

Source: Processed from SmartPLS 4 results in the thesis.

The structural model produced an R-Square value of 0.497 and an adjusted R-Square of 0.495 for Purchase Decision. Thus, within the model used in this study, Marketing Communication accounts for 49.7% of the variance in Purchase Decision, while 50.3% is associated with factors outside the model. The F-Square value for the relationship was 0.987, and the Q-Square Predict value was 0.489, indicating predictive relevance according to the criteria used in the thesis.

Table 3. Hypothesis Testing

Relationship	Path Coefficient	T-statistics	P-values	Decision
Marketing Communication (X) → Purchase Decision (Y)	0.705	25.501	0.000	Accepted

Source: Processed from SmartPLS 4 bootstrapping results.

The hypothesis test shows a path coefficient of 0.705, a T-statistic of 25.501, and a P-value of 0.000. Based on the criteria specified in the thesis, the relationship is statistically significant and positive. The result indicates that higher levels of

marketing communication as measured in this study are associated with higher purchase-decision scores among the respondents.

The discussion in the thesis connects this finding with the Stimulus-Organism-Response (S-O-R) theory. Instagram marketing communication represents the stimulus received by consumers; consumers process the information through attention, understanding, and evaluation; and the purchase decision represents the response. The finding is also discussed in relation to Kotler and Keller's marketing-communication perspective and prior research by Ramadhan and Purnamasari (2023) and Hendrawan and Yulianti (2022), which reported significant positive relationships between Instagram/content marketing and purchase decisions in their respective contexts.

CONCLUSION

This study examined the influence of Flash Coffee's marketing communication on Instagram on purchase decisions among respondents in Depok. The empirical results show that the measurement instruments met the validity and reliability criteria, while the structural model produced an R-Square of 0.497. The hypothesis test produced a path coefficient of 0.705, a T-statistic of 25.501, and a P-value of 0.000. Based on the criteria stated in the thesis, the relationship between marketing communication and purchase decisions is positive and significant. The findings indicate that the marketing communication measured in this study is associated with purchase decisions among Flash Coffee consumers. The findings are interpreted in the thesis through the Stimulus-Organism-Response (S-O-R) framework: Instagram marketing communication acts as the stimulus, consumer processing represents the organism, and purchase decision represents the response. The thesis also suggests that future research can include other factors such as brand image, brand awareness, electronic word of mouth (e-WOM), customer engagement, and product quality, as well as broader samples and research coverage.

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