

The Effect of Social Media Marketing, Price, and Location on Generation Z's Purchasing Decisions at a Local Coffee Shop (A Case Study of Sinonamanis Cafe)

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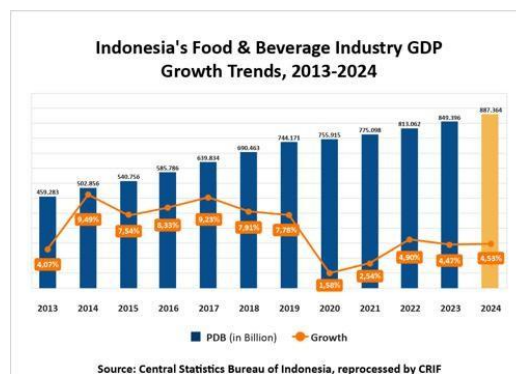
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Article Information		Abstract
Submission date	4 February 2026	Research objectives: This study aims to examine both the partial and simultaneous effects of social media marketing, price, and location on the purchasing decisions of Generation Z consumers at Sinonamanis Cafe, a local coffee shop that actively utilizes TikTok as its primary marketing platform. Design/Method/Approach : This study uses a quantitative approach with a causality approach. The research population consists of all 388 followers of the TikTok account @sinonamaniscfe, with a sample of 197 respondents determined using the Slovin formula and purposive sampling technique. Data collection was conducted through questionnaires, while data analysis used classical assumption tests, multiple linear regression analysis, determination coefficients, and hypothesis testing (t-test and F-test) with the help of SPSS version 23. Research Findings : The results showed that social media marketing, price, and location simultaneously had a significant effect on Generation Z's purchasing decisions. Partially, the three independent variables also had a positive and significant effect on purchasing decisions, with location being the most dominant factor. The coefficient of determination (R) value of 0.325 indicates that 32.5% of the variation in purchasing decisions can be explained by these three variables, while the rest is influenced by other factors outside the scope of this study Theoretical contribution/ Originality : Theoretical contribution/Originality: This study integrates digital marketing factors (social media marketing) and conventional factors (price and location) in explaining Generation Z's purchasing decisions. The novelty lies in the focus on local coffee shops actively utilizing TikTok as a marketing medium. Practitioner/Policy Implications: The results of this study can be used as a reference for coffee shop businesses in developing effective marketing strategies through social media optimization, value-based pricing, and strategic location selection in line with the characteristics of Generation Z. Research Limitations : This study is limited to a single object and uses a quantitative approach. Further research is recommended to expand the object, add variables, and use more diverse research methods. Keywords: Social Media Marketing, Price, Location, Purchase Decision, Generation Z, Coffee Shop
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1. Introduction

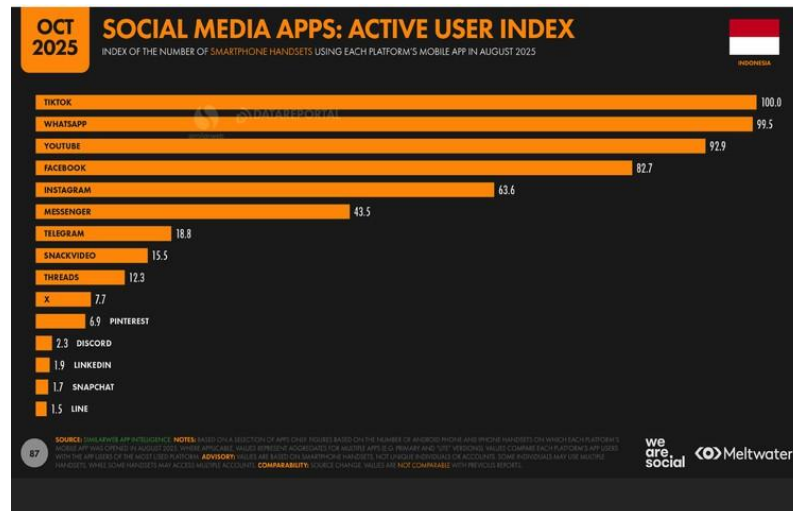
The rapid development of digital technology has significantly transformed how businesses implement marketing strategies. Social media no longer functions solely as a communication tool but has become a strategic medium for building emotional relationships with consumers and expanding market reach [1]. This digitalization trend has encouraged many business actors from various sectors to promote their businesses through social media platforms. The business sector that is growing most rapidly is food and beverage. According to data from the Central Statistics Agency (BPS) quoted in the CRIF Indonesia industry insight report, the value of the F&B sector's output in 2023 will increase by 4.47% and reach IDR 853.716 trillion and is projected to grow by around 4.53% in 2024 [2].



Data source: Central Statistics Bureau of Indonesia, reprocessed by CRIF

Figure 1. Food and beverage growth

Furthermore, the Ministry of Industry noted that the food and beverage subsector experienced growth of 6.49% in the 3rd quarter of 2025 [3]. Food and Beverage that is growing a lot in Indonesia is a coffee shop. Based on the Project Cafe East Asia 2024 report, the total number of branded coffee shops in Indonesia is projected to reach 9,500 outlets by 2029 [4]. At first, the coffee shop business only focused on serving coffee drinks, now it has developed into a business sector that has high economic value and promising prospects [5]. The development of digital technology, especially social media, has revolutionized business marketing strategies in all sectors, including coffee shops. The widely used social media is TikTok, Instagram, WhatsApp, Facebook, Youtube, X (Twitter), Telegram, LINE, LinkedIn, and other digital platforms that function as a means of communication, various information, entertainment, and the formation of social networks. Based on CNN Indonesia, referring to a report from App Figures, TikTok recorded around 54 million new downloads globally through the App Store and Play Store throughout August 2023, displacing Instagram which was in second place with 52 million downloads. This dominance confirms the strong appeal of TikTok as a social media platform with a high user adoption rate [6]. From the reportal data report, TikTok is ranked first with a score of 100 on the list of the index of the number of active users as of August 2025. The second position is occupied by WhatsApp with a score of 99.5. The following is data on active social media users in Indonesia based on reports DataReportal as of August 2025 [7].



Data Source : We Are Social & Meltwater by KOMPAS.com

Figure 2. Active social media user data in Indonesia

Based on this data, TikTok is an effective promotional medium to reach Generation Z because it presents short video content that is creative, easily accessible and supported by algorithms that can reach a wide audience and increase user engagement. This makes TikTok relevant for Generation Z, a consumer group that grows up in the digital era and is easily influenced by social media trends in purchasing decisions.

Sinonamanis Café is one of the local coffee shops that operates in the midst of competition with other coffee shops that have similar market segmentations, such as plataran café, griyo cafe, joglo prambon. Although the number of coffee shops around it is relatively limited, competition still occurs because consumers have many choices in determining a place that suits their preferences. In these conditions, Sinonamanis Cafe actively uses TikTok social media as a promotional tool to attract the attention of consumers, especially Generation Z. The use of TikTok is an interesting factor to be researched to see its role in influencing consumer purchase decisions. Based on the author's observation of 25 uploads on @sinonamaniscave TikTok account in the period from June to November 2025, a number of content uploads obtained an average of 1,800 to 2,831 promotional video views [8]. However, the high level of digital interaction is not always directly proportional to the increase in the number of consumers who come directly to the coffee shop. This phenomenon raises questions about the extent to which social media marketing strategies, as well as price and location factors, can influence the purchasing decisions of Generation Z consumers who are known to have dynamic consumption behavior and are heavily influenced by digital trends.

According to Utami and Saputri (2020), social media marketing is a platform used to track and enable customers to interact and participate with others. Furthermore, Kotler and Armstrong (2020) and Kotler, Kartajaya, & Setiawan (2017) stated that social media marketing is part of a modern marketing strategy that utilizes digital platforms to build interactions and strengthen relationships between companies and consumers [9][10]. According to Gunelius' research, social media marketing is measured through the indicators of community, content,

communication, and collaboration [11]. Research conducted by riska & prabowo (2025) shows that social media marketing has an impact on consumer purchasing decisions [12].

Not only social media marketing, some consumers, in addition to seeing promotions, also of course consider the price factor. According to Kotler and Keller (2016) Price is the value of money that consumers must pay to benefit from a product or service [13]. According to several studies referring to Kotler and Keller (2016), price can be measured by indicators of price affordability, price conformity with quality, price conformity with benefits, and competitiveness [13]. research conducted by Dewi (2023) shows that price has a significant effect on purchasing decisions [14].

In addition to price, another factor that can also influence consumers' purchasing decisions is location. Fatihadi and Rusmimah (2021) explained that location is one of the important factors that will affect consumers in making purchases [15]. In choosing a location, according to Kotler & Amstrong, several indicators can be used, including accessibility, visitability, parking availability, and the surrounding environment. Supported by previous research, Alvian (2024) shows that location has a significant effect on purchasing decisions [16].

Everyone in making a purchase decision must consider many things. Purchase decision is the most preferred brand, but two factors can be between purchase intent or purchase decision (wahyudi). According to Kotler and Amstrong (2016), Purchase decisions are also interpreted as the stage of evaluation and decision of the customer's tendency to take a certain action on the product as a whole. Referring to the concept of purchasing decisions and post-purchase behavior according to Kotler & Keller (2016) is measured through consumer steadiness towards products, habits of making repeat purchases, and availability to provide recommendations to others. In this study, it was narrowed down to social media marketing, price, location [13].

Most previous research has not highlighted how the interaction between digital factors (*social media marketing*) and traditional factors (price and location) simultaneously affect purchasing decisions in this Generation . Therefore, this research presents novelty by emphasizing the behavioral dynamics of Generation Z who tend to prioritize digital experiences and images over economic factors alone. This focus is an important contribution in filling the gap in previous research that generally has not integrated the influence of digital marketing strategies with conventional marketing components as a whole. This integrated approach is especially relevant in the operational context of coffee shops that intensively utilize the TikTok platform as a means of marketing communication and brand image building.

The purpose of this study is to empirically analyze the influence of *social media marketing*, price, and location on the purchasing decisions of Generation Z at local coffee shops in Sinonamanis that utilize the TikTok digital platform as a promotional medium, as well as to find out the extent to which the interaction between digital factors and conventional factors shape the purchase preferences of young consumers. This research is expected to make a theoretical contribution to the development of digital marketing studies, as well as provide practical implications for business actors in developing effective marketing strategies to attract the interest of Generation Z consumers.

1.1.Problem Statement

The use of TikTok by coffee shops such as Sinonamanis has succeeded in generating a fairly high level of digital interaction, but it is not entirely reflected in the increase in consumer visits. On the other hand, the findings of previous research on the influence of social media marketing, price, and location showed mixed results and were generally analyzed separately. The mismatch between digital promotional activities and actual purchasing behavior, as well as the limitations of previous studies in combining these three variables, confirm the need for simultaneous analysis to understand how digital and conventional factors together influence the purchasing decisions of Generation Z. For this reason, the problems in this study can be formulated as:

1. Does social media marketing affect Generation Z's purchasing decisions at Sinonamanis Cafe?
2. Does price have an influence on Generation Z's purchase decision at Sinonamanis Cafe?
3. Does location affect Generation Z's purchase decision at Sinonamanis Cafe?
4. Do social media marketing, price, and location simultaneously affect Generation Z's purchasing decisions at Sinonamanis Cafe?

1.2 Research Objectives

This study aims to partially and simultaneously analyze the influence of social media marketing, price, and location on the purchase decisions of Generation Z at the Sinonamanis Café coffee shop that uses TikTok as a promotional medium. In detail, the objectives of this study are as follows:

1. Analyzing the influence of social media marketing on Generation Z's purchasing decisions on the synonym of Coffe & Roastery.
2. Analyze the influence of price on Generation Z's purchasing decisions at Sinonamanis Coffe & Roastery.
3. Analyze the influence of location on Generation Z's purchasing decisions at Sinonamanis Coffe & Roastery.
4. Analyzing the influence of social media marketing, price, and location simultaneously on Generation Z's purchasing decisions on Sinonamanis Coffe.

2. Method

This research uses a quantitative approach with a causality method to determine the influence of social media marketing, price, and location on the purchase decisions of Generation Z at local coffee shops (case study of Sinonamanis Cafe) that uses TikTok as a promotional medium. Social media marketing is measured through digital promotional activities that are able to attract consumer interest. The price variable reflects the consumer's assessment of the suitability of the cost with the benefits obtained, while the location includes ease of access, comfort of the place, and visitability of the coffee shop. Purchasing decisions as a dependent variable refer to the process that consumers go through before deciding to buy beverage products at the coffee shop.

The population in this study includes consumers who are also followers of @sinonamaniscave TikTok account in the period of November 1, 2025, with a total of 388 followers. Furthermore, the determination of the number of samples is welcomed using the slovin formula with a margin of error of 5%, so that a research sample of 197 respondents was obtained which was considered representative.

The sampling technique applied is non-probability sampling with a purposive sampling approach. The criteria of respondents set in this study include: age of Generation Z, having visited, followers on Sinonamanis and having seen or interacted on the Sinonamanis TikTok account [17]. The analyses used were classical assumption tests (which included normality, multicollinearity, and heteroscedasticity tests), multiple liner regression analysis, determination tests, and hypothesis tests (which included t-tests and F-tests) were all used in data processing with SPSS 23 [18]. Before the questionnaire was distributed to the sample, a validity and reliability test was carried out on 30 pre-survey respondents. The test results show that all items meet valid and reliable criteria.

3. Results and Discussion

3.1 Respondent Description

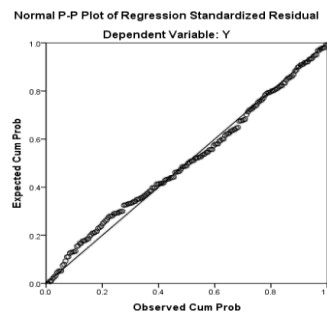
This study involved one hundred and ninety-seven respondents who had visited Sinonamanis Cafe and had seen Sinonamanis promotions on TikTok. The purposive sampling method is used to select respondents who have made purchases at least once in the last 6 months. According to the data collected, most of the respondents were women, as many as 136 people (80%), and men, as many as 61 people (31%). Most of the respondents were 13-17 years old, as many as 33 people (16.8%). Furthermore, respondents aged 18-22 years amounted to 107 people (54.3%), while respondents aged 23-28 amounted to 57 people (28.9%). Based on education level, the majority of respondents were

78 high school/vocational school graduates (39.6%), followed by 56 S1 educated respondents (28.4%). Furthermore, respondents with other education amounted to 28 people (14.2%), D3 as many as 18 people (9.1%), and junior high school as many as 17 people (8.6%). The majority of respondents made 1 purchase time, namely 77 respondents (39.1%), followed by respondents with a purchase frequency of less than 1 time as many as 76 respondents (38.6%), and respondents who made purchases more than 2 times as many as 44 respondents (22.3%).

3.2 Classic Assumption Test

To ensure that the regression model used meets the applicable statistical requirements, this study first performs classical assumption testing. This test aims to ensure that the data used is worthy of further analysis using multiple linear analysis.

Normality Test



Source: output from data processing 2025

Figure 3. Normality Test Results

Based on the results of the normality test using the Normal P-P Plot, it can be seen that the residual points are spread around the diagonal line and follow the direction of the line. This shows that the residual is normally distributed, so the assumption of normality in the regression model is met.

3.2.1 Multicollinearity Test

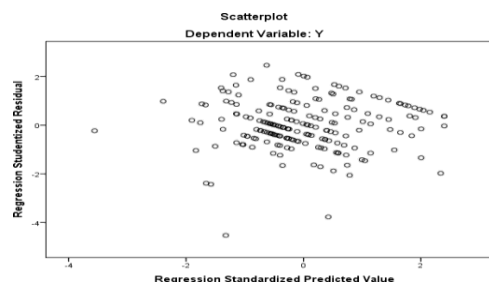
Table 1. Multicollinearity Test

Variable	Tolerance	VIVID	Information
Social Media Marketing (X1)	0.848	1.179	No Multicollineity
Price (X2)	0.867	1.153	No Multicollineity
Location (X3)	0.891	1.122	No Multicollineity

Source : output from data processing 2025

From the tolerance for all variables it is above 0.1 and the VIF value of the three variables is less than 10, so it can be concluded that there is no multicollinearity between independent variables.

3.2.2 Heteroscedasity Test



Source: output from data processing 2025

Figure 2. Heteroskedness Test Results

The figure above shows that the random scattered points do not form a pattern and are above zero and below zero, so the heteroscedastic assumption has been fulfilled.

3.3 Multiple Linear Regression Test

	Model	B	Std. Error
1	(Constant)	3.063	2.333
	Social Media Marketing	0.109	0.055
	Price	0.239	0.48
	Location	0.302	0.058

Source : output from data processing 2025

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$= 3.063 + 0.109X_1 + 0.239X_2 + 0.302X_3 + e$$

The value of constant (a) of 3.063 indicates that if the variables of Social Media Marketing (X1), Price (X2) and Location (X3) are zero or have no effect at all, then the value of the purchase decision remains 3.063. Based on the multiple linear regression model, it can be concluded that Purchase Decisions are influenced by several key factors, including Social Media Marketing, Price and Location. Assuming the variable is fixed, the value of the Purchase Decision will increase by 0.109 units in the Social Media Marketing variable, by 0.239 units in the Price variable, and by 0.302 units in the Location variable.

3.4 Coefficient of Determination

Table 5 Coefficient of Determination

Model	R	R Square
1	.570a	.325

Source : output from data processing 2025

An R-Square value of 0.570 indicates that the relationship between the variables Social Media Marketing (X1), Price (X2), Location to the Purchase Decision (Y) is 32.5% which affects the Purchase Decision. This means that there are still other influences of 67.5% that affect Purchase Decisions but are not researched in this study.

3.5 Hypothesis Test

3.5.1 Test F

Table 6 F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	610.990	3	203.663	31.037	.000b0
Residual	1266.442	193	6.562		
Total	1877.431	196			

Source : output from data processing 2025

Based on the results of data processing, the value of $F_{cal} = 31.037 > F_{table} (2.65)$ or the value of $sig. = 0.000 < 0.05$ then H_0 is rejected. Thus, it can be concluded that Social Media Marketing (X1), Price (X2), and Location (X3) have a significant influence on Purchase Decisions (Y).

3.5.2 T Test

Table 7 T test

Model	Unstandardize d	Coefficient s	Standardize d Coefficients	t	Sig	Collinerity Statistics
1(Constant)	B	Std. Error	Beta			Tolerance
	3.063	2.333		1.313	.191	
X1	.109	.055	.128	1.995	.047	.848
X2	.239	.048	.316	4.982	.000	.867
X3	.302	.058	.327	5.227	.000	.891

Source : output from data processing 2025

The results of the t-test showed that the Social Media Marketing variable (X1) had a tcal value = 1.995 with a sig value of $0.047 < 0.05$, so H_0 was rejected. This indicates that Social Media Marketing has a significant effect on purchasing decisions. The Price variable (X2) also shows a calculated value of 4.982 with a sig value of $0.000 < 0.05$ then H_0 is rejected which means that Price (X2) has a significant effect on the Purchase Decision. Furthermore, the Location variable (X3) obtains a tcal value of 5.227 with a significance level of $0.000 < 0.05$, then H_0 is rejected, meaning that Location (X3) also has a significant effect on the Purchase Decision.

3.2 Discussion

3.2.1 The Influence of Social Media Marketing on Purchase Decisions

The results of the study show that Social Media Marketing has a significant influence on Generation Z's purchasing decisions at Sinonamanis Cafe. This is

indicated by a significance value of $0.047 < 0.05$. This shows that marketing activities through social media play an important role in influencing consumer decisions.

The use of social media, especially TikTok, has proven to be effective as a means of promotion because it is able to convey product information quickly and interestingly. Interactive content, quick responses to comments and messages, and creative presentation of information can increase consumer engagement. In addition, cooperation with content creators or influencers who are in accordance with market segmentation is also able to expand the reach of promotions and build consumer trust.

These findings show that the right digital marketing strategy can have a positive impact on improving purchasing decisions. The results of this study are in line with Riska's (2023) research that social media marketing has a partial influence on purchase decisions. These findings have a positive impact on the increase in purchasing decisions influenced by social media marketing [12].

3.2.2 The Influence of Price on Purchase Decisions

Based on the results of the analysis, the Price variable is also proven to have a positive and significant influence on purchasing decisions at Sinonamanis Cafe. This is shown by a significance value of $0.000 < 0.05$ and a regression coefficient with a positive value. These findings show that the higher the price, the greater the tendency of consumers to make purchases.

In general, price is often seen as a factor that can lower buying interest when it is at a high level. However, in the context of Sinonamanis Cafe, price is actually a factor that supports the purchase decision. Consumers not only consider the affordability of the price, but also assess the suitability between the price and the quality of products, services, and experiences obtained while at the café. Thus, the price set is able to improve the purchase decision because it is considered proportional to the perceived benefits.

These findings show that proper pricing strategies aligned with product quality and service can improve business competitiveness. The results of this study are in line with previous research by Dewei (2023) which also found that price has a significant effect on purchasing decisions [14].

3.2.3 The Influence of Location on Purchase Decisions

The results of the study showed that the location had a positive and significant influence on the purchase decision at Sinonamanis Cafe. This is evidenced by a significance value of $0.000 < 0.05$ and the largest value of the regression coefficient compared to other variables. These findings indicate that location is the most dominant factor in influencing

Generation Z's purchasing decisions at Sinonamanis Cafe.

The location of Sinonamanis Cafe is considered strategic because it is easy to reach, is in a comfortable environment, and has adequate access for consumers. For Generation Z, café locations not only serve as a place to buy and consume products, but also as a social space and gathering place. Therefore, a location that is easily accessible and supports social activities is a special attraction for consumers.

Thus, choosing the right location can increase interest and purchase decisions. The results of this study reinforce the findings from Alfian (2024) who stated that location has a significant effect on purchasing decisions [16].

3.2.4 The Influence of Social Media Marketing, Price, and Location on Purchase Decisions

The results of the simultaneous test showed that Social Media Marketing, price, and location together had a significant effect on the purchase decision, which was shown by a significance value of $0.000 < 0.05$. This shows that Generation Z's purchasing decisions are not influenced by one factor alone, but are the result of a combination of several marketing factors.

These findings show that digital strategies through social media, especially platforms that are widely used by Generation Z, need to be supported by appropriate pricing and strategic location selection. These three factors complement each other in shaping consumer perceptions and decisions.

The value of the determination coefficient showed that 32.5% of the variation in purchasing decisions could be explained by these three variables, while the rest was influenced by other factors outside the study. Thus it plays an important role in influencing purchasing decisions, although there are still other factors that need to be further researched.

4. Conclusion

This study aims to examine the influence of Social Media Marketing (X1), Price (X2), and Location (X1) on Purchase Decisions (Y) in Generation Z consumers at the local coffee shop Sinonamanis Cafe. The findings of the study show that simultaneously the three independent variables have a significant effect on the Purchase Decision. Partially, the influence of Social Media Marketing (X1), Price (X2), and Location (X1) was also proven to have a positive and significant influence on Purchase Decisions, with Location (X3) being the most dominant factor in influencing search decisions

The results of the study show that Generation Z's purchasing decisions are not only influenced by marketing activities through social media, but also by price suitability and the convenience and strategic location of coffee shops. The research model used is able to

explain most of the variation in purchasing decisions, although there are still other factors outside of the study that also influence consumer behavior.

This research is expected to provide academic benefits in enriching studies in the field of marketing, especially related to Generation Z consumer behavior at the local coffee shop Sinonamanis Cafe. From a practical perspective, the results of this research can be considered for coffee shop business actors in developing more effective marketing strategies, especially through the use of social media such as TikTok, setting prices that are in accordance with the value felt by consumers, and choosing strategic business locations.

However, this study still has limitations because it only focuses on one local coffee shop and uses a quantitative approach. Therefore, further research is recommended to expand the research object, add other variables such as product quality, service quality, and café atmosphere, and use different research methods so that the results obtained are more complete and more comprehensive.

Content Attribution :

The author acknowledges the use of an artificial intelligence (AI) application, namely ChatGPT version -5.2 developed by OpenAI, in this research process, especially at the stage of writing and synthesis of theories. The AI application is used as a tool to support the formulation of ideas, the preparation of sentence structures, and the enrichment of theoretical perspectives.

It should be emphasized that the content generated by AI is not used verbatim, but through a thorough review, editing, and curation process by the author to ensure the accuracy, authenticity, and interpretation of the data, and the validation of research results is entirely the responsibility of the author. Thus, this work is the result of a collaboration between the author's analytical skills and the support of AI technology as an auxiliary tool.

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