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The Influence of Social Media and Brand Image on Consumer Buying Interest at X Coffee

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Abstract. This study aims to analyze the influence of social media and brand image on consumer purchase intent at Point Coffee Indomaret Fresh Tangerang 2, both partially and simultaneously. The study employs a quantitative method with an associative approach. The sample consisted of 100 respondents selected using simple random sampling. Data analysis was conducted through validity and reliability tests, classical assumption tests, linear regression, correlation coefficients, the coefficient of determination, and hypothesis testing. The results show that social media has a positive and significant effect on purchase intention, with a contribution of 74.0% and a correlation coefficient of 0.860. Brand image also has a positive and significant effect on purchase intention, with a contribution of 65.9% and a correlation coefficient of 0.812. Simultaneously, social media and brand image have a significant effect on purchase intention, with a correlation coefficient of 0.894 and a coefficient of determination of 79.9%, while 20.1% is influenced by other factors outside the scope of this study. Based on these results, it can be concluded that improving social media strategies and strengthening brand image are important factors in increasing consumer purchase intent at Point Coffee Indomaret Fresh Tangerang

Keywords: Social Media; Brand Image; Purchase Intention.

A. INTRODUCTION

The development of digital technology and the use of social media have had a major impact on marketing strategies, especially in the food and beverage industry. Social media plays a role as an effective means of communication and promotion in building brand image, increasing consumer engagement, and influencing purchasing decisions. Changes in consumer behavior that are increasingly influenced by digital trends require companies to be able to adapt and optimize the use of social media to increase competitiveness.

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One of the sectors that has experienced significant development is the coffee industry, where traditional coffee businesses have developed into a modern concept through coffee shops that offer product innovations and more attractive consumption experiences. The development of the coffee industry is supported by the high level of coffee consumption of the Indonesian people, based on data from the International Coffee Organization (ICO), Indonesian coffee consumption reached 10 million bags of 6 kilograms in the 2021-2023 period. However, there are still challenges in building strong relationships between brands and consumers through digital channels. This is also experienced by Point Coffee which is under PT Indomarco Prismatama Tangerang 2 Branch, where good product quality has not been fully followed by a strong brand image and a stable level of consumer loyalty. Therefore, it is necessary to evaluate and develop social media strategies as well as strengthen brand image to increase consumer buying interest and maintain competitiveness in the increasingly competitive coffee industry.

One of the businesses that is growing in the coffee industry is Point Coffee which is under PT Indomarco Prismatama Tangerang 2 Branch. Despite having a quality product and an extensive distribution network, Point Coffee still faces challenges in building a strong brand image and increasing consumer buying interest. This can be seen from the results of the Pre-Survey from Point Coffee consumers in the table below

Table 1 Pre-survey of Consumer Buying Interest

No	Questions	STS	TS	KS	S	SS	N	Remarks
1	*Interest to try*	2	5	3	15	5	30	33% disagree 67% agree
2	*Itention to purchase*	2	5	7	13	3	30	47% disagree 53% agree
3	*Product or brand preference*	1	10	6	10	3	30	57% disagree 43% agree
4	*Recommendation tendency*	1	5	4	16	4	30	33% disagree 67% agree

Based on the results of the pre-survey of 30 respondents, the buying interest indicators showed mixed results, namely interest to try as many as 67% of respondents agreed, intention to purchase 53% agreed, product or brand preference 43% agreed, and recommendation tendency 67% agree. The results of the pre-survey show that there is a positive perception from consumers of the role of social media and Point Coffee's brand image in influencing buying interest. The findings show that marketing strategies through social media and brand image formation have the potential to increase consumer interest in Point Coffee products. Interaction through social media is not only a means of conveying information, but also plays a role in building relationships between brands and consumers through various forms of communication, such as reviews, recommendations, and customer experiences.

This condition shows the importance of strengthening digital marketing strategies through social media and improving brand image to encourage consumer buying interest. Social media allows consumers to obtain information, provide reviews, and share experiences with a brand that can influence the perception of other consumers. However, Point Coffee still faces challenges in optimizing social media strategies and strengthening brand awareness, as can be seen from the fact that Point Coffee has not been included in the Top Brand Award list. Therefore, research on the influence of social media and brand image on Point Coffee consumers' buying interest is relevant to find out the extent to which digital marketing strategies and brand image formation are able to increase consumer attractiveness and purchase decisions.

B. LITERATURE REVIEW

Buying Interest

Buying interest is the initial stage in the purchase decision process that arises due to needs, marketing stimuli, experiences, and positive consumer perceptions of a product or brand. Schiffman & Wisenblit (2021) explained that Buying Interest is a form of consumer attitude or intention to buy a certain product or service as a follow-up to the evaluation process and consideration of needs carried out before making a purchase decision.

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Consumer buying interest can also be measured through several indicators that describe the level of interest to the tendency of consumers to make purchases. According to Kotler and Keller (2020) in their book Marketing Management (15th edition), consumer buying interest can be measured from four main indicators, namely interest to try, intention to purchase, product or brand preference, and recommendation tendency. The desire to try (interest to try) shows the initial interest of the consumer after obtaining information about the product, while the desire to buy (intention to purchase) describes the intention of the consumer to make a purchase after going through the consideration process. Furthermore, product or brand preference shows the tendency of consumers to choose a brand based on their perception of value, quality, and positive experiences. Meanwhile, the recommendation tendency reflects the satisfaction and trust of consumers in a product that encourages them to convey a positive experience to others. Therefore, these four indicators can be used to determine the level of consumer buying interest in a product or brand.

Brand Image

Brand image is the perception and association formed in the consumer's mind about a brand based on experience, marketing communication, and values. Aaker and Joachminsthaler (2021) state that brand image is a collection of consumer impressions and beliefs related to the attributes, values, and benefits of a brand. According to Keller (2020), brand image is a perception embedded in consumers' memory related to the attributes, personality, and values of a brand, which influences consumer attitudes and behaviors. Based on the opinions of these experts, it can be concluded that brand image is the result of consumer perception formed through experience and information about a brand, so that it can influence consumer beliefs, preferences, and decisions in making purchases.

According to Kotler and Keller (2020), there are three main indicators that shape a brand image, namely the strength of brand association, the uniqueness of brand association, and a favorable attitude. The strength of brand associations indicates the ability of a brand to be embedded in the consumer's memory, the uniqueness of brand associations describes the characteristics that distinguish a brand from its competitors, while the positive attitude of consumers indicates the level of liking and positive assessment of a brand. These three indicators are important factors in building a strong brand image and increasing consumer trust in the products or services offered.

Social Media

Social media is one of the digital media that plays an important role in supporting communication activities, information dissemination, and marketing a product or service to consumers. Social media can be defined as a digital communication platform that allows individuals or groups to create, share, and exchange information in the form of text, images, videos, and audio interactively (Kaplan & Haenlein, 2020). In addition, social media is also described as an internet technology that allows the formation of communication networks between individuals and between organizations to share content and interact (Kietzmann et al., 2021). Kotler and Keller (2020) stated that social media is a form of communication that allows business people to form relationships with consumers and share the value of products and services quickly and efficiently. Based on the opinions of these experts, it can be concluded that social media is an internet-based platform that allows two-way communication between companies and consumers through information sharing, promotion, and interaction activities that can affect consumer buying interest.

According to Kaplan and Haenlein (2020), there are three main indicators of social media, namely social presence, content openness, and interactivity and participation. Social presence shows the ability of social media to create relationships and closeness between users, content openness describes the ease of users in creating and disseminating information, while interactivity and participation show the level of user involvement in providing responses, such as comments, appreciation, and sharing content related to a brand. These three indicators are important aspects in measuring the effectiveness of using social media as a means of corporate marketing communication.

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C. RESEARCH METHODOLOGY

This study uses a quantitative method with a deductive-causal approach based on the philosophy of positivism to test hypotheses and analyze the cause-and-effect relationship between variables systematically and measurably using statistical procedures. According to Creswell and Creswell (2023), quantitative methods are used to measure patterns or relationships between variables by utilizing numbers and statistical procedures, so that they can be used to test predetermined hypotheses.

Data collection was carried out through a survey method by distributing questionnaires to respondents to measure perceptions related to *Social Media Marketing* variables, brand image, and consumer buying interest. The survey method is used as a data collection technique, namely by distributing a questionnaire consisting of a list of questions or statements asked to respondents to obtain data on perceptions and behaviors related to the variables of Social Media Marketing, Brand Image, and Consumer Buying Interest (Sugiyono, 2021). With an associative-causal explanatory level, this study aims to explain the influence of *Social Media Marketing* and Brand Image on Point Coffee Consumer Buying Interest in Indomaret Fresh Tangerang 2, where the findings from testing this population sample are expected to be the basis for consideration in decision-making and development of Point Coffee's business strategy in the future.

The object of the research is PT Indomarco Prismatama Tangerang 2 Branch which is located at Jl. Gatot Subroto No. 3, Kadu Jaya, Curug District, Tangerang Regency, Banten. The implementation of the research lasted from June 2025 – December 2025.

Sample

The determination of samples in quantitative research aims to represent population characteristics when there are time, effort, and cost constraints. In this study, *non-probability sampling was used*. According to Sugiyono (2023:118), *non-probability sampling* is a *sampling technique* that does not provide the same opportunities for each member of the population to be selected as a member of the sample. Thus, the determination of the number of samples in this study was carried out by simple calculations using the slovin formula as follows:

$$n = \frac{n}{1 + N.e^2}$$

Description:
n= Number of Samples
N = Total Population
e= Desired Error Rate

The population in this study consists of all consumers of Point Coffee products at Indomaret Tangerang 2 Branch with a total of 24,145 consumers by 2024. To determine the sample size used, the researcher calculated the number of samples with the Slovin Formula, namely:

$$n = \frac{24.145}{1 + 24.145.(0{,}10)^2} = 99{,}6$$

n = Number of samples
N = Total population (24,145)
e = Desired error rate (10% = 0.10)

Based on this, if the population is 24,145, the number of samples that can be used in this study is as many as 100 respondents. This sample count is thought to be representative of a population with an error rate of 10%.

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Operational Research Variables

The research variables consisted of independent variables, namely social media (X1), brand image (X2), and bound variables, namely buying interest (Y). In full, the operational variables can be described in table 3.2 as follows:

Table 2. Operational Research Variables

Variabel	Indicator	Question Code	Scale
Social Media (X1) Source: Kaplan & Haenlein (2020)	*Social Presence*	X1.1	Likert
		X1.2	
	Content Openness	X1.3	
		X1.4	
	Interaction & Participation	X1.5	
		X1.6	
Brand Image (X2) Source: Kotler & Keller (2020)	*Strength of Brand Association*	X2.1	Likert
		X2.2	
	Uniqueness of Brand Association (Keunikan Asosiasi Merek)	X2.3	
		X2.4	
	Favorable Attitude (Sikap yang Disukai)	X2.5	
		X2.6	
Buying Interest (Y) Source: Kotler & Keller (2020)	*Interest to Try*	Y1.1	Likert
		Y1.2	
	Intention to Purchase	Y1.4	
		Y1.5	
	Product or Brand Preference	Y1.6	
		Y1.7	
	Recommendation Tendency	Y1.8	

D. RESULTS AND DISCUSSION

Uji Normality

Table 3 One Sample Kolmogrorov Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.44031098
Most Extreme Differences	Absolute	.083
	Positive	.081
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.087[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source. Data processed SPSS Version 26, 2026

Based on the test results in table 4.11 above, a significant value (2-tailed) of 0.087>0.05 was obtained. The normality test can also be carried out using a probability plot graph where residual variables can be detected by looking at the spread of residual points following the direction of the diagonal line, and it is in accordance with the results of the distribution diagram processed with SPSS Version 26.

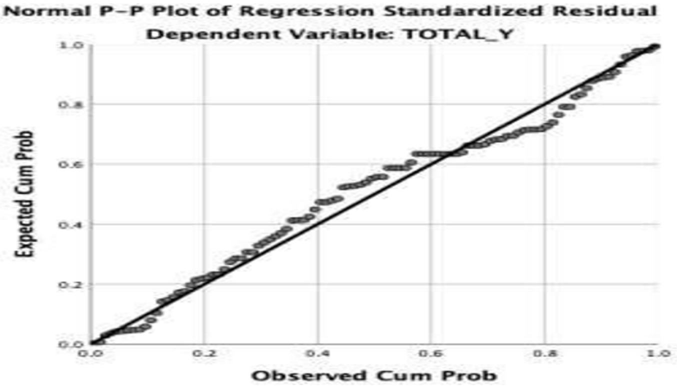

Figure 1 Normal P Plot of Reggresion Standardized Residual
Source. Data processed SPSS Version 26, 2026

In the image above, it can be seen that the normal probability plot graph shows a normal graph pattern. This can be seen from the point that spreads around the diagonal line and the spread follows the diagonal line. Therefore, it can be concluded that the regression model satisfies the assumption of normality.

Multicollinearity Test

Table 4 Multicollinearity Test Results
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Say.	Tolerance	LIVE
1	(Constant)	.932	1.487		.627	.532		
	TOTAL_X1	.787	.096	.576	8.209	.000	.421	2.374
	TOTAL_X2	.476	.089	.374	5.333	.000	.421	2.374

a. Dependent Variable: TOTAL_Y
Source. Data processed SPSS Version 26, 2026

Based on the results of the multicollinearity test in the table above, the tolerance value of the social media competency variable (X1) was 0.421 and the brand image variable (X2) was 0.421 where both values exceeded 0.10, and the variance inflation factor (VIF) value of the social media variable (X1) was 2.374 and the brand image variable (X2) was 2.374 where the value was less than 10. Thus, it can be concluded that there are no symptoms of multicollinearity among the independent variables.

Autocorrelation Test

Table 5 Autocorrelation Results With Durbin-Watson
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.894a	.799	.795	3.476	1.806

a. Predictors: (Constant), TOTAL_X2, TOTAL_X1

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b. Dependent Variable: TOTAL_Y

Source. Data processed SPSS Version 26, 2026

Based on the test results in table 4.13 above, this regression model has no autocorrelation, this is evidenced by the Durbin-Watson value of 1,806 which is between the interval of 1,550 - 2,460 with no autocorrelation disturbance.

Heteroscedasticity Test

Table 6 Results of Heteroscedasticity Test with Glejser Test

Coefficientsa

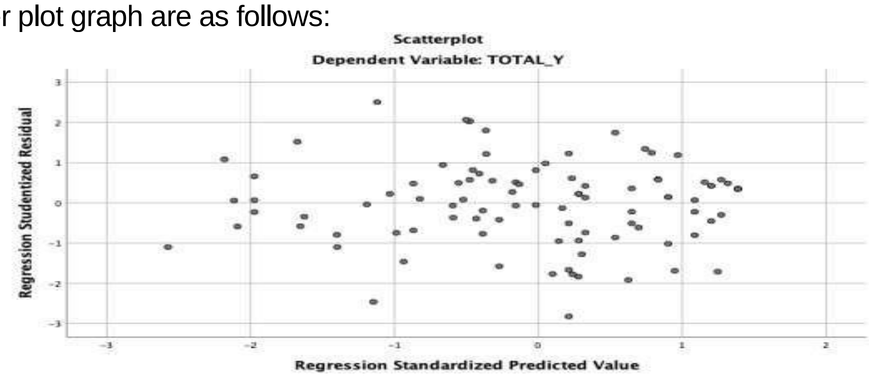
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Say.
1	(Constant)	3.515	.933		3.765	.000
	TOTAL_X1	-.071	.060	-.182	- 1.174	.243
	TOTAL_X2	.032	.056	.090	.580	.563

a. Dependent Variable: ABS_RES

Source. Data processed SPSS Version 26, 2026

Based on the test results in the table above, the model test on the social media variable (X1) obtained a probability significance value (Sig) of 0.245 and the brand image (X2) obtained a probability significance value (Sig) of 0.563 where both significance values (Sig) > 0.05.

. Thus, the regression model in this data does not have heteroscedasticity disturbances, so this regression model is suitable for use as research data. The results of the heteroscedasticity of the sccater plot graph are as follows:



Source. Data processed SPSS Version 26, 2026

Figure 2 Scaterplot Graph of Heteroscedasticity Test Results

Based on the results in the image above, the dots on the scatterplot graph do not have a clear scattering pattern or do not form a specific pattern. Thus, it is concluded that there is no heteroscedasticity disorder in this regression model is suitable for use.

Quantitative Analysis

Multiple Linear Regression Analysis

Table 8 Multiple Linear Regression AnalysisTest Social Media Variables (X1) and Image Brand (X2) on Buying Interest (Y)

Coefficientsa

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Say.

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1	(Constant)	.932	1.487		.627	.532
	TOTAL_X1	.787	.096	.576	8.209	.000
	TOTAL_X2	.476	.089	.374	5.333	.000

a. Dependent Variable: TOTAL_Y

Source. Data processed SPSS Version 26, 2026

Regression equation ŷ = 0.932 + 0.787X1 + 0.476X2. From the above equation, the constant value of 0.932 means that if the Social Media Variable (X1) and Brand Image (X2) are not considered, then the buying interest (Y) will only be worth 0.932 points. Social Media Value (X1) 0.787 means that if the constant is constant and there is no change in the brand image variable (x2), then every change of 1 unit in the social media variable (x1) will result in a change in buying interest satisfaction (y) of 0.936 points. c. Brand Image Value (X2) 0.476 is interpreted as if the constant is constant and there is no change in the social media variable (x1), then every 1 unit change in the brand image variable (x2) will result in a change in buying interest (y) of 0.421 points.

Determination Coefficient Analysis.

Table 9 Results of the Simultaneous Determination Coefficient Test of Social Media (X1) and Brand Image (X2) on Buying Interest (Y).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894[a]	.799	.795	3.476

a. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Based on the test results in the table above, the result of the determination coefficient of 0.799 was obtained, so it can be concluded that the variables of Social Media (X1) and Brand Image (X2) had an effect on the variable of Buying Interest (Y) by 79.9% while the remaining (100-79.9%) = 20.1% were influenced by other factors that were not researched.

Partial Hypothesis Testing (T Test)

Table 10 Results of the t-test of social media variables on buying interest

Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Say.
1	(Constant)	2.809	1.635		1.719	.089
	TOTAL_X1	1.176	.070	.860	16.703	.000

a. Dependent Variable: TOTAL_Y

Source. Data processed SPSS Version 26, 2026

The results of the above test can be seen the t>t value of the table or (16.703 > 1.984) this is also strengthened with a significance value of < 0.05 (0.000 < 0.05). Thus H01 was rejected and Ha1 was accepted, this shows that there is a significant influence between social media on buying interest.

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Table 11 Results of the t-test of brand image variables on buying interest

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.206	1.737		3.573	.001
	TOTAL_X2	1.033	.075	.812	13.773	.000

a. Dependent Variable: TOTAL_Y

The test results above can be seen the t>t value of the table or (13.773 > 1.984). This was also strengthened by a significance value of < 0.05 (0.000 < 0.05). Thus, H02 was rejected and Ha2 was accepted, this shows that there is a significant influence between brand image and buying interest.

Simultaneous Hypothesis Testing (F Test)

Table 12 Results of Simultaneous f Test Social Media and Brand Image Against Buying Interest

ANOVA

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	4657.652	2	2328.826	192.787	.000b
	Residual	1171.738	97	12.080		
	Total	5829.390	99			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Source. Data processed SPSS Version 26, 2026

The test results in the table above obtained the value of f count f table (192,787 > 3.09). It is also reinforced by a significance value of < 0.05 or (0.000 < 0.05). Thus, H03 was rejected and Ha3 was accepted, this shows that there is a significant influence between social media and brand image on buying interest.

E. CONCLUSIONS AND SUGGESTIONS

Social media has a significant effect on buying interest with a regression equation ŷ= 2,809 + 1,176X1 with a correlation value of 0.860, meaning that the two variables have a very strong level of relationship. The value of the determination coefficient of 0.740 means that social media has an effect on buying interest by 74.0% while the remaining 26.0% is influenced by other factors. The partial hypothesis test (t-test) obtained a t-value calculated > t table or (16.703 > 1.984), this was also strengthened with a significance value of < 0.05 (0.000 < 0.05). Thus, H01 was rejected and Ha1 was accepted, meaning that there is a significant influence between social media on consumer buying interest in Tangerang 2 Indomaret Fresh Coffee point.

Brand image affects buying interest with a regression equation ŷ= 6,206 + 1,033X2 with a correlation value of 0.812, meaning that the two variables have a very strong relationship level. The value of the determination coefficient of 0.659 means that social media has an effect on buying interest by 65.9% while the remaining 34.1% is influenced by other factors. The partial hypothesis test (t-test) obtained a t-value calculated > t table or (13.773 > 1.984), which was also strengthened by a significance value of < 0.05 (0.000 < 0.05). Thus, H02 was rejected

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and Ha2 was accepted, meaning that there was a significant influence between brand image and consumer buying interest in Tangerang 2 Indomaret fresh coffee point.

Social media and brand image simultaneously have a significant effect on consumer buying interest with a regression equation of $\hat{y} = 0.932 + 0.787X1 + 0.476X2$. The correlation value of 0.894 means that the three variables have a very strong relationship level. The determination coefficient value of 0.799 means that social media and brand image affect buying interest by 79.9% while the remaining 20.1% is influenced by other factors. Simultaneous hypothesis test (f-test) obtained the value of f calculated > f table (192.787 > 3.09). It is also reinforced by a significance value of < 0.05 or (0.000 < 0.05). Thus, H03 was rejected and Ha3 was accepted, meaning that there is a significant influence between social media and brand image on consumer buying interest in Tangerang 2 Indomaret fresh coffee point.

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