

THE INFLUENCE OF INSTAGRAM CONTENT MARKETING AND SALES - PROMOTIONS ON PURCHASE DECISIONS (STUDY ON STARBUCK DR WAHIDIN'S CONSUMERS IN SEMARANG)

Rafli Hadyan Triprimansyah

Business Administration, FISIP, Diponegoro University, Indonesia
(raflihadyan24@gmail.com)

ABSTRACT

Starbucks Indonesia actively utilizes Instagram to build strengthen its market position by sharing inspirational, creative, and educational content. However, despite its popularity, several challenges arise, particularly regarding consumer perceptions of promotional content, pricing, and taste, which often generate negative reviews. Sales promotion also plays a significant role as Starbucks consistently offers various incentives, such as discounts, member-exclusive offers, and bundling programs. These efforts are aimed at encouraging short-term purchases while maintaining long-term customer loyalty. Nevertheless, issues such as mismatched promotional messages and perceived lack of relevance to the target audience remain key challenges. This study aims to determine the effect of content marketing and sales promotion as independent variables on purchase decisions as the dependent variable. This is an explanatory research study, using non-probability sampling techniques to select 100 samples who are customers of Starbucks Dr. Wahidin Semarang using purposive sampling methods. Data analysis was performed using SPSS. The results of the SEM analysis coefficient testing showed that: (H1) Content marketing have significant to purchase decision is accepted; (H2) Sales have significant to purchase decision is accepted; (H3) Content marketing and sales promotion have significant to purchase decision is accepted is accepted.

Keywords: Content Marketing, Sales Promotion, Purchase Decision

1. INTRODUCTION

Solomon (2017) social media changes how a consumer can learn and choose a product. Instagram is one of the most actively used social media platforms by Starbucks to develop their business. This is supported by the fact that Instagram is among the top two social media applications that are rapidly growing and widely used by the Indonesian community.

Starbucks is already a well-known brand in Indonesia, they still utilize and maximize Instagram and other social media applications to drive their sales and expand their branding.

Starbucks Indonesia's Instagram profile (@starbuckindonesia) shows that Starbucks has managed to gain 1.7 million followers with 5,839 posts.

Starbucks's Top Brand Index shows the highest sales level among its competitors, namely Exelcso and The CoffeeBean & Tea Leaf. With percentage details as follows. Based on existing brands, they use social media to attract consumers to make purchases, thereby influencing the competition between brands.

Aprinta, (2016) also mentions and confirms that online advertising for a brand can determine audience targets and optimize features to provide increased brand awareness by potential consumers. Starbucks's content marketing strategy on Instagram has also been met with various negative reviews from consumers.

The increasing trend of negative reviews related to promotions, price, and taste, as evidenced by the "Starbucks Google Maps Negative Reviews" graphic, signals fundamental challenges that may affect the long-term sustainability of the brand. Promotional issues, frequently cited in customer complaints, indicate a mismatch between the promise of marketing campaigns and the actual in-store experience, which risks lowering consumer trust in the brand as customers feel misled or that their expectations are not being met.

Sales promotion is a marketing activity that provides added value or incentives to sales personnel, distributors or consumers which is expected to increase sales (Morissan, 2010). The Sales Promotion Strategy is used by Starbucks to be able to change or attract consumers so they can make purchases in accordance with the ongoing Sales Promotion. So, consumers will be interested in buying products that match the Sales Promotion.

In this case it will provide an equally beneficial effect between consumers and companies. In the application of the Starbucks sales promotion, Starbucks provides several promotions every day and create consistent promotions with different offers. Starbucks consumer has many choices before deciding and making choices about what to buy.

Due to the challenges faced by content marketing such as the emergence of new competitors and rapidly changing digital trends and the negative reviews received regarding sales promotion strategies; these issues have become critical in evaluating the effectiveness of Starbucks' marketing communication. Based on these considerations, the researcher has chosen

the following title for this study: “The Influence of Instagram Content Marketing and Sales Promotions on Purchase Decisions (A Study on Starbucks Consumers in Semarang City).”

1.1. Problem Formulation

- a. Is there a relationship between content marketing strategy and purchasing decisions?
- b. Is there a relationship between the sales promotion on purchasing decisions?
- c. Is there a relationship between content marketing strategy and sales promotion on purchasing decisions?

2. LITERATURE REVIEW

Content Marketing

According to Kotler (2019) content marketing is a marketing approach that includes creating, selecting, sharing and enlarging good and interesting, relevant and useful content for clear audience groups to create conversations about the content so that the given brand can be conveyed clearly in the eyes of consumers. According to Gunelius (2011), content marketing is a form in direct or indirect marketing that is used to build awareness, recognition, level power and action for brands, businesses, products, people or other entities and is carried out using a tool from the web. social media such as blogging, microblogging, social networking, social bookmarking and content sharing. According to Aušra et al. (2016), high-quality content marketing should incorporate seven essential elements:

1. Relevance: The content provided must be relevant to the characteristics of the product or the company being marketed.
2. Informative: Content should offer valuable information to potential customers, including knowledge, skills, and insights.
3. Reliability: A key element in creating high-quality content.
4. Value: Content creation should reflect both functional and emotional values, not merely serve as a marketing tool.
5. Uniqueness: Content can serve as a strategic positioning tool, helping the company build a distinct image and stand out in a crowded market.

6. Emotions: Companies must understand content on a broader level and incorporate emotional and entertaining elements that can excite customers.

Sales Promotion

According to Kotler (2018), sales promotion constitutes a form of marketing campaign comprising various incentive tools, predominantly short-term in nature, aimed at accelerating or amplifying consumer or distributor purchases of products or services. Tjiptono (2015), promotion constitutes a component of the marketing mix aimed at informing, persuading, and reminding consumers about a brand and its products. According to Kotler and Keller (2012), the indicators of sales promotion are:

1. Sales Frequency: This refers to the measurable strategy of how often sales promotions are conducted within a certain time frame using promotional media.
2. Promotion Quality: This involves the assessment and evaluation of the effectiveness and execution of a company's promotional activities.
3. Promotion Appropriateness: This reflects how accurately a promotion targets the intended audience to achieve sales objectives.

Purchase Decision

According to Tjiptono (2014) purchasing decisions are a series of processes that start with the consumer getting to know the problem, looking for information about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem. Kotler, P., & Keller, (2012) adds that the process in this purchasing decision is a five-stage process that a consumer will pass, this starts with an introduction to a problem, searching for information, evaluating alternatives that can solve the problem, purchasing decisions and behavior, post purchase. According to Tjiptono (2012), the indicators of purchasing decision are:

1. Product choice, which is a dimension that will show that a consumer will make a purchase of a product based on a variety and quality of the product that suits his needs and desires.
2. Distribution choice, which is a dimension that shows that a consumer makes a purchase of a product based on several distribution choices
3. Purchase time, this is a dimension that shows that a consumer can make a purchase of a product at the right time to be able to meet the needs and desires of a consumer.

4. Number of purchases, this is a dimension that shows that a consumer can adjust the number of purchases of a product according to the needs and desires of consumers.

3. METHOD

This research is quantitative research with data analysis techniques using SPSS. This research uses explanatory research to analyze one variable with another variable and test previously formulated hypotheses. The population of this study is all consumers of Starbuck Dr Wahidin Semarang, with a sample of 100 respondents based on the results of the Slovin formula. The sampling technique used nonprobability sampling and data collection techniques by distributing questionnaires, interviews, and literature studies. The data analysis methods used validity tests, reliability tests, simple regression tests, classical assumption tests, multiple linear regression tests, correlation coefficients, determination coefficients, significance, and F and t tests (Sugiyono, 2013).

4. RESULTS AND DISCUSSION

The following are the results of the research processed with SPSS with scala likert 1-5 for 14 item questionnaire of content marketing, 5 item questionnaire of sales promotion, and 9 item questionnaire of purchase decision. According to Ghozali (2009), An item is considered valid if the significance value is <0.05 or the correlation coefficient (r value) exceeds r table at a significance level of 5% and a certain number of respondents.

Table 1. Validity Test Result on Content Marketing (X1)

No	Item	r count	=	r table	Conclusion
1	I find the Starbucks Indonesia's content relevant to my informational needs.	0,660	>	0,05	Valid
2	Starbucks Indonesia's content successfully builds engagement with its audience.	0,714	>	0,05	Valid
3	Starbucks Indonesia provides content that gives new knowledge to consumers or potential customers.	0,696	>	0,05	Valid
4	Starbucks Indonesia presents marketing content that is interesting and in accordance with its target consumers.	0,740	>	0,05	Valid

No	Item	r count	=	r table	Conclusion
5	Starbucks Indonesia is careful in evaluating and processing data before producing content.	0,652	>	0,05	Valid
6	Starbucks Indonesia uses appropriate techniques in creating marketing content.	0,632	>	0,05	Valid
7	The content produced by Starbucks Indonesia provides value “Delivering our very best in all we do” to its audience.	0,559	>	0,05	Valid
8	Starbucks Indonesia’s social media includes moral messages in its content.	0,604	>	0,05	Valid
9	I find the content of Starbucks Indonesia to be unique and different from other brands.	0,561	>	0,05	Valid
10	Starbucks Indonesia creates content that follows current trends.	0,749	>	0,05	Valid
11	Starbucks Indonesia understands its consumers when crafting content messages.	0,635	>	0,05	Valid
12	The content created by Starbucks Indonesia is relevant to current events or issues.	0,699	>	0,05	Valid
13	I can easily understand the content created by Starbucks Indonesia	0,653	>	0,05	Valid
14	Starbucks Indonesia’s content attracts my interest as a consumer.	0,649	>	0,05	Valid

Source: Primary data processed (2025)

Based on Table 1. above, all items in the content marketing have a calculated r value greater than the table r (0.05). The highest calculated r value is 0,749 in CM10 item and the lowest calculated r value is 0,559 in CM7.

Table 2. Validity Test Result on Sales Promotion (X2)

No	Item	r count	=	r table	Conclusion
1	Starbucks Indonesia frequently launches various promotions throughout the year.	0,767	>	0,05	Valid
2	Starbucks often offers time-limited promotional campaigns.	0,693	>	0,05	Valid
3	I perceive Starbucks' member-exclusive discounts as attractive and beneficial.	0,745	>	0,05	Valid
4	Starbucks communicates its promotional offers clearly across multiple platforms (e.g., social media, app, email, in-store).	0,804	>	0,05	Valid

No	Item	r count	=	r table	Conclusion
5	Starbucks Indonesia designs its promotional content according to the appropriate target audience.	0,769	>	0,05	Valid

Source: Primary data processed (2025)

Based on Table 2. above, all items in the sales promotion have a calculated r value greater than the table r (0.05). The highest calculated r value is 0,804 in SP4 item and the lowest calculated r value is 0,745 in SP3.

Table 3. Validity Test Result on Purchase Decision (Y)

No	Item	r count	=	r table	Conclusion
1	Starbucks Indonesia offers a wide variety of product types and variants to meet consumer needs.	0,789	>	0,05	Valid
2	Starbucks Indonesia offers products that stay up to date with current trends and developments.	0,808	>	0,05	Valid
3	Starbucks is a brand that is widely available and easy to find in the market.	0,769	>	0,05	Valid
4	Starbucks outlets are easily accessible to consumers.	0,772	>	0,05	Valid
5	Starbucks Indonesia locations are strategically placed.	0,786	>	0,05	Valid
6	I will buy Starbucks products when I feel the need for products from Starbucks or the strategic location of the outlet.	0,777	>	0,05	Valid
7	Starbucks consumers also consider other factors (such as store location) when deciding to make a purchase.	0,781	>	0,05	Valid
8	I buy products in quantities that suit my needs after saw Starbuck's promotions.	0,808	>	0,05	Valid
9	Starbucks consumers are influenced to make a purchase when there are active promotions	0,740	>	0,05	Valid

Source: Primary data processed (2025)

Based on Table 3. above, all items in the purchase decision have a calculated r value greater than the table r (0.05). The highest calculated r value is 0,808 in PD2 and PD8 item. The lowest calculated r value is 0,740 in PD9.

Table 4. Reliability Test Result

No	Variable	Cronbach's Alpha	=	Alpha	Conclusion
1	Content Marketing	0,897	>	0,6	Valid
2	Sales Promotion	0,809	>	0,6	Valid
3	Purchase Decision	0,920	>	0,6	Valid

Source: Primary data processed (2025)

According to Ghozali (2009), reliability testing, and measurement use the Cronbach Alpha formula, with the note that a questionnaire is considered reliable if the Cronbach Alpha value > 0.6. Based on table 4, the content marketing (X1) has a cronbach's alpha value of 0.897, the sales promotion (X2) has a cronbach's alpha value of 0.809, and the purchase decision (Y) has a cronbach's alpha value of 0.920. It can be concluded that all variables have data consistency in different tests and all questionnaire items are accurate.

Table 5. Summary of Hypothesis Test Results

Hypothesis	Coefficient Correlation	Coefficient Determination	Simple & Multiple Regression Tests	t Test & F Test	Note
H1: The Effect of Content Marketing on Purchase Decision	0,744	55,3%	$Y = 11,029 + 0.493 X1$	t-value (11.012) > t-table	Accepted
H2: The Effect of Sales Promotion on Purchase Decision	0,746	55,7%	$Y = 12,564 + 1,296 X2$	t-value (11.039) > t-table	Accepted
H3: The Effect of Content Marketing and Sales Promotion on Purchase Decision	0,789	62,3%	$Y = 8,314 + 0,274 X1 + 0,736 X2$	F value is 80,172 > F table	Accepted

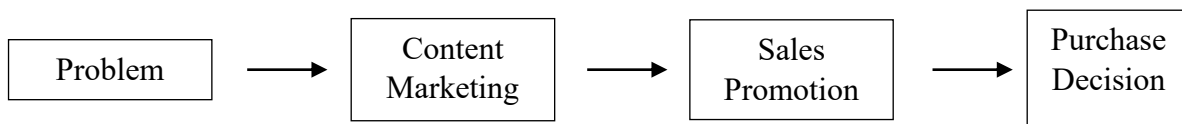
The results of the first hypothesis test show that the content marketing variable has a positive and significant effect on the purchase decision of Starbuck Dr Wahidin Semarang consumers. Based on the results of the correlation coefficient calculation test, the high category shows a value of 0.744, while the coefficient of determination shows a result of 55.3%. The results of the simple linear regression test show a positive effect.

The results of the second hypothesis test show that the sales promotion variable has a positive and significant effect on the purchase decision of Starbuck Dr Wahidin Semarang

consumers. Based on the results of the correlation coefficient calculation test, the high category shows a value of 0.746, while the coefficient of determination shows a result of 55.7%. The results of the simple linear regression test show a positive effect.

The results of the third hypothesis test show that the variables of content marketing and sales promotion have a positive and significant effect on the purchase decision of Starbuck Dr Wahidin Semarang consumers. Based on the results of the correlation coefficient calculation test, the high category shows a value of 0.789, while the coefficient of determination shows a result of 62.3%. The results of the simple linear regression test show a positive effect.

According to Kotler (2013) and the result of this research, in the buying process, there are for stages that the buyer will pass to reach a purchasing decision, which are as follows



1. **Problem:** The initial trigger that starts the entire buying journey. It's the moment when a potential customer recognizes that they have a need, want, or problem that can be solved by purchasing a product or service.
2. **Content Marketing:** Develop a comprehensive content marketing strategy that aligns with the target audience's interests and preferences. Create high-quality content such as blog posts, articles, videos, and social media updates that provide value to customers.
3. **Sales Promotion:** Continue to implement strategic sales promotions that incentivize purchases and reward loyal customers. Offer discounts, special bundles, limited time offers, and loyalty programs to drive sales volume.
4. **Purchase Decision:** The consumer chooses the specific brand and product they intend to buy, after considering all the alternatives. The Purchase Decision stage is a culmination of the previous stages, but it's also a dynamic point where final factors can influence whether the consumer goes through with the purchase.

5. CONCLUSION

theoretical and empirical contributions, and outline the practical implications of the study

Based on the results of this study, the following conclusions can be drawn:

1. Content marketing have significant influence on purchase decisions. The results of the test indicate that the better and more interesting Starbucks' content marketing is, the higher the consumers' decision to make a purchase.
2. Sales promotions have significant influence on purchase decisions. From the test results, it can be interpreted that the more attractive and relevant Starbucks' sales promotions are, the higher the consumers' decision to make a purchase.
3. Content marketing and sales promotion have a significant simultaneous effect on purchase decisions. The correlation obtained between content marketing and sales promotion shows a strong relationship in influencing purchasing decisions.

6. IMPLICATIONS, LIMITATIONS, AND FUTURE RESEARCH

1. Content marketing that can be provided, such as Starbucks, can feature stories about Indonesian coffee, for example Gayo, Toraja, or Kintamani coffee, as part of Instagram content, create educational content in the form of short videos or Instagram Stories that explain the uniqueness of the taste and origins of Indonesian coffee, highlight stories of collaboration with local coffee farmers or Indonesian MSMEs, and maintain a premium global image, but combined with local values.
2. Starbucks needs to clarify its audience segmentation in each promotional campaign. Starbucks can leverage data from the Starbucks Rewards app to create more personalized promotions. Promotions should not only rely on general social media, but also be tailored to the platforms frequently used by the target audience.
3. Starbucks needs to design more varied and attractive promotions, such as offering beverage bundles with snacks or providing exclusive rewards for certain purchases. Starbucks can link it to specific moments in consumers' lives, such as special promotions during exam season for students, happy hour for office workers, or weekend promotions for families.

To make promotions more effective, Starbucks can integrate promotions with point collection in Starbucks Rewards.

4. Further research is needed to examine the relationship between live commerce, online customer reviews, and impulse buying, as well as other influencing factors.

REFERENCES

- A.M, Morissan. 2010. Periklanan Komunikasi Pemasaran Terpadu, Jakarta: Penerbit Kencana
- Aditya, & Tjiptono. (2012). pengaruh kualitas pelayanan dan kualitas produk terhadap keputusan pembelian. jakarta. Andi Offset
- Aprinta, G. (2016). Pemanfaatan Facebook Ads Untuk meningkatkan Brand Awareness pada Produk Lokal. Jurnal The Messenger, 8(1), 68.
<https://doi.org/10.26623/themessenger.v8i1.310>
- Ausra, F., dan Book, E. (2016). Customer Relationship Management (Manajemen Hubungan Pelanggan). Jakarta: Bayumedia.
- Ghozali Imam. 2009. Aplikasi Analisis Multivariate dengan Program SPSS. Penerbit: Universitas Dipenogoro. Semarang
- Gunelius, S. (2011). 0-Minute Social Media Marketing. McGraw-Hill Companies.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis. In Vectors. International Journal of Pharmaceutics, 417(1–2), 280
- Kotler, P. (2019). Manajemen Pemasaran. Edisi Milenium. Prenhalindo.
- Kotler, P., & Amstrong. (2018). Prinsip-Prinsip Marketing Edisi Ke Tujuh.
- Kotler, P., & Keller, K. L. (2012). Marketing Management (14th ed.). Pearson Prentice Hall, Inc.
- Kotler, P., & Keller, K. L. (2012). Marketing Management (14th ed.). Pearson Prentice Hall, Inc.
- Solomon, Michael. 2006. Consumer Behavior A European Perspective. 3th Edition. New Jersey: Prentice Hall.
- Sugiyono. (2018). Metode Penelitian Kuantitatif. Alfabeta.
- Sugiyono. (2018). Metode Penelitian Kuantitatif. Alfabeta.
- Tjiptono, F. (2008). Strategi Pemasaran, Edisi III. CV. Andi Offset.
- Tjiptono, F. (2008). Strategi Pemasaran, Edisi III. CV. Andi Offset.
- Tjiptono, Fandy. 2014, Pemasaran Jasa –Prinsip, Penerapan, dan Penelitian, Andi Offset, Yogyakarta.