International Journal of Management Analytics (IJMA)
Vol. 4, No. 4 October 2026: 953-962

The Influence of TikTok Social media marketing and Service Quality on Purchase Decisions at De.u Coffee Dago

Annisa Nurullahi[1], Tahmat[2*], Hilda Purnamawati[3], Slamet Risnanto [5]
Universitas Sangga Buana
Corresponding Author: Tahmat; tahmat.ypkp@usbypkp.ac.id

A R T I C L E I N F O

Keywords: Purchase Decision, Service Quality, Tiktok Social Media Marketing

Received : 10, August
Revised : 15, September
Accepted: 20, October

©2026 Nurullahi, Tahmat, Purnamawati, Risnanto (s): This is an open-access article distributed under the termsof the Creative Commons Atribusi 4.0 Internasional.

A B S T R A C T

The growth of coffee shop businesses in Indonesia shows a significant trend in line with the lifestyle changes of urban communities, where coffee shops have increasingly become places for socializing, working, or simply relaxing. One widely used strategy is social media marketing, particularly through TikTok, which is currently popular across various demographics. This study aims to examine the influence of TikTok social media marketing and service quality on consumer purchase decisions at De.u Coffee Dago. The research method employed is quantitative, with data collected through questionnaires distributed to 100 respondents. Data analysis was conducted using multiple linear regression tests. The results indicate that TikTok social media marketing has a significant effect on purchase decisions with a significance value of 0.000 (<0.05). Similarly, service quality also has a significant effect on purchase decisions with a significance value of 0.000 (<0.05). Simultaneously, both independent variables contribute 63.9% to purchase decisions, while the remaining 36.1% is influenced by other factors outside this study. These findings highlight the importance of digital marketing strategies through TikTok and the implementation of optimal service quality in enhancing consumer purchase interest. The benefits of this research not only provide academic insights into consumer behavior but also serve as a practical reference for coffee shop businesses in designing effective marketing strategies and maintaining service quality to increase consumer loyalty.

DOI: https://doi.org/10.59890/ijma.v4i4.46

URL : https://journalijma.my.id/index.php/ijma

INTRODUCTION

The Indonesian business world is currently experiencing significant growth in 2024, with continued economic stability. Data from the Central Statistics Agency (BPS) shows that the food and beverage sector experienced strong growth in the second quarter of 2024, reaching 10.17%. This figure indicates that business activity is increasing rapidly, reflecting increasing public demand and consumption. This growth is also supported by an increase in the number of food and beverage providers, which reached 4.85 million units in 2024, an increase of approximately 21.13% compared to 2016. This creates stability and potential for the sector to drive sustainable economic growth. With these developments, the food and beverage business in Indonesia is experiencing growth in line with changes in people's lifestyles, who increasingly prefer to spend time outside the home to enjoy culinary delights. Communication media that initially only functioned What began as a messaging tool has now evolved into an effective platform for marketing, sales transactions, and building interactions with customers. The internet is a necessity for everyone to obtain information and can be used as a medium for advertising a product. (Aprianti & Putri Krismawati, 2020:51) The presence of social media, especially platforms like TikTok, Instagram, and Facebook, has opened up new opportunities for businesses to reach a wider audience through creative and interactive content. One of the businesses that is growing rapidly in the food and beverage industry is the coffee shop. A coffee shop is a café that not only serves various types of coffee and other drinks but also often offers a food menu, both local and international as a complement. By presenting a relaxed atmosphere, a comfortable place, and equipped with music, either from a record player or live music, coffee shops are becoming increasingly popular. Distinctive interior designs, friendly service, and amenities like Wi-Fi add to their appeal. This has led to the rise in popularity of coffee shops, as the coffee culture, once limited to consumption, has now evolved into an integral part of the modern lifestyle. This phenomenon is increasingly visible among various groups, from young people and adults to the elderly, who use coffee

shops as places to relax, work, and socialize. With continuously innovative concepts, a comfortable atmosphere, and supportive facilities, it's no surprise that coffee shops are increasingly popular as places to enjoy a more enjoyable time. This development is inseparable from the growing public interest in coffee, which drives consumption growth year after year. In recent years, coffee consumption in Indonesia has experienced a significant increase. This trend is reflected in data on coffee consumption in Indonesia from 1990 to 2024, which shows the growth in demand over time. is Figure 1.1 which depicts a graph of he development of coffee consumption in Indonesia during the period 1990 to 2024.

Figure 1.1 Graph of Coffee Consumption in Indonesia Source: Santino Coffee

Based on Figure 1.1 above, it shows that in the period from 1990 to 2024, coffee consumption in Indonesia continued to increase significantly from year to year. In 1990, coffee consumption was still quite high. De.u coffee Dago is one of the most popular coffee shops in Bandung City, which has been around since early 2020. Located in the upper Dago area, precisely at Jl. Rancakendal No. 07, De.u coffee Dago is the largest of three branches owned, namely De.U coffee Dipatiukur, De.U coffee Mekarwangi, and De.u coffee Dago itself. This coffee shop is known for its distinctive character as a comfortable and cheerful place to spend time for all ages, serving a variety of menus ranging from specialty coffees, snacks, to appetizing main dishes. De.u coffee Dago Offering a breathtaking view of the Bandung skyline from a height, De.u Coffee Dago offers a refreshing morning view, a beautiful sunset, and stunning city lights at night. various supporting facilities, such as power outlets to make it easier for customers to work or study, Instagrammable photo spots to capture moments with those closest to them, as well as a safe and comfortable playground for children.

With a unique and distinctive building design that carries a tropical minimalist theme and makes it feel warm. De.u coffee Dago has flexible operating hours, namely on weekdays from 7:00 to 23:00 and on weekends from 7:00 to 00:00. So De.u coffee Dago is the perfect choice for those who want to have breakfast, lunch, or dinner with family and closest people while enjoying the beauty of Bandung City. In table 1.1, a list of several coffee shops located in the Dago area is presented. The competition of De.u coffee Dago is low, but continues to increase gradually until 2010. Since then, coffee consumption has grown rapidly, particularly from 2015 to 2024, when coffee consumption has reached nearly 4,000 bags. This demonstrates the growing interest in coffee consumption among Indonesians.

According to Dovan and Saputri (2021:49), marketing through social media or what is known as social media marketing has a positive impact on companies in achieve its goals, namely achieving sales targets through making decisions purchases between business actors and consumers. The use of social media marketing is part of a digital marketing strategy that is now widely implemented by companies by actively making offers through social media of course, this will make the products offered widely distributed, so that increase public awareness of the product. By means of Clear and good delivery will certainly attract consumers to make a purchase. purchasing decisions on the

product. This will make sales Increased service quality and greater profits will be achieved. According to Nasution (2022:50), the relationship between service quality and purchasing decisions lies in the overall assessment of a service's excellence. If the resulting assessment is positive, then service quality will impact purchasing decisions.

The existence of quality service will encourage consumer purchasing decisions. Furthermore, quality service can also encourage consumers to forge strong bonds with the company. Service quality encompasses all activities undertaken by a company to meet consumer expectations. Service, in this context, is defined as the service provided by the service provider, encompassing convenience, speed, relationships, competence, and friendliness, demonstrated through attitudes and behaviors in providing service to achieve customer satisfaction. This is in line with research conducted by Daffa Altauriq & Harjadi Hadisuwarno (2024:13) which shows that service quality has a positive influence on purchasing decisions at Denny's. However, this contradicts the results of research conducted by Ely Kuniawati (2020:100), which showed that service quality had a negative and insignificant effect on purchasing decisions at PT Permata Riau Jaya.

Furthermore, research conducted by Oka et al. (2023:282) showed that service quality did not significantly influence purchasing decisions of coffee shop consumers at Gula Kopi

LITERATURE REVIEW

Purchase Decisions

Purchase decisions represent the culmination of a consumer's journey where they evaluate various alternatives and ultimately decide to buy a product or service. According to Tjiptopno (cited in Damayanti et al., 2023), a purchase decision is the specific stage in consumer behavior where consumers actually execute the transaction to purchase a product. In the context of the food and beverage industry—particularly coffee shops—consumer decision-making is influenced by multiple elements, including product displays, promotional strategies, service excellence, and personal preferences or needs (Syach, 2023; Wulandari, 2024). Understanding these decisions allows business managers to identify what drives customer commitment and long-term loyalty.

TikTok Social Media Marketing

Social media marketing has evolved into an essential digital marketing strategy that helps companies achieve their sales goals and build direct interactions with customers (Dovan & Saputri, 2021). Among various digital platforms, TikTok has emerged as a dominant tool for businesses to reach wider audiences across diverse demographics through creative, entertaining, and interactive video content. According to Roberts and Zahay (2021), leveraging social media platforms like TikTok enables businesses to build closer, more personal connections with their audience, thereby strengthening emotional engagement and fostering consumer trust. Effective TikTok marketing relies heavily on delivering light, visually appealing, and engaging content that

encourages positive audience attention and influences final purchase decisions (Nabilah & Wardhana, 2024).

Service Quality

Service quality is defined as the overall assessment or global judgment regarding a service's excellence and its ability to meet or exceed consumer expectations (Nasution, 2022). It encompasses all activities undertaken by a service provider—such as convenience, speed of service, employee competence, professionalism, and friendliness—to achieve customer satisfaction (Chandra & Hafni, 2020). According to Kotler and Keller (cited in Novitaningtyas, 2022), superior service quality shapes positive consumer perceptions, which subsequently play a critical role in driving purchasing decisions. In service-oriented environments like coffee shops, visible indicators of service quality, such as employee neatness, professional appearance, and efficient responsiveness, directly enhance the customer experience and encourage repeat patronage.

Relationship Between Variables

The theoretical framework linking TikTok social media marketing, service quality, and purchase decisions suggests that both digital outreach and operational excellence work hand-in-hand to attract consumers. High visibility and engaging storytelling on TikTok build initial brand awareness and interest, while optimal service quality ensures a satisfying on-site experience that converts prospective interest into concrete purchasing decisions. This dual relationship is supported by prior empirical studies demonstrating that both social media marketing and service quality exert positive and significant simultaneous influences on consumer purchasing behavior in the food and beverage sector (Meirani, 2022; Purnomo & Fahmi Hakim, 2024).

METHODOLOGY

Research Method

Meanwhile, the author used descriptive and verification methods in this research. The verification method in this study was used to answer the research problem formulation, namely to determine the extent of influence of TikTok social media marketing and service quality on purchasing decisions at De.u Coffee Dago. The population in this study took population data from consumers who came to De.u Coffee Dago from August 2024 to February 2025. The following consumer data is presented in Table 3.3 as follows:

Table 1 De.u Coffee Dago Visitor Data for 2023-2024

No	Year	Month	Number of Visitors
1	2024	August	9455
2	2024	September	19410
3	2024	October	18600
4	2024	November	15900
5	2024	December	17050
	January 6, 2025,		11625
	February 7, 2025,		9128
Total			101,168

Source: De.u Coffee Dago (2025)

The sampling procedure used in this study is *non-probability* with *incident sampling* techniques . According to Sugiyono in Benny et al., (2022:55) *non-probability sampling* is a technique that does not provide equal opportunities or chances for each element or member. population to be selected as a sample.

RESEARCH RESULT

The results of the research that has been conducted show that the condition of TikTok *social media marketing* at De.u *Coffee* Dago can be said to be quite good, the condition of service quality at De.u *Coffee* Dago can be said to be good, and the condition of purchasing decisions at De.u *Coffee* Dago can be said to be quite good. This can be proven by the total score obtained from the TikTok *social media marketing* variable having an average score of 3.26 with the highest score on enjoyable content of 3.45, indicating that De.u *Coffee* Dago is able to present interesting and enjoyable content for the audience. However, the lowest score is on the activity of sharing content of 3.02, this can be caused by the lack of interactive invitations and inappropriate strategies, so it is necessary to Efforts were made to encourage audience participation in disseminating content through more engaging content. The service quality variable had an average score of 3.43, with the highest score being employee tidiness at 3.62, indicating that De.u *Coffee* Dago places great emphasis on the professional appearance and cleanliness of its employees. However, the score The lowest score was found in employee speed in serving at 3.23, this was due to the lack of employees in the service which was not yet efficient, so it was recommended that employees improve the timeliness of service through regular training. Then, the purchasing decision variable had an average score of 3.32 with the highest score being the menu display at 3.41. This indicates that De.u *Coffee* Dago can serve a menu that meets customer expectations. However, the lowest score was for ease of finding De.u *Coffee* Dago's location, at 3.02.

This could be due to Location information has not been conveyed well on social media, so it is best to optimize the inclusion of the De.u *Coffee* Dago location via social media.

Based on the results of simultaneous testing (F Test), it is known that the significant value is 0.000, so the sig value is <0.10. Then the calculated F value is 266.674, which is previously known that the F table value in this study is 2.35.

According to the results of data processing, the calculated F value > F table, namely 266.674 > 2.35, so H0 is rejected and Ha is accepted, meaning that TikTok *social media marketing* and service quality have a positive and significant effect simultaneously on the decision. purchasing decisions at De.u *Coffee* Dago. The results of this study indicate that TikTok *social media marketing* and service quality have a positive and significant influence on purchasing decisions at De.u *Coffee* Dago. Of the several factors that can influence purchasing decisions, TikTok *social media marketing* and service quality are the two most dominant aspects in attracting consumer interest. This finding aligns with Tjiptopno's theory in Damayanti et al., (2023:30), which states that purchasing decisions are the decision stage where consumers directly actually purchasing a product. This shows that the more well-known a company and its product's presence on social media, the more likely consumers are to make a purchase. Consumers tend to choose products that are widely known because they feel more confident and comfortable with the product. In addition, several other factors such as promotions, service, and personal needs can also influence purchasing decisions (Syach 2023:45). This is further supported by previous research conducted by Meirani (2022) which examined the influence of *social media.*

TikTok *marketing* and service quality on purchasing decisions at Burger Bangor Sepatan, which states that TikTok *social media marketing* and service quality simultaneously have a positive and significant effect on purchasing decisions. Therefore, the better the implementation of TikTok *social media marketing* and the better the service quality provided by De.u *Coffee* Dago, the greater the opportunity to increase consumer purchasing decisions.

Based on the results of the t-test (partial) on the price variable, a significant value of 0.000 was obtained, so the sig value was smaller than 0.10, then the calculated t value was 3.834, which was previously known that the t-table value in this study was 1.661. According to the results of the data processing, the calculated t value> t-table, namely 3.834> 1.661, meaning that H0 was rejected and Ha was accepted, it can be concluded that TikTok *social media marketing* has an effect on purchasing decisions at De.u *Coffee* Dago. TikTok *social media marketing* is one of the keys to reaching products to consumers. This is in line with Roberts' theory and Zahay (2021:109) states that *social media marketing* can have a positive impact on achieving its sales goals through generating purchasing decisions. Utilizing social media platforms like TikTok allows De.u *Coffee* Dago to build closer and more personal interactions with its audience. This interaction not only strengthens emotional connections but also increases consumer trust in the company. Promotional content presented in a relevant and easy-to-understand manner through De.u *Coffee* Dago 's TikTok social media platform can strengthen its appeal purchase. This is also reinforced by previous research conducted by Nabilah & Wardhana (2024) which examined the influence of *social media.* TikTok *Marketing* and *Online Consumer Reviews* on Purchasing Decisions on Skintific products, which states that TikTok *social media marketing* has a

positive and significant partial effect on purchasing decisions. Therefore, the more effective TikTok *social media marketing* is, the more effective it is display De.u *Coffee* Dago, the higher the increase in consumer purchasing decisions. Based on the results of the t-test (partial) on the price variable, it was obtained significant value of 0.000 then the sig value is less than 0.10 then the t value.

The calculated t-value is 5.801, which is known previously that the t-table value in this study is 1.661. According to the results of the data processing, the calculated t-value is > t-table, namely 5.801 > 1.661, meaning that H0 is rejected and Ha is accepted, so it can be concluded that service quality has an effect on customer decisions purchase at De.u *Coffee* Dago.

The relationship between service quality and purchasing decisions can be seen from how consumers assess the overall superiority of a service (Nasution 2022:50). This finding aligns with Kotler and Keller's theory (Novitaningtyas 2022:132), which states that purchasing decisions are a process of stages consumers go through when making a purchase. Good service quality will shape positive consumer assessments. Therefore, the consumer assessments generated by De.u *Coffee* Dago indicate that the service provided has a positive impact on purchasing decisions. This is also supported by previous research conducted by Daffa Altauriq & Harjadi Hadisuwarno (2024) who researched the influence of promotion, product quality and Service Quality on Purchasing Decisions at Denny's, which states that service quality has a positive and significant partial influence on purchasing decisions. Furthermore, there is also research conducted by Therefore, the better the quality of service provided, the better the customer experience.

CONCLUSION

The results of the study show the condition of TikTok's *social media marketing,* the condition of service quality and The purchasing decision conditions at De.u *Coffee* Dago can be said to be quite good. This is evidenced by the total score obtained from the TikTok *social media marketing* variable.

The average score is 3.26 with the main advantage in marketing strategy, namely content that is entertaining, light, and visually appealing with aesthetics and creative concepts, the highest score is on the enjoyable De.u *Coffee* content of 3.45 and the lowest score is on the level of activity in sharing content with a score of 3.02, then on the variable.

The quality of service has an average score of 3.43 with the highest score being neatness of dress at 3.62 and the lowest score being speed of service at 3.23, then the purchasing decision variable has an average score of 3.32 with the highest score being appropriate menu display at 3.41 and the lowest score being ease of finding the location was 3.02. The results of this study show that *social media*

TikTok *marketing* and service quality have a positive and significant simultaneous effect on purchasing decisions at De.u *Coffee* Dago. De.u *Coffee* 's advantage lies in its attractive menu display and its suitability to the target market's preferences, both in terms of visual design and product choices displayed consistently on social media. This can be proven by the research results of the F test calculation (simultaneous) which produces a calculated F value > F

table (266.674>2.35) which means H0 is rejected and Ha is accepted. TikTok *social media marketing* and service quality have a contribution of 84% to purchasing decisions at De.u Coffee Dago.

De.u *Coffee* Dago, the remaining 16% is influenced by other factors not included in this study such as price, product quality, brand image, *brand awareness* and other external variables. influence purchasing decisions. The results of the study indicate that TikTok *social media marketing* has a value of 0.204 on purchasing decisions, as evidenced by the results of multiple linear regression calculations. The results of this study also indicate a positive and significant partial influence of TikTok *social media marketing* on purchasing decisions at De.u *Coffee* Dago. This is evidenced by the results of the partial t-test calculation which produces a calculated t value > t table (3.834>1.661) which means H0 is rejected and Ha is accepted. With the main advantage of TikTok's *social media marketing* strategy which is packaged in a way.

The content is enjoyable and narrated easily by young people, thus attracting positive attention from the audience. The results of the study indicate that service quality has a value of 0.455 on purchasing decisions, as evidenced by the results of multiple linear regression tests. The results of this study also indicate that there is a positive and significant influence partially significant effect of service quality on purchasing decisions at De.u *Coffee* Dago. This is proven by the results of the t-test (partial) calculations which produce a calculated t value ? t table (5.801 > 1.661) which means H0 is rejected and Ha is accepted. There is an advantage of De.u *Coffee* Dago in the quality of service shown through the neatness and professional appearance of employees, by giving a clean, neat and comfortable impression when interacting directly with consumers.

REFERENCES

References in the form book

Abubakar. (2021). *RESEARCH METHODOLOGY.* SUKA-Press UIN Sunan Kalijaga.

Aditama, RA (2020). *Introduction to Management.* Ae Publishing.

Andre Purnomo. (2021). *The Influence of Service Quality, Consumer Behavior and Product Influence on Service Purchasing Decisions at CV. Graha Global Gemilang*.

Annita, Dahlan, Nicodemus, Prayitno, Hendry, Supiyanto, & Anastasia. (2023). *Fundamentals of Research Methodology.* CV. Angkasa Pelangi.

Arfah, Y. (2022). *Product purchasing decisions.* PT Inovasi Pratama Internasional. Benny, Herawati, Wahyu, & Rizqon. (2022). *RESEARCH METHODOLOGY* (Ahmad

Muhaimin, Ed.; Media Edu Pustaka, Trans.). www.mediaedupustaka.co.id Cia Cai Cen. (2023). *Introduction to management.* PT Inovasi Pratama Internasional.

Damayanti, D., Stie, D., & Wiwaha, W. (2023). *Purchasing Decisions in Consumer Behavior Consumer.* STIE YKPN Press.

Endang Komara, Erliany, & Rian Andriani. (2022). *RESEARCH METHODS QUALITATIVE AND QUANTITATIVE* (Rachmi, Ed.). PT Rafika Aditama.

Haeril, SE, Lely Afiati, M., Dr, M., Awaluddin, S., Pd, SE, Muhammad Isra Ira-dat, M., Mustafa, M., Fitriani Latief, M., Mutiarini Mubyl, M., Psi, S., Psi, M., Psikolog Fakhruddin Kurnia, MM, & Billy Lazuardi,

M. (2023). *Marketing Management Publishing Company.* www.lajagoe.com

Hafni Sahir, S. (2023). *Research Methodology.* www.penerbitbukumurah.com Heru Setiawan, Ratu uHedy, & Muhammad Iqbal. (2022). *Introduction to Management.*

Jati Imantoro, & Muhammad Khoirul Amal. (2024). *Digital Marketing Textbook.* Deepublish.

Kosasih, N. (2022). *Introduction to management.* Guepedia.

Krisna Anugrah. (2020). *Quality of Accommodation Services.* Ideas Publishing.

Mochamad Nashrullah, O., Okvi Maharani, Sp., Abdul Rohman, Sp., Eni Fariyatul

Fahyuni, Sp., Nurdyansyah, I., & Sri Untari MPd, R. (2023). *EDUCATIONAL RESEARCH METHODOLOGY (Research Procedures, Research Subjects, and Development of Data Collection Techniques) Published by UMSIDA PRESS.*

Mulyadi. (2020). *INTRODUCTION TO MANAGEMENT.* CV Pena Persada.

Nunung, Rama, Yoyo, Ridho, & Dayan. (2024). *DIGITAL MARKETING IN ERO SOCIETY 5.0* (Rizky Restu Ramadan, Ed.). University of Indonesia Building.

Ramdan, AM, Siwiyanti, L., Komariah, K., & Saribanon, E. (2023). *Marketing Management.* Widina Publisher.

Rechandy, A., & Sulistiyani, CT (2020). *INTRODUCTION TO MANAGEMENT.* UAD Press.

Satriadi, Wanawir, Eka Hendrayani, Leonita Siwiyanti, & Nursaidah. (2021). *The Basics of Mana*

Marketing Management. Blue Ocean.

Sonny Indrajaya. (2024). *Marketing Management.* Kaizen Media Publishing. Sugiarto, I. (2022). *Business research methodology.* Andi Publisher.

Tamaulina, Irmawati, Sabir, & Indra. (2023). *Research Methodology (Theory and Practice).*

CV Saba Jaya Publisher.

Tampubolon, M. (2023). *RESEARCH METHODS.* PT Global Eksekutif Teknologi. www.globaleksekutifteknologi.co.id

Teddy Chandra, SE., MSC, B.Bus.Com, M., & LAYLA HAFNI, SSM (2020). *Service Quality, Consumer Satisfaction, and Consumer Loyalty.* IRDH CV.

Tubel Agusven, ST, Satriadi, S., Elvi Lastriani, SE, Triyani Capeg Hadmandho, M.

BA, Rimayang Anggun, LP, Annisa Sanny, SE, & Diansanto Prayoga, S. (2022). *Marketing Management.* CV Rey Media Grafika.

Widi Winarso, & Mulyadi. (2022). *MARKETING MANAGEMENT.*