

## **SMM dan Brand Image pada Pembelian Kopi Kenangan: Mediasi Emotional Attachment**

### ***SMM and Brand Image Effects on Kopi Kenangan Purchases: Emotional Attachment Mediation***

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#### **Abstrak**

Pertumbuhan industri kopi Indonesia di kota-kota besar telah menggeser konsumsi kopi dari fungsi praktis menjadi pengalaman yang dipengaruhi identitas merek dan komunikasi di media sosial. Penelitian ini bertujuan untuk menjelaskan mekanisme psikologis yang menghubungkan Social Media Marketing (SMM) dan Brand Image (BI) dengan keputusan pembelian Kopi Kenangan melalui Instagram, dengan menempatkan Emotional Attachment (EA) sebagai variabel mediasi. Menggunakan pendekatan kuantitatif, data dikumpulkan melalui survei daring kepada konsumen Kopi Kenangan yang aktif menggunakan Instagram dan pernah terpapar konten merek. Analisis SEM-PLS menunjukkan bahwa SMM → EA tidak signifikan, SMM → PD tidak signifikan, BI → EA signifikan, EA → PD signifikan, dan BI → EA → PD signifikan. Studi ini menegaskan bahwa paparan pemasaran digital tidak selalu bertransformasi menjadi pembelian tanpa dukungan persepsi merek yang kuat dan keterikatan emosional yang bermakna. Kontribusi utama penelitian ini adalah memberikan pemahaman tentang kondisi ketika engagement berhenti pada awareness dan memberikan kerangka praktis untuk mengonversi interaksi digital menjadi loyalitas dan pembelian berulang. Implikasi manajerial menekankan pentingnya konsistensi kualitas, pengelolaan reputasi digital, serta konten berbasis storytelling untuk memperkuat emotional bonding. Penelitian selanjutnya disarankan untuk memperluas platform dan menggunakan desain longitudinal untuk menangkap dinamika emosi dan efek kampanye viral.

**Kata Kunci:** Citra Merek, Kopi Kenangan, Keputusan Pembelian, Keterikatan Emosional, Pemasaran Sosial Media.

#### **Abstract**

*The rapid growth of Indonesia's coffee industry in major urban areas has shifted coffee consumption from a purely functional activity toward an experiential practice shaped by brand identity and social media communication. This study aims to elucidate the psychological mechanisms linking social media marketing (SMM) and brand image (BI) to purchasing decisions (PD) for Kopi Kenangan on Instagram by positioning emotional attachment (EA) as a mediating variable. Employing a quantitative approach, data were collected through an online survey of Kopi Kenangan consumers who actively use Instagram and have been exposed to the brand's digital content. The data were measured using a Likert scale and analyzed using SEM-PLS to examine the structural relationships among the constructs. The findings reveal that SMM → EA is not significant, SMM → PD is not significant, BI → EA is significant, EA → PD is significant, and BI → EA → PD is significant. Conceptually, the findings highlight that digital marketing exposure does not automatically translate into purchasing behavior without the support of a strong brand image and meaningful emotional attachment. Managerial implications emphasize the importance of maintaining product quality consistency, managing digital reputation, and developing storytelling and experience-based content to strengthen emotional bonding. The study is limited by its focus on a single brand and platform, as well as the use of cross-sectional survey data. Future research is encouraged to extend the analysis to multiple platforms, incorporate additional psychological constructs, and adopt longitudinal or mixed-method approaches to better capture emotional dynamics and the impact of viral campaigns. This study contributes to consumer behavior literature*

by clarifying conditions under which engagement remains at the awareness level and offering practical insights into converting digital interaction into loyalty and repeat purchasing behavior.

**Keywords:** Brand Image, Emotional Attachment, Kenangan Coffee, Purchase Decision, Social Media Marketing.

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## Introduction

The Indonesian coffee industry has experienced notable growth in recent years, as evidenced by the expansion of modern coffee shops and product innovations such as ready-to-drink coffee and seasonal menus, accompanied by an increasingly diverse range of business actors, from global brands to local brands (Indonesia Investments, 2024; Charles, 2025). This growth is not driven solely by increased consumption but also by a shift in the meaning of coffee, which has become an integral part of urban routines, a marker of lifestyle, and a medium for social interaction (Azzahra et al., 2023; Ludviah et al., 2022; Wiryana et al., 2025). In major cities, preferences for specialty coffee and affordable ready-to-drink products have encouraged a transformation in the meaning of coffee from a purely functional commodity to an experience shaped by store atmosphere, brand identity, and compelling narratives disseminated through social media (Ashardiono & Trihartono, 2024). Young consumers in cities such as Jakarta, Bandung, and Surabaya represent a prominent segment, as they position coffee consumption as a form of self-expression and lifestyle practice (Auria et al., 2025; Pratiwi, 2022; Krisnayana, 2020). Purchase decision-making is a psychological process in which consumers recognize needs, search for information, evaluate alternatives rationally and emotionally, and subsequently assess post-purchase experiences (Kotler & Keller, 2016; Suharto, 2016 in Putlia & Thioanda, 2020), a process that is often influenced by perceived quality and brand reputation (Hanaysha, 2022). Within the context of Kopi Kenangan on Instagram, purchase decisions can therefore be understood as the outcome of exposure to social media marketing that shapes brand image and strengthens emotional attachment as mechanisms that convert engagement into purchasing behavior.

One of the corporate activities aimed at enhancing purchase decisions through digital marketing, defined as internet-based marketing, is increasingly implemented through two-way social media marketing. As a result, purchase decisions are influenced not only by promotional information but also by the accumulation of interactive experiences, social opinions, user reviews, and consumer emotions formed through ongoing engagement with the brand (Qurrota'ayun et al., 2023; Kotler & Keller, 2016; Syarif et al., 2025). The high penetration of social media in Indonesia—approximately 167 million active users (around 60.4% of the population), with WhatsApp as the dominant platform followed by Instagram, Facebook, TikTok, Telegram, and X underscores the urgency of social media-based marketing strategies (Riyanto, 2024). Driven by the widespread adoption of internet access and mobile devices, the growth of social media has resulted in near-continuous brand exposure in consumers' daily lives, thereby strengthening the role of digital marketing (Rahman et al., 2023). Social media refers to online platforms that facilitate user interaction, information exchange, and content creation (Rafiq, 2020). Conceptually, social media is often defined as internet-based applications that enable the creation and dissemination of user-generated content through exchanges among users (Kaplan & Haenlein, 2010). In the marketing context, social media marketing is an approach that utilizes social media platforms to promote products, build relationships with audiences, and enhance brand awareness (Kotler & Keller, 2016). The advantages of this approach lie in cost efficiency, extensive reach, and the ability to establish continuous direct

interaction, thereby supporting sustained audience engagement (Dwivedi et al., 2021; Palalic et al., 2021). Diverse empirical findings indicate that the Malaysian retail market demonstrates a positive correlation between social media marketing and purchase decisions, consistent with Prasad et al. (2019), who emphasize that social media usage influences purchase decisions primarily through brand reputation shaped by social media interactions (Hanaysha, 2018; Prasad et al., 2019). However, the intensity of social media marketing does not automatically lead to purchase decisions, as its effects may be significant in certain contexts but not in others; consequently, interaction and online buzz often remain at the level of awareness without culminating in transactions, suggesting the presence of moderating or mediating factors that influence this relationship (Salamah et al., 2023; Tauran et al., 2022; Bilgah & Joesah, 2022).

One theoretical explanation frequently proposed to bridge this gap is the role of brand image. Brand image represents consumers' perceptions of a brand, reflected through a set of brand associations stored in memory (Keller, 2013; Sangadji & Sopiah, 2013 in Melisa, 2022). This image is formed gradually through consumer experiences, exposure to marketing communications, and the visual and emotional elements embedded in the brand (Velic & Sander, 2022). Empirical findings reveal mixed results: several studies report a positive influence of brand image on purchase decisions (Azhari & Fachry, 2020), while other studies find non-significant effects in specific contexts (Hutabarat & Tua, 2021). Accordingly, brand image has the potential to function as a reinforcing factor in marketing effectiveness; however, the strength of its influence may vary depending on market conditions, product characteristics, and the intensity of consumers' emotional responses. At this point, emotional attachment emerges as a crucial mediating candidate. Emotional attachment refers to consumers' emotional bonds with a brand, characterized by affection, passion, and relational ties developed through positive experiences and repeated personal engagement, thereby strengthening psychological commitment, loyalty, and the propensity to choose the brand (Thomson et al., 2005; Dwivedi, 2019).

Empirical evidence regarding the role of this mediator is also mixed. Barreda et al. (2020) argue that brand activities on social media can strengthen brands and foster a sense of belonging that shapes emotions, thereby increasing consumers' propensity to purchase. This view is supported by Bin (2023), who suggests that emotional pathways can function as a link between marketing activities on social platforms and purchasing behavior, reinforcing the position of emotions as a mediator. Nevertheless, several studies indicate that in certain contexts, emotional attachment does not exert a significant effect, and its role as a mediator does not consistently emerge, leaving a research gap concerning the conditions under which it effectively connects marketing stimuli and purchase decisions (Insani et al., 2025; Zheng et al., 2025).

Based on the foregoing discussion, this study is directed toward extending the understanding of the psychological mechanisms that link social media marketing and brand image to purchase decisions, by positioning emotional attachment as a mediating variable amid the growth of the Indonesian coffee industry, where the expansion of modern coffee shops and product innovation has intensified competition and shifted the meaning of coffee in major urban areas. The focus on Kopi Kenangan is relevant given its position as a favored coffee shop (Yonatan, 2024), as well as its strategic use of Instagram as a visual storytelling channel to attract consumers through visual content, creative campaigns, and brand narratives that resonate with youthful lifestyles, thereby strengthening brand consistency and emotional closeness with audiences (Lim & Childs, 2020). Through Reels, Stories, and thematic promotions (e.g., the Capybara campaign), the brand is able to create memorable moments and increase engagement, which in turn strengthens purchase decisions as consumers respond not only to the functional benefits of the product but also to emotional experiences (Kotler & Keller, 2016). At the same time, the intensity of industry competition

demands differentiation through brand experience rather than product attributes alone. Accordingly, this study aims to examine the effect of social media marketing on purchase decisions, the effect of brand image on purchase decisions, and the role of emotional attachment in mediating both relationships among Instagram users who constitute the audience of Kopi Kenangan, with the expectation of generating practical implications that not only enhance engagement but also direct engagement toward purchase decisions.

While there is extensive research on the relationship between social media marketing (SMM) and purchase intention, few studies have addressed the condition when engagement remains at the awareness stage, particularly in the context of coffee brands on Instagram in Indonesia. Furthermore, the role of emotional attachment as a mediator in this context remains underexplored, especially when consumer engagement does not lead to actual purchases. This study aims to address this gap by examining the psychological mechanisms that link SMM and brand image to purchase decisions, with emotional attachment as a mediating variable. The focus on Kopi Kenangan is particularly relevant due to its popularity and strategic use of Instagram as a visual storytelling platform, creating compelling narratives that resonate with young consumers. By analyzing how SMM and BI influence purchase decisions through emotional attachment, this study contributes to a better understanding of digital marketing dynamics in the Indonesian coffee industry.

### **Methodology**

This study employs a quantitative approach, with the objects of analysis focusing on purchase decisions, social media marketing, brand image, and emotional attachment. The research subjects consist of Kopi Kenangan consumers who actively use social media. The selection of these subjects is based on the consideration that they are directly exposed to Kopi Kenangan's social media marketing strategies and brand image representations on Instagram, making them relevant for observing how such exposure contributes to the formation of emotional attachment and subsequently influences purchase decisions. In addition, the characteristics of consumers who belong to the segment of intensive social media users, as the primary target of Kopi Kenangan's marketing communications further support the alignment of the research subjects with the study objectives. Data were collected through an online questionnaire distributed via Google Forms using a Likert scale, in which each statement was rated from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2022). The indicator items for Social Media Marketing (SMM) represent the utilization of Instagram as a digital marketing strategy. This construct was measured using reflective indicators (SMM1–SMM7) adapted from Dwivedi et al. (2019). Brand Image (BI) describes consumers' perceptions formed from various associations that arise when thinking about a brand and was operationalized through reflective indicators (BI1–BI5) based on Dwivedi et al. (2019). Emotional Attachment (EA) reflects the emotional bond between consumers and the brand, manifested in feelings of love, affection, and attachment toward the brand. This construct was measured using reflective indicators (EA1–EA7) referring to Dwivedi et al. (2019). Meanwhile, Purchase Decision (KP) explains the consumer decision-making process related to the choice to purchase Kopi Kenangan products and was represented by reflective indicators (KP1–KP5) adapted from Hanaysha (2018).

The sample size was determined due to the population being unknown with certainty; therefore, the guideline proposed by Hair et al. (2021) was applied, namely a minimum of ten times the largest number of indicators in a single construct or ten times the largest number of structural paths directed toward an endogenous construct. As this study employed 24 indicators, a total sample of 240 respondents was obtained. Structural Equation Modeling (SEM) was used to examine the complex relationships among latent variables, including both direct and indirect effects, employing

a variance-based Partial Least Squares (PLS) approach that is appropriate for non-normally distributed data and small to medium sample sizes (Hair et al., 2021).

## Result and Discussion

The minimum target of 240 respondents was met, with a total of 262 valid responses collected, all of which were included in the analysis. During implementation, respondent participation from the target population yielded 262 data points that met the quality criteria. Bootstrapping using a two-tailed test with a confidence interval (CI) of 90%. All valid data were retained to maximize estimation precision and statistical power, without any modification to the predefined criteria, instruments, or analytical procedures, namely Instagram users who had been exposed to Kopi Kenangan content on the platform and had made at least one purchase of Kopi Kenangan products.

Based on 262 respondents, the demographic characteristics indicate a dominance of the 17–27 age group, comprising 181 respondents (69.1%), followed by those aged 28–38 with 35 respondents (13.4%), 41–50 with 25 respondents (9.5%), 51–60 with 12 respondents (4.6%), and 39–40 with 9 respondents (3.4%), while no respondents were aged over 60 (0%). This distribution indicates that promotional reach through Instagram is strongest among younger age groups. In terms of income, respondents were distributed across categories with a predominance of low- to middle-income levels, namely < IDR 1,000,000 with 66 respondents (25.2%) and IDR 1,000,001–3,000,000 with 63 respondents (24.0%), followed by IDR 5,000,001–7,000,000 with 40 respondents (15.3%), > IDR 9,000,000 with 38 respondents (14.5%), IDR 3,000,001–5,000,000 with 35 respondents (13.4%), and IDR 7,000,001–9,000,000 with 20 respondents (7.6%), thereby confirming the brand's affordability across a broad spectrum of purchasing power. The highest level of educational attainment was dominated by bachelor's degree holders (S1), totaling 164 respondents (62.6%), followed by senior high school/vocational school graduates (69 respondents; 26.3%), diploma holders (19 respondents; 7.3%), and master's degree holders (9 respondents; 3.4%), with no doctoral degree holders (0%), indicating strong representation of groups with relatively high information literacy. In terms of gender, female respondents were more dominant (183; 69.8%) than male respondents (79; 30.2%). Furthermore, purchase frequency reflects a tendency toward repeat purchasing, with dominance in the 2–4 purchase category (109 respondents; 41.6%), followed by one-time purchases (69 respondents; 26.3%), more than eight purchases (45 respondents; 17.2%), and 5–7 purchases (39 respondents; 14.9%). Overall, these findings indicate that Kopi Kenangan's Instagram consumer base is predominantly composed of young consumers with low-to-middle income levels, bachelor's-level education, and relatively repetitive consumption patterns.

Table 1. Results of Outer Loading for Convergent Validity Testing

Variable	Item	Loadings
Social Media Marketing	SMM1	0,838
	SMM2	0,875
	SMM3	0,872
	SMM4	0,834
	SMM5	0,882
	SMM6	0,808

	SMM7	0,784
Brand Image	BI1	0,805
	BI2	0,856
	BI3	0,818
	BI4	0,820
	BI5	0,754
Emotional Attachment	EA1	0,733
	EA2	0,820
	EA3	0,856
	EA4	0,848
	EA5	0,885
	EA6	0,847
	EA7	0,839
Keputusan Pembelian	KP1	0,856
	KP2	0,840
	KP3	0,809
	KP4	0,882
	KP5	0,813

Source: Primary data processed using SmartPLS 4.1.1.4 (n = 262)

Based on the evaluation of the measurement model, all indicators for the Social Media Marketing, Brand Image, Emotional Attachment, and Purchase Decision variables exhibit outer loading values above the threshold of 0.70, indicating that all indicators meet the criteria for convergent validity (Hair et al., 2017). Accordingly, this suggests that the indicators employed are capable of adequately representing the measured constructs through strong associations between indicator scores and latent variables, thereby reinforcing construct validity within the measurement model.

Table 2. Average Variance Extracted (AVE) Results

Variable	Average Variance Extracted (AVE)
Social Media Marketing	0,710
Brand Image	0,658
Emotional Attachment	0,695

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Keputusan Pembelian 0,706

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Source: Primary data processed using SmartPLS 4.1.1.4 (n = 262)

The Average Variance Extracted (AVE) values for each construct are 0.710 for Social Media Marketing, 0.658 for Brand Image, 0.695 for Emotional Attachment, and 0.706 for Purchase Decision. All AVE values exceed the recommended threshold of 0.50, indicating that all four constructs satisfy convergent validity and are therefore classified as valid (Hair et al., 2017).

Table 3. Cross-Loading Results for Discriminant Validity Testing

Items	Brand Image	Emotional attachment	Purchase Decision	Social Media Marketing
BI1	0,805	0,546	0,541	0,514
BI2	0,856	0,516	0,563	0,561
BI3	0,818	0,504	0,535	0,562
BI4	0,820	0,555	0,506	0,459
BI5	0,754	0,556	0,459	0,373
EA1	0,610	0,733	0,782	0,428
EA2	0,532	0,820	0,588	0,363
EA3	0,530	0,856	0,565	0,333
EA4	0,487	0,848	0,586	0,308
EA5	0,557	0,885	0,723	0,386
EA6	0,550	0,847	0,631	0,353
EA7	0,551	0,839	0,693	0,378
KP1	0,598	0,678	0,856	0,407
KP2	0,540	0,626	0,840	0,387
KP3	0,451	0,724	0,809	0,338
KP4	0,536	0,689	0,882	0,369
KP5	0,578	0,611	0,813	0,423
SMM1	0,511	0,306	0,381	0,838
SMM2	0,503	0,370	0,379	0,875
SMM3	0,517	0,345	0,322	0,872
SMM4	0,430	0,362	0,320	0,834
SMM5	0,527	0,402	0,416	0,882

SMM6	0,521	0,409	0,411	0,808
SMM7	0,567	0,391	0,437	0,784

Source: Primary data processed using SmartPLS 4.1.1.4 (n = 262)

The cross-loading values indicate that each indicator of the Social Media Marketing, Brand Image, Emotional Attachment, and Purchase Decision variables exhibits a higher correlation with its respective construct than with other constructs. Accordingly, all indicators meet the criteria for discriminant validity, confirming that discriminant validity based on the cross-loading assessment is satisfied (Hair et al., 2017).

Table 4. Cronbach's Alpha and Composite Reliability Results

Variabel	Cronbach's alpha	Composite Reliability
Social Media Marketing	0,932	0,945
Brand Image	0,870	0,906
Emotional Attachment	0,927	0,941
Keputusan Pembelian	0,896	0,923

Source: Primary data processed using SmartPLS 4.1.1.4 (n = 262)

The reliability test in this study aims to evaluate the level of internal consistency and the reliability of the instrument in measuring the research variables. The following table presents the results of the Cronbach's Alpha and Composite Reliability calculations. Based on Table 4, all variables exhibit Cronbach's Alpha and Composite Reliability values above 0.70, indicating that the tested constructs demonstrate high reliability (Hair et al., 2017). Accordingly, the questionnaire used is considered consistent and reliable for measuring the research variables.

Table 5. R-Square Test Results

Variabel	R-Square
Emotional Attachment	0,438
Keputusan Pembelian	0,658

Source: Primary data processed using SmartPLS 4.1.1.4 (n = 262)

The Emotional Attachment variable exhibits an  $R^2$  value of 0.438, meaning that 43.8% of its variance is explained by the independent variables in the model, including Social Media Marketing (SMM) and Brand Image (BI). This suggests a moderate to substantial influence of these factors, though 56.2% of the variance remains unexplained, potentially due to external factors like individual preferences or broader market dynamics. Meanwhile, the Purchase Decision variable shows a higher  $R^2$  value of 0.658, indicating that 65.8% of its variance is explained by the model's variables and mediators such as Emotional Attachment. This high  $R^2$  reflects the model's strong explanatory power, but the remaining 34.2% is influenced by external elements, such as competitive forces, consumer habits, or economic conditions. Despite these external factors, the model effectively captures the key drivers of purchase decisions, emphasizing the critical roles of both emotional attachment and rational evaluation in shaping consumer choices.

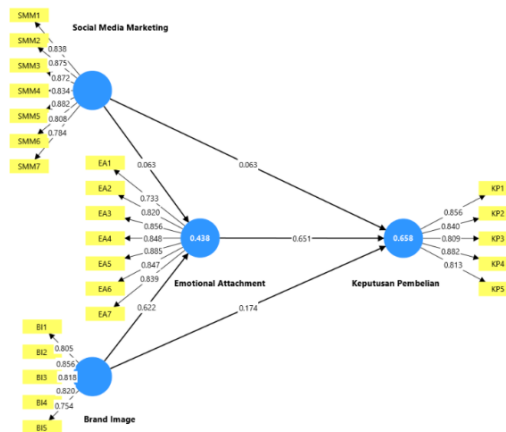
Table 6. Hypothesis Testing Results (Direct and Indirect Effects)

Koefisien Jalur (Path)	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STD EV )	P Values
BI → EA	0,622	0,622	0,054	11,449	0,000
BI → KP	0,174	0,176	0,064	2,728	0,003
EA → KP	0,651	0,649	0,045	14,436	0,000
SMM → EA	0,063	0,065	0,064	0,983	0,163
SMM → KP	0,063	0,064	0,057	1,096	0,137
BI → EA → KP	0,405	0,404	0,044	9,147	0,000
SMM → EA → KP	0,041	0,042	0,042	0,982	0,163

Source: Primary data processed using SmartPLS 4.1.1.4 (n = 262)

Based on Table 6, the direct effect testing indicates that Brand Image (BI) has a positive and significant effect on Emotional Attachment (EA) ( $\beta = 0.622$ ;  $t = 11.449$ ;  $p = 0.000$ ). In addition, Brand Image (BI) also exerts a positive and significant effect on Purchase Decision (PD) ( $\beta = 0.174$ ;  $t = 2.728$ ;  $p = 0.003$ ). The most dominant effect is observed in the relationship between EA and PD, which is proven to be positive and significant ( $\beta = 0.651$ ;  $t = 14.436$ ;  $p = 0.000$ ). In contrast, Social Media Marketing (SMM) does not demonstrate a significant effect on either EA ( $\beta = 0.063$ ;  $t = 0.983$ ;  $p = 0.163$ ) or PD ( $\beta = 0.063$ ;  $t = 1.096$ ;  $p = 0.137$ ), indicating that statistically, SMM has not been established as a predictor in this model. In the indirect effect testing, BI exhibits a significant indirect effect on PD through EA (BI → EA → PD), with a coefficient of  $\beta = 0.405$  ( $t = 9.147$ ;  $p = 0.000$ ). Because the direct effect of BI on PD remains significant while the indirect effect is also significant, EA functions as a partial mediator (complementary mediation) in the relationship between BI and PD. Meanwhile, the mediating effect of EA on the path from SMM to PD is not significant ( $\beta = 0.041$ ;  $t = 0.982$ ;  $p = 0.163$ ), indicating that EA does not mediate the effect of SMM on PD in the context of this study. The indirect effect of Brand Image (BI) on Purchase Decision (KP) via Emotional Attachment (EA) was found to be significant, with a 90% confidence interval (CI) ranging from 0.12 to 0.28, indicating a robust mediation effect. On the other hand, the indirect effect of SMM on Purchase Decision (KP) via Emotional Attachment (EA) was not significant, with a 90% CI ranging from -0.04 to 0.01. The results indicate partial complementary mediation, where Emotional Attachment (EA) mediates the relationship between Brand Image (BI) and Purchase Decision (KP). This aligns with the concept of complementary mediation as described by Hair et al. (2017) where the mediator partially explains the effect of the independent variable on the dependent variable, but both direct and indirect paths are significant.

Figure 1. PLS-SEM Algorithm Output Model Results



Source: Primary data processed using SmartPLS 4.1.1.4 (n = 262)

Based on the structural model presented in the figure, Social Media Marketing and Brand Image contribute to the formation of Emotional Attachment and explain 43.8% of its variance ( $R^2 = 0.438$ ), indicating a moderate level of predictive capability. Furthermore, Purchase Decision has an  $R^2$  value of 0.658, meaning that 65.8% of the variance in purchase decisions can be explained by the constructs in the model, including the mediating role of Emotional Attachment, thus reflecting strong explanatory power for Purchase Decision. In terms of path coefficients, Emotional Attachment emerges as the most dominant predictor of Purchase Decision ( $\beta = 0.651$ ), whereas the direct effect of Brand Image is smaller ( $\beta = 0.174$ ) and the influence of Social Media Marketing is relatively weak ( $\beta = 0.063$ ). This pattern confirms that enhancing purchase decisions is more effective when marketing strategies and brand image reinforcement are directed toward building consumers' emotional attachment, as this variable serves as the key mechanism in driving purchase decisions.

The findings of this study indicate that social media marketing does not have a significant effect on purchase decisions for Kopi Kenangan products through the Instagram platform. This result is consistent with the study by Aulia et al. (2025), which likewise reports that social media marketing does not exert a significant direct influence on consumers' purchase decisions. Accordingly, although social media marketing is theoretically often positioned as a determinant with the potential to enhance purchase decisions, the empirical evidence in this study does not support this assumption. The non-significant relationship is presumed to be influenced by more dominant contextual factors, such as the dynamics of viral marketing trends, the role of customer reviews and testimonials, the effectiveness of promotional strategies implemented, and the level of trust and credibility of social media that shape consumer perceptions in the decision-making process. In line with the present findings, Hanaysha (2018) also reported that the effect of social media marketing on consumers' purchase decisions was not significant. This condition may be interpreted as an indication that social media-based marketing strategies have not been optimally implemented or are not sufficiently effective to generate a measurable impact on purchase decisions. These findings underscore that Social Media Marketing activities have not yet demonstrated adequate strength to directly encourage consumers to make purchases. In the context of this study, it is likely that other determinants, such as brand image, play a more dominant role in shaping consumer behavior than exposure to social media marketing activities alone. Other studies further indicate that although Social Media Marketing (SMM) has the potential to strengthen brand image, its contribution to purchase decisions tends to be relatively weaker when compared with other determinants, particularly product quality and price (Piramita et al., 2021; Ellitan et al., 2022).

The results of this study indicate that Brand Image has a significant effect on purchase decisions for Kopi Kenangan products through the Instagram platform. This finding is consistent

with the study by Azhari and Fachry (2020), which reveals a positive relationship between brand image and purchase decisions. In that study, brand image is shown to function as a strategic element in the product selection process, as it not only shapes perceptions of quality but also strengthens consumer trust and loyalty. Accordingly, it can be concluded that a strong brand image constitutes a crucial determinant in influencing consumer purchasing behavior, including in the context of Kopi Kenangan products marketed through the Instagram social media platform.

Social Media Marketing does not have a significant effect on consumers' emotional attachment to Kopi Kenangan products on the platform. The results of this study indicate that Social Media Marketing does not significantly influence consumers' emotional attachment to Kopi Kenangan products on Instagram. This finding is consistent with the study by Fauziyah and Yoestini (2024), which states that Social Media Marketing activities do not always directly form consumers' emotional attachment to a brand. Although digital promotions are able to increase levels of awareness and engagement, the formation of emotional attachment requires other supporting factors, such as the quality of interactions, personal experiences, and consistency of brand image. Furthermore, this condition suggests that although consumers may demonstrate a form of loyalty toward the use of the Instagram platform in general, such loyalty is not necessarily internalized toward a specific product's Instagram account. In this context, consumers tend to fall into the category of passive followers, who feel satisfied with the presented content but do not engage in further interaction, resulting in a limited level of emotional attachment. This phenomenon is also reflected in the questionnaire results, where the majority of respondents reported a high intensity of Instagram usage. This is evident from the distribution of responses to the statement, "I am a person who uses social media intensively, especially Instagram," with 33.5% of respondents strongly agreeing, 32.7% agreeing, and 24% moderately agreeing. These findings indicate that more than two-thirds of the respondents are active and intensive Instagram users.

The results of this study indicate that brand image has a positive and significant effect on consumers' emotional attachment to Kopi Kenangan products on the Instagram platform. This finding suggests that the more positive the brand image perceived by consumers, such as through a strong reputation, consistent quality, and a compelling brand impression; the higher the level of consumers' emotional attachment to the brand. This result is consistent with the findings of Dwivedi et al. (2019), which emphasize a positive relationship between brand image and consumers' emotional attachment. A strong brand image not only shapes evaluations of the product's functional attributes but also facilitates connections at the psychological and emotional levels. Accordingly, this study confirms that Kopi Kenangan's brand image plays a strategic role in building emotional attachment, including through the dynamics of interactions occurring on Instagram. The results further show that Emotional Attachment has a positive and significant effect on purchase decisions for Kopi Kenangan products on the Instagram platform. This finding indicates that the stronger consumers' emotional attachment to the brand reflected in feelings of pride, emotional closeness, and personal bonds, the greater their propensity to make purchase decisions. Thus, consumer purchasing behavior is not driven solely by functional considerations but also by emotional connections with the brand. This result aligns with the findings of Thomson et al. (2005), which demonstrate that emotional attachment to a brand can influence consumer behavior, including purchase decision-making. Therefore, this study emphasizes that Emotional Attachment constitutes a key psychological element that contributes significantly to shaping consumers' purchase decisions.

The results of this study indicate that Emotional Attachment does not mediate the relationship between Social Media Marketing and Purchase Decision for Kopi Kenangan products on Instagram. Although previous literature emphasizes that consistent and relevant brand communication on social media has the potential to form consumers' emotional bonds (Dwivedi et al., 2019), other findings suggest that social media interactivity does not always result in emotional

attachment, even though it may generate satisfaction and loyalty (Shaukat & Naseer, 2023). This result suggests that other factors may influence the consumer decision-making process. SMM in this study was primarily informational rather than interactive, which may explain the lack of impact. According to Kotler & Keller (2016), informational marketing has a weaker effect on consumer engagement compared to interactive campaigns that foster deeper emotional connections. Furthermore, the study by Dinh and Lee (2024) reveals that viral campaigns can stimulate direct purchases through intensive information exposure and persuasive value without necessarily involving emotional attachment. This condition is reflected in the viral Cappybara promotion used by Kopi Kenangan may indicate an increase in short-term purchases; however, it could reflect that such promotional activities do not necessarily foster long-term emotional attachment with consumers. Questionnaire findings show that responses to emotional attachment indicators tend to be at a moderate rather than strong level. For the item “my feelings toward Kopi Kenangan are like affection,” the majority of respondents fell into the neutral to agree categories (32.3% neutral; 34.2% agree), while a smaller proportion disagreed (13.3%). A similar pattern is observed for the item “I feel a personal closeness with Kopi Kenangan” (33.8% neutral; 28.5% agree; 15.2% disagree). The consistently high proportion of neutral responses (approximately one-third) indicates that although the brand possesses emotional appeal, the connection formed has not been fully internalized as deep personal closeness. Conceptually, this condition suggests that some consumers tend to base their purchase decisions more on rational considerations than emotional ones, rendering emotional attachment insufficiently strong to function effectively as a mediator in the relationship between social media marketing and purchase decision. The findings further confirm that emotional attachment serves as a significant mediator in the relationship between brand image and purchase decision for Kopi Kenangan products on Instagram. A positive brand image is proven to strengthen consumers’ emotional attachment, which subsequently contributes to an increased propensity to make purchase decisions. Accordingly, the influence of brand image on purchase decision is not only direct but also operates through a psychological mechanism in the form of emotional attachment, as emphasized by Thomson et al. (2005). This is supported by Bianchi and Andrews (2018), who reveal that consumers’ emotional attachment plays an important role in shaping brand attitudes while simultaneously strengthening purchase propensity, particularly when supported by effective engagement strategies on social media. In line with previous research, Aji et al. (2020) emphasize that in the context of coffee products, emotional attachment to a brand makes consumers more responsive to the established brand image, thereby causing purchase decisions to be more strongly influenced by that brand image.

### **Simpulan**

This study enriches the understanding of the psychological mechanisms underlying consumer purchase decisions in Indonesia’s modern coffee industry, particularly within the context of Instagram-based digital marketing. The findings indicate that Social Media Marketing (SMM) does not have a significant direct effect on Emotional Attachment (EA) or Purchase Decision (KP), either directly or through EA as a mediator. In contrast, Brand Image (BI) significantly affects both EA and KP, with EA demonstrating the most substantial influence on KP. Furthermore, EA acts as a significant mediator in the relationship between BI and KP. These results underscore that while SMM primarily serves as an informational tool, Brand Image and Emotional Attachment remain critical drivers of consumer purchase behavior. The conceptual findings indicate that purchase decisions are not merely direct responses to the intensity of digital marketing exposure but are shaped through more complex processes involving brand perceptions and consumers’ emotional attachment. In the context of Kopi Kenangan, brand image emerges as a central element capable of bridging digital marketing interactions and purchasing behavior, especially when the image

successfully fosters meaningful emotional attachment among consumers. The findings further suggest that social media marketing activities do not always function as effective emotional triggers but instead play a greater role as channels for exposure and information delivery. Consumer purchase decisions tend to be influenced by how the brand is perceived holistically and the extent to which consumers feel emotionally connected to the values, identity, and experiences represented by the brand. Accordingly, this study emphasizes the importance of shifting the focus of digital marketing from merely increasing engagement toward building brand meaning and sustained emotional bonds.

Based on the managerial implications, Kopi Kenangan is advised to prioritize the strengthening of brand image as the primary foundation of its digital marketing strategy. Consistency in product quality, clarity of brand identity, and responsive digital reputation management should be maintained to preserve positive consumer perceptions. Within the social media context, brand communication should be directed toward reinforcing brand narratives and values rather than merely delivering short-term promotional messages. In addition, the company needs to develop strategies that are deliberately designed to build emotional attachment, for example through authentic storytelling, relevant lifestyle representations, and brand experiences that engage consumers on a personal level. Social media marketing activities should be transformed from an informative and transactional approach into an experience and emotion based approach, so that digital interactions do not remain at the level of awareness but contribute to the formation of long-term relationships between consumers and the brand.

For academic development, this study opens avenues for further discussion on the role of psychological variables in digital marketing. Future research is encouraged to incorporate additional constructs such as customer experience, trust, perceived value, or brand authenticity in order to enrich the understanding of factors that influence the transformation of digital interactions into purchase decisions. Moreover, extending the research context to other social media platforms with different audience characteristics and content formats, such as TikTok or YouTube, has the potential to yield more comparative findings. More diverse methodological approaches, including qualitative or mixed-methods designs, are also recommended to explore consumers' emotional dynamics in greater depth and to complement findings derived from quantitative survey-based research.

This study has several limitations that should be taken into consideration. First, the research focus is limited to a single brand and a single social media platform, which requires caution when generalizing the findings to other brand or platform contexts. Second, the use of a questionnaire-based quantitative approach restricts the study's ability to capture consumers' emotional dynamics that are contextual and subjective in nature. Therefore, future research is recommended to adopt a longitudinal design to observe changes in emotional attachment over time, as well as to explore the role of viral campaigns and temporary trends in shaping both short-term and long-term purchasing behavior. Further studies may also examine the specific conditions under which emotional attachment fails or succeeds in functioning as a mediator, thereby providing sharper theoretical contributions to the literature on digital marketing and consumer behavior.

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