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The Effect of Posting Consistency and Informational Content on Generation Z Consumers' Purchase Intention through Instagram @ngopiditegal

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Abstract—

The development of social media has transformed marketing communication patterns and consumer behavior in obtaining information before making purchasing decisions. Instagram has become an important visual channel for local businesses, including coffee-related micro, small, and medium enterprises (MSMEs). This study examines the influence of posting consistency and informational content on Generation Z consumers' purchase intention through the Instagram account @ngopiditegal, which publishes information and promotions about coffee shops in Tegal City and Tegal Regency. A quantitative survey was conducted with 100 followers belonging to Generation Z, selected using purposive sampling. Questionnaire responses measured on a five-point Likert scale were transformed using the Method of Successive Interval (MSI) and analyzed with multiple linear regression in SPSS version 22. The results indicate that posting consistency has a positive and statistically significant relationship with purchase intention (coefficient = 0.241; $t = 4.821$; $p < .001$). Informational content also has a positive and statistically significant relationship (coefficient = 0.503; $t = 5.760$; $p < .001$). The study reports a significant joint effect and an R^2 of 0.587, meaning that the two predictors account for 58.7% of the observed variation in purchase intention. The findings support the usefulness of regular communication and decision-relevant information in social-media promotion while indicating that other consumer and business factors also remain important.

Keywords— *Posting Consistency; Informational Content; Instagram; Purchase Intention; Generation Z*

I. INTRODUCTION

Digital technology has changed how organizations communicate with current and prospective customers. Social media lets businesses distribute branded information, display products, receive feedback, and maintain contact beyond physical location and business hours. Unlike one-way advertising, these platforms combine firm-created content with comments and peer recommendations (Appel et al., 2020; Dwivedi et al., 2021). For small businesses, social media can offer an accessible route to visibility without relying exclusively on traditional media.

Instagram is relevant to visually oriented sectors because photos, Reels, Stories, and carousel posts can present products as well as the experience associated with their consumption. Engagement varies by platform and advertising format (Voorveld et al., 2018), while brand-post characteristics and creative execution can influence audience responses such as likes and comments (de Vries et al., 2012; Ashley & Tuten, 2015; Tafesse, 2015). These responses are useful indicators of interaction, although they should not be treated as direct measures of purchasing.

Generation Z consumers use social media to discover products, evaluate alternatives, and seek recommendations. Instagram-related research has connected content and opinion leaders with purchase-related responses among younger audiences, although results vary by product and outcome (Djafarova & Bowes, 2021; Sokolova & Kefi, 2020). In Indonesia, Waworuntu et al. (2022) also found social-media marketing relevant to Generation Z's intention to purchase local products. These studies motivate a context-specific examination of local coffee promotion.

The Instagram account @ngopiditegal disseminates information about the coffee scene in Tegal City and Tegal Regency. The study materials state that it has operated since June 5, 2019, and had approximately 18,800 followers in 2025. Its content includes coffee-shop reviews, menus, venue atmospheres, coffee education, promotions, and

information about coffee-related MSMEs. The account also offers paid promotional services, so it operates as both an information channel and a promotional intermediary.

Two content characteristics are central to this study. Posting consistency concerns regular uploads, timeliness, and a recognizable theme. It may help followers anticipate new information and maintain familiarity with the account. Informational content concerns whether posts provide accurate, relevant, clear, and sufficiently complete details. For coffee-shop promotion, these details may include location, menu, price, opening hours, promotions, and venue atmosphere. Social-media marketing and information-adoption research supports the relevance of content characteristics and useful information to purchase-related outcomes (Yadav & Rahman, 2017; Erkan & Evans, 2016).

Although social-media marketing is widely studied, findings remain context-sensitive. Prior work has examined brand-owned accounts, influencers, fashion purchases, e-commerce, or broad social-media marketing constructs. Less is known about posting consistency and informational content together in an account that promotes multiple local coffee businesses rather than one brand. This gap is relevant because @ngopiditegal curates local destinations while providing paid promotions. The study contributes a focused test of the two predictors in this setting, consistent with calls for more integrated and context-aware social-media marketing research (Bartoloni & Ancillai, 2024).

The study examines (1) the partial relationship between posting consistency and purchase intention, (2) the partial relationship between informational content and purchase intention, and (3) the joint relationship between the two predictors and purchase intention. The results are intended to inform content-management decisions by the account and the local MSMEs it promotes.

Theoretical Foundation: Stimulus–Organism–Response

The study uses the Stimulus–Organism–Response (S-O-R) framework associated with Mehrabian and Russell (1974). Environmental stimuli are processed by individuals and may lead to internal evaluations and subsequent responses. In social-media marketing, posting consistency and information quality may serve as stimuli; consumers may interpret them cognitively, for example by understanding a menu or location, and affectively, by forming an impression of a shop. Purchase intention is treated as the response. The survey tests associations between the stated constructs but does not directly measure every internal process or test mediation.

Social media marketing research connects content, interaction, and consumer responses, but constructs and outcomes vary across studies (Appel et al., 2020; Dwivedi et al., 2021). This study adopts a narrower perspective by examining two distinguishable features of the same Instagram communication stream rather than a broad social-media marketing index.

Posting Consistency

Posting consistency refers to publishing content regularly and on time, maintaining continuity, and using a recognizable thematic identity. It is different from posting as often as possible: frequent uploads may still appear inconsistent if the schedule is unpredictable or the topics do not fit the account's audience. A stable rhythm can create recurring exposure and help followers know what kind of information to expect. Prior research links post characteristics and creative content strategies with audience response (de Vries et al., 2012; Ashley & Tuten, 2015; Tafesse, 2015).

For @ngopiditegal, consistency may be reflected in a regular mix of shop features, reviews, Reels, and promotional updates. An editorial calendar can keep local businesses visible without encouraging repetitive or excessive posting. The relevant managerial goal is a sustainable rhythm with useful variation, not volume for its own sake (Bartoloni & Ancillai, 2024).

Informational Content

Informational content helps audiences understand a product, service, or experience. For coffee-shop promotion, useful posts can state the location, menu options, price information, opening hours, atmosphere, and current promotion terms. Accuracy matters because outdated prices or unclear conditions can create uncertainty. Relevance and clarity matter because followers need to identify which details help them evaluate an offer. Attractive visuals can capture attention, but they do not replace practical and reliable information.

Research on electronic word of mouth shows that consumers evaluate the quality, usefulness, and credibility of online information when forming judgments (Erkan & Evans, 2016; Filieri, 2015). Lou and Yuan (2019) also identify informative value and source credibility as relevant to consumer trust in branded social-media content. Although @ngopiditegal is not a retailer or a single influencer account, these studies support the expectation that posts answering practical questions may be more useful when consumers consider visiting a promoted business. Digital content research also links content approaches with online purchase intention in other contexts (Li et al., 2022).

Purchase Intention

Purchase intention is a consumer's inclination to buy or take a purchase-related step after considering relevant information. For a local coffee shop, this may mean considering a menu item, planning a visit, or deciding that the shop is worth exploring. Intention differs from actual behavior because consumers may later be constrained by time, price, distance, or availability. Social-commerce studies show that peer communication and social-support mechanisms may also shape trust and intention to buy (Hajli, 2015; Wang et al., 2012).

Accordingly, the dependent variable in this study is stated purchase intention, not verified transactions or visits. The results should not be interpreted as a count of purchases generated by a post or as an estimate of promotional return on investment.

Prior Research and Hypothesis Development

Prior research provides a basis for expecting social-media content to relate to purchase intention. De Vries et al. (2012), Ashley and Tuten (2015), and Tafesse (2015) link brand-post characteristics or creative strategies with audience response. Kim and Ko (2012) connect social-media marketing activities with customer equity and purchase-related outcomes, while Yadav and Rahman (2017) report a positive relationship between perceived social-media marketing activities and purchase intention in e-commerce. Although these contexts differ, they support testing content-related predictors in a local promotional account.

Studies of younger consumers also support the relevance of social-media marketing but highlight differences by setting and mechanism. Djafarova and Bowes (2021) examine Instagram-related impulse buying in fashion; Sokolova and Kefi (2020) consider blogger credibility and parasocial interaction; and Waworuntu et al. (2022) study social-media marketing and Generation Z's intention to purchase local products. The present study differs by testing posting consistency and informational content for a local coffee-information account serving the Tegal area.

Regular posting may give followers repeated opportunities to discover coffee shops and revisit information that matches their preferences. This reasoning leads to the first hypothesis:

H1: Posting consistency has a positive and significant effect on Generation Z consumers' purchase intention through the Instagram account @ngopiditegal.

Decision-relevant information about menus, prices, locations, atmosphere, and promotions may reduce uncertainty and help followers judge whether a coffee shop suits their needs. This reasoning leads to the second hypothesis:

H2: Informational content has a positive and significant effect on Generation Z consumers' purchase intention through the Instagram account @ngopiditegal.

The predictors may complement each other: consistency creates repeated opportunities to encounter the account, while useful information makes those encounters more actionable. Their joint relationship with purchase intention is therefore examined in the third hypothesis:

H3: Posting consistency and informational content simultaneously have a positive and significant effect on Generation Z consumers' purchase intention through the Instagram account @ngopiditegal.

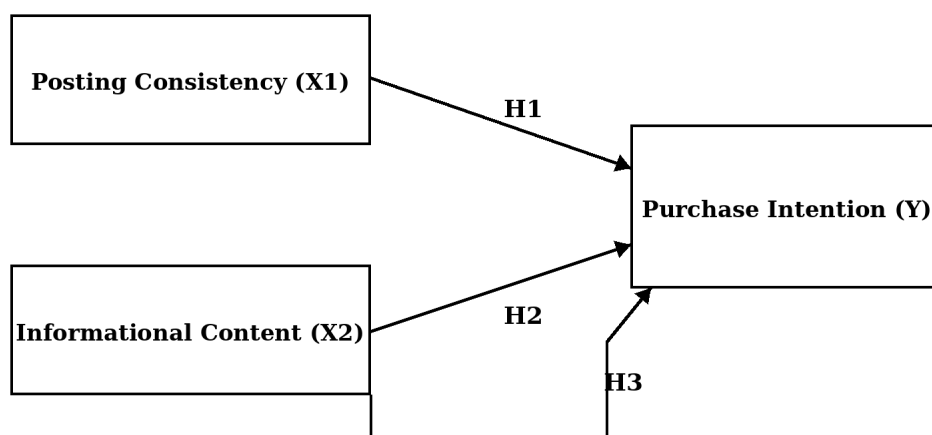


Fig. 1. Conceptual Framework

II. METHOD

Research Design, Population, and Sample

This study used a quantitative survey to examine relationships among the specified constructs. The population consisted of Generation Z followers of the Instagram account @ngopiditegal, and 100 respondents were selected through purposive sampling. This non-probability approach was appropriate for reaching users connected to the account, but the results apply most directly to the surveyed followers rather than to all Generation Z consumers in Tegal or Indonesia.

The source manuscript does not provide a detailed respondent breakdown by age, gender, occupation, or interaction frequency. These details are not inferred here. Reporting such characteristics in a final version would help readers evaluate the sample composition and potential differences among audience segments.

Data Collection and Variable Operationalization

Primary data were collected using a questionnaire with a five-point Likert scale. The constructs were posting consistency (X1), informational content (X2), and purchase intention (Y). Table II summarizes the conceptual

definitions and operational focus stated in the source manuscript. It does not reproduce individual questionnaire statements because the complete item wording was not supplied.

TABLE II. CONCEPTUAL AND OPERATIONAL FOCUS OF THE VARIABLES

Variable	Conceptual definition	Operational focus stated in the manuscript
Posting consistency (X1)	Regular and continuous publication aligned with the account's identity.	Upload regularity and timeliness; continuity in themes; continuity of interaction or posting.
Informational content (X2)	Content that provides useful knowledge and explanations about a promoted coffee shop, product, or service.	Information quality, relevance, completeness, timeliness, clarity/understandability, and useful presentation.
Purchase intention (Y)	A consumer's inclination to consider buying a product or visiting a promoted coffee shop after evaluating information.	Stated purchase intention; this is the outcome construct rather than a measure of actual completed transactions.

Note: The table summarizes the concepts and measurement focus described in the supplied manuscript. Individual questionnaire items and item-level validation results were not available in the manuscript version used for this formatting task.

Data Processing and Analysis

The questionnaire data were transformed from ordinal to interval scale using the Method of Successive Interval (MSI) and analyzed through multiple linear regression in SPSS version 22. The model was specified as follows:

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

Here, Y is purchase intention; X1 is posting consistency; X2 is informational content; a is the constant; b1 and b2 are regression coefficients; and e is the error term.

The t-statistics and significance values were used to assess the partial relationships. The manuscript also reports a significant joint effect and uses R² to describe explained variation. The reported threshold is 0.05. Because the supplied results do not include the model's F-statistic or degrees of freedom, these values are not reconstructed.

III. RESULTS AND DISCUSSION

Profile of the Research Context

The account @ngopiditegal provides local coffee-shop information and promotion in Tegal City and Tegal Regency. The source manuscript states that it has operated since June 5, 2019, and had about 18,800 followers in 2025. Its posts combine reviews, menus, venue images, coffee education, and promotions. Unlike an account representing one shop, it introduces followers to multiple destinations and supports comparisons among businesses.

Regression Results

Table I reports positive coefficients for both predictors. Posting consistency has a coefficient of 0.241 (t = 4.821; reported Sig. = 0.000), while informational content has a coefficient of 0.503 (t = 5.760; reported Sig. = 0.000). Both partial relationships are significant at the 0.05 level, supporting H1 and H2. In conventional reporting, a displayed significance of 0.000 is interpreted as p < .001.

The constant is 1.245 (t = 2.103; Sig. = 0.038). Based on the reported coefficients, the model can be written as:

$$\text{Purchase Intention} = 1.245 + 0.241(\text{Posting Consistency}) + 0.503(\text{Informational Content})$$

The equation summarizes the coefficients in Table I. Since the source does not identify them as standardized beta coefficients, their numerical size should not be used to rank relative importance without checking the original SPSS output.

TABLE I. MULTIPLE LINEAR REGRESSION TEST RESULTS

Variable	Coefficient	t-statistic	Sig.
Constant	1.245	2.103	0.038
Posting consistency	0.241	4.821	0.000
Informational content	0.503	5.760	0.000

Source: Processed primary data as reported in the source manuscript (2026).

Explained Variation and Joint Effect

The reported R² is 0.587, indicating that the two predictors together account for 58.7% of the variation in purchase intention in the analyzed sample. The remaining 41.3% may relate to other factors not included in the model, such as price, product quality, distance, store atmosphere, peer recommendations, electronic word of mouth, brand image, and personal preferences. These are potential research directions, not variables tested here.

The source manuscript reports a significant joint effect, so H3 is treated as supported. The provided table does not include the F-statistic, degrees of freedom, or full ANOVA output. These should be added from the original SPSS output, if available, to improve transparency and reproducibility.

Effect of Posting Consistency on Purchase Intention

The positive and significant coefficient indicates that respondents who rated the account's posting consistency more favorably also tended to report higher purchase intention. A regular rhythm may create recurring exposure and reinforce the account's role as a familiar source of local coffee information. This does not imply that increasing post volume without attention to relevance will necessarily improve outcomes.

The interpretation is compatible with studies linking brand-post characteristics and creative social content with audience response (de Vries et al., 2012; Ashley & Tuten, 2015; Tafesse, 2015). It also aligns with the view that social media can sustain relationships as well as distribute advertisements (Appel et al., 2020). These studies provide theoretical context, not exact replications of the present test.

For a curator account, consistency can keep different businesses visible to followers who may not have a single product in mind. A manageable editorial calendar could balance shop profiles, menu highlights, local coffee education, and promotional updates while leaving room for timely corrections.

Effect of Informational Content on Purchase Intention

The positive and significant coefficient indicates that respondents who rated informational content more favorably also tended to report higher purchase intention. Details about menu options, prices, location, hours, atmosphere, and promotion terms can help consumers decide whether a shop suits their needs. Visual appeal may attract attention, but practical facts help make a post useful for evaluation.

This interpretation is aligned with information-adoption research. Erkan and Evans (2016) emphasize information quality, credibility, usefulness, and adoption; Filieri (2015) finds that information quality matters in evaluating online reviews; and Lou and Yuan (2019) highlight informative value and source credibility in branded social content. These mechanisms support the expectation that useful details can facilitate consideration of a promoted business.

Accuracy is also important. Incorrect locations, outdated menus, or unclear promotion conditions can mislead followers and weaken trust. The practical objective is not to include every possible detail in every post, but to provide current and relevant information and verify key facts with the featured business before publication.

Joint Effect and Interpretation through S-O-R

The reported joint effect suggests that consistency and informational value can play complementary roles: regular communication creates repeated opportunities for exposure, and useful details give each exposure practical value. In the S-O-R framework, these features are stimuli associated with purchase intention as a response (Mehrabian & Russell, 1974). The study did not directly measure internal states such as trust, perceived usefulness, or emotional response as mediators.

The result is broadly consistent with research linking social-media marketing activities to brand and purchase-related outcomes. Kim and Ko (2012) examine social-media marketing in luxury fashion, Yadav and Rahman (2017) examine perceived social-media marketing in e-commerce, and Waworuntu et al. (2022) investigate Generation Z and local products. This study adds a local coffee-information account and focuses on two specific content characteristics.

Effects may differ across platforms and consumer settings. Djafarova and Bowes (2021) study fashion-related impulse buying, Sokolova and Kefi (2020) examine blogger credibility and parasocial interaction, and Hajli (2015) analyzes social-commerce constructs. The R^2 of 0.587 also indicates that other factors remain relevant. Peer communication (Wang et al., 2012), trust, price, convenience, store attributes, and product preferences are reasonable areas for further study.

The survey design provides evidence about associations within a purposively selected sample, but it cannot establish that content changes caused actual purchases. The study does not compare different posting schedules or track transactions over time. Future work could combine surveys with content audits, post-level engagement data, or measured visits and purchases.

Practical Implications for @ngopiditegal and Local MSMEs

First, the account manager can maintain a sustainable editorial calendar with recognizable categories such as shop profiles, menu highlights, coffee education, and clearly labeled promotions. Consistency should mean a reliable rhythm, not simply the highest possible post volume.

Second, posts should answer common visitor questions. Depending on the feature, useful details include the shop name, location or map link, menu highlights, confirmed prices, opening hours, atmosphere, facilities, and promotion terms. Reels can convey ambience, while captions and carousels can make practical details easy to find.

Third, the account and the featured MSME should verify business names, locations, prices, opening hours, and promotion terms before publication. Changed information should be corrected promptly. Paid promotions should be distinguishable from independent editorial comments so followers understand the nature of the communication.

Fourth, evaluation can go beyond reach and likes. Saves, shares, map clicks, direct inquiries, and reported visits may help indicate whether content moves followers from exposure toward consideration. These metrics were not measured in this study, but systematic monitoring could guide later content decisions.

Finally, @ngopiditegal and local MSMEs should coordinate their roles. The account can present information in an engaging format, while the featured business is responsible for supplying reliable and current facts. A simple verification process can support consistency and accuracy.

Implementation Considerations for a Multi-Business Account

The role of @ngopiditegal differs from that of a single coffee-shop account because its audience can compare several businesses through one information source. This creates a need for editorial consistency across featured shops while allowing each business's characteristics to remain visible. A practical content protocol could specify recurring post categories and the minimum facts to verify for each feature, such as the business name, location, menu information, price details where confirmed, and promotion conditions. This approach is compatible with research that treats social-media marketing as a set of strategic activities rather than a simple presence on a platform (Bartoloni & Ancillai, 2024). It also recognizes that information credibility matters when audiences use social content to evaluate an offer (Lou & Yuan, 2019).

Consistency should therefore be managed as a balance between a predictable schedule and timely updates. A planned content calendar can maintain continuity, while posts about events, new menu items, or temporary promotions can be published when the information is relevant. The account should avoid presenting consistency as a fixed number of posts that guarantees reach: the current study did not measure Instagram's distribution algorithm, exposure frequency, or changes in reach. Instead, posting consistency should be understood as an audience-facing communication characteristic that can be planned and reviewed. This cautious interpretation is consistent with the broader social-media marketing literature, which emphasizes the importance of platform, content, and context in shaping engagement (Appel et al., 2020; Voorveld et al., 2018).

The account and participating MSMEs could also evaluate performance through a sequence of indicators rather than relying on likes alone. Reach and impressions describe exposure; comments, shares, and saves indicate forms of interaction; profile visits, map clicks, direct inquiries, or promotion-code use can signal stronger consideration; and voluntarily reported visits or sales may provide evidence of later behavior. These indicators represent different stages and should not be treated as interchangeable. They were not tested as outcomes in this study, so they are proposed for future implementation and evaluation. A later study could compare content categories over several weeks and connect post-level records with survey responses or business-level outcomes, provided that privacy and data-access arrangements are handled appropriately.

Finally, sponsored promotion requires transparent communication and reliable details. Since the account offers paid promotional services, distinguishing paid features from other editorial content can help followers understand the nature of a message. Featured businesses should confirm facts before publication and notify the account when prices, operating hours, menus, or promotion terms change. This is not only a matter of operational accuracy: credibility is part of how consumers interpret informational value in social-media messages (Lou & Yuan, 2019). These actions are managerial recommendations derived from the findings and related literature; the study did not directly test whether sponsorship disclosure or verification procedures increase purchase intention.

IV. CONCLUSIONS

This study examined posting consistency and informational content as predictors of Generation Z consumers' purchase intention through @ngopiditegal. Posting consistency was positively significant (coefficient = 0.241; $t = 4.821$; $p < .001$), as was informational content (coefficient = 0.503; $t = 5.760$; $p < .001$). The manuscript also reports a significant joint effect and $R^2 = 0.587$, so the two predictors account for 58.7% of purchase-intention variation in the sample.

The study adds context-specific evidence from an Instagram account that promotes multiple local coffee shops rather than a single brand. Under S-O-R, consistent posting and useful information can be understood as stimuli associated with purchase intention. The survey does not directly test internal mechanisms or actual purchase behavior, which remain subjects for future research.

Practically, @ngopiditegal can maintain a sustainable schedule, publish current information, and coordinate with MSMEs to verify details before posting. Businesses can supply accurate menu, price, location, and promotion information. These steps can make promotion more consistent and useful without assuming that engagement metrics necessarily translate into purchases.

The sample comprises 100 purposively selected followers of one account, limiting generalization. The cross-sectional self-report survey cannot establish causality or verify actual purchases, and the model includes only two predictors. The supplied results do not include the full ANOVA output, detailed respondent demographics, complete questionnaire items, or reliability statistics. Future studies should report these details, examine more local-business accounts, and test factors such as e-WOM, trust, perceived value, store attributes, and customer engagement. Combining survey data with post metrics and observed visits would strengthen evidence about how content relates to consumer action.

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