

ABSTRACT

The coffee shop industry in Indonesia is growing rapidly, in line with increasing coffee consumption and lifestyle trends that support visits to coffee shops. Marketing strategies commonly used by culinary businesses, including coffee shops, are social media marketing, especially on Instagram. This study seeks to examine the impact of Instagram marketing on the customer purchasing decision process at the Rasa Kopi coffee shop in Bandung Regency.

This study uses quantitative research methods with a causal approach, where data is collected through a Google Form questionnaire given to Rasa Kopi customers and distributing QR codes through the Rasa Kopi owner. Data analysis uses a simple linear regression method to assess the impact of Instagram marketing on the customer purchase decision process. The findings show that Instagram marketing has a positive and significant impact on the purchase decision process. This shows that utilizing Instagram features can increase the attractiveness and loyalty of clients to a product.

This research contributes to the academic world in understanding the role of digital marketing in the F&B industry and serves as a reference for business actors in designing more effective marketing strategies. Rasa Kopi must improve the consistency of engaging and interactive content, as well as strengthen marketing techniques that are oriented towards consumer engagement to increase purchasing decisions. In addition, further research can investigate other factors that influence purchasing decisions, including the quality of products and services, as well as assessing the effectiveness of digital marketing on various social media platforms.

Keywords: Instagram Marketing, Purchase Decision, Social Media, Coffee Shop