



Proceeding – ICOBIS
INTERNATIONAL CONFERENCE ON GLOBAL INNOVATION AND TRENDS IN ECONOMICS
(ICOBIS)

The Influence of Digital Content Quality and Instagram Engagement on the Purchase Intention of Sriayu Coffee and Eatery Customers in Tegal Regency

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Abstract—The use of Instagram as a digital marketing medium encourages cafe businesses to present quality content and build meaningful interactions with consumers. This study aims to analyze the influence of digital content quality and Instagram social media engagement on consumer purchase intention at Sriayu Coffee and Eatery Cafe in Tegal Regency. This research employed a quantitative explanatory approach using a survey questionnaire. The sample consisted of 100 respondents who followed the @sriayucoffeeandeatery Instagram account and had purchased products from the cafe. The collected ordinal data were transformed into interval data using the Method of Successive Interval (MSI) and analyzed using multiple linear regression with SPSS version 22. The results show that digital content quality has a positive and significant partial effect on consumer purchase intention, while Instagram social media engagement does not have a significant partial effect. Simultaneously, digital content quality and Instagram social media engagement have a positive and significant effect on consumer purchase intention. The coefficient of determination indicates that the two independent variables explain 47.6% of the variation in consumer purchase intention, while the remaining 52.4% is explained by other factors outside the research model. The findings indicate

that content quality should remain a priority in Sriayu Coffee and Eatery's digital marketing strategy, while social media engagement needs to be developed into more meaningful and purchase-oriented interaction.

Keywords — *digital content quality; Instagram social media engagement; consumer purchase intention*

I. INTRODUCTION

Developments in information and communication technology have transformed marketing practices, including in the culinary industry. Social media is no longer used merely as a means of communication; it is also used to convey product information, build brand image, reach audiences, and encourage consumer responses. Instagram has become a strategic medium for cafe businesses because of its visual character and the many interactive features it offers.

In the competitive cafe business, the quality of digital content is one of the factors that distinguishes one business account from another. Content that is attractive, informative, and visually appealing can help consumers recognize products and develop initial interest. Previous studies cited in the undergraduate thesis on which this article is based indicate that Instagram content can be related to consumer purchase intention, while content quality is also related to audience engagement (Jonni & Hariyanti, 2021; Lestari & Prabayanti, 2025; Oktaviona & Bungin, 2026).

In addition to content quality, engagement is an important aspect of marketing through Instagram. Activities such as likes, comments, shares, and saves can indicate the audience's involvement with the content. However, a high level of interaction does not always lead directly to purchase intention. This matters because high engagement may remain mere media interaction that does not develop into an interest in buying.

This phenomenon was found at Sriayu Coffee and Eatery in Tegal Regency. According to the thesis on which this article is based, in February 2026 the impressions and engagement of the cafe's Instagram content increased, yet realized turnover declined and fell below the company's target. This condition indicates a gap between online activity and sales results, so digital content quality and engagement need to be tested empirically against consumer purchase intention.

This study examines three main research questions: whether Instagram digital content quality affects consumer purchase intention, whether Instagram social media engagement affects consumer purchase intention, and whether the two variables simultaneously affect the purchase intention of consumers of Sriayu Coffee and Eatery in Tegal Regency. The study is expected to provide practical benefits for cafe managers in developing digital marketing strategies and to add empirical evidence in the context of local cafe businesses.

Social media is an important part of digital marketing because it allows companies to deliver messages to consumers while opening a space for two-way communication. As a visual platform, Instagram allows businesses to display products through photos, videos, and interactive features. Tuten and Solomon (2020) explain that social media can be used to build relationships with consumers, convey value, and support marketing activities.

In this study, digital content quality is understood through the ability of content to convey product information, to be visually appealing, and to make the audience interested in viewing other content. Relevant, informative, and valuable content can help consumers obtain the information they need in the purchasing process. Previous studies used in the thesis also show a relationship between content quality, content marketing, and purchase intention (Lou & Yuan, 2019; Aurora et al., 2024; Gunawan & Fardiah, 2023).

Instagram social media engagement describes the audience's involvement with the content and the account, among others through likes and comments as well as other forms of interaction. Tuten and Solomon (2020) explain that engagement is a form of audience involvement, but this involvement does not automatically turn into a purchase decision or purchase intention. Therefore, the quality of interaction needs to be understood not only from the number of activities, but also from the relevance and depth of the relationship with consumers.

Purchase intention is the tendency of consumers to be interested in and to want to make a purchase. In this study, purchase intention is positioned as the consumer response after receiving stimuli from the digital marketing activities of Sriayu Coffee and Eatery.

The main theoretical basis of this study is the Stimulus-Organism-Response (S-O-R) theory of Mehrabian and Russell. Digital content quality and social media engagement are positioned as stimuli received by consumers. These stimuli can influence consumers' internal processes in the form of perceptions, emotions, and attitudes, which in turn can produce a response in the form of purchase intention. Based on this framework, the study proposes three hypotheses: H1, digital content quality has a positive effect on purchase intention; H2, Instagram social media engagement has a positive effect on purchase intention; and H3, digital content quality and Instagram social media engagement simultaneously have a positive effect on purchase intention.

II. METHOD

This study uses a quantitative approach with an explanatory strategy. The approach is used to test the influence relationships among Digital Content Quality (X1), Instagram Social Media Engagement (X2), and Consumer Purchase Intention (Y). Data were collected through a survey using a questionnaire with a five-point Likert scale, ranging from strongly agree to strongly disagree.

The population of the study consists of followers of the Instagram account @sriayucoffeeandeatery who have purchased products at Sriayu Coffee and Eatery in Tegal Regency. The sample comprised 100 respondents selected using non-probability sampling with a purposive sampling technique. The respondent criteria were: having seen the Instagram content of Sriayu Coffee and Eatery, having an interest in or experience of buying its products, and having made a purchase at the cafe.

Data were collected through observation, interviews, and questionnaires. Observation was used to obtain a picture of Instagram activity related to content quality and engagement. Semi-structured interviews were conducted with representatives of Sriayu Coffee and Eatery to obtain context on the use of Instagram, marketing, interaction with consumers, and sales developments. The questionnaire was used as the main source of quantitative data.

The instrument was tested using Product Moment correlation for validity and Cronbach's Alpha for reliability. Questionnaire data on an ordinal scale were first transformed into an interval scale using the Method of Successive Interval (MSI). The data were then analyzed using descriptive statistics, classical assumption tests, multiple linear regression, the t-test, the F-test, and the coefficient of determination with the help of SPSS version 22.

III. RESULTS AND DISCUSSION

Sriayu Coffee and Eatery is the object of this study and uses Instagram as one of its media for promotion and communication with consumers. The respondents were consumers who met the purposive sampling criteria. Of the 100 respondents, 35% were male and 65% were female. By age, the 20–25 years group was the largest at 66%, while those under 20 years accounted for 15%, those aged 25–30 years for 13%, and those over 30 years for 6%. By status, students accounted for the largest group at 59%, followed by employees at 22%, entrepreneurs at 14%, and housewives at 5%.

TABLE I. RESPONDENT CHARACTERISTICS

Characteristic	Category	Frequency	Percentage
Gender	Male	35	35%
	Female	65	65%
Age	< 20 years	15	15%
	20–25 years	66	66%
	25–30 years	13	13%
	> 30 years	6	6%
Status	Student	59	59%
	Employee	22	22%
	Entrepreneur	14	14%
	Housewife	5	5%

The instrument test results show that all 20 questionnaire items are valid. The calculated r values for the Digital Content Quality variable range from 0.535 to 0.824, for Instagram Social Media Engagement from 0.600 to 0.833, and for Consumer Purchase Intention from 0.627 to 0.854. All of these values are greater than the r table value of 0.361. Thus, all questionnaire items can be used in the analysis.

TABLE II. VALIDITY AND RELIABILITY TEST RESULTS

Variable	Range of calculated r	Cronbach's Alpha	Remark
Digital Content Quality (X1)	0.535–0.824	0.778	Valid and reliable
Instagram Engagement (X2)	0.600–0.833	0.858	Valid and reliable
Consumer Purchase Intention (Y)	0.627–0.854	0.854	Valid and reliable

Source: SPSS version 22 output, 2026

The reliability test produced Cronbach's Alpha values of 0.778 for Digital Content Quality, 0.858 for Instagram Social Media Engagement, and 0.854 for Consumer Purchase Intention. All values are greater than 0.60, so the instrument has internal consistency that meets the reliability criterion.

TABLE III. DESCRIPTIVE STATISTICS

Variable	Minimum	Maximum	Mean	Std. Deviation
Digital Content Quality (X1)	8.712	24.003	17.39190	3.729113
Instagram Engagement (X2)	13.132	32.318	22.84460	4.675526
Consumer Purchase Intention (Y)	8.867	23.065	17.46229	3.943829

Source: SPSS version 22 output, 2026

The descriptive statistics show that the mean of each variable is greater than its standard deviation. Digital Content Quality has a mean of 17.39190 with a standard deviation of 3.729113. Instagram Social Media Engagement has a mean of 22.84460 with a standard deviation of 4.675526, while Consumer Purchase Intention has a mean of 17.46229 with a standard deviation of 3.943829.

The classical assumption tests show that the residuals are normally distributed. The One-Sample Kolmogorov-Smirnov test yields an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. The multicollinearity test also shows that the tolerance values of both variables are above 0.10 and the VIF values are below 10, so no symptoms of multicollinearity are found. The residual scatterplot shows no particular pattern, and the points are scattered randomly above and below the zero line, so the model shows no symptoms of heteroscedasticity.

TABLE IV. MULTIPLE LINEAR REGRESSION ANALYSIS RESULTS

Component	Coefficient
Constant	4.096
Digital Content Quality (X1)	0.468
Instagram Engagement (X2)	0.229

Source: SPSS version 22 output, 2026

The regression equation obtained is $Y = 4.096 + 0.468X_1 + 0.229X_2$. The constant of 4.096 indicates the value of Consumer Purchase Intention when both independent variables are assumed to be zero. The coefficient of Digital Content Quality of 0.468 is positive, which means that a one-unit increase in content quality is followed by a 0.468 increase in purchase intention, assuming the other variable is held constant. The coefficient of Instagram Engagement of 0.229 is also positive, but its significance needs to be assessed through the partial test.

TABLE V. HYPOTHESIS TESTING RESULTS

Test	Value	Sig.	Decision
Digital Content Quality → Purchase Intention	t = 2.611	0.010	H1 accepted
Instagram Engagement → Purchase Intention	t = 1.601	0.113	H2 rejected
X1 and X2 → Purchase Intention	F = 45.892	0.000	H3 accepted
Coefficient of determination	Adjusted R ² = 0.476	—	47.6% explained by the model

Source: SPSS version 22 output, 2026

The t-test results show that Digital Content Quality has a positive and significant effect on Consumer Purchase Intention. The calculated t value of 2.611 is greater than the t table value of 1.98472, and the significance of 0.010 is smaller than 0.05. Therefore, H1 is accepted. This finding shows that the better the content presented, the greater the tendency of consumers to be interested in buying Sriayu Coffee and Eatery products.

This finding reinforces previous research on the relationship between Instagram content and purchase intention, including Jonni and Hariyanti (2021), Gunawan and Fardiah (2023), Aurora et al. (2024), and Oktaviona and Bungin (2026). In the S-O-R context, content quality functions as a stimulus capable of conveying information and appeal to consumers, thereby forming a response in the form of purchase intention.

In contrast, Instagram Social Media Engagement does not have a significant effect on Consumer Purchase Intention. The calculated t value of 1.601 is smaller than the t table value of 1.98472, and the significance of 0.113 is greater than

0.05, so H2 is rejected. This means that the interactions occurring on Instagram have not been shown to have a meaningful effect on consumer purchase intention in this study.

This result is in line with the findings of Anggasari and Ferdinand (2024), cited in the thesis, that customer engagement does not have a significant positive effect on purchase intention among Instagram users. Therefore, managers should not merely pursue the number of likes or comments, but need to build higher-quality engagement through responses to comments and messages, interactive content, and interactions that provide information or value to consumers.

Simultaneously, Digital Content Quality and Instagram Social Media Engagement have a positive and significant effect on Consumer Purchase Intention. The calculated F value of 45.892 is greater than the F table value of 3.09, with a significance of $0.000 < 0.05$. H3 is accepted. This result shows that although engagement is not significant when tested on its own, its presence together with content quality still contributes to the model as a whole.

The R value of 0.697 indicates a strong relationship between the two independent variables and Consumer Purchase Intention. The R Square of 0.486 indicates that 48.6% of the variation in purchase intention is explained by the model, while the Adjusted R Square of 0.476 indicates that 47.6% of the variation in purchase intention can be explained by Digital Content Quality and Instagram Social Media Engagement after accounting for the number of variables in the model. The remaining 52.4% is influenced by other factors not analyzed, including price, service quality, and brand image.

The simultaneous findings support the S-O-R framework because content quality and engagement, as stimuli, can work together in shaping consumer responses. However, the partial results show that not all forms of stimulus have the same strength of influence. In the context of Sriayu Coffee and Eatery, the quality of the message and the presentation of content appear to determine purchase intention more than the level of interaction on Instagram alone.

IV. CONCLUSIONS

Based on the research results, Digital Content Quality has a positive and significant effect on the Consumer Purchase Intention of Sriayu Coffee and Eatery in Tegal Regency. Instagram Social Media Engagement does not have a significant partial effect on Consumer Purchase Intention. However, Digital Content Quality and Instagram Social Media Engagement simultaneously have a positive and significant effect on Consumer Purchase Intention, with an Adjusted R Square of 0.476, or 47.6%.

For the managers of Sriayu Coffee and Eatery, content quality needs to be maintained and improved through attractive photos or videos, clear product information, message relevance, and posting consistency. Engagement also needs to be developed through more active, responsive, and interactive communication so that Instagram activity does not stop at the number of interactions but provides information and value that encourage purchase intention.

This study has limitations: the research object focuses on only one cafe, the sample is 100 respondents, and only two independent variables are examined. The 52.4% of variation in purchase intention not yet explained by the model indicates that other factors may have an influence. Future research may consider variables such as price, service quality, brand image, or other digital marketing factors, and use a broader range of objects and a larger number of respondents.

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