

PURCHASE DECISIONS AT COFFEE CAFE INFLUENCED BY INSTAGRAM ADVERTISING AND PURCHASE INTENTION

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Abstract

The development of the coffee cafe business is increasingly rapid, marked by the emergence of many coffee cafes which are increasingly common in Indonesia. Many coffee cafes run businesses that take advantage of practicality in consuming food and drinks. This study aims to analyze the effect of Instagram advertising and purchase intention on purchasing decisions at Coffee Café in Bogor Indonesia. The population and sample are 100 consumers taken by nonprobability sampling technique. The analytical method used in this research is descriptive and verification. The instrument test was carried out with validity and reliability. Research data analysis includes multiple linear regression analysis, multiple correlation analysis, and hypothesis testing. The research results show that instagram advertising and purchase intention, simultaneously and partially have a positive and significant effect on purchasing decisions. It is recommended that further research be carried out by expanding the scope of research by exploring other factors that can influence purchasing decisions.

Background : The development of the coffee cafe business is increasingly rapid, marked by the emergence of many coffee cafes which are increasingly common in Indonesia. Many coffee cafes run businesses that take advantage of practicality in consuming food and drinks.

Purpose : This study aims to analyze the effect of Instagram advertising and purchase intention on purchasing decisions at Coffee Café in Bogor Indonesia

Design/method : The population and sample are 100 consumers taken by nonprobability sampling technique. The analytical method used in this research is descriptive and verification. The instrument test was carried out with validity and reliability. Research data analysis includes multiple linear regression analysis, multiple correlation analysis, and hypothesis testing

Findings : The research results show that instagram advertising and purchase intention, simultaneously and partially have a positive and significant effect on purchasing decisions.

Research limitation : Instagram advertising and purchase intention on purchasing decisions

Originality/value : The effect of Instagram advertising and purchase intention on purchasing decisions at Coffee Café in Bogor Indonesia

Keywords: Instagram advertising; purchasing intention, purchasing decision