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BUILDING CUSTOMER CONNECTIONS THROUGH COFFEE SHOP INSTAGRAM TO INCREASE CUSTOMER VISITS

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Abstract

This research examines how coffee shops can leverage Instagram for digital marketing communication. Instagram is a powerful and affordable tool for cafes to promote their products, spread brand awareness, and connect with customers. Studies have shown that using Instagram strategically can inform customers about a coffee shop's offerings, persuade them to visit, and keep them coming back. However, there's a lack of research on how cafes can specifically use Instagram's features to manage their digital marketing communication with customers. This study aims to fill this gap by exploring how coffee shops can effectively use Instagram as a marketing tool. The researchers used interviews and data analysis to gain insights from coffee shop visitors with a research time-period of 3 months. The study confirms that Instagram is a cost-effective way for cafes to quickly reach customers with their promotional messages, compared to traditional marketing methods. The sample in this study amounted to 100 respondents. Technique sampling method using the Slovin formula. This type of research is quantitative research which has the aim of finding relationships between variables in a population. The nature the research is in the form of replication. The resulting data was analyzed using validity and reliability tests, for classical assumption tests using normality tests, heteroscedasticity tests, and multicollinearity tests. hypothesis testing in this study is multiple linear regression analysis test, coefficient of determination test, t test and f test with the help of SPSS 25.

Keywords:

Instagram; Digital Marketing; Marketing Communication; Promotion

INTRODUCTION

In recent years, the development of communication technology has paved the way for various social media platforms, with Instagram emerging as one of the most influential and widely used platforms (Majidian et al., 2021). Instagram has revolutionized the way people communicate and connect with each other. Through its user-friendly interface and multimedia sharing capabilities. Instagram has allowed individuals to easily share images and videos with their followers, creating a virtual space for self-expression and social interaction. In today's digital age, social media has become a powerful tool for businesses to connect with their target audience and promote their products or services. One effective platform for such promotion activities is Instagram. (Majidian et al., 2021). Businesses can use social media platforms like Facebook, Instagram, and YouTube to boost their profits. Marketing communication encompasses various tools businesses use to connect with customers externally. This includes activities like sales presentations, advertisements, press releases, media relations, support for retailers, product displays, giving away free samples, and even redesigning packaging. Choosing the right communication channels is a key challenge in marketing communication. These channels are the methods used to deliver marketing messages, such as social media, advertising, or public relations. The rise of digital technology has made social media an essential marketing tool. Businesses of all sizes now use social media platforms to connect with consumers, inform them about products, and ultimately drive sales (Mohamad, B, et al.,

2017). The popularity of social media marketing extends to Indonesian businesses. Take Hobby coffee, a trendy coffee shop in Batam, for instance. They leverage Instagram as their primary marketing communication tool. By embracing social media trends, Hobby coffee utilizes Instagram to promote its offerings directly to consumers. This study aims to analyze the connection between marketing activities and communication tools, specifically focusing on Instagram. We'll delve into Hobby's coffee marketing communication strategy on Instagram, including their messaging approach and media selection.

The exogenous variables of this study are Digital Marketing (X1), Marketing Communication (X2), Promotion (X3). This study's exogenous variable is the Consumer Visit (Y) at Hobby Coffee. Digital marketing refers to the promotion of products, services, or ideas through digital channels, such as search engines, social media, email, and websites. It is a broad term that encompasses various strategies and tactics to reach and engage with customers online. Here are some key aspects of digital marketing:

- E-commerce Platforms

E-commerce platforms have become essential for businesses to sell their products and services online. Effective digital marketing strategies are crucial for increasing sales conversion on these platforms. Techniques such as search engine optimization (SEO), content marketing, social media, paid advertising, and user experience optimization can help businesses achieve this goal (Purnomo, 2023).

- Competitive Advantage

In today's digital era, businesses need to adapt their digital marketing strategies to stay competitive. This involves leveraging the latest technologies, such as artificial intelligence, machine learning, and big data analytics, to improve decision-making and customer engagement (Hussain, et al., 2023)

- Consumer Satisfaction

Digital marketing strategies can be designed to increase customer satisfaction by focusing on the target market, choosing the right marketing platform, creating interesting and relevant content, and engaging in ongoing customer interaction (Zanubiya, et al., 2023).

Marketing communication refers to the process of sharing information about a product, service, or brand between a company and its target audience. This can include various forms of communication such as advertising, public relations, sales promotions, and direct marketing. In the digital age, marketing communication has evolved to include online channels such as social media, email, and websites. The Integrated Marketing Communication (IMC) approach has also been adapted to include social media as a marketing communication channel. This modern marketing communication approach emphasizes the importance of social media in influencing consumer behavior and brand identity (Rahman, S., et al, 2022). Current trends in digital marketing communication include the use of omnichannel strategies, which integrate traditional and digital marketing communication channels, and the application of quality parameters to marketing communication channels to increase green competitiveness (Slijepčević, M., & Radojević, I., 2018).

Promotion on Instagram refers to the use of the platform as a marketing communication channel. This can include various forms of content such as images, videos, and text posts that are intended to promote products, services, or brands. Influencer marketing is a popular form of promotion on Instagram, where influencers with large followings are used to promote products or services to their audience (Braatz,

L., 2017). To effectively promote on Instagram, it is important to consider the content categories and their relationship with reach and impressions. A study analyzed 58 content posts from the Instagram account @Generasi_kenzu and found that promotion was the most prevalent category, followed by information and education. The study also found that hashtags were an effective method of increasing visibility, though with considerable variation among individual posts (Maulidian, M., et al, 2023). Consumer visits to coffee shops are influenced by various factors, including sensory experience, attitude, lifestyle, store atmosphere, brand image, and promotion. These factors can shape consumer preferences and influence their decision to visit a coffee shop.

- Sensory experience
The sensory experience of a coffee shop, including the ambiance, aroma, and taste, can positively or negatively impact consumer emotions and behavioral intentions (Candra, S., Pandean, E. T., et al, 2022).
- Store atmosphere.
The atmosphere of a coffee shop, including dining atmosphere and sensory experience, can affect consumer trust and loyalty, as well as influence the decision to visit a coffee shop (Septiani, S., et al, 2020).
- Brand image
The image of a coffee shop brand in social media can influence purchasing decisions (Sudarmono, L. H., & Mudiantono, M., 2016).
- Promotion
Promotional efforts, such as social media marketing, can also impact consumer decisions to visit a coffee shop (Septiani, S., et al, 2020).

In addition to perceived organizational support, employee engagement also influences high turnover intentions. Employee engagement is defined as the extent to which employees feel connected, involved, and committed to their work and to the organization in which they work.

Unveiling the World of Hobby Coffee, boasting a dedicated following of over 1,300 and a vibrant collection of 157 posts, @hobby_coffee goes beyond simple text updates. They leverage the power of stunning visuals – photos and videos – to breathe life into each post, further amplified by Instagram's own creative tools. The mastermind behind this engaging account is the owner themselves, ensuring a consistent brand identity through hands-on management of all the visual content. A fresh face on Batam's coffee scene, Hobby Coffee opened its doors in 2017 and has since expanded to two distinct locations. Each branch boasts a unique concept that reflects its surroundings. For example, the Ruko Tunas 2 Blok A2 branch, situated near left side Orchard Park, embraces an industrial warehouse vibe, offering a surprisingly calming atmosphere for your coffee fix.

METHODS

This study employs a quantitative research method with a descriptive approach. It specifically uses a correlational design. This means the research aims to uncover any relationships between the variables studied. The formulated hypothesis predicts the strength, form (linear, curvilinear, etc.), and direction (positive or negative) of the potential relationship between the variables.

This research focused on all 45.412 consumers of Hobby's coffee over a 3-month period (population). Purposive sampling was employed to select participants from this population. Purposive sampling, also known as purposeful sampling, is a non-random sampling technique used in qualitative research to select participants or cases that are particularly relevant to the research question or phenomenon of interest (Palinkas, L. A., 2015). This method is particularly useful when the researcher wants to gain in-depth insights into a specific issue or context, as it allows them to select participants who are

representative of the phenomenon being studied (Luciani, M., et al, 2019). To achieve a statistically significant sample size, Slovin's formula was used, resulting in 100 respondents.

RESULTS AND DISCUSSION

Validity Test

Table 1.1 Validity Test Results Digital Marketing

Pernyataan	^t Hitung	^t Tabel	Keterangan
X1.1	0,700	0.1966	Valid
X1.2	0,731		
X1.3	0,525		
X1.4	0,677		
X1.5	0,712		

Source: SPSS 25 Data Output Results 2023

Based on the data presented in Table 1, on the other hand, if the calculated value is lower than the reference value, it suggests a weak relationship and the indicator is considered invalid. The table above shows that the results of the validity test of the digital marketing variable (X1) are X1.1 with a r-count of 0.700, X1.2 with a r-count of 0.731, X1.3 with a r-count of 0.525, X1.4 with a r-count of 0.677, and X1.5 with a r-count of 0.712. Indicates that $r \text{ count} > r \text{ table}$. It can be concluded that the question items on the marketing digital variable are considered valid.

Table 1.2 Validity Test Results Marketing Communication

Pernyataan	^t Hitung	^t Tabel	Keterangan
X2.1	0,763	0.1966	Valid
X2.2	0,783		
X2.3	0,807		
X2.4	0,866		
X2.5	0,833		

Source: SPSS 25 Data Output Results 2023

Based on the data presented in Table 2, shows that the results of the validity test of the marketing communication variable (X2) are X2.1 with a r-count of 0.763, X2.2 with a r-count of 0.783, X2.3 with a r-count of 0.807, X2.4 with a r-count of 0.866, and X2.5 with a r-count of 0.833. Indicates that $r \text{ count} > r \text{ table}$. It can also be concluded that the question items on the marketing communication variable are considered valid.

Table 1.3 Validity Test Results Promotion

Gaya Hidup Hedonisme			
Pernyataan	^t Hitung	^t Tabel	Keterangan
X3.1	0,618	0.1966	Valid
X3.2	0,600		
X3.3	0,709		
X3.4	0,804		
X3.5	0,604		

Source: SPSS 25 Data Output Results 2023

Based on the data presented in Table 3, In the table above, it explains that the results of the validity test of the promotion variable (X3) are X3.1 with a r-count of 0.618, X3.2 with a r-count of 0.600, X3.3 with a r-count of 0.709, X3.4 with a r-count of 0.804, and X3.5 with a r-count of 0.604. Indicating that the $r \text{ count} > r \text{ table}$. It can be concluded that the questions on the promotion variable are considered valid.

Table 1.4 Validity Test Consumer Visit

Pernyataan	r ² Hitung	r ² Tabel	Keterangan
Y.1	0,724	0.1966	Valid
Y.2	0,719		
Y.3	0,688		
Y.4	0,799		
Y.5	0,699		

Source: SPSS 25 Data Output Results 2023

Based on the data presented in Table 4, shows that the results of the validity test of the consumer visit variable (Y) are Y.1 with a r-count of 0.724, Y.2 with a r-count of 0.719, Y.3 with a r-count of 0.688, Y.4 with a r-count of 0.799, and Y.5 with a r-count of 0.699. Indicates that r count > r table. It can be concluded that the question items on the personal consumer visit variable are considered valid.

Reliability Test

Table 2. Results of Reliability Test

Variable	Cronbach's Alpha	Critical Value	Description
Digital Marketing (X1)	0,688	0,60	Reliable
Marketing Communication (X2)	0,869	0,60	Reliable
Promotion (X3)	0,695	0,60	Reliable
Customer Visit (Y)	0,771	0,60	Reliable

The reliability test in the table above shows that the Cronbach's alpha value on the digital marketing variable is 0.688, the marketing variable is 0.869, the promotion variable is 0.695, and the customer visit variable is 0.771 that the Cronbach's alpha value on each variable is above 0.6. All the questions from each of the variables have been declared as reliable.

Classical Assumption Test Results

Normality Test

		Unstandardized Residual
N		100
Normal Paramaters ^{a,b}	Mean	.0000000
	Std. Deviation	1.76541928
Most Extreme Differences	Absolute	.068
	Positive	.036
	Negative	-.068
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Figure 3. Normality Test Results

A normality test is a statistical procedure used to determine if a dataset follows a normal distribution. It is a crucial step in statistical analysis, as many statistical methods assume normality of the data. The power of a normality test can vary depending on the sample size, with larger sample sizes generally leading to higher power. However, the necessity of a normality test has been questioned in some cases, as some methods may be robust to non-normality (Tsagris, M., & Pandis, N. (2021).

To assess whether the data follows a normal distribution, we perform a one-sample Kolmogorov-Smirnov test. This test checks if the data significantly deviates from a normal pattern. The rule is:

- If the test result shows a significance level less than 0.05 (p-value < 0.05),

it suggests the data deviates significantly from normal, meaning it's likely not normally distributed.

- On the other hand, if the significance level is greater than 0.05 (p-value > 0.05), then we can't reject the assumption of normality, and the data is considered likely to be normally distributed.

Heteroscedasticity Test

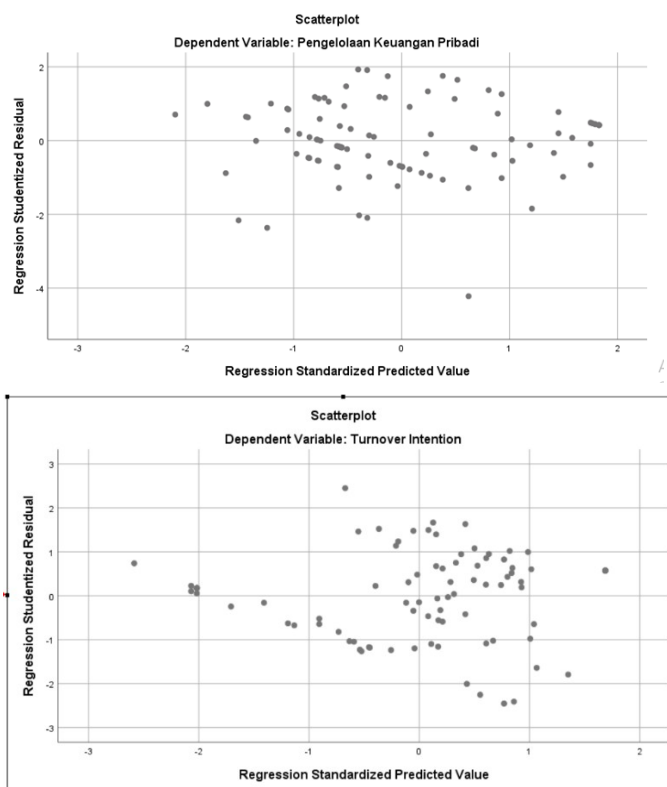


Figure 4. Heteroscedasticity Test Results

The analysis of Figure 4. shows that the data points are spread around zero without any particular of pattern. This random distribution indicates that the variance of the errors is constant across the range of the independent variables, which is a key assumption for the classical linear regression model to be valid. In other words, the test for heteroscedasticity does not reveal any problems, satisfying one of the classical assumptions for this study.

Multicollinearity Test

These tests help detect multicollinearity by assessing the coefficient of determination and using a pairwise Kolmogorov-Smirnov (KS) test to guide the removal of variables causing multicollinearity. Ridge regression is another method to solve the multicollinearity problem for both linear and non-linear regression models. Additionally, there are tests of harmful multicollinearity that consider the ratio of the levels of significance of ordinary least squares and generalized ridge regression estimates of the coefficients (Ottenbacher, K. J., et al, 2004).

The regression model displays multicollinearity if it has a tolerance value <0.10 or VIF value > 10. The following below is a table of multicollinearity tests:

Table 5. Multicollinearity Test Results

No	Model	Collinearity Statistics	
		Tolerance	VIF
1.	Digital Marketing	0,549	1,820
2.	Marketing Communication	0,539	1,854
3.	Promotion	0,897	1,115
a. Dependent Variable: Customer Visit			

Based on table 5, the results of the multicollinearity test VIF value on the digital marketing variable is 1.820, the marketing communication variable is 1.854, and the promotion variable VIF value is 1.115. For the multicollinearity test section, the tolerance value of the digital marketing variable is 0.549, the marketing communication variable is 0.539, the promotion variable is 0.897. So, it can be concluded that there is no multicollinearity because the value of VIF on all variables is <10 and the tolerance value is > 0.10.

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to assess whether a significant relationship exists between two or more independent variables and dependent variables that are collectively influenced by the impact of those independent variables, particularly when the number of variables is substantial. The table below provides an explanation of the results from the multiple linear regression analysis test.

Table 6. Multiple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T Sig.
1.	(Constant)	4,517	2,033		2.222 .029
	Digital Marketing	.465	.122	.384	3.822 .000
	Marketing Communication	.311	.088	.360	3.554 .001
	Promotion	.014	.066	.017	.216 .830
a. Dependent Variable: Customer Visit					

The findings from the study, based on data in table 6 and analyzed using the SPSS 25 program, can be summarized in the form of a regression equation.

Correlation Coefficient Analysis

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 4,517 + 0,465X_1 + 0,311X_2 + 0,014X_3 + e$$

Elaboration:

Y = Customer Visit

X₁ = Digital Marketing

X₂ = Marketing Communication

X₃ = Promotion

Implications:

1. The constant has a regression coefficient of 4.517.

2. The Digital Marketing variable has a regression coefficient of 0.465, which means that if the other independent variables are fixed in value, a 1% increase in variable X1 gives an additional Y value of 0,465. The positive coefficient means that there is a positive relationship between Digital Marketing and Customer Visit, in this case it can be explained that if the value of Digital Marketing increases, the value of Customer Visit management also increases.
3. The other independent variables are stable and the Marketing Communication variable has a regression coefficient of 0.311, so that every 1% increase in the X2 variable will also result in an additional Y value of 0.311 The positive coefficient displays a favorable correlation between Marketing Communication and Customer Visit, which can be explained by the idea that if the value of Marketing Communication increases, the value of Customer Visit will also increase.
4. The Promotion variable has a regression coefficient of 0.14, so when every one percent increase in variable X3 will result in an additional Y value of 0.14 if the other independent variables have a fixed value. The coefficient which has a positive value of displays that there is a positive relationship between the Promotion and personal Customer Visit.

Coefficient of Determination Analysis

In the context of this research analysis, the impact of independent variables within the regression model collectively influences the dependent variable, and this influence can be quantified in terms of percentages. The results of the coefficient of determination test can be explained in the table below:

Table 7. Test Results of the Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	0,685 ^a	0,469	0,452	1,793
a. Predictors: (constant), Digital Marketing, Marketing Communication, Promotion				

In table 7, it can be seen, the R square test value is 0.469. So, it can be concluded that the percentage of the relationship between Digital Marketing (X1), Marketing Communication (X2), Promotion (X3) on Customer Visit (Y) is 46.9%, while the remaining 53.1% is influenced by factors in other variables not examined in this study.

Partial Testing (t-test)

A partial test in statistics refers to a test that is focused on a specific aspect or component of a larger statistical model or hypothesis (Dickhaus, T., et al, 2021). If t count is greater than t table and the value is significantly smaller than 0.05, then Ho is rejected and Ha is accepted, which shows that X has a significant effect on Y. The test criteria in using a two-sided test with a significance level (α) 5% or (5%) = 0.025 and t table with a value of 1.98498. In this analysis, we're deciding whether to accept or reject the null hypothesis (H0) based on a p-value threshold, if P-value (Sig) > 0.025 then H0 is acceptable, if P-value (Sig) < 0.025 then H0 is rejected. By using the formula $t \text{ table} = t (\alpha/2; n - k - 1) = t (0.025; 96) = 1.98498$.

Table 8. Partial Hypothesis (t test)

Coefficients ^a

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	4,517	2,033		2,222	.029
Digital Marketing	.465	.122	.384	3,822	.000
Marketing Communication	.311	.088	.360	3,554	.001
Promotion	.014	.066	.017	.216	.830
a. Dependent Variable: Customer Visit					

Result of calculation, the t value in the Digital Marketing variable is $3.822 > t$ table 1.98498 and the significance value is $0.000 < 0.05$. It can be concluded that H_0 is reject and H_a is accepted, which means that Digital Marketing has a significant effect on customer visits. The t value of the Marketing Communication variable is $3.554 > t$ table 1.98498 and the significance value is $0.001 < 0.05$. It can be concluded that H_0 is reject and H_a is accepted, which means that Marketing Communication has a significant effect on managing customer visits. The t value on the promotion variable is $0.216 < t$ table 1.98498 and the significance value is $0.830 > 0.05$. It can be concluded that H_3 is rejected, which means that there is no influence between promotion on customer visits.

Simultaneous Testing (F Test)

Table 10. Simultaneous Hypothesis (F Test)

ANOVA^a

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	272,196	3	90,372	28,229	.000 ^b
Residual	308,554	96	3,214		
Total	580,750	99			
a. Dependent Variable: Customer Visit					
b. Predictors: (Constant), Digital Marketing, Marketing Communication, Promotion					

F-test results refer to the outcome of a statistical test known as the F-test. The F-test is used to compare the variances of two groups or samples, and it determines whether the variance between the groups is significantly different from the variance within the groups. The F-test is commonly used in analysis of variance (ANOVA) and other statistical models to compare the means of multiple groups and determine if there is a significant difference between them. F test serves to see the effect of digital marketing, marketing communication, and promotion variables simultaneously on customer visit variables. The calculation of the f table value uses the formula $f \text{ table} = F(k; n-k) = F(3; 98) = 2.70$.

The calculated F value in table 4.20 is $28.229 > f$ table is 2.70 with a significance of $0.000 < 0.05$. So, it can be concluded that Digital Marketing, Marketing Communication, and Promotion together have a significant effect on Customer Visit.

Review Analysis

Examining the Impact of Digital Marketing on In-Store Traffic

It can be seen from the hypothesis testing that has been carried out that Customer Visit is influenced by Digital Marketing at Hobby Coffee. The t value is $3.822 > t$ table of 1.98498 and the significance value is $0.000 < 0.05$, the t test can be concluded that H_a is accept and H_o is rejected. In this test statistically explains Digital Marketing has a positive and significant effect on Customer Visit at Hobby Coffee. The results of this study are supported by previous research (Majidian, H., et al, 2021).

Quantifying the Impact: Measuring the Influence of Digital Marketing on Customer Visits

Based on the test results of the hypothesis (H_2) it is proven that Marketing Communication has an influence on Customer Visit at Hobby Coffee. The value of t count is $3.554 > t$ table is 1.98498 and the significance value is $0.001 < 0.05$. H_o are rejected and H_a is accepted, which means that Marketing Communication has an influence on Customer Visit at Hobby Coffee. Previous research strengthens the case for our findings. (Kusumaradya, N., & Purwadi, D., 2021).

Understanding How Promotions Influence Customer Visits

Based on the results of the test (H_3) it is proven that Promotion has no effect on Customer Visit. The t value is $0.216 < t$ table 1.98498 and the significance value is $0.830 > 0.05$, then H_3 is rejected, which means that there is no influence between promotion on Customer Visit at Hobby Coffee (Nadiri, H., & Gunay, G. N., 2013).

A Multifaceted Approach: Analyzing the Impact of Digital Marketing, Communication, and Promotions on Customer Visits

Based on the results of hypothesis testing (H_4), it shows that Digital Marketing, Marketing Communication, and Promotion have effect on Customer Visit at Hobby Coffee. In the f test results with the calculated f value is 28.229 greater than the f table value of 2.70 and a significance of $0.000 < 0.05$, namely H_o are rejected and H_a is accepted. So, it can be concluded that Digital Marketing, Marketing Communication, and Promotion have a positive and significant effect on Customer Visit at Hobby Coffee.

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