

The Influence of Social Media Marketing and Packaging on Purchase Intention Toward Fore Coffee Among Instagram Users in Malang City

Khofifatul Khusnah*, Yosi Afandi, Mohammad Maskan

Business Administration Department, State Polytechnic of Malang, Indonesia
Corresponding author. Email: khofifakhushnah@gmail.com

ABSTRACT

This study was conducted to examine the influence of social media marketing and packaging on the purchase intention of Fore coffee among Instagram users in Malang. This study employed a quantitative method using purposive sampling on 102 respondents who were active Instagram users, had viewed single posts or carousels from the @fore.coffee Instagram account, and had seen the large Fore Coffee ice cup via Fore's official Instagram account. The data were analyzed using IBM SPSS software, with the hypothesis that Social Media Marketing and Packaging have a positive and significant influence on Purchase Intention.

Keywords: Social Media Marketing, Packaging, Purchase Intention, Visual Element.

1. INTRODUCTION

The coffee industry in Indonesia has grown substantially, with the country ranked fourth among the world's largest coffee producers, producing approximately 700,000 tons annually (USDA, 2025). This production growth has been accompanied by a marked expansion in domestic coffee consumption. In Malang City, the number of cafes rose from 45 in 2015 to 144 in 2019 (Bidang Komunikasi dan Informasi Publik Pemerintah Kota Malang, 2022). Concurrent with this growth, urban coffee consumption has evolved beyond purely functional purposes. According to (Baudrillard 1998 in Mario, 2024), consumerism in urban society reflects a symbolic shift in which coffee drinking becomes a marker of social identity, taste, and lifestyle.

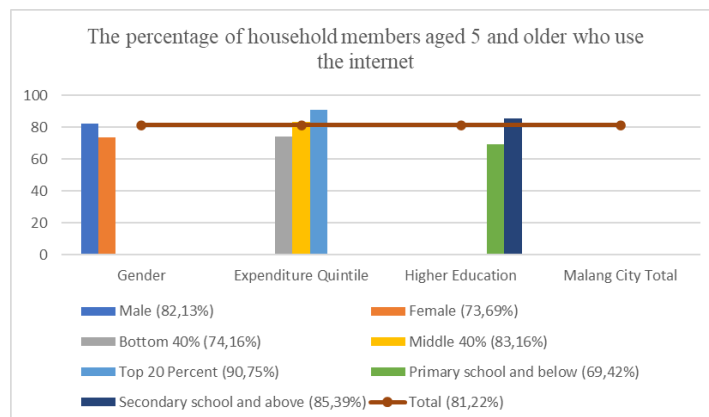


Figure 1. Percentage of Internet Users In Malang (Source: Badan Pusat Statistik Kota Malang, (2022))

Figure 1 Shows in 2022 Internet access in Malang City reached Totally 81.22%, Which creating a receptive environment for social media marketing. (Kotler & Keller, 2016) define social media marketing as online activities and programs designed to engage customers or potential customers directly or indirectly to raise awareness, improve brand image, or drive sales. Instagram, in particular has become a dominant platform for brand communication in the Indonesian market, enabling companies to convey visual content through single posts and carousel formats.

Fore Coffee, one of Indonesia's prominent specialty coffee chains, Figure 2 operates its official Instagram account @fore.coffee, Figure 2 Shows accumulated 372,000 followers, 2,945 posts, and was following 21 accounts as of April 2, 2026 (Fore Coffee, 2026). The account publishes a variety of content types, including promotional carousels, product introductions, event announcements, and educational posts about local Indonesian coffe. Alongside its digital marketing

presence, Fore Coffee also employs distinctive packaging design, the large ice cup features a green line-art illustration depicting a coffee journey narrative, with the brand logo prominently positioned on the front surface, differentiating it from the standard small and regular cup designs.



Figure 2. Fore's Instagram profile (Source: Fore Coffee (2022))

Prior research has demonstrated the significance of both social media marketing and packaging in shaping purchase intention. (Safrudin & Anggarani, 2024) found that social media marketing positively influences purchase intention toward Fore Coffee in the Tangerang region, both directly and through brand equity as a mediating variable. (Sukri et al., 2022) established that packaging attributes exert a positive and significant influence on the purchase intentions of university students in Malaysia.

Previous studies reviewed in this research indicate that social media marketing and packaging are associated with purchase intention; however, each study differs in terms of its subject matter, location, and respondent characteristics. Therefore, this study aims to examine the influence of Instagram social media marketing (@fore.coffee) and the visual elements of Fore Coffee's large ice cup packaging on the purchase intention of Instagram users in Malang City. This study addresses this gap by testing three hypotheses: (H1) social media marketing on @fore.coffee has a positive and significant partial influence on purchase intention, (H2) the visual elements of Fore Coffee's large ice cup packaging have a positive and significant partial influence on purchase intention, and (H3) social media marketing and packaging jointly exert a positive and significant simultaneous influence on purchase intention among Instagram users in Malang City.

2. THEORITICAL STUDY

2.1 Social Media Marketing

Social media marketing is a form of direct marketing conducted by companies to engage customers or potential customers in communication, provide offers, and build and strengthen the company's image. According to (Kotler & Keller, 2016) Social media marketing refers to online activities and programs designed to engage customers include entertainment, trendiness, customization, and advertising (Bilgin, 2018).

2.2 Packaging

Packaging refers to the container of a product that is used to promote it and involves design element. According to (Iswadi et al., 2023) Packaging is a creative design that incorporates various design elements such as product information, shape, material, structure, imagery, color, and typography to enable the product to be marketed. According to (Andelina, 2019) Packaging refers to all activities involved in designing and producing containers for a product and incorporates various design elements, such as product information, shape, material, structure, imagery, color, and typography to enable the product to be marketed (Iswadi et al., 2023).

2.3 Purchase Intention

According to (Hartanto & Indriyani 2022 in Bahari & Afandi, 2024) purchase intention is a positive impulse that arises when consumers see a product or service and develop a positive attitude towards it. Purchase intention is a crucial stage because it is at this stage that consumers are most likely to buy a product or service. Indicators purchase intention

according to (Ferdinand 2002 in Lumbantoruan & Marwansyah, 2023) namely Transactional interest, Referential Interest, Preferential Interest, and Exploratory Interest. Based on matter they can formulate a hypothesis as follows:

Hypotesis 1: social media marketing (X1) has a positive and significant impact on the purchase intention (Y) for Fore coffee

Hypotesis 2: visual elements of the packaging (X2) have a positive and significant influence on the purchase intention (Y) for the coffee product

Hypotesis 3: Social media marketing (X1) and packaging (X2) are suspected to have a positive and significant effect on the purchase intention (Y2) for Fore coffee.

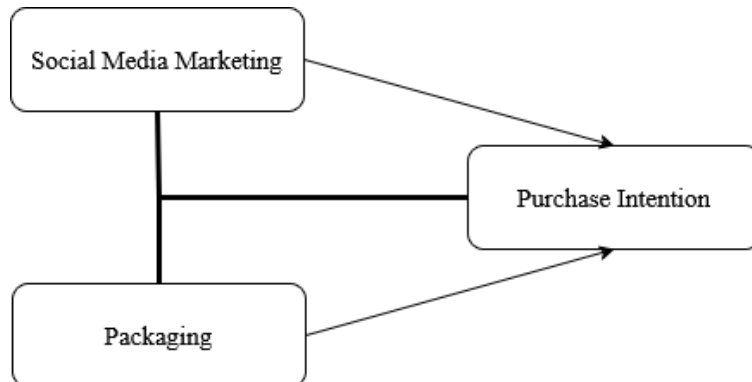


Figure 3 Hypotesis Model

3. RESEARCH METHOD

3.1 Instrument Survey

This study consists of three variables: Social Media Marketing, Packaging, and Purchase Intention. The total number of items measuring all variables is 27, comprising 10 statements for variable X1, 9 statements for variable X2 and 8 statements for variable Y. This study uses a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Sugiyono, 2023). The respondent characteristics collected were age, gender, occupation, and salary or pocket money.

3.2 Sample

The population for this study consists of Instagram users in the city of Malang. The sample comprised 100 respondents, selected using Lemeshow's theory. The sampling technique employed was purposive sampling, with the selection criteria below:

- Respondents were Instagram users in the city of Malang
- Repondent had viewed carousel content or individual posts from the @fore.coffee Instagram account
- Respondent had seen the 'large fore' ice cup via the official @fore.coffee Instagram account.

3.3 Data Type

Primary data was collected by distributing an online questionnaire via Google Forms. Secondary data, meanwhile, was obtained from previous research journals, scientific articles, statistical data, books and other supporting sources.

3.4 Data Analysis

This study employed a quantitative method, with data analysed using Statistical Product and Service Solution (SPSS). The analysis began with instrument testing, specifically validity and reliability tests. According to (Soesana et al., 2023) the validity test was conducted by comparing the calculated r value with the table r value, if the calculated r value was greater than the r table, the instrument was deemed valid. Meanwhile, the reliability test was carried out using Cronbach's Alpha, if the Cronbach's Alpha value is ≥ 0.70 , the instrument is deemed reliable (Nunnally, 1994 in Ghozali, 2021).

Furthermore, the classical assumption tests consist of the normality test, the multicollinearity test and the heteroscedasticity test. According to (Ghozali 2021) Data is said to be normally distributed if it is scattered around the diagonal line and follows the direction of the diagonal line. To detect the presence or absence of multicollinearity, based on the tolerance value and its inverse, as well as the VIF (Variance Inflation Factor). The commonly used cutoff values to indicate the presence of multicollinearity are a tolerance value ≤ 0.10 or a VIF value > 10 . Heteroscedasticity can be identified by examining a plot of the predicted values of the dependent variable against their residuals. If there is a specific pattern, such as dots forming a regular pattern, this indicates the presence of heteroscedasticity

Next is multiple regression analysis, according at (Sugiyono, 2018 in Lathifah & Fatimah, 2024) this test is used to estimate the relationship between one or more independent variables and the dependent variable, indicating whether the relationship is positive or negative, using the following equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

This was followed by a test of the coefficient of determination. According to (Ghozali, 2021) this test was conducted to measure the extent to which the model explains the variation in the dependent variable. The coefficient of determination ranges from zero to one. If the R^2 value is small, it means that the independent variables have a very limited ability to explain the variation in the dependent variable.

According to (Ghozali, 2021) The t-test is performed by comparing the calculated tvalue and the ttable. If the calculated tvalue is greater than the ttable, then there is a significant partial effect. The F-test is performed by comparing the calculated Fvalue with the Ftable. If the calculated Fvalue is greater than the Ftable, this indicates that the independent variables have a simultaneous effect on the dependent variable.

4. RESULT AND DISCUSSION

In this research, the validity of all items under the variables Social Media Marketing (X1), Packaging (X2), and Purchase Intention (Y) was tested by comparing the rvalue values with the rtable. All items under each variable were found to be valid because each calculated rvalue was greater than t the rtable. The reliability test showed that the results for the social media marketing variable (X1) were (0.764), packaging (X1) were (0.749), and purchase intention (Y) were (0.800). All variables in this study met the minimum limit for reliability, which is 0,70. Therefore, it can be concluded that the research instruments used are reliable and consistent in testing the variables in this study.

In the classical assumption test, the normal P-plot shows that the residual points are scattered around the diagonal line and follow the direction of the diagonal line. Thus, it can be concluded that the data are normally distributed, meaning that the regression model satisfies the normality assumption. Furthermore, in the scatterplot, the data points are randomly scattered above and below the 0 mark on the Y-axis and do not form any specific pattern. Therefore, it can be concluded that there is no heteroscedasticity in the regression model. Meanwhile, in the multicollinearity test, the Social Media Marketing and Packaging variables have a tolerance value of 0.574 (> 0.10) and a VIF value of 1.828 (< 1.0). Thus, it can be concluded that there is no multicollinearity in the regression model.

The results of the multiple linear regression analysis indicate that Social Media Marketing and Packaging have a positive effect on Purchase Intention. The regression equation obtained is:

$$Y = 0,716 + 0,457X_1 + 0,360X_2 + e$$

Based on the results of the coefficient of determination test, an R-squared value of 0.603 was obtained. This indicates that the variables Social Media Marketing and Packaging account for 60.3% of the variation in Purchase Intention, while the remaining 39.7% is explained by other variables outside the research model.

Based on the results of the t-test, the Social Media Marketing variable has a calculated tvalue of 5.378, which is greater than the critical tvalue of 1.984. Thus, Social Media Marketing has a significant effect on Purchase Intention. The Packaging variable has a calculated t-value of 4.522, which is greater than the ttable of 1.984. Thus, Packaging has a significant effect on Purchase Intention.

Based on the results of the Ftest, the calculated Fvalue of 75.064 is greater than the Ftable of 3.09. Thus, Social Media Marketing and Packaging simultaneously have a significant effect on Purchase Intention.

4. CONCLUSION

Based on the results of the multiple linear regression analysis, Social Media Marketing and Packaging have a positive influence on Purchase Intention. The t-test results indicate that Social Media Marketing has a significant effect on

Purchase Intention with a calculated t-value of 5.378, which is greater than the critical t-value of 1.984, while Packaging also has a significant effect on Purchase Intention with a calculated t-value of 4.522, which is greater than the ttable of 1.984. Furthermore, the F-test results indicate that Social Media Marketing and Packaging simultaneously have a significant effect on Purchase Intention, with a calculated Fvalue of 75.064, which is greater than the Ftable of 3.09. The coefficient of determination (R^2) value of 0.603 indicates that 60.3% of the variation in Purchase Intention can be explained by Social Media Marketing and Packaging, while the remaining 39.7% is influenced by other factors outside the research model.

REFERENCES

- Andelina, I. R. (2019). ANALISIS ELEMEN VISUAL PADA DESAIN KEMASAN CHITATO RASA SAPI PANGGANG. *Titik Imaji*, 2(1). <https://doi.org/10.30813/.v2i1.1526>
- Badan Pusat Statistik Kota Malang. (2022). Statistik Kesejahteraan Rakyat Kota Malang 2022 (35730.2220). Badan Pusat Statistik Kota Malang. <https://malangkota.bps.go.id/id/publication/2022/12/28/8fa29d5142b52bf29909c6a3/statistik-kesejahteraan-rakyat-kota-malang-2022-.html>
- Bahari, A. E. F., & Afandi, Y. (2024). Pengaruh Brand Ambassador Dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Produk Avoskin: Studi Pada Mahasiswa Politeknik Negeri Malang Jurusan Administrasi Niaga Program Studi D-IV Manajemen Pemasaran. *Jurnal Nasional Manajemen Pemasaran Dan SDM*, 5(4), 350–372. <https://doi.org/10.47747/jnmpsdm.v5i4.2269>
- Bidang Komunikasi dan Informasi Publik Pemerintah Kota Malang. (2022, December 5). Berangkatkan Ekspor, Wakil Wali Kota Malang: Pangsa Pasar Kopi Terbuka Lebar – Pemerintah Kota Malang. <https://malangkota.go.id/2022/12/05/berangkatkan-ekspor-wakil-wali-kota-malang-pangsa-pasar-kopi-terbuka-lebar/>
- Bilgin, Y. (2018). THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Fore Coffee. (2026). Instagram @fore.coffee. <https://www.instagram.com/fore.coffee/>
- Ghozali, I. (2021). IBBM SPSS.
- Iswadi, D., Pawitra, M. G., & Akmalina, R. (2023). IDENTITAS PUBLIKASI TEKNOLOGI PENGEMASAN (1st ed.). Unpm Press.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15. ed., Indian ed., 3. impr). Pearson India Ed.
- Lathifah, R. A., & Fatimah, S. (2024). Pengaruh Elemen Desain Kemasan Produk Sari Lemon Kayu Manis Le_Cinnamon Terhadap Minat Beli Konsumen. *Mimbar Agribisnis: Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 10(1), 12. <https://doi.org/10.25157/ma.v10i1.11270>
- Lumbantoruan, A., & Marwansyah, M. (2023). Pengaruh Kredibilitas Influencer Terhadap Minat Beli Konsumen Pada Produk Makanan. *Jurnal Riset Bisnis Dan Investasi*, 9(3), 143–152. <https://doi.org/10.35313/jrbi.v9i3.4398>
- Mario. (2024). Coffee Shop Culture: Urban Lifestyle Transformation in the Perspective of Consumerism. *International Journal of Humanities and Social Sciences Reviews*, 1(4), 01–06. <https://doi.org/10.62951/ijhs.v1i4.148>
- Safrudin, R., & Anggarani, A. (2024). Pengaruh Social Media Marketing dan Pengalaman Merek terhadap Niat Beli dengan Ekuitas Merek sebagai Variabel Mediasi Pada Kopi Fore. *Lokawati: Jurnal Penelitian Manajemen Dan Inovasi Riset*, 2(5), 156–185. <https://doi.org/10.61132/lokawati.v2i5.1190>
- Soesana, A., Subakti, H., Karwanto, Fitri, A., Kuswandi, S., Sastri, L., Falani, I., Aswan, N., Hasibuan, F. A., & Lestari, H. (042023). *Metodologi Penelitian Kuantitatif* (A. Karim & D. D. Pratama, Eds.; 1st ed.).
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Sutopo, Ed.; 2nd ed.). Ikatan Penerbit Indonesia (IKAPI).
- Sukri, S., Hong, W. Y., Malek, F. A., Abdullah, T. M. K., & Syahputra, S. (2022). The Influence of Product Packaging on Students' Purchasing Intention. *International Journal of Business and Technopreneurship (IJBT)*, 12(3), 33–46. <https://doi.org/10.58915/ijbt.v12i3.967>
- USDA. (2025). Coffee: World Markets and Trade. United States Department of Agriculture (USDA). <https://apps.fas.usda.gov/psdonline/circulars/coffee.pdf>