



Instagram Marketing's Impact on Coffee-to-Go Brands' Repurchase Intention Through Customer-Based Brand Equity

Zahra Nadhira Khairunnisa, Vanessa Gaffar, Lili Adi Wibowo, Arvianti Farah Natsya Putri, Farizki Maulana Rafliansyah

Universitas Pendidikan Indonesia, Indonesia

* Correspondence: zahranaadhirakh@upi.edu

ABSTRACT

The advancement of information and communication technology has transformed marketing strategies into digital forms, such as Instagram marketing. In the competitive coffee-to-go industry, Instagram marketing is believed to influence repurchase intention. This study aims to address inconsistencies in previous research and the lack of exploration of customer-based brand equity (CBBE) as a mediator. Using a quantitative explanatory survey method, the study involved 125 respondents who had viewed Instagram content from coffee-to-go brands, selected through purposive and incidental sampling techniques. Instrument validity and reliability tests were conducted, and the dataset met the assumptions of normality, heteroscedasticity, and multicollinearity. Hypothesis testing employed the Process Macro analysis by Andrew F. Hayes using SPSS v27. The findings reveal that Instagram marketing significantly affects CBBE, CBBE significantly influences repurchase intention, Instagram marketing does not directly affect repurchase intention, and CBBE fully mediates the relationship between Instagram marketing and repurchase intention.

Kemajuan teknologi informasi dan komunikasi telah mengubah strategi pemasaran menjadi bentuk digital, seperti pemasaran melalui Instagram. Dalam industri kopi-to-go yang kompetitif, pemasaran melalui Instagram diyakini mempengaruhi niat pembelian ulang. Penelitian ini bertujuan untuk mengatasi inkonsistensi hasil penelitian sebelumnya serta kurangnya eksplorasi terhadap customer-based brand equity (CBBE) sebagai mediator. Metode yang digunakan adalah survei eksplanatori kuantitatif, dengan 125 responden yang telah melihat konten Instagram merek kopi-to-go, menggunakan teknik purposive dan incidental sampling. Instrumen penelitian telah diuji validitas dan reliabilitasnya, serta data memenuhi asumsi normalitas, heteroskedastisitas, dan multikolinearitas. Pengujian hipotesis dilakukan menggunakan analisis Process Macro oleh Andrew F. Hayes dengan bantuan SPSS v27. Hasil penelitian menunjukkan bahwa pemasaran Instagram berpengaruh signifikan terhadap CBBE, CBBE berpengaruh signifikan terhadap niat pembelian ulang, pemasaran Instagram tidak berpengaruh langsung terhadap niat pembelian ulang, dan CBBE sepenuhnya memediasi hubungan antara pemasaran Instagram dan niat pembelian ulang.

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1. INTRODUCTION

The rise of the internet has enabled real-time global connectivity, leading to significant shifts in marketing practices. Social media has transformed consumer and business behavior (Kotler et al., 2017). In 2023, We Are Social reported 4.76 billion global social media users, including 167 million in Indonesia—64.5% of whom use it to search for brand information. This trend underscores the importance of social media in fostering customer relationships (Khoirunnisa & Astini, 2021). As social media platforms grow, businesses increasingly adopt them for marketing strategies, expanding their consumer reach and enhancing performance (Andrews et al., 2019; Choi et al., 2016; Dolega et al., 2021; Yadav & Rahman, 2018). These developments have led to the emergence of social media marketing (Ibrahim et al., 2021).

Instagram marketing has become a common strategy among coffee brands, particularly in response to the increasingly competitive market landscape (Park & Namkung, 2022). According to Research and Markets (2020), the global coffee industry is projected to grow to USD 237.6 billion by 2025. This growth is reflected in Indonesia, where the number of coffee shops tripled from 1,083 in 2016 to 2,937 in 2019 (Toffin & Majalah MIX, 2020). In 2020, coffee-to-go outlets were ranked the most favored type of coffee shop in Indonesia, offering quality coffee at affordable prices and attracting a broad customer base (Gumilang et al., 2021).

Coffee-to-go refers to minimalist coffee outlets with limited seating, focusing primarily on takeaway and online sales (Abdurrahman et al., 2021). Popular brands include Kopi Kenangan, Janji Jiwa, Kopi Kulo, Kopi Tuku, and Kopiso. The rapid expansion of these brands and outlets has intensified market competition, giving consumers more choices and increasing the risk of brand switching. As a result, brands must implement effective strategies to retain consumer repurchase intention and remain competitive (Khoirunnisa & Astini, 2021; Leksono & Prasetyaningtyas, 2021).

Repurchase intention is a critical consumer behavior highly valued by companies, as it reflects customer loyalty and carries significant economic benefits (Simbolon & Law, 2022; Trivedi & Yadav, 2020). Retaining existing customers is also more cost-effective, requiring six to seven times less investment compared to acquiring new ones, while repeat customers tend to spend 67% more than new ones (Chen-Yu et al., 2016). Therefore, repurchase intention remains an essential area for continued research (Trivedi & Yadav, 2020).

In the coffee-to-go industry, Instagram marketing has been widely used as a strategy to foster repurchase intention. Jalil et al. (2021) found that social media marketing positively influenced repurchase intention in the halal cosmetics sector. Similar results were reported by Khoirunnisa & Astini (2021) and Marphy & Prabandari (2021). However, contrasting findings by Leksono & Prasetyaningtyas (2021) suggest that social media marketing may not significantly impact repurchase intention. These mixed results highlight the ongoing inconsistency in understanding the relationship between social media marketing and repurchase intention.

A strong brand is shaped through positive brand equity in the minds of consumers. For coffee-to-go businesses, building customer-based brand equity (CBBE) is crucial, as it enhances sales, builds consumer trust, and strengthens competitiveness (Leksono & Prasetyaningtyas, 2021). Although numerous studies have examined the relationship between Instagram marketing and repurchase intention, limited research has explored the mediating role of CBBE. This study seeks to address that gap.

In light of previous research inconsistencies and the identified research gap, this study aims to: (1) examine the effect of Instagram marketing on customer-based brand equity in the coffee-to-go industry; (2) analyze the effect of customer-based brand equity on repurchase intention; (3) evaluate the direct effect of Instagram marketing on repurchase intention; and (4) investigate the mediating role of customer-based brand equity in the relationship between Instagram marketing and repurchase intention.

This research is expected to contribute to the development of marketing management knowledge, particularly regarding Instagram marketing, brand equity, and consumer behavior. Practically, the findings may benefit coffee-to-go brands and the wider industry as a reference for implementing effective Instagram marketing strategies to enhance repurchase intention through brand equity. Additionally, this study may serve as a foundation for future academic research.

2. METHODS

This study aims to examine the effect of Instagram marketing on repurchase intention with customer-based brand equity (CBBE) as a mediating variable. A quantitative approach was employed, involving numerical data throughout the process—from data collection and interpretation to final analysis (Arikunto, 2019). Descriptive analysis was used to provide an overview of the research object, while verification analysis tested the proposed hypotheses (Sugiyono, 2019). Data were collected through a cross-sectional field survey using an explanatory survey method, which is suitable for identifying causal relationships (Arikunto, 2019; Sugiyono, 2019).

The data collection technique involved distributing a self-administered online questionnaire via Google Forms, which enabled broad reach and efficient time and cost management (Zikmund et al., 2013). The research population comprised consumers of coffee-to-go brands who had encountered Instagram-based marketing content. Due to the undefined population size, the minimum sample size was determined using the Lemeshow formula (Lemeshow et al., 1997). Respondents were selected using purposive sampling with the following criteria: (1) coffee-to-go brand consumers, (2) Instagram users, and (3) individuals who had seen Instagram content from coffee-to-go brands. Incidental sampling was also applied to target relevant respondents encountered on Instagram comment sections and follower lists (Sugiyono, 2019).

In addition to demographic and experience-related questions, the questionnaire measured three main variables using items adapted from prior studies. Twelve items measured Instagram marketing activities—specifically interaction, entertainment, customization, and trendiness (Kim & Ko, 2012; Park & Namkung, 2022; Simbolon & Law, 2022). Thirteen items assessed CBBE through four dimensions: brand awareness, brand image, perceived quality, and brand loyalty (Algharabat et al., 2020; Kim & Kim, 2004; Park & Namkung, 2022). Repurchase intention was measured using four items (Herjanto & Amin, 2020; Trivedi & Yadav, 2020). A 5-point semantic differential scale was used for all items.

All statistical tests and analyses were conducted using SPSS v27. Instrument validation included reliability and validity tests to ensure accuracy, relevance, and data quality (Sekaran, 2019). Classical assumption tests were then applied, including normality (to assess residual distribution), heteroscedasticity (to check variance consistency), and multicollinearity (to examine intercorrelation among independent variables) (Arikunto, 2019). Hypothesis testing

was conducted using the Process Macro by Hayes (2018) to analyze and measure mediation effects within the proposed research model.

3. RESULT AND DISCUSSION

Following the questionnaire distribution process, a total of 129 responses were collected. However, four respondents were excluded from the analysis because they had never viewed Instagram content or accounts from any coffee-to-go brand, thus failing to meet the sampling criteria. As a result, 125 valid responses were included in the final dataset..

Based on the collected data, the majority of respondents were female (65%). Most respondents were aged between 18 and 25 years (59.2%), and 30.4% were employed in the private sector. The detailed demographic characteristics of respondents are presented in Table 1.

Table 1. Characteristics and experiences of the respondents.

Description	Frequency	Percentage
Gender		
Male	44	35.0%
Female	81	65.0%
Age		
13-28 years old	74	59,2%
29-44 years old	23	18,4%
45-60 years old	24	19,2%
Above 60 years old	4	3,2%
Occupation		
Civil Servant	3	2,4%
Private Employee	38	20,8%
Entrepreneur	26	30,4%
Student	32	8,8%
State-Owned Enterprise Employee	11	25,6%
Others	15	12,0%
Frequency of viewing brand content/instagram in the coffee-to-go industry		
Very often		
Often		
Rarely	9	7,2%
Occasionally	54	43,2%
	41	32,8%
	21	16,8%
Frequency of product purchases per month		
Once		
2-3 times	37	29,6%
4-5 times	49	39,2%
More than 5 times	17	13,6%
	22	17,6%

Source : Author's work

Regarding respondents' experiences, as presented in Table I, the majority (43%) frequently viewed Instagram content or accounts of coffee-to-go brands. Questionnaire results show that 88% of respondents made purchases more than once a month, indicating repurchase intention toward coffee-to-go products, although it remains unclear whether

these purchases were made from the same brand. Even respondents who reported buying only once per month may have done so across different months.

Instrument testing was conducted using both validity and reliability tests. The validity test was performed on 30 respondents with a significance level of 5% and degrees of freedom (df) = $n - 2$, resulting in $df = 30 - 2 = 28$. Based on this, the critical r-value (r-table) was 0.361. As shown in Table II, all items were deemed valid since all calculated r-values (r-count) exceeded the r-table value. Furthermore, the reliability test results also indicated that all instruments were reliable, with Cronbach's alpha values exceeding 0.600 (Sekaran, 2019). Based on these results, it can be concluded that all research instruments are valid and reliable, ensuring the data collected is appropriate in terms of feasibility, accuracy, and quality. Detailed results of the validity and reliability tests are presented in Table 2.

Table 2. Results of Validity and Reliability Tests.

Variable/ Dimensions	Indicators	r-count	Cronbach's Alpha
IM			0,891
Interaction	INT01	0,784	
	INT02	0,715	
	INT03	0,650	
Entertainment	ETM01	0,706	
	ETM02	0,673	
	ETM03	0,660	
Customization	CST01	0,718	
	CST02	0,660	
	CST03	0,754	
Trendiness	TRE01	0,595	
	TRE02	0,558	
	TRE03	0,705	
CBBE			0,895
Brand Awareness	BA01	0,745	
	BA02	0,789	
	BA03	0,542	
Brand Image	BI01	0,622	
	BI02	0,617	
	BI03	0,766	
Perceived Quality	PQ01	0,637	
	PQ02	0,651	
	PQ03	0,697	
Brand Loyalty	BL01	0,732	
	BL02	0,697	
	BL03	0,664	
	BL04	0,483	
RI			0,739
	RI01	0,825	
	RI02	0,871	
	RI03	0,625	
	RI04	0,703	

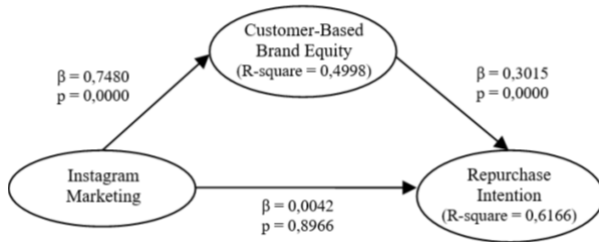
Source : Author's work

Three classical assumption tests were conducted in this study: normality, heteroscedasticity, and multicollinearity. The Kolmogorov-Smirnov test for normality produced a significance value of 0.200, indicating that the residuals are normally distributed, as the value exceeds the threshold of 0.05. The heteroscedasticity test, assessed through a scatterplot diagram, showed a random and evenly spread pattern, suggesting that there were no symptoms of heteroscedasticity within the regression model.

Furthermore, the results of the multicollinearity test indicated that all relationships between variables had tolerance values greater than 0.10 and variance inflation factor (VIF) values less than 10. These results suggest that there is no indication of multicollinearity within the regression model.

Based on the outcomes of all classical assumption tests, it can be concluded that the data meet the necessary assumptions, allowing the subsequent analyses to be considered valid and the results to be interpreted appropriately.

Hypothesis testing in this study was conducted using the Process Macro analysis developed by Andrew F. Hayes. The results of the inter-variable relationships are presented in Figure 1.



Source : 2024 Research

Figure 1. Relationships among Variables.

Based on Figure 1, the R-square value obtained in this study is 0.6166. This indicates that 61.66% of the variation in repurchase intention among coffee-to-go brands is explained by Instagram marketing and customer-based brand equity. The remaining 38.34% is attributed to other variables not examined in this study. However, this value alone does not specify the individual contribution of Instagram marketing and customer-based brand equity in shaping repurchase intention.

The specific effects between variables are derived from the path coefficients, t-statistics, and p-values, as summarized in Table 3. Accordingly, the hypothesis testing in this study is based on the data presented in the following table.

Table 3. Effect Size Between Variables.

H	Relationship	Path Coef	t-statistic	p-values	Result
H1	IM→CBBE	0,748	11,087	0	Accepted
H2	CBBE→RI	0,301	9,813	0	Accepted
H3	IM→RI	0,004	0,133	0,896	Rejected

Source : 2024 Research

As shown in Table 3, Instagram marketing (IM) has a positive and significant effect on customer-based brand equity (CBBE), with a path coefficient of 0.7480. This relationship is supported by a t-statistic value of 11.0872 (greater than 1.96) and a p-value of 0.000 (less than 0.05). These results confirm that IM significantly influences CBBE, thus supporting the first hypothesis (H1).

The relationship between CBBE and repurchase intention (RI) is reflected in a path coefficient of 0.3015, with a t-statistic of 9.8134 and a p-value of 0.000. Both statistical values meet the criteria for significance ($t > 1.96$; $p < 0.05$), indicating that CBBE positively and significantly affects RI. Therefore, the second hypothesis (H2) is accepted.

The direct effect of IM on RI, however, yields a path coefficient of 0.0042, which is very close to zero. The corresponding t-statistic is 0.1303 (less than 1.96), and the p-value is 0.8966

(greater than 0.05). These results indicate that IM does not have a significant direct effect on RI, leading to the rejection of the third hypothesis (H3).

The rejection of H3 implies that Instagram marketing does not directly influence repurchase intention. To further examine the indirect effect of IM on RI through the mediating role of CBBE, the results are presented in Table 4.

Table 4. Mediation Value of The Indirect Effect.

H	Relationship	Path Coef	t-statistic	p-values	Result
H4	IM→CBBE→RI	0,225	0,166	0,290	Accepted

Source : author's work

The indirect effect of Instagram marketing (IM) on repurchase intention (RI), mediated by customer-based brand equity (CBBE), is shown in Table V with an effect size of 0.2255. The corresponding bootstrap confidence interval ranges from 0.1665 (LLCI) to 0.2902 (ULCI). Since this interval does not include zero, the mediating effect is considered statistically significant. These results indicate that CBBE significantly mediates the relationship between IM and RI, thereby supporting the fourth hypothesis (H4).

Given that IM does not have a significant direct effect on RI, while the indirect effect through CBBE is significant, it can be concluded that CBBE fully mediates the relationship between Instagram marketing and repurchase intention (full mediation). A summary of the mediation test results is presented in Table 5.

Table 5. Mediation Analysis Summary.

IM→CBBE→RI	Effect	LLCI	ULCI	t-Statistic
Total Effect	0,229	0,169	0,290	7,502
Direct Effect	0,004	-0,060	0,068	0,130
Indirect Effect	0,225	0,166	0,290	7,502

Source : author's work

The full mediation is further supported by the results presented in Table VI, where the confidence interval (LLCI and ULCI) of the direct effect includes zero, indicating insignificance, while the interval for the indirect effect does not include zero, indicating significance. This is also evident from the t-statistic values: the direct effect has a t-statistic below 1.96, whereas the indirect effect has a t-statistic above 1.96.

In terms of the total effect, the relationship between Instagram marketing (IM) and repurchase intention (RI) has an effect size of 0.2297. The corresponding LLCI and ULCI do not cross zero, and the t-statistic exceeds 1.96, indicating that the total effect is statistically significant.

This study confirms the effect of Instagram marketing on repurchase intention, mediated by customer-based brand equity (CBBE), among brands in the coffee-to-go industry, as demonstrated through a series of analyses and hypothesis testing. Several key findings were also identified.

First, the results show that Instagram marketing has a significant positive effect on customer-based brand equity. This indicates that Instagram-based promotional efforts by coffee-to-go brands contribute to building strong brand equity in the minds of consumers. These findings are consistent with previous studies by Kim & Ko (2012), Park & Namkung

(2022), Yadav & Rahman (2018), Seo & Park (2018), Aji et al. (2020), and Koay et al. (2021). The results suggest that Instagram marketing facilitates brand–consumer interaction and communication (interaction), creates emotional bonds that promote participatory behavior (entertainment), allows for personalized content (customization), and provides trend-relevant information (trendiness), all of which contribute to the formation of customer-based brand equity.

Furthermore, the study also reveals that customer-based brand equity has a significant positive effect on repurchase intention. This implies that CBBE embedded in consumers' minds can successfully foster repurchase behavior toward coffee-to-go brands. This finding aligns with the results of studies by Langga et al. (2019); Gómez & Pérez (2018); Kusumayani & Warmika (2022); and Huang et al. (2019). Specifically, brand awareness, brand image, perceived quality (consumers' subjective evaluations of product and service excellence), and brand loyalty (the emotional commitment to a brand) are all significant contributors to repurchase intention.

Another key finding of this study is that Instagram marketing does not have a significant direct effect on repurchase intention among coffee-to-go brands. This result contrasts with previous studies by Jalil et al. (2021), Marphy & Prabandari (2021), and Khoirunnisa & Astini (2021), which reported that social media marketing significantly influences repurchase intention. However, the current finding aligns with the study by Leksono & Prasetyaningtyas (2021), indicating that the components of Instagram marketing, that are interaction, entertainment, customization, and trendiness, do not directly generate repurchase intention.

The final result of this study demonstrates that customer-based brand equity significantly and fully mediates the relationship between Instagram marketing and repurchase intention in the coffee-to-go industry. This finding is consistent with Leksono & Prasetyaningtyas (2021), suggesting that Instagram marketing can only generate repurchase intention when its activities, that are interaction, entertainment, customization, and trendiness, successfully build customer-based brand equity. In contrast, if Instagram marketing fails to establish brand equity, repurchase intention is unlikely to occur.

4. CONCLUSION

This study, conducted on 125 customers of coffee-to-go brands who had previously engaged with the brands' Instagram content, concludes that Instagram marketing can effectively build customer-based brand equity. Furthermore, the findings reveal that customer-based brand equity significantly contributes to repurchase intention among coffee-to-go consumers. However, Instagram marketing alone does not directly influence repurchase intention. Instead, it contributes to repurchase behavior only when it successfully creates strong brand equity in consumers' minds.

The results confirm that customer-based brand equity fully mediates the relationship between Instagram marketing and repurchase intention. Therefore, the managerial implication is that brands should focus on implementing Instagram marketing strategies that strongly emphasize the elements of interaction, entertainment, customization, and trendiness. When these elements are effectively integrated, Instagram marketing can foster customer-based brand equity, which in turn strengthens the consumer, brand relationship and enhances social bonds between followers and the brand, ultimately leading to increased repurchase intention.

Despite its contributions, this study has several limitations. First, data were collected using a cross-sectional approach; future research is encouraged to adopt longitudinal methods to better understand the evolving relationship between Instagram marketing, customer-based brand equity, and repurchase intention. Second, this study employed only a quantitative method; future studies may consider qualitative or mixed-method approaches for a deeper exploration. Third, the research was limited to a single social media platform that is Instagram. Future studies could compare results across various social media platforms to examine differences in marketing effectiveness. Additionally, future research could investigate this model in different industries to see if outcomes vary. Finally, alternative mediating variables or the inclusion of moderating variables could be explored to identify the most effective marketing practices for generating repurchase intention.

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